

Yew.tv BUSINESS PLAN

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Executive Summary

Description of the Business

Yew tv is an online action sports film community. Online users both submit films and give feedback on films by voting, twice every year an event is held in film festival format where prizes are awarded and filmmakers get a chance to see their films in an established venue.

Yew tv will make commissions on **sales leads** through affiliate networks.

Yew tv will sell exposure and **entertainment** to consumers. All independent filmmakers and sportspeople wish that their film gets seen by 'the right person' that might start the career. Yew tv betters their chances. Yew tv will sell **promotional services** and **freelance work** to cinemas and theatres.

This idea came to me when I was running an online blog that sold merchandise. I realised that in terms of time, money and resources it would be unrealistic for me to create enough content to maintain a strong online following. The epiphany was that I needed the help of the public and user generated content was the answer.

I want to see filmmakers unite. I want filmmakers to start working together. I want to see people working jobs based around their passions. Most of all I want to work a job based around my passion.

Vision, Goals and Objectives

My goal is to create a successful community-based website.

After 1 year;

- **1000 users with website logins.**
- **400 unique website visitors per day.**
- **200 event attendants for 2nd event.**
- **1 filmmaker find paid work through a Yew tv connection.**

Opportunity and Strategy

My business will see success, once I start on a project I can't stop.

My industry is wide open and growing rapidly.

My business takes on four differing perspectives on film, promoting other films in a freelance format, freelance work in theatres, affiliate marketing products through its website and running action sports events. My business is nimble and can easily change depending on demands across these three perspectives.

Industry Size and Trends

- Yew tv broadly operates in the **New Media industry** - well established
- Yew tv operates in **Web Television** industry - developing
- Yew tv specifically operates in the **Affiliate Marketing** industry - growing rapidly

Target Customers

Event attendees

- Late Generation Y, early Generation Z, 13-25 year olds.
- From families of two or more, mainly male siblings.
- Males
- Full time students or apprentices, working towards a career.
- Living in Victoria Australia
- They are action sports enthusiasts, at least following one action sports type.
- They buy things and attend events based on their interests, the opposite sex and influences from peers.
- They purchase things carelessly based on short term enthusiasm. They are comfortable purchasing goods online.
- They attend university a few times per week, meet up with friends daily and attend social events every weekend.
- they earn less than \$50 000 p.a.

- They expect to pay cover charges on social events.
- They closely follow popular culture and street art/fashion.
- They have a blog and/or YouTube and/or Vimeo account where they post digital media they have created to share with their peers.

Affiliates

- Founded 2-10 years ago, privately owned.
- Corporate mindset
- Based in first world country internationally
- They purchase things with profit as a motivation.
- They have a strong online emphasis
- Weary of up and coming competitors.
- Organizations abroad are experiencing increasing sales into Australia from the currently High AUD.
- They focus on affiliate programs and digital marketing means.
- Seeking new ways to inspire their customers to buy from them. Generally with more aggressive marketing campaigns or more engaging means of marketing through New Media.

Theatre/Cinemas

- Founded 10-15 years ago.
- Based in Melbourne city.
- They purchase things with profit as a motivation.
- They are mainly offline businesses that have only just begun marketing online.
- They are experiencing steady to declining business due to piracy.
- Seeking ways to engage local customers and strengthen already existing relationships by projecting a good public image.

Qualifications and Skills

- CUF01 Film, TV, Radio and Multimedia training package, achieved through Kingscliff TAFE.
- Senior Mathematics bridging course Certificate of Achievement, achieved through UNILEARN QLD.
- Advanced Web design/web engineering skills in HTML, CSS, PHP (procedural) and MYSQL.
- IT Skills in using Microsoft and Adobe software packages such as Photoshop, Excel, illustrator etc. developed from 4 years secondary schooling.
- Years of experience running films and hosting screenings in cinemas across the world.
- Strong social skills from almost 2 years solo travel abroad.

I have minimal experience in public speaking and book keeping; these skills will develop with time.

Financial Assistance

Start-up costs all covered by current savings.

In the event that a loan is required a Westpac personal loan of \$4000 at 14.64% compounded daily with 5 year repayment period costs \$21.72 per week.

I do not pay for yearly fees as my sibling works in a bank and I receive family member's benefits mutually through her.

Financial Summary

Sales in year 1 are \$30 995

Sales in year 2 are \$51 815

Total business operating expense in year 1 is \$7 180

Total business operating expense in year 2 is \$13 740

Net profit in year 1 is \$15 375

Net profit in year 2 is \$24 575

Estimated taxation payable in year 1 is \$3 096

Estimated taxation payable in year 2 is \$5 182

Management Plan

Business and Industry

Yew tv operates in the 'Tertiary' industrial sector providing entertainment to end users and promotional/marketing services to businesses.

New Media industry - Affiliate Marketing/Web TV.

Customer Profile

- My affiliates will be international and domestic online stores founded 5-10 years ago. These companies' distribute video cameras and accessories, fashion accessories, sports gear, online courses or software packages. These businesses are growing rapidly due to the proliferation of e-commerce (see appendix item no. 1). These businesses are looking to increase the rate at which website views are turned into online sales (known as conversion rate) through more engaging methods of marketing and advertising on websites specific to their niche market. These businesses have already established affiliate programs and affiliate network relationships.
- Event attendees will be Action Sports enthusiasts/filmmakers. They are typically males aged 13-25 years old and living in Victoria. They are typically students and still live at home working part-time in retail or hospitality. They are generally atheist. They purchase products and attend social events based on trends and are heavily influenced by their peers. They are seeking ways in which their skills can be noticed by 'the right person'.
- My Promotional services and freelance customers will be independently owned movie theatres and cinemas (primarily the Astor). They are based in Melbourne, Victoria. They are well established and seeking to tap into new markets by using recently established marketing concepts and technologies.

Products and Services

Promotional services (for in-kind sponsors).

Yew tv sells exposure and promotion. Retail stores and manufacturers are seeking sponsorship opportunities that promote their business in a positive light and engage their targeted audience in order to build long-term customer relationships. Currently retail outlets and manufacturers are only offered sponsorship opportunities for sporting events or film premiers. Yew tv differs as it is highly engaging to customers by playing independent films that are made by their peers. This will guarantee that relationships between customers and retail stores/manufactures' will strengthen and the overall public image of the sponsor will be enhanced.

To action/adventure-sport oriented businesses, Yew tv sponsorship is the type of association that provides the business with a good public image.

Affiliate Marketing

Yew tv sells sales leads. Businesses will sell more goods by affiliating with my website. A common website where action sports film enthusiasts/filmmakers participate in is in great demand internationally. This collective of users who are all specific to the same niche market will offer high conversion rates for affiliated online businesses. Commissions from sales will provide a consistent cash-flow as the website is in operation 24/7 without human intervention. This type of product does not currently exist within Australia. Sales leads tracking, transactions and processes are all done by a third party establishment called an Affiliate Network. Affiliate networks manage relationships between publishers/advertisers and retailers, they also ensure that all commissions are paid as agreed. For more see www.cj.com, this is my company of choice.

To online action/adventure-sport oriented businesses, Yew tv marketing is the type of affiliation that provides high conversion rates.

Film Promotions

Yew tv sells promotional services to independent theatres/cinemas and film distributors. These organisations will see better turnouts to their events, more engaging event's and highly satisfied customers.

Organisations of this nature are currently focused on promotions offline, but as new mediums for

promotion are formed (generally online) these organisations are seeking a knowledgeable and trustworthy company to establish and maintain promotions. Yew tv differs from other promotional companies as it offers promotions and logistic services for every aspect of the event; online ticketing, strategic alliances (Yew tv's mailing list and existing relationships with retailers), promotional websites (including SEO and analytics), social media, getting sponsorship, event MC, audio-visual preparations and poster design/distribution.

To independent theatres/cinemas and film distributors, Yew tv Film Promotion is the type of promotion that yields a high event turnout.

Event Admissions

Yew tv sells entertainment services. Customer will meet like-minded people, be entertained and have a chance to win prizes. Australia has one of the largest action sports communities of any country (Appendix item no. 5), yet there is rarely events based around action sports. Independent film is growing fast (appendix item no. 2) and action sports are the only type of film festival that is untapped in Australia. These enthusiasts will offer a consistent cash-flow as my service is currently unavailable Australia-wide. To action sport enthusiast and filmmakers, Yew tv action sports film festivals are the type of social events that provides the attendant with exposure and networks to prosper from their hobby/passion.

Freelance

Yew tv will sell freelance services. Theatres and cinemas that experience above average business for single events often struggle with temporary staffing (generally at times of film festivals and other annual and popular events). These organisations are seeking a temporary sole trader for cleaning, usher, candy bar, ticketing or audio-visual services. Yew tv brings a highly experienced and hard-working temporary staff member without requiring insurance, superannuation and taxation to be paid out. Cinemas and theatres are invoiced and I manage all my own financial obligations.

To theatres and cinemas (primarily the Astor Theatre), Yew tv freelance services are type of services that provide the organisation with hassle-free and hardworking temporary staff.

Product/Service Development

Yew tv will be ready to start on the 1st of August, when the website will be made live.

In the beginning I will have very low traffic volumes. As the pace picks up and I find users adding content, volumes will increase and so will the number of users redirected to affiliates and sponsors.

Offline means of business will provide satisfactory income until viable traffic volumes occur.

I project 4 months of promotions both online and offline before viable traffic volumes occur. My savings easily cover start-up costs so this down time will not be a financial burden.

Business Location

My office location is in my home.

The location of my business is online therefore it is accessible from anywhere with an internet connection.

The location of the event needs;

- Easy accessibility by public transport.
- As close to Melbourne CBD as possible.
- The venue must host 400 patrons minimum.
- The venue must already have Zoning permits for social events.
- The venue must already have APRA background music licences.

The Astor theatre, 1 Chapel St, St Kilda, is the current venue of choice and satisfies all these requirements.

Legal Structure

Yew tv will operate as a micro-enterprise.

In year one, the only time staff will be required is for events twice per year. These staff members will either be employed by the venue (with wages bundled into venue hire costs), have registered an ABN working as a sole trader or agree to working on a volunteer basis.

Yew tv will run under Sole trader legal structure. I am the proprietor and only full-time employee.

Pros;

- Losses from the business can be offset against other taxable income of the sole trader.

- I have total control of the business and sole entitlement to capital and profits.
- I only lodge one tax return.

Cons;

- I am personally responsible for every business debt or loss, thus a creditor has a right to claim against personal assets to enforce repayment.
- The business has a limited life - if I suffer death or disablement, there may be difficulties in maintaining or selling the business. Ownership of the business cannot be transferred.

Trading Name

I have register 'Yew tv' as a business name (appendix item no. 22)

This name is derived from the domain name I have purchased, www.yew.tv (appendix item no. 3)

This name is relevant as the term 'yew' is commonly used amongst action sports people (primarily surfers) to express excitement (appendix item no.4).

The top level domain '.tv' is highly relevant as it is the acronym for television. (The top level domain is '.com' in www.example.com)

Business Licences and Restrictions

The current venue of choice (The Astor Theatre) covers all Licences for a film event as it is in continuous operation as a cinema. All these licenses come bundled with hire costs (zoning, background music, service of alcohol etc.)

Other permissions are;

- Permission from popular video hosting websites to use their embeddable players in a commercial environment (see; 4A at <http://www.youtube.com/t/terms>).
- Permission to use intellectual properties in video submissions commercially from contestants (Appendix item no. 17).
- Permission to store and use private information from website users (Appendix item no.18).

S.W.O.T. Analysis

Strengths

- Existing relationships with action sports enthusiast, filmmakers, cinema technicians and venues.
- Years of experience engineering, designing, running and maintaining websites.
- No current Australasian competitors.
- Positive and outgoing personality.

Weaknesses

- No sales experience.
- Unprofessional personal appearance.
- Difficulty in detaching myself and viewing things objectively.
- Public speaking.

Opportunities

- Increasing popularity in online stores (appendix item no. 1) and therefore more options in terms of affiliate programs.
- New markets could be targeted. Infrastructure could be easily applied to any film genre (e.g. music) and/or media type (e.g. photos, songs etc.).
- Opportunity to sell my own goods.
- Based online, therefore accessible from anywhere on the globe with an internet connection, opportunities to cater for other languages.

Threats

- Competitors could target Australia.
- Sponsors and affiliates might be reluctant to affiliate with me if I am affiliated with their competitors already.
- Competitors might feel it is a film popularity contest and not a film quality contest, leading to a bad public image.

Factors for Success

- Australia has a huge action sports community (Appendix item no.5)
- Yew tv is unique; there are currently many popular film festivals Australia wide, yet none are targeted towards action-sports and adventure-sports filmmakers.
- All online aspects of Yew tv are 100% free to the general public. Businesses make up the majority of Yew tv's income.
- Online businesses can be highly automated. This frees time for me to concentrate on growing my business.
- Online retail is growing fast (appendix item no. 1). Giving me a lot of options in terms of affiliates programs.

Benefits and Pitfalls

Benefits

- Retain all business profits.
- Ability to work from anywhere with an internet connection.
- Networking with like-minded people.
- Malleable work hours.

