



SunraysiaDaily

About Sunraysia Daily

Sunraysia Daily is a 100-year-old news publication serving the Sunraysia region, population 52,000, in North West Victoria, Australia. Prior to Covid-19, *Sunraysia Daily* published a daily print edition, which now runs three times a week—on Wednesday, Friday and Saturday—in addition to daily updates at sunrasyiadaily.com.au. The paper also sends a daily email newsletter and posts to its Facebook page throughout the day.

The *Sunraysia Daily* business model relies on advertising and paid subscriptions in print and digital. Top advertisers are real estate agents, car sales, funeral homes, furniture retailers, agricultural supplies and local government.

Overview

Project Kookaburra is an independent research program designed and run by Megan Brownlow and Simon Crerar, with participation from Mediality (formerly AAP Studio), in partnership with the Google News Initiative. Megan Brownlow is a strategy consultant and non-executive director, and Simon Crerar is a journalism startup founder who was the founding editor and general manager of BuzzFeed Australia.

Project Kookaburra worked with five independent regional publishers across Australia to try five new business models over a six-month period, from April to September 2020.

The results were shared with publishers and journalists in a series of free 'lunch and learn' webinars in November 2020, hosted by the Walkley Foundation, Australia's leading organisation for celebrating and supporting Australian journalism.

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Sunraysia Daily used its Centenary as a springboard for growth

How to use special events to deepen relationships with readers and advertisers

The Project

In collaboration with Project Kookaburra, *Sunraysia Daily* celebrated its Centenary with a special digital edition designed to deepen relationships with both readers and advertisers.

The core goal of the special edition was to drive readers to subscribe online in order to access this premium content. The secondary goal was to commercialise the digital special and its companion print products through digital and print advertising bundles.

Kookaburra used the SMART (Specific, Measurable, Achievable, Realistic, Timely) framework to design the project with the Sunraysia Daily team.

Specific

- Produce and commercialise Centenary special content across the website and paper.

Measurable

- Grow newsletter and website subscribers. Collate a weekly report tracking key metrics.
- Analyse progress on a weekly call with the Kookaburra team.

Achievable

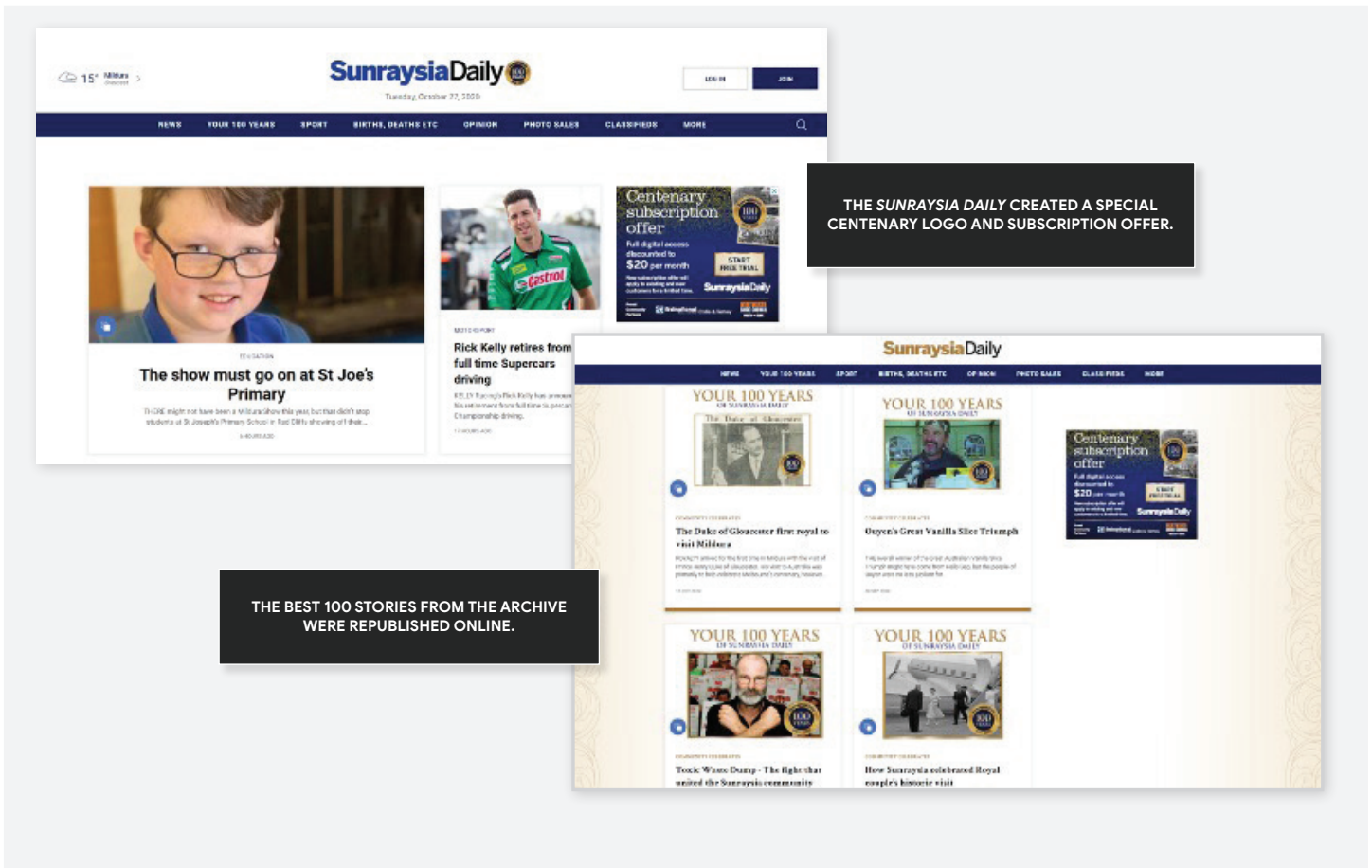
- Do we have the resources we need and if not, how will we get them?
- Do we need any specific tools or training?

Realistic

- Does the plan fit with key goals?
- Will these insights help drive business forward?
- Is it a worthwhile use of team time?

Timely

- What's the deadline for each task? For example, when will the content, distribution and sales plans be completed?
- Manage the publishing tempo so the 100 best stories from the archive are uploaded before the October Centenary
- Ensure commercial partners are secured for digital/print packages ahead of the October Centenary.



The Results

- 100 stories from the *Sunraysia Daily* archive published online, on Facebook, in the print edition, and in a commemorative edition 120 page magazine and keepsake hardcover book.
- \$100,000+ in advertising sponsorship, offsetting some of the losses incurred due to Covid-19.
- A new commitment from *Sunraysia Daily* that all advertising packages now include sunrasyiadaily.com.au
- Positive feedback from readers and advertisers

“ It’s a very proud day today – 100 years ago my great-grandfather worked on the press to print the first edition of *Sunraysia Daily*. Last night my 17-year-old son Bailey (fifth generation) helped create today’s 100 year edition, which is more than print, it’s digital too. ”

JAMIE LANYON, DIRECTOR, SUNRAYSIA DAILY

RESULTS OVER A 6 MONTH PERIOD

66%

Growth in digital subscribers over the six-month period

38%

Growth in newsletter subscribers over the six-month period

29%

Increase in page views on sunrasyiadaily.com.au

5%

Growth in Facebook subscribers over the six-month period

Learn more at [The Walkley Foundation](https://www.walkleyfoundation.org.au)