

Commercial Development Program - 2017

This report provides an overview of the outcomes from the Commercial Development Projects: 15k-plus.

Section 1: Funding Round Overview

Program	Commercial Development Program - 2017
Funding Round	Commercial Development Projects: 15k-plus
Total Applications Assessed	11
Total Applications Approved	6
Application Success Rate (%)	55 %
Total Amount Requested	\$229,877
Total Amount Approved	\$111,815

Section 2: Feedback from this Round

Section 3: Statistical Information by Discipline

Discipline	Applications Assessed	Applications Approved	Success Rate (%)	Total \$ Requested	Total \$ Approved
Comedy	1	1	100 %	\$12,873	\$12,873
Dance	1	0	0 %	\$25,000	\$0
Digital Arts	1	0	0 %	\$24,753	\$0
Fashion	2	2	100 %	\$33,661	\$33,661
Interdisciplinary	1	0	0 %	\$24,991	\$0
Music	3	2	67 %	\$58,643	\$40,325
Theatre	1	1	100 %	\$24,956	\$24,956
Visual Arts and Crafts	1	0	0 %	\$25,000	\$0

Section 4: Statistical Information by Category

Category	Applications Assessed	Applications Approved	Success Rate (%)	Total \$ Requested	Total \$ Approved
15k-plus	11	6	55 %	\$229,877	\$111,815

Section 5: Successful Grant Recipients

Discipline: Comedy

\$12,873

The Trustee for The Bonnie Trust \$12,873

The presentation of Famous Sharron at Sydney Comedy Festival 2018.

I will debut my comedy character Famous Sharron's at Sydney Comedy Festival in 2018 using the show 'Love Match' as a platform to engage new audiences and industry networks.

Sydney Comedy Festival will showcase Famous Sharron at a significant national event, alongside established industry professionals and launch her in a new territory. The tour is a strategic step to develop a national audience and increase her potential market share.

Discipline: Fashion **\$33,661**

Natalie Rolt Pty Ltd \$17,973

Digital Marketing Set Up, Strategy and Training for Natalie Rolt Pty Ltd

The business seeks funding to improve the current digital marketing strategy with the goal of increasing traffic to the website and social media platforms, increasing online sales and up skilling internal staff in digital marketing tools and content creation. A 3month budget for paid activities will be developed, implemented and reviewed. Based on the results of the review the 2017/18 digital marketing strategy and budget allocation will be developed and managed by Natalie Rolt marketing staff.

YMYL PTY LTD \$15,688

YMYL at TRANOI Trade Show, Paris, January 19th - 21st, 2018.

Our company YMYL has been selected to participate in the Tranoi Fashion Trade Show in Paris in January, 2018. Tranoi is a highly acclaimed international trade show which attracts buyers from all over Europe, US and Asia. We will be showing our new collection of fashion and leather accessories at the trade show, with the aim of acquiring wholesale buyers worldwide, and showcasing our brand to the wider international fashion community.

Discipline: Music **\$40,325**

Karin Wolski \$20,000

Karin Page Debut Album. Recording, Mastering, Retail Release & Marketing.

Singer -Songwriter Karin Page has developed new work through song and will record, master and release her debut album of 12 original tracks for commercial purposes through the engagement of a publicist and a strategic marketing plan.

R CHIU & P.J DOLIN & B ELLIOTT & D.R STUART T/A The Decline \$20,325

The Decline will record and release their fourth full-length album

The Decline will record their fourth full-length album at Underground Studios, which will be released via Florida-based label Bird Attack Records. The album will be launched with a show at the Rosemount Hotel, and will be backed by a large-scale international and online marketing campaign.

Discipline: Theatre **\$24,956**

Zoe Pepper

\$24,956

Remount and showcase of The Irresistible at APAM 2018

Side Pony Productions has been invited to present a full-length showcase of The Irresistible at the upcoming Australian Performing Arts Market 2018 (APAM) as well as presenting 3 x public shows at the Brisbane Powerhouse. This fantastic opportunity will establish new presentation opportunities for The Irresistible both nationally and internationally.