

STORYTOWNS

and



As you may be aware, Regional Arts Australia has announced The Cultural Tourism Accelerator Program, a \$5 million grant. The program aims to:

- Support place-based programs to increase visitation
 - Build consumer confidence and activate engagement
 - Drive engagement across communities and between regions
- Support sector-led responses.

One of the grants available, **The Experience Initiative (\$10,000)**, is aimed at adding or offering an experience to an existing program, to increase visitation or extend the visitor experience of 'place'.

As Storytowns' core mission is to increase the visitation and promotion of towns and regions with our geo-located podcasts, we would like to partner with your council in applying for this grant. We can assist to make the process as time efficient as possible.

The application dates for submission vary from state to state across Australia:

Location	Applications Open	Applications Close	Projects Start
NSW	10/01/2022	10/02/2022	1/04/2022
NT	1/12/2021	1/02/2022	1/04/2022
QLD	16/11/2021	25/01/2022	1/04/2022
SA	16/11/2021	17/01/2022	1/03/2022
TAS	10/01/2022	28/02/2022	1/04/2022
VIC	1/02/2022	8/03/2022	1/05/2022
WA	22/11/2021	23/01/2022	1/04/2022

STORYTOWNS

OUR PODCAST TOURS

Storytowns makes podcast stories for the local visitor economy. We talk to local townspeople, winemakers, street and silo art artists and indigenous elders and curate their best stories. We also showcase and promote what these regions have to offer such as businesses, local attractions and events, while an **Information Icon** under each podcast directs visitors to services or businesses.



TOWNSCAPES



WINE & FOOD



ART SILOS



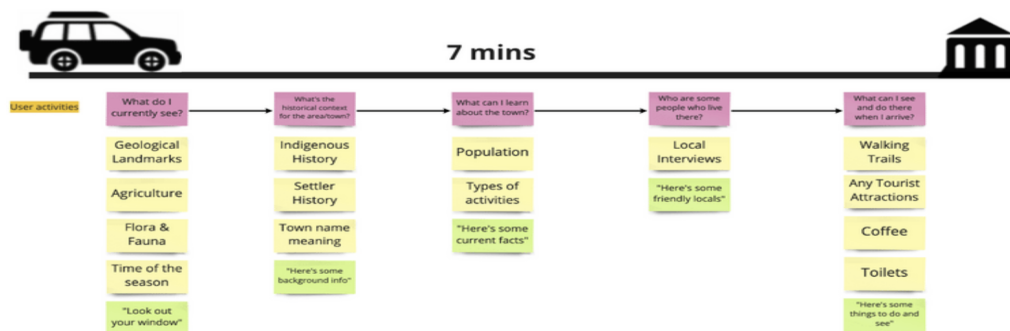
STREET ART



INDIGENOUS

FEATURES

Unlike other podcasts, Storytowns has a unique **geo-locator** in the app. This means our podcast stories automatically play as visitors near a specific town or region thus increasing their chances of visitors stopping, exploring and spending more time there. Download the app onto your phone for the best experience of Storytowns [here](#).



We've worked in partnership with over 170 councils and tourism organisations some of which include Grampians Tourism, The City of Melbourne, Whitsundays, Warrnambool Shire and Banana Shire. You can sample one of our podcasts [here](#).

STORYTOWNS

TOWNSCAPES AND FOOD & WINE TOURS

Our podcasts discover the personality of the town and showcase food and wine. You can sample these podcasts here: [Killarney Townscape](#) and [Wine and Food Tour](#).

FORMAT

- Minimum of 5 podcasts x 7-minutes *
- 1-2 minute **Snapshot Signpost Podcasts** x 4 per 7-minute podcast

PODCAST STRUCTURE

- Describes the regional and town/artwork
- History (Indigenous / European)
- Interview 1-2 locals/business owners/artists to uncover the personality of the town
- Call to action and **Information Icon** in the app redirects to the businesses

PRICING AND PRODUCTION

- 6-8 weeks production turnaround (from time of recording)
- In the field journalist sent to your town
- Scriptwriter (in consultation with your council)
- Audio Producer
- Voice over artist
- Music (fully licensed) and high-end production in our studio
- Full use, hosting and license for podcasts on the Storytowns App
- Podcasts are evergreen and can be updated



MARKETING

- Digital assets for printing (detailed material on each location and destination) Flyer / Poster
- Web banner signage
- Permission to use the Storytowns logo on physical signage
- On other platforms: Apple Podcasts, Google Podcast, Audacy, Spotify, Deezer, Stitcher, Tunein, Amazon Music.

\$2,700 (ex. GST) EACH

***REGIONAL ARTS GRANT OFFER: 4 PODCASTS (\$2,500 EACH)**

REGIONAL ARTS AUSTRALIA

\$10,000 (ex. GST)

STORYTOWNS

INDIGENOUS STORIES

While the usual format is 7-minutes for our podcasts, we would work with Indigenous members for their guidance of what an appropriate time length would be. Below follows a similar format to Townscape Podcasts.