Pitfalls

- Repetitive Strain Injury from spending long hours at a computer.

Taxation Requirements

Yew tv will operate in a NON GST format.

Yew tv will have allowable tax deductions on;

- Business travel/motor vehicle costs
- PC repairs and depreciation
- Software
- Stationary and PC consumables
- Home office rental
- Video Camera Hire
- Business insurance
- Magazine subscription's
- Advertisements
- Tax agent fees

Yew tv operates under the sole trader legal structure, therefore my personal TFN: 824 899 657.

Marketing Plan

Market Size and Trends

In general Yew tv operates in the 'New Media' industry.

New Media are the cultural objects which use digital computer technology for distribution and exhibition with a community formation around the media content.

(see appendix no. 6 for more on New Media)

Within the New Media industry Yew tv operates specifically in the Affiliate Marketing industry.

Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts.

Marketing Sherpa's research team estimated that, in 2006, affiliates worldwide earned US\$6.5 billion in bounty and commissions.

A plethora of sales leads worldwide are taking place right now.

For a brief history on affiliate marketing see appendix item no. 16.

The industry began on a cost per click basis (affiliate receiving nominal fees for every click at the users end). Nowadays it runs primarily on a Cost per action/sale method, requiring that referred visitors do more than visit the advertiser's website before the affiliate receives commission. It is in the best interest for the affiliate to send the most closely targeted traffic to the advertiser as possible to increase the chance of a conversion. The risk and loss is shared between the affiliate and the advertiser. Eighty percent of affiliate programs today use revenue sharing or pay per sale (PPS) as a compensation method, nineteen percent use cost per action (CPA), and the remaining programs use other methods such as cost per click (CPC) or cost per mille (CPM).

Affiliate marketing has grown quickly since its inception. The e-commerce website, viewed as a marketing toy in the early days of the Internet, became an integrated part of the overall business plan and in some cases grew to a bigger business than the existing offline business.

The increased number of Internet businesses and the increased number of people that trust the current technology enough to shop and do business online allows further maturation of affiliate marketing (appendix item no. 1).

SOURCES:

http://en.wikipedia.org/wiki/Affiliate_marketing

Market Research, Activities and Results

Affiliates:

Gopro

Gopro are a video camera manufacturing company with an online store. Their waterproof and shockproof video cameras target action sports/adventure sports enthusiast. Their affiliates program page states "20% commission on sales referrals sent from your site to ours. 30-day cookie expiration + unlimited sales referrals in period." (see; <http://gopro.com/affiliate-program/>). *If the visitor is redirected to the affiliate's page a 'cookie' which is a small file is stored on the visitor's computer for identification purposes. Before the 30 days expires any purchases by the visitor are considered mine and I receive commissions for.

tactics.com

is an online store that sells action sports goods and clothing. They offer a 7-9% cost per sale commission also with a 30 day cookie washout period. (see; <https://tactics.affiliatetechnology.com/>)

Yahoo news:

"Online spending in Australia and New Zealand will reach saturation point of 15 per cent of total retail sales by 2015, according to research by AMP Capital Shopping Centres. In Australia last year online retail sales made up 5.5 per cent of total retail sales, similar to New Zealand's 5.1 per cent, according to AMP data." (see: <http://au.news.yahoo.com/thewest/business/a/-/tech/13633387/online-shopping-to-peak-at-15pc-amp/>)

I researched many online stores and noticed that generally their commissions are between 5 - 15%. This information is promising for the ease at which I can become affiliated with already existing online stores and confirms the growing demand for affiliate marketing services.

Event attendees:

Primary activities include freelance promoting of an action sports film titled "The Art Of Flight" (snowboard film). I setup an online ticketing system and website. I found that my website yielded a 10% conversion

rate on ticket pre-sales for the event (appendix item no. 7). The event was a success with many attendees travelling for hours to come and see the film.

Using Google's 'traffic estimator' in the tools and analysis section of 'Google Adwords' I found that on average Australians search the term "surf movie" 201 000 times per month (appendix item no. 8). The films listed above are typical action sports genres that Yew tv will host. The Above information confirms the demand for action sports films in Australia.

Sponsorship in-kind:

Whilst working as a freelance film promoter for the same film listed above ("The Art Of Flight") I approached local stores and brands for promotional deals. I found that surf, skate/snow stores were interested in trading goods for promotion to this event with each store giving on average \$250 RRP in vouchers and products.

After working with the 2012 "St Kilda Film Festival" I discovered that the organization received a total value of almost \$30 000 from cash donation sponsorship and in-kind sponsorship. Although St Kilda film festival is a lot more broadly targeted and already well-established this information still holds value and confirms that businesses associate with film festivals/events as a means of promotion.

Market Segmentation

Event attendee

- Living in Melbourne Australia.
- Males, Generation Y (13-25 years old), athletic and/or artistic, sound knowledge of computers and the internet, interested in popular music and/or culture, unmarried.
- Atheist, outdoors person, action sports enthusiasts, Students or full time workers in retail or hospitality, still living at home.
- This customer will attend my events 2 times every year.

Affiliates

- International organizations with an online store.

These organizations are experiencing growth as their customers warm up to shopping online (appendix item no. 1).

- These companies generally have more aggressive marketing campaigns and target young males. They attempt to engage and inspire their market with their campaigns.
- This client will accept my application to market their products as it is no loss to them.

Theatres/Cinemas

- Operating from Melbourne Victoria.
- Well established.
- Independently owned.
- Value the cinema experience and they feel negatively about piracy and the changing cinema industry.
- These theatres will buy my services at least 6 times per year.

Website users

- Living in urban areas in first world countries, English speaking.
- Males, Generation Y (13-25 years old), athletic and/or artistic, sound knowledge of computers and the internet, interested in popular music and/or culture, unmarried.
- Atheist, outdoors person, action sports enthusiasts, Students or full time workers in retail or hospitality, still living at home.
- This client will visit my website 3 times per week and buy 1 camera every 2 years. One camera accessory, one fashion accessory and one sporting good every year from my affiliates.

Target Customers

Event Attendees

- Late Generation Y, early Generation Z, 13-25 year olds.
- From families of two or more, mainly male siblings.
- Males.
- Full time students or apprentices, working towards a career.
- Finished high school.
- Of an atheist background.
- Based in Victoria.
- Outgoing, they like to meet people and travel.
- They are action sports enthusiasts, at least following one action sports type.
- They buy things and attend events based on their interests, the opposite sex and influences from peers.
- They purchase things carelessly based on short term enthusiasm. They are comfortable purchasing goods online.
- They attend university a few times per week, meet up with friends daily and attend social events every weekend.
- They earn less than \$50 000 p.a.
- They expect everything online to be free (generally pirating movies and music). They expect to pay cover charges on social events.
- They closely follow popular culture and street art/fashion.
- They have a blog and/or YouTube or Vimeo account where they post digital media they have created to share with their peers.
- They receive government financial benefits and/or parental support for studying.

Affiliates

- Founded 2-10 years ago, privately owned.
- Corporate mindset.
- Based in first world country internationally.
- They purchase things with profit as a motivation.
- They have a strong online emphasis.
- Weary of up and coming competitors.
- Organizations abroad are experiencing increasing sales into Australia from the currently High AUD.
- They focus on affiliate programs and digital marketing means.
- Seeking new ways to inspire their customers to buy from them. Generally with more aggressive marketing campaigns or more engaging means of marketing through New Media.

Theatres/Cinemas

- Well established and independently owned.
- Based in Melbourne city.
- They purchase things with profit as a motivation.
- They are offline businesses that have only just begun marketing online.
- They are experiencing steady to declining business due to piracy and advances in home entertainment technologies.
- Seeking ways to engage local customers and strengthen already existing relationships by projecting a good public image.

Clients Buying Criteria

Consumers use Yew tv because it is free. Consumers visit Yew tv to support their peers and be entertained. Consumers participate in Yew tv as they would like to win the prestige and prizes Yew tv offers, as well as giving them a great platform to represent their personality/style whilst bettering their filmmaking skills and knowledge of available equipment. They participate and attend Yew tv events in the hope their work is noticed by 'the right person' that may lead to them prospering from their interests.

Affiliates advertise on Yew tv because it fall's in-line with their niche market achieving high conversion rates on redirected traffic with little risk (they only pay for advertising when a sale is made) at the same cost as their other current affiliates.

Sponsors give Yew tv free products in exchange for promotion and recognition. The sponsor's total donated product is calculated at cost price. Organizations are promoted to the public as giving the retail total in sponsorship. This establishes a cheap and effective means of exposure. This exposure gives them a chance to engage local filmmakers, identify potential athletes for sponsorship and better their relationship/public image from their customer's perspective.

Competitive Advantage

Consumers use Yew tv as it gives them;

- Great entertainment for free
- A free subdomain, i.e. www.mychannel.yew.tv
- Highly and easily customizable channels where their videos are hosted.
- Highly interactive experience and feedback through comments and votes
- Events in Australasia.
- Videos from all action sports types.
- The ability to submit films regardless of whether they are already in another film competition.
- Opportunity to benefit the environment by supporting a website that is 100% carbon neutral.

Affiliates use Yew tv as it gives them;

- High conversion rates
- Low risk advertising
- Long term customer interest in their products.

Sponsors donate to Yew tv as it gives them;

- Long term customers
- Effective exposure, with the opportunity to use old stock in a productive manner.

Competitor Analysis

Direct Competitors include:

whatsup4theweekend.com - snow film contest

- Running for 2011 only and ended operation within the year. Moderately successful.
- Strength: Strong company name in terms of marketing. Large prize money sum (\$5000). Allows videos of any action sports type.
- Weakness: Based only in Canada, un-engaging (no comments section) and unattractive website layout. Only 30 second videos allowed and the videos cannot be easily shared. No event held. Films are not categorized in sport types. Films submitted cannot be in any other Competition
-

.innersection.tv - surf film contest

- Moderately successful with seemingly steady business.
- Strength: Highly prestigious. Huge prize money (\$50 000).
- Weakness: Based only in the USA. Expensive, costing \$14 to participate in any way. Website issues, my web browser warned me of malware upon viewing. Only surfing targeted. No event held. films submitted cannot be in any other competition.

wavesmag.com.au/haystack - surf film contest

- Moderately successful worldwide and increasing in business. Founded in 1993 operating primarily as a magazine.
- Strength: Strong fan base.
- Weakness: Users have no input as to which video wins. Only surfing targeted. No event held. Films submitted cannot be in any other competition. Un-engaging website (no comments section).

vimeo.com - video hosting website

- Hugely successful worldwide and growing rapidly, mainly outside of the Action sports niche, founded in 2004.
- Strength: Massive community, well establish and prestigious (high profile judges). Allows videos of any action sports type.
- Weakness: Australasian filmmakers not engaged. Action sports films are not categorized in sport types. Films submitted cannot be in any other competition.
-

Yew tv competes for consumers with all the above organizations. Yew tv differs from these competitors by offering free content, targeting all action sports types, playing the top films in an established venue in Australasia and offering highly customizable themes and subdomains.

Indirect competitors include

Prahran Skate Jam - yearly skateboarding competition

Yew tv competes for sponsors with this organization

- Successful and growing outdoor skateboarding event based in Melbourne.
- Strength: live skateboarding, quality entertainment.
- Weakness: weather dependent.

boardworld.com.au - photography contest.

Yew tv competes for consumers with this organization

- Largely successful in Australia. Founded in 2007.
- Strength: Already a large community.
- Weakness: Currently only hosting still photo contest. Users have no input as to which photo wins. Only skateboarding targeted. No event held. Films submitted cannot be in any other competition.
-

There are no competitors from an affiliate marketing point of view. Companies do not have a reason to limit how many organizations they affiliate with in CPA (cost per action) marketing.

Positioning Statement

Yew tv - "Where action sports filmmaker yewnite".

Yew tv is unique because it focuses on the filmmakers.

This is beneficial to the **consumers** as they have more of an online presence and identity.

This is beneficial to **affiliates** selling consumer electronics and software as their target audience is in one common place.

This is beneficial to the **sponsors** as their exposure is on a more personal level with action sports enthusiasts.

Products and Services

Consumer

To consumers, 'Action Sports International Film Festivals' are the type of competitions that produce high quality content and inspire filmmakers.

'Action Sports International Film Festival (AS IFF)'

Intro; as this competition enters the marketplace it will have low traffic volumes, this stage will involve more expensive and aggressive marketing primarily towards filmmakers. Improving content will lead to improving traffic volumes, user interaction and event attendees.

Growth; the use of this product will increase exponentially as sub-communities are made aware of its existence, profit will increase exponentially, marketing will shift towards film watchers and enthusiasts. This stage will increase the value of the product as enthusiasts begin to offer feedback to videos both through the website and face to face at events.

Maturity; Yew tv competitions will begin to become more prestigious, users will participate in the community loyally, marketing costs will be low as it spreads itself through and beyond its current long-term customers through social networks and word of mouth.

Affiliate

To affiliates, 'Yew tv Affiliate Marketing' is the type of affiliate marketing that yields a high conversion rate.

My relationship with retailers will be managed through an affiliate network; the current network of choice is www.cj.com.

