

Regional & small publishers
innovationfund

Innovation Fund – Summary of 2020 Round Grantees: August 2020

	Applicant	Suburb / Town	State / Territory	Publication name	Description of grant funding
1	Macquarie Publishing Pty Ltd	Mitchell	ACT	CityNews	To expand the reach and readership of the Grantee’s publications by engaging journalists and increasing the production of public interest journalism.
2	Newstate Media Pty Ltd	Fyshwick	ACT	Canberra Weekly	To expand news coverage through the development of cloud technology, purchase of hardware, engagement of a journalist and provision of training to existing staff.
3	Budsoar Pty Ltd T/As Koori Mail	Lismore	NSW	Koori Mail newspaper	To build on the capacity to deliver news by engaging Indigenous journalists and writers, developing the Grantee’s digital platform and upgrading computer systems.
4	Central Coast Newspapers Pty Ltd	Gosford	NSW	Central Coast Newspapers	To increase the sustainability and reach of the publication by developing a sales campaign, upgrading IT equipment, engaging a journalist and sales staff and providing training to existing staff.
5	Condobolin Argus Pty Ltd	Condobolin	NSW	The Condobolin Argus	To redevelop the Grantee’s website and increase content development, engage a social media regional news officer and provide training to staff.

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6	Echo Publications Pty Ltd	Mullumbimby	NSW	The Byron Shire Echo	To redevelop the Grantee's website and advertising platform.
7	King Media Regional Pty Ltd.	Bowral	NSW	LatteLife Newspaper	To develop new content for a niche market by funding a consultant to assist existing journalists with content development and employing a full-time salesperson.
8	Monaro Media Group Pty Ltd	Cooma	NSW	The Monaro Post	To purchase a digital publishing and technology package to develop a new website and content management system and engage a journalist and a salesperson.
9	Narrandera Argus Pty Ltd	Narrandera	NSW	Narrandera Argus	To purchase a digital publishing and technology package to develop a new website and content management system and upgrade photographic equipment.
10	Newstate Media Newcastle Pty Ltd	Charlestown	NSW	Newcastle Weekly	To expand news coverage and advertising revenue, employ a journalist and sales specialist and conduct a comprehensive sales training program to transition to combined print and digital.
11	RenewEconomy Pty Ltd as trustee for Renew Economy Trust	Montecollum	NSW	RenewEconomy, One Step off the Grid, The Driven, Energy Insiders (podcast), Solar Insiders (podcast), The Driven (podcast)	To upgrade existing digital capabilities with new technology, purchase hardware and software and engage a digital consultant.
12	Roundbox Media Pty Ltd	Young	NSW	The Hilltops Phoenix, Yass Phoenix, Bilpin Phoenix, Griffith Phoenix, the Goulburn Phoenix	To upgrade existing websites, purchase hardware and software to improve digital presence, engage a journalist and advertising/sales.
13	Skymote Pty Ltd as Trustee for the Martin Family Trust	Manilla	NSW	Manilla Express	To transition the Grantee's publication into the Information Age by updating and upgrading the Grantee's website, upskilling staff and expanding readership.

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14	Warrumbungle Publications Pty Ltd trading as Coonabarabran Times	Coonabarabran	NSW	The Coonabarabran Times	To establish an online local business directory to increase digital advertising revenue to fund the Grantee's coverage of local news, through the funding of an advertising coordinator, digital training and purchase IT hardware.
15	Wavelength Group Pty Ltd	Scone	NSW	scone.com.au; singleton.net.au; liverpoolplains.com.au	To expand a successful model of town-based online-news via the funding of a journalist and sales staff.
16	Wilkie Watson Publications	Tumut	NSW	Tumut and Adelong Times	To drive digital subscription and digital advertising by introducing a comprehensive multi-media advertising sales training and support program for staff and hiring a journalist.
17	Word & Pixel Perfection Pty Ltd	Cowra	NSW	The Canowindra Phoenix, The Forbes Phoenix, The Parkes Phoenix, The Mudgee Phoenix, The Blue Mountains Phoenix	To fund the employment of new journalism positions and develop the Grantee's website to provide local communities access to public interest journalism online.
18	Word Count Media Pty Ltd	Newport	NSW	Pittwater Life magazine	To improve the Grantee's local service delivery through the engagement of local journalists to investigate and deliver an increased volume of news articles.
19	Cassowary Coast Independent News Pty Ltd	Tully	QLD	Wet Tropic Times	To upgrade the Grantee's website and expand coverage, add an online business directory, employ an online producer / journalist, purchase video and printing equipment and provide training to staff.
20	Kezkazwin Enterprises Pty Ltd	Tamborine	QLD	Tamborine Bulletin and Yarrabilba Bulletin	To increase delivery of public interest news and events for local communities employing editorial staff and develop the Grantee's website.
21	Mac Group Publications Pty Ltd	Albany Creek	QLD	The Hills Echo	To grow readership and create sustainable advertising revenue by developing a social media strategy and redevelop the Grantee's website.
22	OurNews Pty Ltd as trustee for The Rogers Family Trust	Clifton	QLD	Allora Advertiser, The Oakey Champion, Clifton Courier, On Our Selection News	To develop a news website and online directory, undertake digital training, and purchase hardware to support the Grantee's digital transition and ongoing production of great local stories to the communities.

