



GRANT RECIPIENT: CreateNoosa

GRANT TYPES: Project Partnership (2019-20), Quick Response (2017-18)

TOTAL FUNDING SECURED: \$6, 995



CREATENOOSA: DIVERSIFYING THE NOOSA ECONOMY THROUGH HIGH VALUE CREATIVE SECTOR JOBS

CreateNoosa is a not for profit group that's helping to build a creative, immersive technology ecosystem in Noosa.

“When artists and creatives work in the digital economy with technologies like virtual and augmented reality, you truly can be located anywhere in the world and we want the leaders in that sector to know there are opportunities and a support network right here in Noosa,” CreateNoosa’s Deidre Marczyński said.

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“Many of our members and contacts have made Noosa home but are working and collaborating on projects nationally and internationally, and it’s exciting to be part of the team helping to facilitate local possibilities in this growing digital sector,” she said.

CreateNoosa have been recipients of two economic development grants via the Noosa Council, including a Quick Response Grant worth \$1,995 to support an immersive art and storytelling competition for local high school students (Immerse High), as well as a Project Partnership Grant worth \$5,000 to assist with hosting the 2019 Immerse Conference.

“The grants through Noosa Council have been really important for our organisation over the years,” Deidre said.

“The Project Partnership Grant helped us to secure high calibre speakers for the Conference and we were able to offer a heavy subsidy on the ticket price, which in turn ensured we had great numbers to the event,” she said.

“The aim was to inspire and up-skill local artists and creatives including students and teachers and we received some excellent feedback from those who attended thanking us for making the cost of the event so accessible which indicated to us these people wouldn’t have come if the ticket cost was higher.

“This was a huge benefit of the grant as it assisted us to attract a wide variety of Noosa locals to learn about the immersive art and technology sector, whether they were total beginners or had already started dabbling with the technologies.”

Deidre said other business groups should put exploring grant options on their ‘to do list’.

“It really is a painless process and it’s not overly complicated as some grant applications can be,” she said.

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“The Economic Development team at Council were also really open in speaking directly with us about which grants were most suited to our proposal or idea that needed funding.

“I think the most beneficial element was that we received honest feedback around the viability of our proposals, and communication was always quick and helpful.”

Deidre said the CreateNoosa team is now planning for 2020 and beyond.

“We are committed to getting ourselves ready to apply for a longer-term multi-year partnership grant and to do that we need to either incorporate or become a company because at the moment we’re auspiced by the Sunshine Coast Creative Alliance,” she said.

“I think identifying the opportunities available to us through Council, and the advice the Economic Development team have offered to us over the past 12 to 18 months have really made us acknowledge the need to be more strategic and make plans not just for the next financial year, but for multiple years.

“It’s an exciting phase for the organisation and we’re pleased to be taking these next steps with the support of such a proactive local Economic Development team.”

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