

Australian Communications and Media Authority (ACMA)
List of Innovative Grant Applications – 1st Round
Grant Award Published

Portfolio/Agency

Communications and the Arts > Australian Communications and Media Authority (Active)

Program

GO1301 Regional and Small Publishers Innovation Fund - Round one

Approval date – 18 October 2018

GA ID	Recipient Name	Grant Activity	Purpose	Publish Date	Start Date	End Date	Value (AUD)	Recipient Town/ City	Recipient Postcode	Recipient State/ Territory
GA35353	Mildura Weekly Pty Ltd	Online Interviews with Sunraysia's People of Interest	To create and produce daily video podcasts interviews with local people of interest in the local community.	4/3/2019	12/2/2019	15/5/2019	\$50,000.00	Mildura	3500	VIC
GA35352	The Irish Exile Pty. Limited	Digital Innovation Transformation Initiative	To innovate the publication's digital presence by upgrading its technological equipment and software, expanding its publication of digital content produced by the publication and improve digital audience engagement.	4/3/2019	12/2/2019	31/5/2019	\$75,000.00	Sydney	2041	NSW
GA35351	Central West Media Pty. Ltd.	Digital Community Content Project	To assist the publishers with their Digital Community Content Project towards the backend automation development and website development.	4/3/2019	12/2/2019	6/5/2019	\$50,000.00	Lithgow	2790	NSW
GA35350	Solstice Media Pty Ltd	InDaily membership and donation strategy	To develop and implement a structured, targeted membership and donation strategy.	4/3/2019	12/2/2019	27/5/2019	\$44,000.00	Adelaide	5000	SA

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GA35349	Agenda Media Pty Ltd	The Weekly Wrap eNewsletters: Series of 5 targeted Women's Agenda e-Newsletters in Agriculture, STEM, Small Business, Sports and Healthcare	To launch a series of five weekly email newsletters segmented to audiences who have opted-in to receive news across different industries including: agriculture, sport, health, STEM and small business.	4/3/2019	12/2/2019	15/3/2020	\$180,000.00	Sydney	2000	NSW
GA35348	Alexandra Newspapers Pty. Ltd.	Digital Expansion	Develop and expand the publisher's existing digital media by adding the capacity to produce and release a weekly podcast. Develop social media to allow video reporting of features to their website and Facebook page.	4/3/2019	12/2/2019	10/2/2020	\$20,000.00	Alexandra	3714	VIC
GA35426	Ace Radio Broadcasters Pty Limited	Modern Digital Media Online Website to service Regional Western Victoria	To design and develop a new website for the online publication.	14/3/2019	22/2/2019	13/9/2019	\$55,000.00	Horsham	3400	VIC
GA35425	Numurkah Leader Unit Trust	Newsroom website and CMS	To purchase a specialised newspaper content management system with paywall and advertising integration data.	14/3/2019	22/2/2019	2/8/2019	\$88,000.00	Numurkah	3636	VIC
GA35424	Mcpherson Newspapers Proprietary Limited	MMG Content & Communication Automation	To create new digital efficiencies through the installation of new technology solutions.	14/3/2019	22/2/2019	30/1/2020	\$242,858.00	Kialla	3631	VIC
GA35423	Surf Coast News Australia Pty	Surfcoastimes.com.au – riding a new wave in	To create and develop a new website to complement the	14/3/2019	22/2/2019	9/9/2019	\$302,830.00	Torquay	3228	VIC

