

Innovation Fund – Summary of Round One Grantees – December 2018

Applicant	Project Description	State
ACE Radio Broadcasters Pty Limited / The Weekly Advertiser	Develop a digital-media project to create a modern online website and mobile app.	Vic
Adelphi Printing Pty Ltd as Trustee for the Paton Family Trust	Create a scoping study to develop concepts, determine key business drivers, and potential opportunities for a viable proposal project.	NSW
Alexandra Newspapers Pty Ltd	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.	Vic
Central West Media Pty Ltd	Assist the publishers with their Digital Community Content Project towards the backend automation development and website development.	NSW
Elliott Newspaper Group Pty Ltd	Purchase a new content management system package and develop new websites for their publications.	Vic
Jinki Sixteen Pty Ltd atf Numurkah Leader Unit Trust	Purchase a specialised newspaper content management system with paywall and advertising integration data.	Vic
Leader Newspapers Pty. Ltd.	Engage a professional media consultant to undertake a performance review of content and delivery strategies.	SA
McPherson Newspapers Proprietary Limited (Trading as McPherson Media Group ["MMG"])	Create new digital efficiencies through the installation of new technology solutions.	Vic
Mildura Weekly Pty Ltd	Create and produce daily video podcasts interviews with local people of interest in the local community.	Vic
Nascon Media Pty Ltd	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).	Qld
North East Media Pty Ltd	Develop an integration cloud-based software as a service, tailored specifically for the organisation's needs and workflows.	Vic
North East Media Pty Ltd	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.	Vic
Private Media Operations Pty Ltd / Crikey	Create a customer engagement and distribution platform.	Vic
Private Media Operations Pty Ltd/ Mandarin	Develop a new professional network module to the existing digital platform to be available to members.	Vic
Solstice Media Pty Ltd	Develop and implement a structured, targeted membership and donation strategy	SA

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Star News Group Pty Ltd	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.	Vic
Stormvale Pty Ltd as trustee for the Creighton Family Trust trading as Boonah Newspaper Co	Purchase a newsroom content management system with paywall and ad management integration for the applicant's website to complement the existing newspaper.	Qld
Surf Coast News Australia Pty Ltd	Create and develop a new website to complement the publisher's existing print edition.	Vic
The Huon Newspaper Company Pty Ltd	Launch a project aimed at digitising and increasing traditional news content to reach a broader audience.	Tas
The Irish Exile Pty. Limited	Proposal 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 improving digital audience engagement.	NSW
The North Western Courier Pty Ltd	The project is aimed to develop its digital and interactive online presence. Create and update its current digital online publication.	NSW
The Saturday Paper Pty Ltd	Engage a specialist third party to undertake a review of the existing customer relationship management solution and internal customer management processes.	Vic
The Saturday Paper Pty Ltd	Design and implement pilot initiatives to improve user engagement and explore ways to better interact with readers and the wider community.	Vic
The Saturday Paper Pty Ltd	Build a digital media studio at the publisher's headquarters to produce and publish video and audio content, including podcasts.	Vic
The Trustee for Parkes-Brown Family Trust / Glasshouse Country & Maleny News	Commission a company via tender to conduct market research to gain an objective assessment of the publication's news content.	Qld
Warracknabeal Herald Proprietary Limited	Install a new digital newsroom technology and upgrade computer and AV equipment.	Vic
Warragul Regional Newspapers Proprietary Limited	Launch a digital innovation project aimed to improve the publisher's digital channels.	Vic
Western District Newspapers Pty. Ltd.	Purchase a content management system specialised for digital newsroom publishing, with in-built ad management capabilities and paywall technology.	Vic
Women's Agenda/Agenda Media Pty Ltd	Launch a series of five weekly email newsletters called segmented to audiences who have opted-in to receive news across different industries including: agriculture, sport, health, STEM and small business.	NSW