Intro; I will approach and compare many affiliate programs at this stage whilst building relationships with the chosen companies, marketing costs are relative to performance and low in the beginning. As traffic volumes are low profits will also be low initially. Customers will mainly be in the filmmaking business.

Growth; as the website traffic volumes increase, so will redirected sales on my affiliate's webpage. I will branch my affiliate programs into not only filmmaking-related businesses but fashion accessories and sporting goods manufacturers as well, targeting a broader audience. Marketing costs are relative to performance and will increase relative to profits.

Maturity; overall marketing costs will fall relative to performance, competitors will arise. Affiliates will maintain their relationship but will not hesitate to use competitors as well.

Sponsor In-kind

To sponsors, 'Yew tv Sponsorship' is the type of sponsorship that promotes a healthy public image. 'Yew tv Sponsorship'

Intro; I will be approaching many broad businesses with this service and spreading awareness of its existence, marketing will cost me a lot of time.

Growth; as sponsors see the potential, popularity and competitors getting on board I will be able choose the most targeted businesses and the most giving sponsors. Promotion of sponsors will improve with hype and traffic volumes. Marketing will be cheaper and less time consuming.

Maturity; Businesses will understand the product more and become loyal, with repeat sponsors. Existing establishments with businesses will lower marketing efforts. As the company become more prestigious the sponsorship requirement will increase.

Pricing

Consumer

It is 100% free to participate in www.yew.tv, this will promote high volumes of content.

The AS IFF event will be \$15 per admission. Previous action sports films I have hosted have been priced upwards of \$20. My pricing is based on the fact the films are independent.

Affiliate

Affiliates set pricing on a commission basis, generally as a percentage of total sales. Therefore pricing is entirely performance based.

I will not affiliate with any business offering less than 5% commissions.

Sponsorship in-kind

Sponsorship will be competition based. I will approach a variety of retailers and the top 5 (compared in terms of total RRP of stock given and/or cash donations) will be selected.

Freelance work

My freelance services are \$22 per hour, which is the current agreement.

Promotions

My promotional services will be paid on a commission basis at 20% of each ticket sold.

Features and Benefits

Consumer

The consumer can customize their layout, they are given objective judgement, and they might win a prize and easy navigation of website content.

The consumer has a better understanding of the quality of their films and can identify weaknesses and strengths to better their films. The user has a great experience.

Affiliate

Yew tv's affiliate advertisements are embedded in every customer of the affiliate's video channel. When a user submits a film they select what software and/or hardware they used to create that film from a list of affiliates. After submission is approved their video can be viewed From their channel by anyone online, the software and/or hardware they used making their film is displayed under the video as a hyperlink* to the respective affiliated online stores where the interested customer can purchase the same items the filmmaker used.

*clickable link to a website

This is highly beneficial to affiliates as the customer gets trustworthy information regarding the products and insight into the quality and capability of the products from the perspective of another user.

Sponsor

Promotion across all media types offline: posters, flyers, event standees and banners. Online: website, emails and social networks.

This is beneficial as sponsors engage domestic and international consumers whilst winning loyal customers.

Promotion and Advertising

Campaign 1:

Targeting filmmakers

- 'Google Adwords' campaign purchasing the keywords "action sports film competition" and others similar.
- Tailoring my websites Search engine optimisation (commonly known as SEO) to filmmakers.
- Facebook Word Of Mouth advertising targeting males aged 13-25, English speaking and interested in filmmaking.
- Distributing posters and flyers in the film faculties of university's throughout Melbourne.
- Distributing posters at popular skate parks around Melbourne.

Campaign 2:

Targeting action sports enthusiasts

- 'Google Adwords' campaign purchasing the keywords "extreme sports" and others similar.
- Tailoring my search engine optimisation to action sports film enthusiasts.
- Facebook word of mouth advertising targeting males aged 13-25, English speaking and interest in action sports.
- Distributing posters and flyers in university's and skate parks.
- Advertising in popular culture newspapers and magazines on and offline.
- Utilising sponsors social media networks (Facebook, Twitter, Instagram etc.).
- Free ticket competitions on Facebook (a user enters by sharing a promotional image for a chance to win free tickets to the AS IFF event).

I will not promote Yew tv to businesses I will approach them directly.

Place - Distribution Strategy

Consumers

www.yew.tv is accessible from anywhere with an internet connection.

Tickets to the AS IFF event can be purchased from me directly, online (on ticket hosting websites such as www.moshtix.com) or at the venue leading up to and on the date of the event.

Online tickets will be exposed through a Facebook event that links respectively to the online ticketing system.

Affiliates

I will approach affiliates through an affiliate network, www.cj.com is the current network of choice.

Sponsors

I will directly approach sponsors.

Client Relationships

Website users

Participants who visit my website are assessed on what interactions they have had with www.yew.tv.

Based on information such as, has the user uploaded a film? what type of film did the user upload?

(Which sport type), what hardware or software they outlined they used making their films? (Therefore must already own) in video submissions are all derived automatically by Referring to Yew tv's database.

These users are then categorized unexclusively into groups such as:

- filmmaker
- film watcher
- canon video camera owner
- skateboarder
- etc.

This is accounted for in all emails delivered to users, this targets the users interests very directly.

For example I can derive all the email addresses of users who own a canon video camera and I can email them a special deal on canon video camera accessories that my affiliate may be offering.

Yew tv will know users on a very personal level, this will prove to be very engaging for users and loyalty will be won.

Event Attendees

Customers who attend events will have the chance to add their email addresses to an exclusive list, this list will let valued attendee's know about any up and coming action sports events based in Melbourne.

Wildcard giveaways will be offered at events to increase return customer incentive.

Sponsors

I will offer rewards to the most giving sponsors by offering them the opportunity to sell merchandize at the event.

Cinemas/Theatres

I will take a transparent approach with theatres, offering them all my login details for online ticketing vendors, social media promotional pages and carbon copying them in emailed reports.

Frequent face to face meetings will also increase trust and loyalty.

Customer Service Policy

Consumer

Yew tv will have a feedback page. Any user can post any feedback they have and the forum is open to any users to post in. I will constantly assess this page.

Users can be completely removed themselves from the Yew tv mailing list easily if they wish to stop receiving emails.

Users have the option to delete their user account. Upon pressing the delete button the user is redirected to a simple feedback form that is emailed to me directly.

At the event I will create an anonymous drop box with a pad and pen so attendees get their say and input into the events management and overall feel.

In conclusion Yew tv will be directed by the public through me.

Affiliate

Affiliates have their own policies that I must abide by.

Sponsors

I will offer them a contract with the names and references of the contest winners to give them piece of mind that their products were used as prizes at the event.

I will email them reports on how many website user I directed to them.

Marketing Objective

- To inspire filmmakers.
- To sell my affiliates products.
- To sell my sponsors products.

Marketing Action Plan and Budget

Campaign 1:

Targeting filmmaker's 6-3 months before the event, I will be personally responsible.

'Google Adwords' campaign purchasing the keywords "film competition", "film festival" and others similar.

\$1.85 per day (appendix item no. 9) + \$3.68 per day (appendix item no. 9) x 34 days =
\$189

Facebook Word Of Mouth advertising targeting males aged 13-25, English speaking and interested in filmmaking.

\$8 per day (appendix item no. 10) x 30 days =
\$224

Distributing poster's in the film faculties of university's throughout Melbourne.

\$1.73 per poster (appendix item no. 11) x 50 posters =

\$87, distributing posters at popular skate parks around Melbourne. \$1.73 per poster (appendix item no. 11) x 50 posters = \$87

Total campaign costs for 3 months are \$189 (Adwords) + \$224 (Facebook) + \$87 (posters) = \$500

Campaign 2:

Targeting action sports enthusiasts 3-0 months before the event, I will be personally responsible.

'Google Adwords' campaign purchasing the keywords "extreme sports" and others similar.

\$6.88 per day (appendix item no. 9) x 21 days =
\$149

Facebook word of mouth advertising targeting males aged 13-25, English speaking and interest in

action sports.

\$8 per day (appendix item no. 10) x 18 days =
\$149

Distributing poster's at skate parks throughout Melbourne.

\$1.73 per poster (appendix item no. 11) x 50 posters =

\$87, distributing posters at popular skate parks around Melbourne. \$1.73 per poster (appendix item no. 11) x 50 posters = \$87

Utilising sponsors social media networks (Facebook, Twitter, Instagram etc.).

Free

Free ticket competitions on Facebook (a user enters by sharing a promotional image for a chance to win free tickets to the AS IFF event).

Free

**Total campaign costs for 3 months are \$144 (Adwords) + \$149 (Facebook) + \$87 (posters) =
\$380**

Monitoring Promotional Performance

Yew tv in nature is an online business. This is highly advantageous as there is a lot of easily accessible information and analytics online.

In previous websites of mine I have set up and used "Google Analytics", which is a free enterprise class analytics application. Yew tv will use this application.

(see: <http://www.google.com/analytics/>)

from my Google analytics dashboard I can assess all online traffic in terms of where that traffic came from, what geographic area it came from, how long the user stayed on my page etc.

This easily available information will give me great insights into not only what advertisement methods are generating the most website traffic, but how that traffic is responding to my website as well.

In order to track offline promotions and advertisements for event admissions the selected ticket hosting website provides its own optional form, where after a user purchases a ticket they have the option to add how they found out about the event (appendix item no.12).

Operational Plan

Federal, State and Local Government Requirements

OH & S will be of biggest concern when it comes to Yew tv events. Emergency procedures need to be planned and thought out thoroughly in conjunction with the venue manager and the venue's already existing procedures. Requirements of Yew tv and the venue staff in the event of an emergency must be discussed.

My personal workspace ergonomics will also need consideration.

A privacy policy is necessary for online users. The user must need to agree to this form when any private information is collected from a user online (Appendix item no. 18).

I need to be weary of what content is being submitted and use another policy that user must sign upon submitting a work, stating that it is entirely their intellectual property across all rights like music and video (appendix item no. 17).

Personal and discrimination sensitive information will not be collected by Yew tv. At no stage will users need to outline their race, age or sex. This will minimise this problems likeliness.

Yew tv will have a legal page that is easily accessible; this page will outline a series of legalities and state, "if you don't agree with these legalities don't use this website." (Appendix item no. 18)

Yew tv's report button will be embedded in every user edited page. This allows users to report any undesirable behaviour such as defamation. When something is reported I am sent an email and can check the content directly.

Business Regulations, Licences and Permits

- I have registered 'Yew tv' as a business name (appendix item no. 22)
- All competition information will be available upon request after the competition is completed. This will include a list of votes; each vote has a name and email attached to it as proof that all votes are legitimate, ruling out the possibility of a rigged competition.
- www.yew.tv is a pending trade mark domain name by me (appendix item no. 21).
- Permission from popular video hosting websites to use their embeddable player's in a commercial environment (see; 4A at <http://www.youtube.com/t/terms>).
- Permission to use film and music in video submissions commercially from contestants (appendix item no. 17).
- Permission to store and use private information from website users (appendix item no. 18).

Business Insurance

Yew tv will have public liability insurance, covering film or video festival operations. This insurance is specifically for cover on injury or death of patrons at my film events. (Appendix item no. 14)

Business Contracts

The following contracts will be submitted to me by:

- Affiliates for advertisement's
- Internet and mobile phone service provider.
- Website hosting company.
- Third party ticketing vendors.
- Video gear lenders.
- Venues for hire
- Insurance Contract

Contracts that I will submit will be

- Sponsorship contracts (Appendix item no. 19).

OH&S Policy

OH&S will mainly be of concern for Yew tv AS IFF events.

Venues must satisfy each of these requirements for the entirety of the event in order to be selected for hire.

- Communication between the venue owner (and all event assistants) Yew tv must be made. Identifying and reviewing their current evacuation procedures, locating escape exits, locating fire extinguishers, locating reflective warden vests, locating first aid kits, delegating evacuation supervisors and informing assistants of proper heavy lifting procedures.
- Clear escape exits.
- Stocked First Aid Kits.
- Recently tested Fire Extinguishers.
- At least one Assistant trained for resuscitation procedures.
- Completely functional theatre aisle lighting and exit lighting throughout the venue.
- Available proper signage and warnings. i.e. 'Warning, slippery when wet'.
- Assistants serving alcohol must have a current RSA
- Assistants are informed to clean up broken glass promptly.
- Assistants are informed of proper health risk associated with food handling.

I will run through the above list with all event assistants (sole traders I have hired or venue staff members) and the venue proprietor at the venue both a week prior to the event and on the day of the event.

OH&S for my home office (regarding guests associated with my business).

- Functional fire alarms.
- Ergonomic furniture.
- Clean and clear escape exits.

I will check these requirements weekly at the same time as my rostered workplace cleaning duties.

Risk Management Policy

Internet Fraud

This risk will be minimised by setting up weekly automatic scheduled maintenance on my work computer. This scheduled maintenance will run anti-virus software that I have purchased (Appendix item no. 23) As another means of protection I will only enter personal sensitive information (credit card numbers, home address etc.) and affiliate with websites that have SSL (Secure Sockets Layer). Websites like this are easily identified as their web address begins with 'https://' instead of 'http://'. This will ensure that all information I have entered into these websites is encrypted and cannot be hijacked by unwelcome hackers.