FORMAT

- Minimum of 5 podcasts x 7-minutes (+) *
- 1-2 minute **Snapshot Signpost Podcasts** x 4 per 7-minute podcast

PODCAST STRUCTURE

- Indigenous elder/member appropriate to the area.
- Indigenous history and stories.
- Interview 1-2 indigenous locals/business owners/artists to
- Call to action and **Information Icon** in the app (e.g. The Worn Gundidj Cooperative Tower Hill Tourist Information Centre).

PRICING AND PRODUCTION

- 6-8 weeks production turnaround (from time of recording)
- In the field journalist sent to your town
- Scriptwriter (in consultation with your council)
- Audio Producer and Voice over artist
- Music (fully licensed) and high-end production in our studio
- Full use, hosting and license for podcasts on the Storytowns App
- Podcasts are evergreen and can be updated

MARKETING

- Digital assets for printing (detailed material on each location and destination) Flyer / Poster
- Web banner signage and permission to use the Storytowns logo on physical signage
- On other platforms: Apple Podcasts, Google Podcast, Audacy, Spotify, Deezer, Stitcher, Tunein, Amazon Music.

\$2,700 (ex. GST) EACH

***REGIONAL ARTS GRANT OFFER: 4 PODCASTS (\$2,500 EACH)**

REGIONAL ARTS
AUSTRALIA

REGIONAL
arts
AUSTRALIA

\$10,000 (ex. GST)

STORYTOWNS

SILO ART PODCAST TOUR

PODCAST STYLE

The podcast would be similar in style to our other Silo Art Tours in Victoria. Please listen to a sample here [Rupanyup Silo Art Tour](#).

LENGTH:

- 1 x 18 minutes (max)

PODCAST STRUCTURE:

- Describe your town as we drive in
- History (Indigenous / European/)
- Interview with Silo artists and local people
- 3 x Businesses interviewed
- What to do around the town and call to action

PRICING AND PRODUCTION

- 6-8 weeks production turnaround
- Journalists in the field - will travel to your town to interview locals and artists
- Scriptwriter
- Audio Producer and Voice Over artist
- Music (fully licensed) and high-end production in our studio
- Full use, hosting and license for podcasts on the Storytowns App

MARKETING

- Digital assets for printing (detailed material on each location and destination),
- Web banner signage
- Social media posts
- 1-2 minute **Snapshot Signpost Podcasts**
- On other platforms: Apple Podcasts, Google Podcast, Audacy, Spotify.

\$5,500 (ex. GST) EACH

***REGIONAL ARTS GRANT OFFER: 2 PODCASTS (\$5,000 EACH)**

REGIONAL ARTS
AUSTRALIA

REGIONAL
arts
AUSTRALIA

\$10,000 (ex. GST)

STORYTOWNS

STREET ART PODCAST TOUR

STYLE

Visitors hear the story of the artists, their inspiration, what they're trying to achieve and funny anecdotes while standing in front of the artwork. The townscape style of the podcasts would be similar to the [Warrnambool Street Art](#).

LENGTH

 Each Street Art Podcast is 3-5-minutes (max)

PODCAST STRUCTURE

- Immerse the listener: describe the street art/location/history/heritage
- Interview the street artist, their story, inspiration, the meaning of their art, their form, indigenous connection or other cultural significance
- Call to action - restaurants, cafes and other attractions nearby

PRICING AND PRODUCTION

- 8-10 weeks production turnaround (from time of recording)
- Interviews done with a journalist in the field
- Scriptwriter
- Audio Producer and Voice Over artist
- Music (fully licensed) and high-end production in our studio
- Full use, hosting and license for podcasts on the Storytowns App

MARKETING

- Storytowns / Wagga City Council Brochure for printing
- Web banners (optional)
- Permission to use the Storytowns logo on physical signage
- Also accessible on Amazon Music, Apple Podcasts, Google Podcasts, Youtube, Spotify and all other podcast platforms.

EACH STREET ART PODCAST:

\$1,500 (ex. GST)

***REGIONAL ARTS GRANT OFFER: 7 PODCASTS (\$1,428 EACH)**

REGIONAL ARTS
AUSTRALIA

REGIONAL
arts
AUSTRALIA

\$10,000 (ex. GST)

STORYTOWNS



EVENT PODCASTS

Storytowns can produce a podcast relevant to your event needs (e.g. Arts and Music Festivals, Easter Treasure Hunts, Mountain Biking Competitions etc). These can be archived after the event and re-edited and re-used.

PRICING AND PRODUCTION

- 1-2 weeks production turnaround
- In-house production
- Scriptwriter
- Audio Producer
- Voice Over artist
- Music (fully licensed)
- High-end production in our studio
- Full use, hosting and license for podcasts on the Storytowns App

MARKETING

- Digital assets for printing (detailed material on each location and destination),
- Web banner signage
- Social media posts
- On other platforms: Apple Podcasts, Google Podcast, Audacy, Spotify, Deezer, Stitcher, Tunein, Amazon Music.

EVENT PODCASTS EACH:

\$1,200 (ex. GST)

(Prices are valid till December 31st, 2021)