

## ATCO Gas Australia Response to the ERA's Draft Decision

### Supporting information for expenditure on marketing and business development (Figure 6-14)

\$ million real at 30 June 2014	2013	2014	2015	2016	2017	2018	2019
Community engagement programs	\$0.00	\$0.04	\$0.19	\$0.19	\$0.19	\$0.19	\$0.19
Incentive programs	\$0.03	\$0.10	\$1.08	\$1.08	\$1.08	\$1.08	\$1.08
Market research	\$0.19	\$0.03	\$0.18	\$0.18	\$0.18	\$0.18	\$0.18
Advertising, website and social media	\$0.28	\$1.31	\$0.73	\$0.73	\$0.73	\$0.73	\$0.73
Whole of business advertising	\$0.07	\$0.45	\$0.17	\$0.17	\$0.17	\$0.17	\$0.17
Other	\$0.03	\$0.03	\$0.14	\$0.14	\$0.14	\$0.14	\$0.14
Labour	\$1.13	\$1.25	\$1.30	\$1.30	\$1.33	\$1.36	\$1.39
<b>Total</b>	<b>\$1.73</b>	<b>\$3.21</b>	<b>\$3.79</b>	<b>\$3.82</b>	<b>\$3.85</b>	<b>\$3.88</b>	<b>\$3.91</b>