(For more on SSL see: <http://www.webopedia.com/TERM/S/SSL.html>)

Yew tv does not collect personal information from consumers. The information it does collect is protected by an md5 encrypted password and at every login users are assigned anonymous session identification.

Data Loss

All receipts collected will be both stored online in my email (if offline I will scan them) as well as printed into a hardcopy that will be stored in my home office filing cabinet.

All work related to Yew tv, such as website updates and graphics will be created and stored offline before they are made live on the website. My weekly scheduled maintenance will also remind me to duplicate these files to my external HDD.

Every 24 hours my websites will automatically back-up all databases to an undisclosed and secure location on my personal computer.

My home office has a lock on the door and my filing cabinet also locks.

Sickness

I will focus on Ergonomics when it comes to my home office. Scheduling personal stretching routines and ergonomic furniture will lower my risk of RSI.

Equipment breakdown

I will not allow liquids in containers that are not sealable in my home office.

In summer months when the weather is warmer I will ensure my home office is not above 30 degrees Celsius by using fans and/or air conditioning. This will ensure my computer systems are not overheating.

I will thoroughly review my Web hosting companies 'uptime' (time that their hosted online space is working and accessible via the internet) reports before agreeing to any contracts.

My main work computer may break down, to minimise this risk I will undertake scheduled maintenance on software. See; 'maintenance plan'.

Plant, Equipment and Technology

Things needed before business:

- Padlocks
- Office chair and desk
- Office cooling system
- Tablet computer
- Android phone
- Auto-responder email software

I will need to replace my work computer after 1 year.

In the event my main work computer breaks down I will submit it for repair instantly. In this down time I will use my tablet computer. All 'every-day' procedures can be done online; irrespective of what device you are on or your geographic location (only requirement is an internet connection). All work done in my purchased software will be put on temporary hold until my main work computer is repaired. If internet is down in my home office I will seek connection elsewhere, i.e. internet cafes.

In the event my web hosting company experiences 'downtime', I will redirect users to a maintenance page elsewhere on the internet. This circumstance is very rare but not out of the question. Although redirecting users to a page that outlines that Yew tv is sorry and cannot be displayed is not ideal it is better than a search returning nothing.

Maintenance Plan

Scheduled computer maintenance running

- Disc defragment
- Disc clean up
- Anti-virus software (Appendix item no. 23)
- Checking all available software updates

I personally will ensure these tasks are completed. To ensure they are not forgotten I will use software already built into my operating system that I can set up to automatically open these programs and display a message periodically. I will start these processes directly.

My website will also need maintenance.

I will delete all irrelevant entries in the database weekly (i.e. duplicate entry's and out dated data).

Production Process

Affiliate Marketing

- Website users browse videos to support their friend's films.
- The user finds a film that they like, under the video is a small text hyperlink with the type of hardware and software used in creating the film (outlined by competitor on film submission).
- The user clicks a hyperlink. e.g. "Canon 7D video camera"
- The user is redirected to the affiliates online store where that particular product is hosted, simultaneously software is executed by a third party Affiliate network that installs a unique cookie on the user's computer for identification purposes (The user has no evidence of this occurrence).
- The user makes a purchase of the affiliates products.
- The third party affiliate network receives the payment for this product, the tracking information (where the sale was redirected from) and based on the agreed terms debits to my account and debits to my affiliates account.
- The affiliate network pays my outstanding account periodically into my Australian Bank account.

Promotions

- I am contacted for my promotional services
- Stage 1; Sponsorship for events is sought.
- Stage 2; Posters are distributed, third party online ticketing vendors are set-up, a promotional website is made live and initial social media infrastructures are formed
- Stage 3; Non-retail organisations, clubs and communities are targeted
- Stage 4; Strategic alliances are utilised (Mainly sponsors and social media)
- Venue ground work is done the day of the event, such as paying out online ticketing vendor sales, putting up sponsors promotional materials, setting up audio-visual equipment, composing prizes and communicating with general staff.
- I host the event, prizes are awarded and the film is screened.
- I communicate with the theatre manager and calculate my total earning (Based on a predefined

- commission of each ticket sale).
- I invoice the theatre/cinema accordingly.

Event admissions

- Users discover the event through the website itself, social media, posters or email marketing
- Attendee's purchase tickets online through www.moshtix.com or at the venue on the day
- attendee's arrive at the event and watch the screening
- I communicate with the theatre manager and calculate my total earning (Based on a predefined commission of each ticket sale).
- I finalize pending online ticket sales and receive payment electronically.
- I invoice the theatre/cinema accordingly.

Resource Management

Sponsors will give me both products and cash donations; I will award these as prizes to the top three films the day of the event. In The event a winner cannot make it to the event I will get them to compose and send me a video clip of them thanking everyone and anything they might want to say to play on the screen, then mail them their prizes.

Time is my main resource.

I will run on this flexible weekly roster:

Monday:

- Check submission
- Emailing
- Review analytics
- Plan and/or revise monthly tasks (if applicable)
- book keeping

Tuesday:

- Check submission
- Emailing
- Review marketing performance
- Web design
- book keeping

Wednesday:

- Check submission
- Emailing
- Research new affiliates and products
- Email marketing
- book keeping

Thursday:

- Check submission
- Emailing
- Computer maintenance
- Website maintenance
- Workplace cleaning
- financial reviews and tax calculation
- book keeping

Friday:

- Check submission
- Groundwork
- Approach sponsors
- Meetings
- book keeping

Quality Control Processes

I will personally oversee every work submitted to Yew tv. This work is stored in Yew tv's videos database but is not active and not viewable from the website by the general public. I will log in with my administer details and check the submission on a page hidden to the public. From this page I will activate the videos (making them live) or deny them (deleting them from the database and emailing the user regarding this

decisions).

In terms of web design I often use forums by web designers for web designers to objectively review any work I have done. This gives me quality feedback from knowledgeable designers and engineers.

I will study my website analytics. This will give me quantitative information about what aspects or areas of my website that may be underperforming.

I will heavily research the companies and products I affiliate with. The products that I affiliate market I will gain first-hand information on by either engaging already existing customers (who purchased through my affiliates) or purchase and try the product myself. This will ensure that any product I recommend to users is of a high Yew tv standard.

The website has an easily accessible and public 'feedback' page, users can easily post their thoughts on anything Yew tv related for me and the general public review.

I will ensure all duties are covered by sole traders I hire or venue staff (such as ticketing, projection, candy bar sales etc.) This will free my time up so I can supervise every process during the event and ensure they are of a high standard.

Terms of Trade and Credit Policy

Consumer

Payments required by consumers to Yew tv directly are event admissions. All admissions require upfront payment in AUD.

Payment options include:

- Online sales will be processed by a third party vendor www.moshtix.com.au and pertains to their regulations.
- Over the phone ticket sales will be processed by a third party vendor www.moshtix.com.au and pertains to their regulations.
- Moshtix outlet sales will be processed by a third party vendor www.moshtix.com.au and pertains to their regulations.
- Cash directly to me Cash or EFTPOS at the venue prior to and during the event.

(For Moshtix current terms of trade policy See: http://www.moshtix.com.au/faq/about_buyingtix.aspx)

Refunds are dealt with entirely by me prior to the event, the day of the event and refunds are available at the venue. Refunds are of the total ticket price before Moshtix processing fee. Refunds are available in person over the phone or via email and are processed in cash, direct debit or PayPal exclusively from me. The ticket (or unique ticket number) must be returned before the payment is returned.

Refunds are available exclusively from the time the ticket was purchased to half an hour after the first film begins.

Affiliates

Payment is only accepted via direct deposit or PayPal. Refunds are not accepted.

I will refuse any affiliates who don't have affiliate programs that follow these conditions.

Sponsors In-Kind

Donation of the minimum value of products (RRP) and/or cash outlined in the contract is required one month before the event.

They must also outline they are aware that the value of their donations will not be disclosed to other businesses. Refunds are not accepted.

E-Commerce Policy

Yew tv is an online business; the entire business relies upon its website.

- Yew tv exists to exhibit action sports films.
- Yew tv exists to generate sales leads for affiliate's products.
- Yew tv exists to promote sponsors image.

In order for Yew tv to succeed it needs to be easy. Yew tv will give the option to log in with Facebook, Therefore it could be considered a Facebook application.

www.yew.tv is currently at stage 1 of a 10 stage procedure:

1. Back end; PHP and MYSQL engineering, creating the CMS (content management system).
2. Flow and navigation. HTML structuring the navigation and basic layout.
3. Security
4. SEO
5. Display and graphics with CSS, editing the feel of the website.

6. FTP (file transfer protocol) and installing applications, auto responders and analytics.
7. Log in with Facebook setup
8. Beta testing
9. Adjustments and tweaks
10. Finished product.
11. Maintenance - ongoing.

Security measures

When engineering Yew tv the following methods were used to protect user's identity and information:

- 'strip_tags()' in every form and URL variable
- Unique and random sessions assigned at every login
- Commas used in all SQL commands.
- php.ini edited to only display necessary error reports and hide website structure.
- Privileges checks at every page.
- md5 hexadecimal password encryption
- Captcha code used at signup

Yew tv is considered a web 2.0 website (appendix item no. 15).

Key Roles and Responsibilities

- Checking video submissions
- Reviewing website feedback
- Emailing
- Researching products
- Testing products
- Offline marketing
- Online marketing
- Managing payments
- Web design
- Approaching sponsors
- Book keeping
- Analytics
- Event logistics

Administration Systems

I will store three copies of every document; one in my personal computers HDD, one online in my Google documents account and one in my home office filing cabinet.

Offline documents will be scanned, online documents will be printed.

Tax:

I will lodge my tax information to an accountant for processing at the end of every financial year.

Email:

All emails will be attended to through auto-responder software. In this software I will setup a template for me containing the Yew tv logo and registered business name.

Personal emails will all be directed to one email account, elliott@yew.tv.

All emails will land in my inbox; after they have been attended to they will be unexclusively categorized into a series of folders.

- Reports
- Affiliates
- Sponsors
- Receipts

Complaints will be directed to info@yew.tv.

Finance:

Affiliates networks will send me financial reports and performances regarding advertisements for affiliates.

Finances, budgeting, bank reconciliation and book keeping will be done using an excel spread sheet (appendix item no. 20)

Databases:

Databases will hold irrelevant information until I delete it with predefined functions.

Within the admin section of the website will be functions such as; delete duplicate entries, delete usernames that are 2 years old etc.

Business Records

I will book keep on a cash basis using the double entry method, regarding transactions as when I receive payment only. Yew tv is not registered for GST.

Expenses:

- Receipts store in my email inbox and/or in my wallet

Incomes:

- Receipt books
- 'Carbon Copy' or CC myself for emailed receipts.

Daily:

My final task everyday will be entering data into my journal and ledger which is an excel spread sheet (appendix item no. 20).

All receipts will be copied to have one copy in my personal computer, one in a secure place online (Google docs) and one hardcopy in my locked filing cabinet (in my home office).

After these tasks I will delete any receipts from my email inbox and empty my wallet to my filing cabinet, ready for the next day of business.

Quarterly:

I have a business bank account (appendix item no. 24).

Upon arrival of my quarterly bank statements I will reconcile my ledger with my bank statement, store my new bank statements on my pc, online and in my filing cabinet then throw away all financial paperwork from my filing cabinet that is 5 years old (I see no disadvantage to keeping all electronic receipts and statements indefinitely).

Monitoring Business Performance

Profit Will be monitored on a weekly basis and long term performance will be monitored in a spread sheet (appendix item no. 20).

All reports will be double checked quarterly when bank statements are received.

User satisfaction will be monitored through checking the feedback pages and any incoming emails regarding complaints. All data is qualitative and I will officiate.

Affiliate conversion rates will be monitored through Google analytics, setting "targets" to focus on redirected traffic. This will be compared against how many sales are made at my affiliates end and a percentage will be derived.

I will track performance over a long time with spread sheets (appendix item no. 20).

Sponsor redirect rates will also be monitored through Google analytics, setting "targets" and deriving a percentage from overall visits.

I will track performance over a long time with spread sheets.

All of these reports will be stored on my pc, online (Google docs), and in my filing cabinet.

Intellectual Property

www.yew.tv is a pending trade mark URL (appendix item no. 21).

All users who submit videos must first sign the terms of submission (appendix item no. 17). This states that the competitors must own all rights across all mediums within the work before submitting.

All videos are embedded from video hosting sites (e.g. YouTube and Vimeo) these sites already have methods for checking whether a video is copyrighted.

Any intellectual property that manages to get past the hosting company and me can be reported by the report button, which is under every video submitted. From here I can check it and take it down if necessary.

Strategic Alliances

I have strong relationships with skateboard, surfboard and snowboard retail stores throughout Melbourne. I will approach these stores first. These stores will offer professional films and exposure, in-turn

influencing the general public.

Business Advisors/Specialist Services

Accountants - Yearly I will lodge my tax return

Bank Manager - My sister is a bank manager and is always open to talk about financial aspects of my business and provide me with guidance.

Store Managers - I recently have been associating with small business owners, they have been providing me with guidance thus far and my relationships are strengthening.

