| **Project Type** | **Deal Book** |
| --- | --- |
| **Company Name** | **Seesaw Magazine** |
| **Company ABN** | **23691862633** |
| **State** | **WA** |
| **Organisation type** | **Startup** |
| **Website** | **www.seesawmag.com.au** |
| **Contact Person** | **Gabrielle Sullivan** |
| **Email** | **gabrielle@seesawmag.com.au** |
| **Phone** | **0409848684** |
| **Industry** | **ARTS AND RECREATION SERVICES** |
| **Organisation Background** | * ***Vision:*** *Our vision is to create an enduring platform for professional arts journalism that ignites conversation about the arts amongst artists, audiences and the wider community. To ignite conversation about the arts among artists, audiences and the wider community.* * ***Customers:*** *Our primary customers and users are our readers; and our primary beneficiaries are the Western Australian arts companies, organisations, institutions and artists. Our stakeholders include our readers, the Western Australian arts industry, and our funding partners - state government, readers, arts companies, private donors and philanthropic trusts/foundations.* * ***Products:*** *Seesaw Magazine – Western Australia’s arts playground – is an independent digital arts magazine founded in August 2017 and co-edited by respected arts journalists Nina Levy and Rosalind Appleby. Drawing on decades of experience in the arts, they lead a team of WA’s most diverse and authoritative arts writers to provide the most dedicated and comprehensive arts coverage in the State. Our product is coverage of the arts and cultural industry in Western Australia and includes previews, reviews, features, opinion pieces, artist profiles and a monthly podcast about what's on in forthcoming month - our editors' picks of the month. Our work is trusted and independent.* * ***Competitors:*** *Seesaw Magazine is fulfilling a need in response to the decline of mainstream media outlets such as The West Australian and their diminished, increasingly absent role in covering arts and culture in Western Australia. We are filling a gap in the arts infrastructure in Western Australia. That being the case, we do have competitors. Our recent research has indicated that our competition for arts news is: The West Australian, Local (community newspaper), WA Today, The Australian, ABC Classic FM, RTRFM. Scoop, Artshub, Limelight Magazine. There are also a number of online sites and blogs which were not captured in the research.* * ***Business Model:*** *Our current funds development plan includes the following income sources: Earned Income from the following streams: advertising (on our website and in our fortnightly e-magazine); monetisation strategies (some yet to be implemented but includes Buymeacoffee) Philanthropy: individual donors, philanthropic trusts and foundations Corporate sponsorships Arts Supporters: Western Australian arts companies, organisations and institutions who make an annual contribution Government: Currently state government, but investigating Local Government and Federal opportunities.* * ***Challenges:*** *Readership growth! We're a very small start up with limited human and financial resources. Further, given our limited capacity, we have a growing readership but there is low awareness beyond the hard core arts community.* |
| **Project Scope** | We are looking for the Student Consulting Team to research current market trends specific to my organisation:   * Research current and emerging funding sources / investors using appropriate secondary sources available. * Create a list of potential funding sources/investors we could explore in an excel file * Provide a ‘deep dive’ into the top 3-5 funding sources / investors that our organisation could explore and why. |
| **Focus Area** | **Government grants**  In particular in the above, to deliver the most value, we would like the team to focus most effort on;   * Finding funding sources - beyond just government - that would support a digital arts magazine. To come up with some really creative strategies that would encourage engagement across the identified income sources, for example, what would a compelling donations campaign look like?   And avoid (please insert sub-areas/topics that students should NOT focus on if any)   * We are certainly not interested in loans. |
| **Other Notes / links** | www.seesawmag.com.au |
| **Project Outcomes** | * Provide a Final Report |

1Secondary research or desk research is a [research](https://www.questionpro.com/blog/what-is-research/) method that involves using already existing data. Existing data is summarized and collated to increase the overall effectiveness of research. Secondary research includes research material published in research reports and similar documents. These documents can be made available by public libraries, websites, data obtained from already filled in [surveys](https://www.questionpro.com/tour/) etc. Some government and non-government agencies also store data, that can be used for research purposes and can be retrieved from them. (Source: <https://www.questionpro.com/blog/secondary-research/>)