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	Ltd	local news	publisher's existing print edition.							
GA35422	The Trustee for Parkes-Brown Family Trust	Who really cares about the Glasshouse Country & Maleny News	To commission a company via tender to conduct market research to gain an objective assessment of the publication's news content.	14/3/2019	22/2/2019	13/12/2019	\$20,000.00	Glass House Mountains (East)	4518	QLD
GA35421	Nascon Media Pty Ltd	AgTech Central	To develop a digital online platform to provide news and other information on developments in agricultural technology (fitting into the existing suite of agricultural news websites).	14/3/2019	22/2/2019	10/2/2020	\$38,000.00	Brisbane	4000	QLD
GA35420	The Trustee for IAN THOMAS FAMILY TRUST	Email Engagement Platform	To develop an email engagement platform to consolidate email services and publishing platform and provide a single integrated interface for producing and managing email alerts for content and breaking news.	14/3/2019	22/2/2019	9/8/2019	\$39,500.00	Pakenham	3810	VIC
GA35418	North East Media Pty Ltd	NEM Digital	To engage a media consultant to provide digital marketing training to the advertising sales team and to facilitate a full digital workshop for the publisher's current and prospective new advertisers.	14/3/2019	22/2/2019	14/6/2019	\$20,000.00	Wangaratta	3677	VIC
GA35419	North East Media Pty Ltd	NEM Newsroom	To develop an integration cloud-based software as a service, tailored	14/3/2019	22/2/2019	4/11/2019	\$29,086.00	Wangaratta	3677	VIC

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			specifically for the organisation's needs and workflows.							
GA35647	Warragul Regional Newspapers Proprietary Limited	The Digital Innovation Project	To launch a digital innovation project aimed to improve the publisher's digital channels.	14/3/2019	1/3/2019	4/6/2020	\$109,150.80	Warragul	3820	VIC
GA35648	Western District Newspapers Pty. Ltd.	Digital Future	To purchase a content management system specialised for digital newsroom publishing, with in-built ad management capabilities and paywall technology.	14/3/2019	1/3/2019	11/10/2019	\$243,446.90	Camperdown	3260	VIC
GA35649	Private Media Operations Pty Ltd	Mandarin PRO	To develop a new professional network module to the existing digital platform to be available to members.	14/3/2019	1/3/2019	30/5/2020	\$456,330.00	Melbourne	3000	VIC
GA35654	The North Western Courier Pty Ltd	North Western Courier - Interactive Online Presence	To develop its digital and interactive online presence. Create and update its current digital online publication.	14/3/2019	12/3/2019	29/11/2019	\$274,700.00	Narrabri	2390	NSW
GA35655	The trustee for the Paton Family Trust	On Demand Local News and Events	To create a scoping study to develop concepts, determine key business drivers, and potential opportunities for a viable proposal project.	14/3/2019	12/3/2019	26/4/2019	\$45,929.40	Glenorie	2157	NSW
GA35656	The Trustee for CREIGHTON FAMILY TRUST	The Fassifern Guardian Newsroom Website and CMS	To purchase a newsroom content management system with paywall and ad management integration for the applicant's website to	14/3/2019	12/3/2019	30/9/2019	\$189,200.00	Boonah	4310	QLD

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			complement the existing newspaper.							
GA35657	Elliott Newspaper Group Proprietary Limited	Elliott Newspaper Group Newsroom Website and Content Management System	To purchase a new content management system package and develop new websites for their publications.	14/3/2019	12/3/2019	2/8/2019	\$376,200.00	Mildura	3500	VIC
GA35658	The Saturday Paper Pty Ltd	The Saturday Paper - Review of existing customer relationship management systems	To engage a specialist third party to undertake a review of the existing customer relationship management solution and internal customer management processes.	14/3/2019	12/3/2019	31/5/2019	\$10,692.00	Carlton	3053	VIC
GA35659	The Saturday Paper Pty Ltd	The Saturday Paper – Improving reader engagement	To design and implement pilot initiatives to improve user engagement and explore ways to better interact with readers and the wider community.	14/3/2019	12/3/2019	13/12/2019	\$17,600.00	Carlton	3053	VIC
GA37331	Private Media Operations Pty Ltd	Crikey customer engagement and distribution platform improvement	To create a customer engagement and distribution platform.	26/3/2019	25/3/2019	25/9/2020	\$399,000.00	Melbourne	3000	VIC
GA37329	The Saturday Paper Pty Ltd	The Saturday Paper – Transforming the production and delivery of news content	To build a digital media studio at the publisher's headquarters to produce and publish video and audio content, including podcasts.	26/3/2019	25/3/2019	30/6/2019	\$154,000.00	Carlton	3053	VIC