Financial Plan

Establishment Costs

Already owned assets are:

- Personal computer, \$700
- furniture and fittings, \$150

Necessary purchases are:

- Printer, \$180
- Mobile Phone, \$500
- Public liability insurance, \$1100
- Office consumables, \$90
- Initial advertising, \$500
- Rental (home office), \$100
- Internet hosting, \$300

My current savings of \$4000 will cover these needed items.

Income Projection

Affiliate Marketing

- Units sold year one, 397
- Units sold year two, 1 130
- Sale will increase by 733 or 284% in year two
- This service costs nothing to implement, therefore 100% of sales are mine to keep
- This service will increase in popularity in conjunction with increasing traffic numbers
- This service makes up 35% of total profits in year one
- Payments for this service will be received weekly via electronic funds transfer
- This service is both my most popular and most lucrative

Promotions

- Admissions to promoted film year one, 400
- Admissions to promoted film year two, 600
- Sale will increase by 200 or 150% in year two
- This service costs time only, therefore 100% of sales is mine to keep, clients pay for promotional materials, posters, etc.
- This service will increase in popularity as I gain a reputation
- This service makes up 17% of total profits in year one
- Payments for this product will be received per event in cash on the day of the event
- This service one of my least popular and least lucrative

Event Admissions

- Admissions sold year one, 400
- Admissions sold year two, 700
- Admissions will increase by 300 or 175% in year two
- This services profits are split 60-40 with the theatre, therefore 40c in every dollar is mine
- This service will increase in popularity in conjunction with increasing traffic numbers and event reputation
- This service also makes up 17% of total profits in year one
- Payments for this product will be received per event
- This product ties with film promotions in year one

Freelance at the Astor

- Hours worked year one, 480
- I will phase out this work as my competitions popularize and I begin to focus on growth
- This service makes up 31% of total profits in year one
- Payments for this product will be received per event

Future Products to be released are branching into fashion and sports gear affiliate marketing. Within the first year of operation I will set up an infrastructure where users can not only outline what software and hardware they used in creating a film, but also they can outline what sports gear and sportswear they were using/wearing in the film itself. This will operate the same as filmmaking gear with text hyperlink ads titling the product under every video with respective link to the affiliate's store.

Cost of Sales

Affiliate marketing

This is a service and virtually costs me nothing once my website hosting is paid for.

Promotions

This is a service and virtually costs me nothing once my website hosting is paid for.

Business will buy all necessary promotional materials e.g. posters/ flyer printing, website URL's etc.

Event admissions (see appendix item no. 25)

Gross sales at the ticket box are split, 40% to Yew tv and 60% to the Astor. Therefore if I don't make any sales, I am not at a loss. 3rd party ticketing vendors take \$3 per ticket sold. This is subtracted before my ticketing revenues are transferred to my bank account.

Freelance at the Astor

This is a service and virtually costs me nothing.

Gross profit margins are high in year one (75%) and marginally increase in year two (76%).

Operating Costs

- Accounting, \$150 paid yearly, in June.
- Advertising/promotion, \$1 760 p.a., average \$40 per quarter.
- Utilities, \$195 p.a. average \$50 per quarter
- Motor vehicle expenses, \$280 p.a., between December and March.
- Property outgoings, \$1 200 p.a. \$100 per month.
- Office consumables, \$60 p.a. or \$30 every 4 months.
- Telephone & communication costs, \$165 p.a. or \$15 per month
- Misc. consumables, \$120 p.a.
- Public transport, \$320, \$40 per month every month except December through march

Business commences August;

Aug

- Start-up purchases, \$2590.
- Electricity/gas, \$60
- PC repairs and maintenance budget, \$10.
- Accounting, \$150.
- Misc. consumables, \$10.
- Public transport, \$40.

Sept

- Rent, \$100
- PC repairs and maintenance budget, \$10.
- Telephone & communication costs, \$15.
- Misc. consumables, \$10.
- Public transport, \$40.

Oct

- Advertising, \$380
- Rent, \$100
- PC repairs and maintenance budget, \$10.
- Telephone & communication costs, \$15.
- Misc. consumables, \$10.
- Public transport, \$40.

Nov

- Electricity/gas, \$45
- Rent, \$100
- PC repairs and maintenance budget, \$10.
- Telephone & communication costs, \$15.
- Misc. consumables, \$10.
- Public transport, \$40.

Dec

- Motor vehicle expenses, \$70.
- Rent, \$100
- PC repairs and maintenance budget, \$10.

- Office consumables, \$30.
- Telephone & communication costs, \$15.
- Misc. consumables, \$10.

Jan

- Advertising, \$500.
- Motor vehicle expenses, \$70.
- Postage and packaging of prizes (if the winner is not at the event), \$60.
- Rent, \$100
- PC repairs and maintenance budget, \$10.
- Telephone & communication costs, \$15.
- Misc. consumables, \$10.

Feb

- Electricity/gas, \$45
- Motor vehicle expenses, \$70.
- Rent, \$100
- PC repairs and maintenance budget, \$10.
- Telephone & communication costs, \$15.
- Misc. consumables, \$10.

Mar

- Motor vehicle expenses, \$70.
- Rent, \$100
- PC repairs and maintenance budget, \$10.
- Office consumables, \$30.
- Telephone & communication costs, \$15.
- Misc. consumables, \$10.

April

- Advertising, \$380.
- Rent, \$100.
- PC repairs and maintenance budget, \$10.
- Office consumables, \$30.
- Telephone & communication costs, \$15.
- Misc. consumables, \$10.
- Public transport, \$40.

May

- Electricity/gas, \$45
- Rent, \$100
- PC repairs and maintenance budget, \$10.
- Telephone & communication costs, \$15.
- Misc. consumables, \$10.
- Public transport, \$40.

June

- Rent, \$100
- PC repairs and maintenance budget, \$10.
- Telephone & communication costs, \$15.
- Misc. consumables, \$10.
- Public transport, \$40.

July

- Accounting fees, \$150.
- Advertising, \$500.
- Postage and packaging of prizes (if the winner is not at the event), \$60.
- Rent, \$100
- PC repairs and maintenance budget, \$10.
- Telephone & communication costs, \$15.
- Misc. consumables, \$10.
- Public transport, \$40.

Cash Flow Forecasts

Year one;

Money in; \$30 955

Money out; \$15 560

Net profit; \$15 375

My Net cash flow is negative in the first month only.

I will store my PAYG liability (15% for first \$6000 and 30% every dollar thereafter of and until projected income) of income as cash in my home office (limiting accessibility), contributing weekly after calculation via my weekly financial review and paying as required.

My promotional services pay out on a commission basis after the event itself, this means I will not receive payments for around 30 days in some instances. This will be no burden as my promotional services only make up one of the smaller fraction of all my income.

My closing bank balance is \$27 794 in July 2013.

Income Statement**Sales****Affiliate marketing**

Expected to more than double in year 2, 284% increase.

Film promotions expected to stay the same.

Event admissions expected to almost double, 175% increase.

Freelance at the Astor will be phased out in year 2.

Cost of Goods Sold

Event admissions expected to almost double in year 2, 175% increase. This cost increases directly with event admissions and covers the venue hire.

Profit Margins

Gross Profit Margin

Year one: 75%

Year two: 76%

Expected to stay about the same as venue hire (only applicable COG) and event admissions are directly related.

Business expenses (operating expenses)

Year one: \$7 180

Year two: \$13 740

Year two sees a drastic increase in expenses; this is due to the need to purchase a new computer at the start of year 2, hiring staff before and during the events and increasing promotional spending's.

Expenses to sales ratio

Year one: 23%

Year Two: 27%

This increase is likely due to my purchase of a new computer early in year 2.

Net Profit

Affiliate Marketing: \$1.00

Promotions: \$1.00

Event Admissions: \$0.40

Profit Reserves

Year One: Opening, \$4000, Closing, \$27 794.

Year Two: Opening, \$27 794, Closing, \$28 723

Year two is the first year Yew tv will be running completely independent of any freelance work. Year two also focuses on purchasing new hardware for work and growth.

Balance Sheet**Assets:**

- Personal computer gear, \$700
- Savings, \$4000
- Office fittings and furniture, \$150

Total: \$4850

Liabilities:

10% taxation

Equity

Start-up: \$4 850

End of Year: \$27 794

Working Capital

1:0.1 (assets to liabilities)

Break-even Point

\$9 854 is Yew tv's **break-even point** and is expected to occur in February. This income is primarily from freelance work and occurs long before affiliate marketing is established in the month of the first event.

Taxation Obligations

10% of my taxable income is allocated for taxation.

Yew tv is not registered for GST.

\$3 096 year one

\$5 182 year two

Business Activity Statements will be worked out, reported and payed quarterly and electronically

10% of all taxable income will be calculated weekly alongside financial reviews and stored as cash in my home office to limits its availability. I will calculate and record the new total amount in my financial spread sheet and check the total against my recorded amount weekly.

Profit Distribution

50% of profits will be retained for purchases of new or obsolete plant and/or equipment.

40% of profits will be added to a high interest account and stored for backup/emergency scenarios (e.g. hiring staff if I am ill). Payments into this account will be made quarterly along with quarterly book keeping procedures.

10% of profits will be contributed to my personal superannuation and managed through my personal online banking, paid weekly.

Bank or External Funding

N/A

Managing Financial Performance

Apart from the analytics reports sent to me from my affiliate network I will record all sales, profits, incomes and outgoing cash in a spread sheet (appendix item no. 20).

Action Plan

Start-up issues

- Finish website
- Get hosting and upload website to the internet
- Facebook API's
- Register to an Affiliate network
- Set analytics targets

Quarterly Reviews

I have added these events to my Google calendars account, this will email me the week they are due to ensure I don't forget.

1st Quarter

- Expenses vs. budget
- Current Assets; cash, PayPal and my business bank account.
- Website usage statistics; users with logins, videos submitted, votes etc.
- Website Unique views daily
- Net profit

2nd Quarter

- Expenses vs. budget
- Current Assets; cash, PayPal and my business bank account.
- Website usage statistics; users with logins, videos submitted, votes etc.
- Website Unique views daily
- Net profit
- Event admissions

3rd Quarter

- Expenses vs. budget
- Current Assets; cash, PayPal and my business bank account.
- Website usage statistics; users with logins, videos submitted, votes etc.
- Website Unique views daily
- Net profit

4th Quarter

- Expenses vs. budget
- Current Assets; cash, PayPal and my business bank account.
- Website usage statistics; users with logins, videos submitted, votes etc.
- Website Unique views daily
- Net profit
- Event admissions

After NEIS payments cease I will review my entire business very thoroughly and derive what areas are working, what aren't and what I can do with my new found market knowledge.

Appendices

Attachments

ITEM No. 1

Source; <http://www.smh.com.au/small-business/growing/the-ecommerce-explosion-its-all-in-the-planning-20120420-1xba3.html>

The e-commerce explosion: it's all in the planning

Michael Baker

April 20, 2012

• [Read later](#)



The percentage of e-commerce sales in Australia is set to jump ahead in the next two years. *Photo: Jim Rice*

In the important November/December trading period in the UK last year e-commerce accounted for over 10 per cent of retail sales for the first time.

The momentum then continued breathlessly into the new year with online sales surging north of 11 per cent of the total retail takings.

Meanwhile, in the United States, e-commerce's share of sales has still barely topped the 5 per cent barrier despite more than a decade of mainstream experience with the online channel.

Advertisement: Story continues below

This begs an obvious question: Why have the British embraced online shopping at the expense of conventional retail channels so much more than Americans? And importantly for Australian business – will Australia follow the UK's e-commerce growth trajectory or the more subdued American one?

The stakes are huge for those heavily invested on the property side, such as retailers with stores, shopping centre operators, investors and the whole industry supply and distribution ecosystem.

The answer to the question is found in a place that is usually overlooked as an influence in the e-commerce arena, and yet exerts enormous influence right under the noses of everybody in the retail industry – the Australian and British planning bureaucracies.

Australia has come late to the internet party for a number of reasons, not the least of which are its technology-shy mainstream retailers and a parcel delivery infrastructure that elicits nostalgia for Cobb & Co. Even so, according to the most recent data from private sources, e-commerce as a percentage of retail sales in Australia is already about the same as that in the US and set to forge ahead in the next year or two.

So far then, Australia's e-commerce growth profile is looking more like Britain's than America's. And as many Australian store-based retailers bemoan their slow start to 2012 and look ahead to another year of mediocre sales growth, many will blame e-commerce itself.

This is a false attribution. E-commerce is not the villain of this piece, neither is the high saving rate, neither is the weather, and neither - for heaven's sake - is Spain's fiscal crisis.

The reason real estate is losing market share to the internet at a faster rate in the UK and Australia than in America is that it was all planned that way.

In the UK, government planners have spent decades defending the High Street precincts by preventing the development of suburban shopping centres. The High Street hubs continued to crumble anyway and ultimately the regulators grudgingly allowed the development of some shopping centres, not out of any love for consumers but more because shopping centre developers were a ticket to economic revitalisation.

Nonetheless, the damage had already been done. UK's shopping centre space per capita is now less than a quarter of that in the US and its total retail space per capita is less than half.