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23	Somerset Media Pty Ltd	Kilcoy	QLD	Kilcoy Sentinel	To develop an online presence in the local community via the development of a new website and online directory.
24	The Trustee for Parkes-Brown Family Trust	Glass House Mountains	QLD	Glasshouse Country & Maleny News	To develop and implement a new website portal, digital content publishing and revenue generation platform to provide sustainability of the publication to continue to bring news to regional communities.
25	Solstice Media	Adelaide	SA	InDaily and InQueensland	To expand the production of public interest content and revenue by redeveloping the Grantee's website, engage journalists to provide breaking news and investigative journalism.
26	The Royal Institution of Australia Incorporated	Adelaide	SA	Cosmos Magazine; Cosmos online; Australia's Science Channel; Scinema; RiAus Education	To increase audience and sustainable revenue through market research and digital strategy and resourcing journalists.
27	Meander Valley Connect Inc. trading as Meander Valley Gazette	Deloraine	TAS	Meander Valley Gazette	To improve and expand the Grantee's news reporting and advertising content for the local municipality, building on the capabilities of the current newspaper and website and capitalising on the lack of local news and issue journalism provided by larger local media outlets.
28	Propeller Media	South Hobart	TAS	The Hobart Magazine	To generate additional public interest journalism by employing an additional journalist and purchase new IT equipment and software.
29	Alexandra Newspapers	Alexandra	VIC	Alexandra Standard and Yea Chronicle	To increase productivity and sustainability by redeveloping the Grantee's website and replacing out of date IT equipment.
30	Elliott Midland Newspapers Pty Ltd	Kyneton	VIC	Midland Express, Castlemaine Mail	To increase advertising revenue in the short term and improve the long-term capability of the Grantee's advertising sales team by introducing a multi-media advertising sales training and support program to generate new revenue to sustain local journalism.

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31	GJ Adams Trust	Shepparton	VIC	The Shepparton Adviser	To increase the reach and production of public interest journalism both in print and online by developing a website, upgrading hardware/software and engaging sales staff.
32	Gladdis Enterprises Pty Ltd	Nhill	VIC	Nhill Free Press & Kaniva Times	To increase the viability of the newspaper by developing a website.
33	Inside Story Publishing Pty Ltd	Carlton	VIC	Inside Story	To expand the Grantee's audience and open a new revenue stream by producing a monthly magazine in partnership with the local newspaper to be inserted into the paper.
34	Maryborough Regional Newspapers Pty Ltd	Maryborough	VIC	The Maryborough District Advertiser	To develop capacity to create, curate and monetise digital content by upgrading IT services and equipment, online sales technology and engage an online producer/ journalist.
35	Ncnews Pty Ltd	St Arnaud	VIC	North Central News	To establish the Grantee as a print and digital hybrid business to meet the needs of its readership and continue producing local stories by upgrading IT equipment, software and the website and developing an online directory.
36	North Central Review Pty Ltd	Kilmore	VIC	North Central Review	To increase production of public interest journalism, improve social media presence and advertising revenue by engaging a digital marketing officer, upgrading online sales technology and video production equipment.
37	Phillip Island & San Remo Advertiser	Cowes	VIC	Phillip Island & San Remo Advertiser	To implement the Digital Growth Project and maximise online presence by developing a classified module, upgrading IT and video production equipment and engaging journalist.
38	The Local Publishing Group Pty Ltd	Glenlyon	VIC	The Local, House.Land.Home, House.Land.Home.Premium, The Little Local	To expand news coverage with podcast production by engaging a journalist/ podcast engineer and purchasing podcast equipment.

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39	Warragul Regional Newspapers Pty Ltd	Warragul	VIC	The Warragul & Drouin Gazette	To increase the Grantee's capability to create video and podcast content for current and potential audience and driving this audience back to the website where content can be monetised both behind a paywall and in the free area of the website.
40	Warrandyte Arts & Education Trust	Warrandyte	VIC	Warrandyte Diary	To enhance the quality monthly print journalism provided by employing journalist and sales staff and providing a digital-only edition with a small on-demand to allow the Grantee to keep up with breaking news.
41	The Chung Wah Association Inc	Northbridge	WA	Chung Wah Magazine	To engage new staff to enhance the quality of public interest journalism and to establish partnerships with other community media, increase usage of social media platforms, and provide training opportunities for journalism and graphic design students.

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	Applicant	Suburb / Town	State / Territory	Publication name	Description of grant funding
42	Buloke Times (VIC) Pty Ltd	Donald	VIC	The Buloke Times	To improve newsroom and journalist mobility by purchasing computer and hardware and develop a new website including paywall.
43	Moscol Group Pty Ltd	Corryong	VIC	The Corryong Courier	To increase the reach, publications and advertising revenue on its online publication by developing online technology and purchase of photographic equipment.