

COONAWARRA \

Grants & Strategy Committee – Update 30/06/2017

Grant #1] **Project 250 FY17:** \$12,000

Status of CV Submission: Applied for and received.

(Project 250 FY17 \$6,000, CV cash \$3,000, in-kind \$3,000)

Aim: Collate our reactivation of Brand Coonawarra and its promotion.

Employed a marketing agency to pull plan our brand activation programme.

Achieved, final report completed and invoices sent.

Grant #2] **SAWIDS:** \$36,000

(SAWIDS \$16,000, CV cash \$11,000.00, In-kind \$9,000)

Status of CV Submission: Applied for and awaiting confirmation from 01/07/2017

Aim: 'Building Brand Coonawarra through "Content marketing" videography and photography'. *If granted monies to be spent before 1st July 2018*

*to move on Strategy 3 of CBAP – Take the Time (7 videos/stories).

Grant #3] **Project 250 FY18:** Total \$37,000.00

(Project 250 \$25,000.00, CV cash \$10,000.00, balance from \$2k

Status of CV Submission: Applied for and approved in principle.

Aim: "Digital Marketing Strategy" enabling the distribution of content video, editorial stories, photographs, infographics, podcasts via a range of digital channels including our website, Search Engine marketing, Facebook, Instagram, Snap Chat, and You Tube.

*Strategy 4 of CBAP - domestic

Opportunities

Grant #4] **Export Partnership Programme – Industry Group Funding Category**

Funding Available: Up to \$50,000

Applications close Friday 25th August 2017

Status of CV Submission: Yet to be applied for. Marcus Kuller contacted on Wednesday 28 June 2017 and criteria discussed.

CV Approach: To move on Strategy 4 international and Strategy 7 of CBAP – 'Digital Marketing and International Trade and Media Engagement'.

*to have web site translation tab into Mandarin;

*to fund reprint of White (Mandarin) Book;

*to have Mandarin translation of area videos

*to facilitate industry and/or media international visitation.

Grant#5] **Future Jobs Fund**

Funding Available: \$200 million

Applications close 29th September 2017

Status of CV Submission: Yet to be applied for.

CV Approach: To be discussed.

Grant #6] **Job Accelerator Grant for Small Business & Start-ups**

The **Job Accelerator Grant for Small Business & Start-ups** provides non-payroll tax paying businesses with grants of up to \$4,000 (\$2,000 each year for two years) for each full-time equivalent job that is created.

*Query this re the full-time equivalent job created.

Grant#7] **Wine Australia**

Funding Available: \$50 million

Status of Grant: No details released as yet.