This has narrowed the choices available to British shoppers relative to the US and made online shopping vastly more attractive once the e-commerce infrastructure was put in place.

Australia's planners have done an equally comprehensive hatchet job on retail development as their UK brethren, not just stifling competition by limiting the supply of floorspace but with prescriptive zoning practices.

This is exemplified by the obsession with herding businesses into 'activity centres' and even – in the case of the infamously-named 'bulky goods' centres – setting aside zones which lock out various kinds of retail formats.

These kinds of planning constraints have prevented the natural process of forging hybrid retail formats that evolve to meet the changing needs of shoppers in consumer-friendly countries.

The first major result of all this planning activity has been the strangulation of supply, which has left Australia with barely more retail space on a per capita basis than the UK. Result: fewer choices for Australian consumers and higher prices.

A second major outcome is that consumers are stuck with a retail hierarchy that is 30 years out of date, lacking a number of important formats that thrive overseas. Examples of formats missing from the Australian retail scene are power centres, retail parks, lifestyle centres, power towns, super-centres and, until recently, warehouse clubs. Factory outlet centres have just squeaked in under the wire, but have been mostly confined to airport land. Result: fewer choices and higher prices.

A third major outcome is the most common complaint you hear from international retailers wanting to come to Australia: the difficulty of getting appropriate sites, another corollary effect of planning constraints. The injection of fresh blood into Australian retail from overseas has therefore been stifled by planning regulation as well. Yep, fewer choices and higher prices.

With all these strikes against the planning system, it's small wonder that e-commerce penetration in Australia is set to follow the much more aggressive growth path of the UK rather than the more moderate path of the US where shopping options in the normal terrestrial channels have been allowed to flourish.

So, look for 10 to 15 per cent of sales to be accounted for by the internet in Australia within five years.

About the only thing that stands in the way of e-commerce now is Australia Post, which has evidently decided that the vexing 'last mile' of delivery is not its problem any more.

Leaving cards in letterboxes and installing lockers in its own branches are the preferred delivery solutions, keeping the onus on shoppers to drive somewhere to pick up their packages or have them returned to sender.

Michael Baker is principal of Baker Consulting and can be reached at michael@mbaker-retail.com and www.mbakerretail.com.



Follow MySmallBusiness on Twitter @MySmallBusiness

ITEM No. 2

SOURCE; http://en.wikipedia.org/wiki/Independent_film

Technology and independent films today

The independent film scene's development in the 1990s and 2000s has been stimulated by a range of factors, including the development of affordable [digital cinematography cameras](#) that can rival [35 mm film](#) quality and easy-to-use computer editing software. Until digital alternatives became available, the cost of professional film equipment and stock was a major obstacle to independent filmmakers who wanted to make their own films. In 2002, the cost of [35 mm film stock](#) went up 23%, according to [Variety](#).
[17]

With the advent of consumer [camcorders](#) in 1985, and more importantly, the arrival of [digital video](#) in the early 1990s lowered the technology barrier to movie production. The [personal computer](#) and [non-linear editing system](#) have dramatically reduced costs of post-production, while technologies such as [DVD](#), [Blu-ray Disc](#) and online video services have simplified distribution. Even [3-D](#) technology is available to low-budget, independent filmmakers now.

With new technology, such as the [Arri Alexa](#), [RED Epic](#), and the many new [DSLRs](#), independent films can create footage that looks like 35mm film without the same high cost. These cameras also perform well in low light situations. In 2008 Canon released the first DSLR camera that could shoot full HD video, the [Canon EOS 5D Mark II](#). With the creation of the 5D Mark II, and subsequent DSLRs capable of video, independent filmmakers have the ability to shoot 1080p video at 24fps, which is considered the standard

for 'film'.^[18] Also these DSLRs allow for a greater control over depth of field, great low light capabilities, and a large variety of exchangeable lenses — things which independent filmmakers have been longing for for years.^[19]

In addition to new digital cameras, independent film makers are benefitting from the new editing software. Instead of needing a post-house to do the editing, independent film makers can now use a personal computer and cheap editing software to edit their films. Editing software available include [Avid Media Composer](#), [Adobe Premiere Pro](#), [Final Cut Pro](#), (Color Grading Software) [DaVinci Resolve](#), and [many more](#). These new technologies allow independent film makers to create films that are comparable to high-budget films.

[Director Francis Ford Coppola](#), long an advocate of new technologies like [non-linear editing](#) and [digital cameras](#), said in 2007 that "cinema is escaping being controlled by the financier, and that's a wonderful thing. You don't have to go hat-in-hand to some film distributor and say, 'Please will you let me make a movie?'"^[20]

ITEM No. 3

Name.net - Order Confirmation - 3318893

1 message

Name.net Support <support@name.net>

Sun, Sep 11, 2011 at 4:40 PM

To: eschapple@gmail.com

Name.net

Dear elliotc,

Thank you for choosing Name.net for your domain registration services.

Account User Name: elliotc

Invoice ID: 3318893

Invoice Amount: \$545.00

ORDER SUMMARY:

TYPE	TERMS	PRICE	STATUS	ITEM
Registration	1 year(s)	\$545.00	Success	yew.tv

Click to [MANAGE](#) or [RENEW](#) your items from inside your account.

You can also [View Your Invoice Online](#)

Name.net makes it easy to review your transactions and manage your domains anytime. Simply log in to your account and navigate through your account settings using our control panel found on the right, or click directly on the domain you wish to manage. Name.net is your resource for domain management and registration services. Contact us anytime at support@name.net, or give us a call in Denver, Colorado at 720-249-2374, Monday through Friday 8am to 6pm GMT-7. Again, thanks for choosing Name.net.

Sincerely,

Support
Name.net

ITEM No. 4

Source: <http://www.urbandictionary.com/define.php?term=yew&defid=2344656>

1. yew

160 up, 46 down

A word or sound made when excited.

Also a surfy turn for awesome.

or another form of the word "you" which stupid twats use because it is the same amount of letteres as you so your not exactly saving any time in typing "yew"

scores a goal in soccer

goal scorer: YEEEEWWW!!

or

chick: omg! IYk yew r SoOo rad

person: stfu.

buy yew mugs & shirts

yew twats exited surfy awsome yay

by chloee Apr 4, 2007 share this add a video

ITEM No. 5

'Google Trends' is a sector of www.google.com that gives reports on how many times keywords have been searched in google and averages them over time, also ranking the keywords searches in category's such as region and language.

I entered the term "action sports". The result was that by region in order of most searched 1st is New Zealand and 3rd is Australia with 12,100 monthly searches. English was 1st as most searched language for "action Sports".

I entered the term "skate movie". Australia is 1st by region with 2,400 monthly searches.

I entered the term "surf movie". By region Australia is 1st with 8,100 monthly searches and New Zealand is 3rd.

I entered the term "surf". By region Australia is 1st with 1,220,000 monthly searches and New Zealand is 2rd.

This information confirms that there is a demand online for action sports films in Australia

ITEM No. 6

SOURCE: http://en.wikipedia.org/wiki/New_media

Appendix no. New Media

In the the 1980s Alan Kay and his co-workers at Xerox PARC began to give the power of a personal computer to the

individual, rather than have a big organization be in charge of this. This day marks the foundations for a steady growth/intergration of New Media into our modern lifestyles.

The advantages of New Media are comparatively clear to current media channels.

Interpreting Interpersonal media

as "one to one", Mass media as "one to many", and finally New Media as Individuation Media or "many to many".

This is advantageous as every citizen can construct their own custom lifestyle and select their ideology from a large number of choices. As a result, rather than pushing the same objects to a mass audience, marketing now tries to target each individual separately.

Current technology has prospered a new ideology amongst web engineers, Sprouting 'Web 2.0'. Where blogging and interactive online communities have impacted the 'affiliate marketing' world as well. The new media allowed merchants to become closer to their affiliates and improved the communication between them.

ITEM No. 7

Art Of Flight - <http://www.astorticket...>

Art Of Flight [DEFAULT]

© 2012 Google

Language Visits % Visits

1. 120 82.76%

2. 17 11.72%

3. 2 1.38%

4. 2 1.38%

5. 1 0.69%

6. 1 0.69%

7. 1 0.69%

8. 1 0.69%

Overview

133 people visited this site

145 Visits

133 Unique Visitors

172 Pageviews

1.19 Pages/Visit

00:00:31 Avg. Visit Duration

88.97% Bounce Rate

91.03% % New Visits

91.03% New Visitor

132 Visits

8.97% Returning Visitor

13 Visits

Visits

Feb 9 Feb 11 Feb 13 Feb 15 Feb 17

20

40

100.00% of Total visits

Visitors Overview

8 Feb 2012 - 19 Feb 2012

OrderID	Date	Firstname	Surname	Email	Donation	TotalSale	TotalDc	TotalFee	NetSale	Purchased	contact
105785	2012-01-02T09:	Elliot	Chapple	eschapple@gmail.com	1	15	0	1.5	13.5	Online	movie poster
106410	2012-02-10T18:	Michael	Coco	michaelcoco01@hotmail	6	90	0	9	81	Online	
106664	2012-02-14T20:	Rebecca	Barnes	bec222@hotmail.com	3	45	0	4.5	40.5	Online	Street poster
106706	2012-02-15T11:	Daniel	Norris	danielanorris@hotmail	2	30	0	3	27	Online	
109055	2012-02-18T17:	Richard	Jaynes	richard.p.jaynes@gmail	2	30	0	3	27	Online	poster at afends

ITEM No. 8

Google AdWords Traffic Estimator

Tools

- Keyword Tool
- Traffic Estimator**
- Placement Tool
- Contextual Targeting Tool

Summary (per day)

Average Estimated CPC: \$0.55 - \$0.68

Total Estimated Clicks: 2,97 - 3,63

Total Estimated Cost: \$1.83 - \$2.23

Help

- Why should I use the Keyword Tool?
- How do I use the keyword tool?

Saved ideas (0)

My ideas

We've updated Traffic Estimator to help you build better campaigns. That means we're retiring this page in two weeks and replacing it with the updated tool. Try the updated Traffic Estimator or [learn more about it.](#)

Get traffic estimates

Word or phrase (one per line):

Max CPC \$ (required):

Daily budget \$:

Advanced options

Locations and languages

Locations: Remove all

Languages:

Match Types:

Estimate

About this data

Sorted by Relevance

Columns

Results (1)

Keyword	Global Monthly Searches	Local Monthly Searches	Estimated Avg. CPC	Estimated Ad Position	Estimated Daily Clicks	Estimated Daily Cost
surf more	261,000	261,000	\$0.62	1.05	3.3	\$2.03

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve right to disapprove any keywords you add. You are responsible for the keywords you select and/or ensuring that your use of the keywords does not violate any applicable laws.

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ITEM No. 9

Google AdWords Traffic Estimator

We've updated Traffic Estimator to help you build better campaigns. That means we're retiring this page in two weeks and replacing it with the updated tool. Try the updated Traffic Estimator or [learn more about it](#).

Get traffic estimates

Word or phrase (one per line)

Max CPC \$ (required)

Daily budget \$

☒ Advanced options Location: Australia Language: English

Summary (per day)

Average Estimated CPC: \$1.14 - \$1.39

Total Estimated Clicks: 8,611 - 90,533

Total Estimated Cost: \$10.87 - \$13.29

Help

Why should I use the Keyword Tool?

Saved ideas (0)

My ideas

Results (4)

Keyword	Global Monthly Searches	Local Monthly Searches	Estimated Avg. CPC	Estimated Ad Position	Estimated Daily Clicks	Estimated Daily Cost
film competition	40,500	2,400	\$0.88	1.95	1.74	\$1.52
film festival	2,240,000	90,500	\$1.35	1.95	2.72	\$3.68
extreme sports	301,000	9,900	\$1.35	1.96	5.1	\$6.96
action sports	246,000	12,100	\$1.31	1.95	8.91	\$9.02

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

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ITEM No. 10

facebook

Choose Your Audience

Location: Australia

Age: 15 - 13

Gender: All

Precise Interests: Action Sports

Broad Categories: Activities, Business/Technology, Ethnic, Events, Family Status, Interests, Mobile, Music/Film, Music

Connections: Anyone

Friends of Connections: Target people whose friends are connected to

Ad Preview

Jellyfish Lifestyle

Check out our website for Documentaries, Photography and Clothing > <http://jellyfishlife.com>

You're this

Audience

20 people

- who live in Australia
- 25 years old and younger
- who are male
- who like action sports
- in one of the categories: Pop Culture, Photography, Outdoor Fitness Activities, Independent or Extreme Sports

ITEM No. 11

SOURCE: <http://www.officeworks.com.au/retail/landing/copying-and-printing>

Copying and Printing

Colour Copying & Printing



Prices include 100gsm white colour copy paper.
Proof and test copies will be included in total volume.

Copies / per side	A4	A3
1 - 500	\$0.88	\$1.73
501 - 1000	\$0.68	\$1.33
1001 - 3000	\$0.43	\$0.80
3000+	\$0.23	\$0.43

Glass Placement / per placement^ - 10°
Colour Copying Paper*

ITEM No. 12



Elliot Chapple <eschapple@gmail.com>

MOSHTIX - Sell tickets to your event

Yin, Philip <philip@moshtix.com.au>

Wed, May 23, 2012 at 10:59 AM

To: eschapple@gmail.com

Hi Elliot,

Thank you for contacting Moshtix via our website.

