



Walkley Grants

for Innovation in Journalism



Google



CONTACT DETAILS:

Applicant/Team Leader name: _____

Organisation/Employer (if applicable): _____

Applicant Email: _____

Address: _____

City: _____ State: _____ Postcode: _____

Mobile: _____ Work Phone: _____

MEAA Membership Number: _____

THE PROJECT:

Help us understand what you want to do with your project, and why we should back it. Remember, the judges are looking for ideas that are new, and that will benefit journalism in Australia.

Again, the [FAQs](#) may be helpful.

Project title: _____

One sentence synopsis of the project: (25 words)

Elevator pitch: Sell us on your project. What makes it special? (300wds)

What makes your project special? What problem does it solve? Why is your project unique, and why is your team the right one to make it happen?

If you're given a grant to develop your project, what will success look like? Give us three success metrics you'd aim to achieve, that your success could be measured against. These should be tangible, measurable goals your success could be measured against. **(300 words)**

- 1.
- 2.
- 3.

What kind of grant do you need to make your project happen? (choose one)

- up to \$5,000 to work on telling a journalistic story in an innovative way
- up to \$15,000 to develop a tech-centric concept for creating and/or distributing journalistic work
- up to \$30,000 for a journalism-focused business project that will be self-sustaining and add value to the Australian media landscape

What resources do you require to bring the project to life? E.g. workspace, staffing, contributor fees, equipment, technology development, marketing. How would you use the innovation grant? (200 words)

Who is the target audience for your project? How will your project benefit them? Where would your project take place? What's the geographic reach – niche, local or national/international? (300wds)

How will your project benefit journalism in Australia, either directly or downstream? (100 words)

ABOUT YOU:

Tell us about you/your team, and why you're the right people to bring this project to life. You'll need to agree that your project adheres to the [MEAA Journalist Code of Ethics](#), which you can refer to [here](#).

Bio for you/your team (200words)

Demographic information - non-mandatory fields

We'd appreciate knowing more about the people who apply for the Grants. This data will help us with the program in the future, so we'd love you to complete these fields, but they are not required.

Your gender:

Female / Male / Other

Your age bracket:

25 or under / 26-35 / 36-45 / 46-55 / 56-65 / 66 or older

Your occupation:

- Full time journalist/media producer
- Part time journalist/media producer
- Freelance journalist/media producer
- Entrepreneur/business
- Developer/tech
- Other (please specify):

Please add names & emails of any other team members:

How did you hear about the Walkley Grants for Innovation in Journalism?

- Walkley emails/communications
- MEAA ebulletins
- Social Media
- Press/Media/Blogs
- Other (please specify):

I have read the FAQs, and my project adheres to the MEAA *Journalist Code of Ethics*

Signed: _____

Date: _____

Applications close March 18, 2015.

Please enter via the online form, which you can find at: www.walkleys.com/innovation

For questions please email clare.fletcher@walkleys.com