



Commercial Development Program - 2017

This report provides an overview of the outcomes from the Commercial Development Projects: U-15k - 3rd Quarter 2017.

Section 1: Funding Round Overview

Program	Commercial Development Program - 2017
Funding Round	Commercial Development Projects: U-15k - 3rd Quarter 2017
Total Applications Assessed	29
Total Applications Approved	11
Application Success Rate (%)	38 %
Total Amount Requested	\$262,986
Total Amount Approved	\$83,558

Section 2: Feedback from this Round

Section 3: Statistical Information by Discipline

Discipline	Applications Assessed	Applications Approved	Success Rate (%)	Total \$ Requested	Total \$ Approved
Dance	1	0	0 %	\$15,000	\$0
Fashion	6	2	33 %	\$48,739	\$6,282
Music	14	6	43 %	\$130,576	\$55,146
Visual Arts and Crafts	4	1	25 %	\$30,656	\$8,160
Writing	4	2	50 %	\$38,015	\$13,970

Section 4: Statistical Information by Category

Category	Applications Assessed	Applications Approved	Success Rate (%)	Total \$ Requested	Total \$ Approved
U-15k	29	11	38 %	\$262,986	\$83,558

Section 5: Successful Grant Recipients

Discipline: Fashion **\$6,282**

Felicity Brown **\$2,917**

Sydney Theatrical Premier of the documentary film MadHATtan

To attend as VIP Guest and represent Hats by Felicity at the Sydney Premier of

MadHATtan documentary featuring the story of Hats by Felicity journey from Broome to New York. The aim of the project is to take this opportunity to network and further build the Hats by Felicity brand and profile regional WA and it's artists.

Rebecca Fogarty

\$3,365

Put Hammered Leatherworks in front of 75K design savvy shoppers in Melbourne and Sydney by partnering with The Big Design Market.

The Big Design Market is an annual 3 day market style event in Melbourne and Sydney that draws over 75K visitors. Hammered Leatherworks has successfully been chosen as the only WA design based business that will be attending both events this year. With our unique product and clear new look packaging the purpose is to introduce as many people as possible to our growing brand to achieve sales goals. What better way than to start a new relationship than with a face to face "hello".

Discipline: Music

\$55,146

Connor Minervini

\$7,991

The Hunting Birds - Debut EP and WA Tour

The Hunting Birds will produce their debut EP with producers Andy Lawson and Joel Quartermain for local, national and online release. A regional promotion and publicity campaign, Perth Launch and Regional Tour.

A.P Canion & A Doodkorte & S.N Dow & D Estrin & S.E Kay

\$14,458

European festival appearances and a 23-date UK/EU tour.

Voyager will play two progressive metal festivals in Europe, ProgPower EU (as the headlining act) and Euroblast XIII, and then immediately embark upon a 23-date tour of the UK and continental Europe as the main support to French band Uneven Structure.

Dylan Ollivierre

\$5,000

The Money War to support Meg Mac across her national album tour. (Travel only)

The Money War will support Meg Mac across an extensive 23 date national tour.

This will provide TMW the opportunity to substantially increase their audience and lay significant groundwork for the release of their new album out in 2018.

The trustee for the Pond Band Unit Trust

\$14,500

International tour to support the release of POND's 7th LP 'The Weather', maintain and develop markets.

POND will perform at Summer Sonic Festival in Japan, iconic UK festivals Reading & Leeds, End of the Road and Electric Picnic, plus an exclusive 3 night residency in London. The aim is to further promote their recent LP release, develop and maintain markets.

Riley Pearce

\$8,228

Riley Pearce National Tour to Promote New Single "Misplaced"

I am a Perth based, WA Music Song of The Year Award winning artist seeking funding for an east coast tour to promote my new single "Misplaced". I am applying for funding to bring my backing band along for all shows. The tour will include shows in QLD, NSW & VIC including a spot playing at Swagger Festival in Victoria. The purpose of this project is to build upon my profile at a national level, showcase to new markets, network with industry and generate new opportunities going forward.

Thomas Mathieson

\$4,969

Mathas tours for Big Village Records:"The Big Vacation Tour"

'The Big Vacation' is the inaugural Big Village Records artist tour. Mathas, who released his sophomore album, Armwrestling Atlas through the label in late 2015 has been invited to headline the tour across Metropolitan and Regional Australia.

In addition to the 'The Big Vacation', Mathas has been confirmed to perform the main stage at the 'Sprung Hip Hop Music Festival' in QLD and 'Subsonic Music Festival' in NSW.

Discipline: Visual Arts and Crafts

\$8,160

Laura Taylor

\$8,160

26°S 121°E | On the Map

26°S 121°E | On the Map is a collaboration between Mundaring Arts Centre (MAC), Printmakers Association of Western Australia (PAWA) and Print Council of Australia (PCA). It comprises an exhibition held at MAC of contemporary WA printmaking by 35 artists selected from across the state (all works will be for sale), the WA launch and display of PCA's 2017 Print Commission folio, plus three public printmaking workshops delivered by PAWA.

Discipline: Writing

\$13,970

Margaret River Press

\$13,515

Ensuring long term sustainability of Margaret River Press.

We will develop a high quality functional, logical and more responsive website that will display effectively on mobile and desktop devices and integrate more strongly an e:commerce component. It will be designed for authors seeking publication and make it easier for customers wishing to purchase books and engage with our authors. The website will prominently profile writers particularly Southwest writers, include book club notes and booking forms and profile the region.

James Foley

\$455

Travel funds to attend Brisbane Writers' Festival and Storyarts Festival Ipswich

I have been invited to present at two Queensland-based writers' festivals this September: the Brisbane Writers Festival and the StoryArts Festival Ipswich. I am applying for funds to cover the costs of return flights to Brisbane to assist me to present at these festivals. This is an excellent chance for me, not only to sell copies of my books, but also to sustain and further my professional networks in Queensland, as well as to build my profile and audience in that state.