We look forward to working with you to sell tickets to your event.

Key features of our service:

- No cost to you to sell tickets.
- Low \$2.95 booking fee for the customer
- Promotion to your event across our website traffic with over 400,000 visitors / month as well as our email and partner sites.
- Sales through our 80+ retail outlets around the country.
- Fast settlement of funds.
- Direct web links to place on your website, email, social media sites to drive people directly to purchase tickets.
- Detailed sales reporting emailed to you daily, and a login to see sales in real-time if required.
- Staffing to support event entry and verify tickets if required.

What to do next:

- Fill out the attached Selltix booking form and email to **philip@moshtix.com.au** and we will get back to you within 24 hours
- Alternatively, give me a bell on 02 8114 7260 or 0407 216 950 if you have any further questions.

We look forward to working with you.

Thanks



Philip Yin | Business Development Manager

WEB & MOBILE moshtix.com.au

DIRECT (02) 8114 7260 | MOB 0407 216 950 | EMAIL philip@moshtix.com.au

Level 1, 2 Holt Street, Surry Hills NSW 2010



ITEM No. 13

03 June 2012

Thank you for using the Business Victoria Business Licence and Information Service.

Attached is your personalised information pack tailored to the details that you have provided. Click the links for detailed information and application forms.

Advertising / Signs / Websites

- [Domain Name Registration](#)

Assistance for Business

- [Australian Consumer Law \(ACL\)](#)

Business Names

- [National Business Name Registration](#)
- [Registration of a Business Name](#)
- [Trade Marks compared with Business Names, Company Names and Domain Names](#)

Business Operations

- [National Classification Code](#)

Copyright

- [APRA Licence - Background Music](#)
- [APRA Licence - Featured Recorded Music](#)
- [APRA Licence - Live Performances](#)
- [APRA Licence - Music on Hold](#)

Innovation

- [Registration of a Trade Mark](#)

Taxation

- [Australian Business Number Registration \(ABN\)](#)

Did you know that a range of low cost business skills workshops and events are also available on the Business Victoria website?

Use the link <http://services.business.vic.gov.au/ems/> to find a program in your area.


If you require additional information or assistance please call Business Victoria on 13 22 15 or visit the website at www.business.vic.gov.au.

Yours sincerely,

Business Victoria Team

Your package is identified by the reference code WNIID10603.

ITEM No. 14



Online Business Insurance Marketplace

QUOTE DESCRIPTION:

Business Insurance

	QBE Business Pack
Professional Business	Film or Video Festival Operation
Policy Cost	\$1,096.43
Limit of Indemnities	Public Liability: \$5,000,000.00
Excess	Public Liability: \$250.00
Endorsements	<p>CONTENT MATTER PRODUCED/PUBLISHED CONTENT MATTER PRODUCED/PUBLISHED The Public and products liability cover section of this Policy does not cover liability in respect of Personal injury, Property damage or Advertising injury arising directly or indirectly out of or caused by or in connection with the content of any matter produced or published by You or on Your behalf.</p> <p>Labour Hire Exclusion Steadfast CONTRACTOR/LABOUR HIRE The Public and products liability cover section of this policy does not cover liability caused by, contributed to by or arising from injury to any contractor or subcontractor or labour hire personnel of the insured or employee of any contractor or subcontractor of the insured whilst such employee or contractor or subcontractor or labour hire personnel is acting in such capacity.</p>
Policy Wording	Policy Wording

QUOTE VALIDITY:

- This quote is valid until 3/07/2012.
- Subject to there being no losses of the type to be insured against between the date of this quotation and the commencement of the proposed insurance.
- Subject to there being no change to the nature or degree of risk insured against between the date of this quotation and the commencement of the proposed insurance

ITEM No. 15

Source; http://en.wikipedia.org/wiki/Web_2.0

Web 2.0

From Wikipedia, the free encyclopedia



A tag cloud (a typical Web 2.0 phenomenon in itself) presenting Web 2.0 themes

Web 2.0 is a loosely defined intersection of web application features that facilitate participatory [information sharing](#), [interoperability](#), [user-centered design](#),^[1] and [collaboration](#) on the [World Wide Web](#). A Web 2.0 site allows users to interact and collaborate with each other in [asocial media](#) dialogue as creators ([prosumers](#)) of [user-generated content](#) in a [virtual community](#), in contrast to websites where users ([consumers](#)) are limited to the passive viewing of [content](#) that was created for them. Examples of Web 2.0 include [social networking sites](#), [blogs](#), [wikis](#), [video sharing sites](#), [hosted services](#), [web applications](#), [mashups](#) and [folksonomies](#).

The term is closely associated with [Tim O'Reilly](#) because of the [O'Reilly Media](#) Web 2.0 conference in late 2004.^{[2][3]} Although the term suggests a new version of the [World Wide Web](#), it does not refer to an update to any technical specification, but rather to cumulative changes in the ways [software developers](#) and [end-users](#) use the Web. Whether Web 2.0 is qualitatively different from prior web technologies has been challenged by World Wide Web inventor [Tim Berners-Lee](#), who called the term a "piece of jargon",^[4] precisely because he intended the Web in his vision as "a collaborative medium, a place where we [could] all meet and read and write". He called it the "Read/Write Web".^[5]

ITEM No. 16

The concept of affiliate marketing on the Internet was conceived of, put into practice and patented by William J. Tobin, the founder of PC Flowers & Gifts. Launched on the Prodigy Network in 1989, PC Flowers & Gifts generated sales in excess of \$6 million per year on the Prodigy service.

ITEM No. 17

The term 'I' refers to the person submitting the content. In this case this is the person reading this document.

I am the main contributor to the creation of this film and I have the legal rights to this film across all intellectual properties

- Music
- Footage
- Graphics
- Sounds
- Photographs

I understand and accept that this film may be rejected by www.yew.tv without any reason being given.

I am above the age of 13 years.

This film is no longer than 2 minutes

Any other competitions, websites or content providers that I have submitted or host this video permit me to submit this content to www.yew.tv

I give www.yew.tv full permission to use my video including all intellectual properties in any way they like indefinitely

I understand that the public votes for my video and in this competition my submission is judged on how many votes it receives from the public through www.yew.tv only.

I give www.yew.tv the right to expose this film however they please to on the website www.yew.tv and any subdomains.

I have not submitted this video to www.yew.tv in the past.

I understand that any information submitted with this video will be stored and will be used by www.yew.tv for marketing and commercial purposes.

I understand and know the process of removing this video from www.yew.tv after it is submitted. I also understand that I can remove this video instantly at any time I please with no questions asked.

I understand that this video will not be made public until it has been checked by www.yew.tv

staff.

I understand that www.yew.tv does all it can to host a fair and unbiased competition in which I am participating.

I understand that this film may be removed by www.yew.tv staff at any time without notice or reason being given.

I understand that voting closes DD/MM/YY at midnight.

I agree with all of the above terms and have read and understood this policy.

ITEM No. 18

Terms and conditions

If you continue to browse and use this website, you are agreeing to comply with and be bound by the following terms and conditions of use, which together with our privacy policy govern www.yew.tv and our relationship with you in relation to this website. If you disagree with any part of these terms and conditions, please do not use our website.

The terms 'we' and 'www.yew.tv' refers to this website (www.yew.tv). The term 'you' refers to the user or viewer of our website.

The use of this website is subject to the following terms of use:

- www.yew.tv intends to offer entertainment to users above the age of 13. The content of this website is subject to change without notice. These terms and conditions are subject to change at any time without notice. The then current terms and conditions and privacy policy apply to you.
- Neither we nor any third parties provide any warranty or guarantee as to the accuracy, timeliness, performance, completeness or suitability of the information and materials found or offered on this website for any particular purpose. You acknowledge that such information and materials may contain inaccuracies or errors and we expressly exclude liability for any such inaccuracies or errors to the fullest extent permitted by law. Your use of any information or materials on this website is entirely at your own risk, for which we shall not be liable.
- All trademarks reproduced in this website, which are not the property of, or licensed to the operator, are acknowledged on the website.
- We offer third party products or services on our website and link to third party websites. These third party sites have separate and independent terms of service and privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites.
- Your use of this website and any dispute arising out of such use of the website is subject to the laws of Australia, Victoria.
- Any communication or material that you transmit to this site or to us, whether by electronic mail or other means, for any reason, will be treated as non-confidential

and non-proprietary.

- Any unlicensed copyrighting or material is un-prohibited in accordance with copyright licensing, except when authorized by the website owner.
- Users are entirely responsible for any negative side effects caused by the content they submit, including defamation.
- Your usage of this website may be blocked at any time without reason being provided.

Privacy

www.yew.tv will collect information directly from you when register to our site.

When registering on our site, as appropriate, you will be asked to enter your e-mail address. You may, however, visit our site anonymously.

Any of the information we collect from you may be used in one of the following ways:

- To personalize your experience (your information helps us to better respond to your individual needs)
- To send periodic emails
- To contact you

We implement a variety of security measures to maintain the safety of your personal information when you enter, submit, or access your personal information.

www.yew.tv uses cookies

(Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser that enables the sites or service providers systems to recognize your browser and capture and remember certain information)

We use cookies to keep track of advertisements and to better your experience on www.yew.tv

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this

information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

This online privacy policy applies only to information collected through our website and not to information collected offline.

By using our site, you consent to this privacy policy.

I HAVE READ AND AGREE WITH THE ABOVE PRIVACY POLICY AND TERMS AND CONDITIONS.

ITEM No. 19

Yew tv Sponsorship Contract

AN AGREEMENT made on _____ of
BETWEEN _____ of
_____, (hereinafter called "The Sponsor") of
one part AND Yew tv, 12 Nepean HWY, Brighton, VIC. (hereinafter called "The
Sponsee") of the other part WHEREBY IT IS AGREED

1. In consideration of the agreement by the Sponsor to pay Yew tv in cash and/or the recommended retail price of products to the sum of _____ to sponsor Yew tv as one of 5 sponsors. The sponsee agrees to provide the credits and benefits set out in paragraph 2 below.
2. Credits and benefits to Sponsor From _____ to _____, the sponsee agrees:
 - (1) To credit the Sponsor by giving the Sponsor's logo with a link to their home page in all emails concerning Yew tv.
 - (2) To give the Sponsor prominent acknowledgement and linking on the home page of Yewtv's website (www.yew.tv).
 - (3) To give the Sponsor prominent acknowledgement on all posters for any

Yewtv events.

- (4) To offer to the Sponsor 5 complimentary tickets to all events Yew tv hosts.
 - (5) To provide prominent acknowledgement of the sponsee's services in the foyer on the day of the event in the form of standee's and banners.
 - (6) To provide prominent acknowledgement of the sponsee's services in an announcement prior to the entertainment provided at the event.
3. Payment of the said sum in cash, products or both of: _____ shall be made in full not later than _____.
 4. It is agreed that all matters relating to the administration of the sponsorship shall remain the exclusive responsibility of the sponsee.
 5. It is agreed that in the event the Yew tv events are publicized or covered by any medium such as radio, television, magazines or newspapers, the sponsee's best endeavor's will be directed towards ensuring that the Sponsor is credited as the sponsor of the sponsee but it is accepted by the Sponsor that a separate agreement may have to be negotiated with all the parties concerned.
 6. It is agreed that the Sponsor will be granted the option to renew sponsorship of Yewtv events at a cost to be agreed. The Sponsor will give their decision on such renewal not less than one month before the end competition cycle.
 7. In the event of the cancellation of the sponsorship for whatever reason, this Agreement shall be null and void. The sponsee shall forthwith return to the Sponsor the sum referred to in clause 3 and paid to the sponsee together with full accounting of the monies expended from the said sum.
 8. The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
 9. The rights of either party under this agreement shall not be transferrable or assignable either in whole or in part.

