

A person's hands are shown holding a smartphone, capturing a photo of a blurred crowd at night. The person is wearing a blue jacket with red and white striped cuffs and a metal watch. The background is dark and out of focus, showing the silhouettes of other people.

REVENUE GROWTH PILOT PROGRAM

{Bastion[™]
TRANSFORM

LINA
Local & Independent News Association

Who is Bastion Transform?

We are consultants with deep media, content and technology experience. Our purpose is to support the future of media, drive revenue through content and grow audiences with purpose.



Industry & Strategic Research

Strategic research and market analysis to find opportunities for growth and support business goals.



Audience & Revenue Growth

Delivering commercial, product, audience and editorial strategies and projects.



Change Projects

Management of complex projects and delivery of organisational and cultural change.



Pilots & Programs

Programs and mentoring built on a pilot framework to achieve growth using an experimental mindset.



Future Focus

Working with teams to develop vision, mission, strategic objectives and purpose.



Contact Jenni

ABC

WARNER BROS.
DISCOVERY

Nine

Google

LINA
Local & Independent News Association

MISSING
PERSPECTIVES.

THE
Australian Jewish News

LEADSTORY

BusinessDesk.

The
Guardian

NIT

What is the Revenue Growth Pilot Program?

Goal: Supporting digital newsrooms to build diversified revenue streams and develop an experimental mindset for long-term sustainability.



9 Newsrooms



1 Revenue Bootcamp & Pilot Training



3 Industry Mentors, 1:1 coaching



4-Week Prep + 12-Week Pilot



Fortnightly Check-Ins



Monthly Sharing Sessions



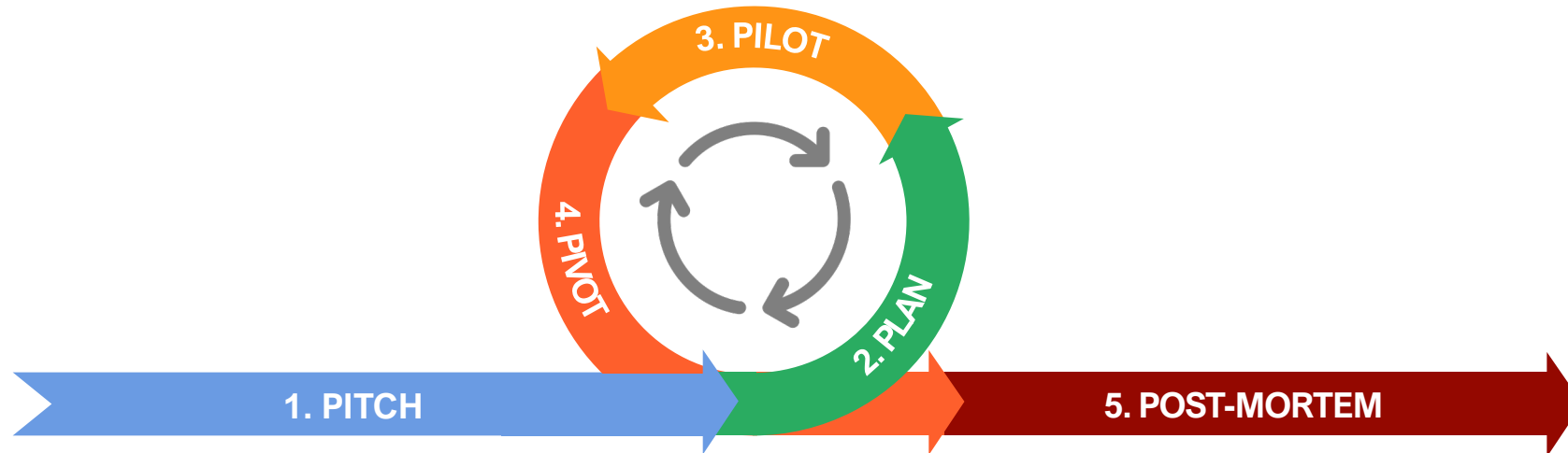
A Community of Newsrooms



Supported by Bastion Transform & LINA

What is a Pilot?

Goal: A test & learn approach to identifying a problem and implementing a change



PITCH

- Define priorities and audience
- Determine hypothesis and scope
- Define requirements
- Document assumptions, risks and dependencies

PLAN

- Development, product implementation and set up to launch pilot
- Brief stakeholders
- Set clear OKRs and milestones

PILOT

- Launch 12-week experiment to test key assumption/s
- Weekly tracking towards OKRs

PIVOT

- Fortnightly check-ins on positive progress
- Encourage defined, documented pivots
- Cohort sessions to share learnings

POST-MORTEM

- Share outcomes with newsroom and key stakeholders
- Project post-mortem
- Final report with results
- Determine next steps

Our Cohort & Mentors



Jacqui Park



Eli Flournoy



Tracy Sheen



Our Panel



Jacky Barker
In The Cove



Tina Brown
The Post



Susie Williams
Fleurieu App



Diana Paton
Hills To Hawkesbury



Wyanita Tranter
NIRS



Lechelle Earl
SE Voice



Rebecca Guest
The Fold



Jenni Ryall
Bastion Transform



Contact Jenni

Q&A

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