

Media Release

30 May 2006



Craftsouth receives \$198,500 from the Department of Communications, Information Technology and the Arts (DCITA) to develop *Applied Ideas Online*

Senator Helen Coonan, Minister for Communications, Information Technology and the Arts yesterday announced Craftsouth will receive \$198,500 from Round 14 of DCITA's Information Technology Online (ITOL) program to develop ***Applied Ideas Online*** – an innovative e-portal offering services to arts and craft professionals.

“This is the single biggest Australian Government grant awarded to a craft organisation in South Australia in over thirty years. Craftsouth and Applied Ideas are delighted to be developing a national e-portal from South Australia - which will assist the sustainability of the Australian craft and design industry, with flow-on effects for the manufacturing and retail sectors nationally.” The Honourable Chris Schacht, Chair of Applied Ideas.

Applied Ideas Online is an e-commerce solution which links designer-makers with manufacturers and markets across Australia. The portal will deliver e-training and other services to designer-makers and manufacturers which will enable them to work collaboratively to develop new products for the Australian marketplace.

A feature of Craftsouth's successful submission was the wide support received from all sectors of the art and craft industry and the strong support of consortium members, including the Honourable Mike Rann, Premier of South Australia and Minister for the Arts. The project will deliver broad benefits to the arts/crafts sector and improve industry competitiveness.

Applied Ideas Online has been developed over many years by Craftsouth: Centre for Contemporary Craft and Design to increase the economic sustainability of craft and design professionals. By supporting the development and sale of uniquely designed and manufactured Australian products, Applied Ideas Online will provide designer-makers with ongoing royalties to sustain their creative practices.

Developed by Craftsouth, Applied Ideas Online will be delivered by a consortium of craft and design practitioners, manufacturers and specialist galleries and retailers from across Australia and will be project managed by David Major from Coolong Group (Australia) Pty Ltd, with technology solutions provided by Peter Watson and his company Jaze Digital Pty Ltd.

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