Sponsee:

Title and full Name

Position

Organization

Signed:

Sponsor:
Title and full Name

Position

Organization

Signed:

Witness:
Title and full Name

Signed:

ITEM No. 20

Account Number	Account Title	YTD Actual	YTD Budget	Remaining Budget \$	Remaining Budget %
600	Office	\$ -	\$ 1,665.00	\$ 1,665.00	100.00%
601	Advertising	\$ -	\$ 2,260.00	\$ 2,260.00	100.00%
602	Services	\$ -	\$ 150.00	\$ 150.00	100.00%
101	Equipment	\$ -	\$ 0.01	\$ 0.01	100.00%
603	Other	\$ -	\$ 1,200.00	\$ 1,200.00	100.00%
TOTAL		\$ -	\$ 5,275.01	\$ 5,275.01	100.00%

		Payroll	Bank	Cash	TOTAL
August	1				0
	2				0
	3				0
	4				0
September	1				0
	2				0
	3				0
	4				0
October	1				0
	2				0
	3				0
	4				0
November	1				0
	2				0
	3				0
	4				0

Microsoft Excel Starter

File Home Insert Page Layout Formulas

Clipboard Font Alignment Number Styles Cells Editing Proofing Upgrade

D18

General Journal

	Date	Description	Post Ref	Debit	Credit
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
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50					

Journal Ledger YTD Budget Summary Performance REMINDER

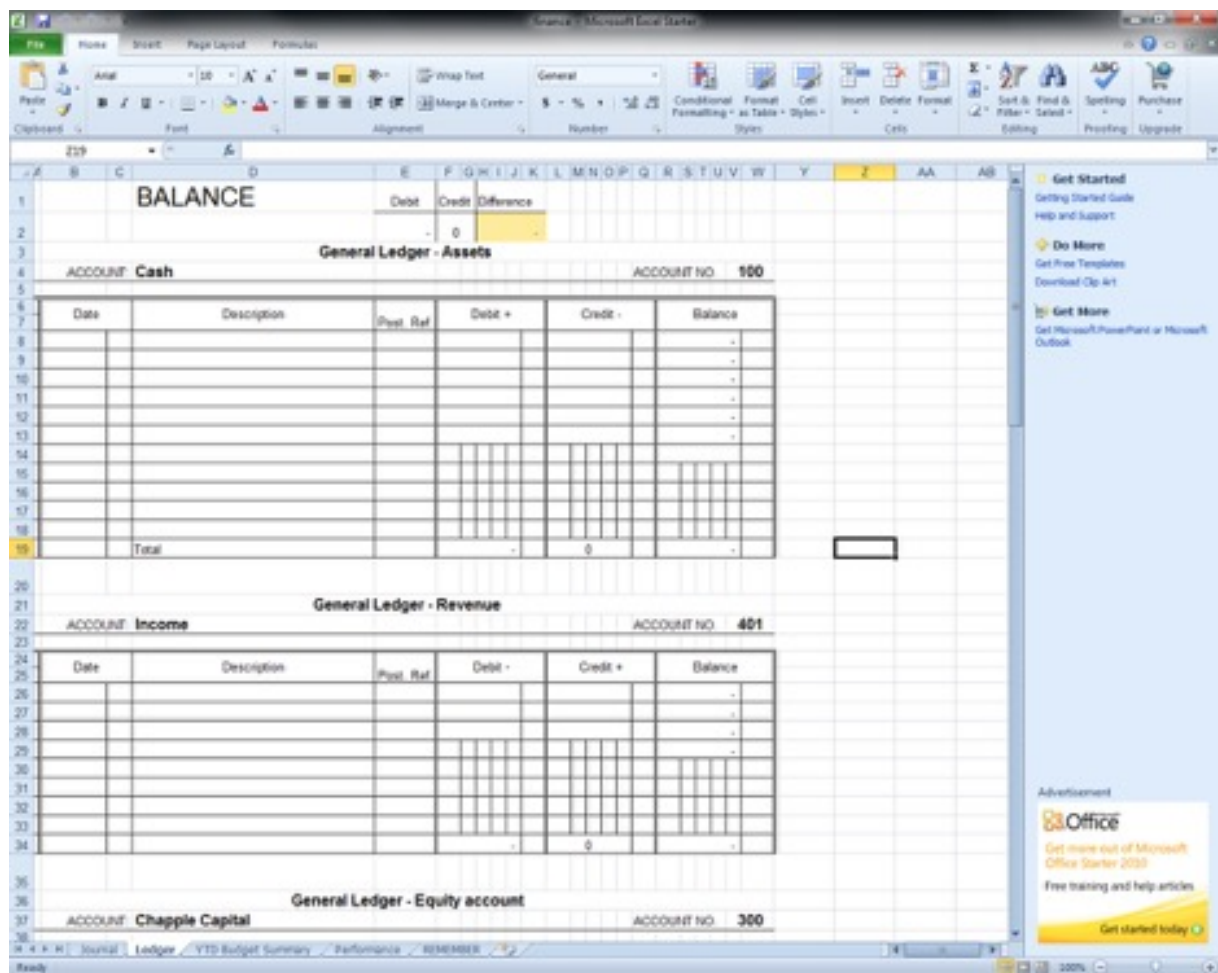
Ready

Get Started
Getting Started Guide
Help and Support

Do More
Get Free Templates
Download Clip Art

Get More
Get Microsoft PowerPoint or Microsoft Outlook

Advertisement
Office
Get more out of Microsoft Office Starter 2010
Free training and help articles
Get started today



FileHomeInsertPage LayoutFormulas

ClipboardFontAlignmentNumberStylesCellsEditing

Conditional FormattingFormat as TableCell StylesInsertDeleteFormatSort & FilterFind & SelectProofing

ABC

Upgrade

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Affiliate Marketing							Admissions	Freelance	Promo			
2	Month	Week	Sales	Gross Income	Average PPU	Redirected	Conversion	Gross Income	Gross Income	Gross Income	Money Out	Money In	Profit
3	August	1											
4		2											
5		3											
6		4											
7	September	1											
8		2											
9		3											
10		4											
11	October	1											
12		2											
13		3											
14		4											
15	November	1											
16		2											
17		3											
18		4											
19	December	1											
20		2											
21		3											
22		4											
23	January	1											
24		2											
25		3											
26		4											
27	February	1											
28		2											
29		3											
30		4											
31	March	1											
32		2											
33		3											
34		4											
35	April	1											
36		2											
37		3											
38		4											
39	May	1											
40		2											

Get Started

Getting Started Guide

Help and Support

Do More

Get Free Templates

Download Clip Art

Get More

Get Microsoft PowerPoint or Microsoft Outlook

Advertisement

Add a smile to whatever you're doing.

SEE OPTIONS

ITEM No. 21

6/30/12

Gmail - Trademark submission confirmation from PYI



Elliot Chapple <eschapple@gmail.com>

Trademark submission confirmation from PYI

1 message

Binh Ray <Binh.Ray@roi.com.au>
To: "eschapple@gmail.com" <eschapple@gmail.com>

Thu, Jun 28, 2012 at 3:36 PM

Dear Elliot,

Here is the confirmation from our lawyer that this trademark is submitted, you will receive a filing number for this trademark in two weeks' time. It will take 5 months before we hear back from the examiner, around November 2012. If the examiner accepts & approves the trademark, we will send you an invoice for \$695 for ten year registration of this trademark.

Once fee is paid, the examiner will put the trademark on a public registry for the public to object (however who ever objects to your application, they need to object via a trademark lawyer). Normally, once the examiner accepts it normally goes through.

Public advertising period is 3 months, when that expires, you will receive the ownership paperwork.

* Note, do not take any notice of any correspondence from other companies in regards to your trademark application. There are a lot of Scam companies out there targeting trademark applicants.

I will send you a Paid invoice for \$595 once I receive it from our accounts department. Feel free to call me anytime, otherwise we'll talk in November 2012. My direct line is: 03 9888 6691.

Name: Elliot Chapple
Email: eschapple@gmail.com
Phone: 0478081851
IP Address: 210.15.233.50

TRADEMARK APPLICANT

Trademark: www.yew.tv
App ID: 75a8839c-dca1-49dd-8acc-c88b3057c077
Reg Country: Australia
Applicant: Individual
Your Name: Elliot Chapple
Address: 12 Nepean Highway
City/Suburb: Brighton
State/Prov: VIC
Postcode: 3186
Country: Australia
Email: eschapple@gmail.com
Phone: 0478081851
Fax:
Comments:

CONTACT DETAILS FOR CORRESPONDENCE

[use trademark applicant contact details]

SPECIFICATION

[35 Advertising, business and office functions] Promotional marketing; Advertising and business services, namely, advertising and marketing; advertising services, namely, placing advertisements and promotional

<https://mail.google.com/mail/?ui=2&ik=755c5ecba&view=pt&cat=yew.tv&search=cat&th=13831960...>

1/2

ITEM No. 22

Apply for a business name

Record of online transaction

1 Lodgement details

Given name	<input type="text" value="elliott"/>	Other given names	<input type="text" value="chaps"/>
Family name	<input type="text" value="chapple"/>		
Telephone number	<input type="text"/>		
Email address	<input type="text"/>		
Date submitted	<input type="text" value="28/06/2012"/> DD/MM/YYYY		

2 Proposed business name

What business name would the proposed business name holder like to register?

Transfer of business name	Consent to transfer number
	<input type="text"/>



3 Registration period and fees

<input type="checkbox"/>	1 year
<input checked="" type="checkbox"/>	3 years

4 Proposed business name holder type

<input checked="" type="checkbox"/>	Individual (sole trader)
<input type="checkbox"/>	Company (with an ACN) or registered body (with an ARBN)
<input type="checkbox"/>	An organisation that is an incorporated body (without an ACN or ARBN), a trust, a superannuation fund or an unincorporated body
<input type="checkbox"/>	Partnership or joint venture with an ABN
<input type="checkbox"/>	Joint venture with an ABN for each of the joint venture partners
<input type="checkbox"/>	Entity that carries on business exclusively on Christmas Island or the Cocos (Keeling) Islands and does not have an ABN

ITEM No. 23

					
TAX INVOICE & RECEIPT					
		Invoice No.: 1507036			
		Date: 28-Jun-2012			
		Payment Reference.: 2253260			
Bill To		Ship To			
Mr. E CHAPPLE yew tv 12 Nepean HWY BRIGHTON VIC 3186		12 Nepean HWY BRIGHTON VIC 3186			
Code	Item	Qty	\$/Unit	GST	Sub Total
AE6500112.SNZ	AVG Internet Security 2012 1 computer (1 year)	1	A\$3.63	A\$36	A\$9.99
AA1000100	AVG Rescue and Installation Disc	1	A\$3.64	A\$36	A\$5.00
GST Total				A\$7.72	
Invoice Total				A\$84.99	
Payment Received				A\$84.99	
Balance Due				A\$0.00	
PAYMENT RECEIVED - THANK YOU!					

ITEM No. 24

7/1/12
Internet Banking - Transaction List

[Last signed in: 1 Jul 2012 06:34 AEST](#)
[Messages](#) | [Administration](#) | [Help](#)

Other Services
Go
sign out

Westpac online
Banking
Superannuation
Balance sheet
Apply now
Manage your accounts

Banking menu
Account Services
Accounts
Transfer Funds
Loan Withdrawal
Payments
BPAY
BPAY View
Pay Anyone
Bank Cheque
Overseas
Tax
Periodic
Pending
Manage...
Your Accounts
Your Details
Your Daily Limit
Quick Support
FAQs
Handy Hints

Account Information
Transaction List
eStatement
Export
1 July 2012 07:02 AEST
Help

Account: Westpac Business One 481785
Go

Current Bal: \$4,000.00+
Funds Available: \$4,000.00+

Help the environment - switch to eStatement notifications

Transaction List
Page 1 of 1

Date	Description of Transaction	Debit	Credit
2 Jul 2012	INTERNET ONLINE BANKING TRANSFER 2729413		1,000.00
2 Jul 2012	INTERNET ONLINE BANKING TRANSFER 1481561	1,000.00	
2 Jul 2012	INTERNET ONLINE BANKING TRANSFER 2478806		1,447.74
2 Jul 2012	INTERNET ONLINE BANKING TRANSFER 2351673		900.00
29 Jun 2012	DEPOSIT - INTERNET ONLINE BANKING 2345180		1,652.26
	FNDS TFR 29-JUN		

End of Transaction List

ITEM No. 25



Elliot Chapple

1:00 PM (22 hours ago)

to Tara

Hey Tara just requesting a quote for venue hire.

Also i have few questions. Does the venue hire come bundle with public liability insurance? APRA background music licenses?

That's about it for now, thank you!



Tara Judah tara.judah@astortheatre.net.au

10:25 AM (1 hour ago)

to george, me

Hi Elliot,

The Astor has its own public liability insurance but depending on the nature of your event, it is often advisable for the hirer to take out their own insurance. Yes to music licenses.

Attached is some general information on hire of the theatre.

For your own hire we could look at two options:

1) Elliot/Astor Theatre split revenue. This would be a joint promotional effort and the split would be 60% to the Astor, 40% to you, after GST and any film hire expenses (if there were any). The Astor would retain sole revenue from the candy bars and no external alcohol sponsorship would be entered into/third party food/drink sales. Ticket price to be mutually agreed upon.

2) Straight venue hire: you are in sole charge of ticketing and hire requirements and retain 100% of the ticket sales. Indicative pricing is in the attached document but I'm sure we would offer you a discount rate. For example, if you were looking at a Tuesday night hire - 4hours total (set up, screening, break down and leave venue) - with Astor candy bars open, no third party food/drinks - we could do that at a discount rate of \$1500+GST including use of the Barco projector (for which there is usually a surcharge) on this occasion to get it started up and going.

These are initial options, when it comes closer to your actual event do let us know because we'd love to host your short sports film fest at the Astor.

Cheers,

T.

Tara Judah
PA to the Proprietor

The Astor Theatre
(p) [0422 927 648](tel:0422927648)
(w) www.astortheatre.net.au
(e) tara.judah@astortheatre.net.au
(fb): facebook.com/astortheatre
(tw): twitter.com/astor_theatre

PROTECT THE ASTOR!

Join the Friends of The Astor now and get involved!
www.fota.net.au