

Sustainable Growth Program

A Springboard To Growing a Sustainable Business

The Program

Through education sessions, one-on-one mentoring, progress tracking and ongoing support, we empower you to launch a project to support the sustainability of your business. This could be a new revenue stream, optimising a current revenue stream or launching a product to experiment with a new revenue stream.

- ✔ **Educational sessions**
From case studies to revenue strategies, we support you with a bootcamp and learning sessions.
- ✔ **10-12 week project sprint with clear outcomes**
Using the provided tools, you will work towards a revenue goal across the course of the program.
- ✔ **SWOT analysis and brainstorm with Other Labs**
To ensure you're focused on the right project and outcomes for your business, we'll facilitate a business lab.
- ✔ **A cohort of like-minded folk**
We facilitate collaboration across the cohort to provide new perspectives and support as you work through the program.
- ✔ **Industry Expert Mentors**
Each news organisation will be teamed up with an industry mentor as your accountability coach.

The Cohort

NEOS KOSMOS
THE HELLENIC PERSPECTIVE SINCE 1957

MURRAY BRIDGE NEWS

LIMELIGHT
Music, Arts & Culture

Gazette

THE WESTSIDER

Program Schedule

Nov
5

Kick-Off Bootcamp

10am - 1pm AEDT, virtual.

Nov
3-21

SWOT & Brainstorm

Time set with your newsroom. Virtual or in-person.

Nov
24

Pilot Launch

10 mentoring sessions. Break for holidays.

Dec
15

Cohort Sharing

2pm AEDT, virtual.

Feb
2

Cohort Sharing

2pm AEDT, virtual.

Mar
3

Final Cohort Sharing

2pm AEDT, virtual.

Mar
3

Pilot Concludes

The Mentors



Belle Kwan is a former journalist who led digital transformation and product growth at Polaris Media. She now splits her time between managing multicultural marketing agency Jia Collective, leading Polaron Connect, and mentoring women from diverse communities.



Olivia McDonnell is a media strategist and former Managing Director at Private Media and SmartCompany, with a background spanning The Sydney Morning Herald, Crikey and The Economist. She specialises in building sustainable, reader-first strategies for independent media.



Nicolette Logue was the Director and Senior Managing Editor at LinkedIn News, and comes with a background in journalism as an editor at The Huffington Post, 9 News, The Australian and more.

Other Labs



Other Labs, founded by Jenni Ryall, is a future-facing program and advisory lab built on a foundation of experimentation, collaboration and impact. It aims to shape the future of media, independent publishing and the creator economy from the inside out.

Other Labs develops independent journalists into media companies, drives new ways of working and thinking for legacy media and runs industry-wide programs for experimentation in new methods such as AI, revenue diversification and product mindset.

Working with major funders, Other Labs connects publishers to financial and growth opportunities across the market, ensuring measurable impact is achieved for both the publishers and the funders. Other Labs is focused on building a community of like-minded future shapers, who are looking forward and excited about the next generation of media.

Jenni Ryall, Director – a recognised leader in content, product, and innovation – brings deep expertise and an unrivalled network across the new media ecosystem. She has led regional scaled programs, multi-million dollar investment funds for the news ecosystem, strategic projects and large-scale transformations.

Jenni has worked on global-leading innovation strategies with Google, Meta, International Fund for Public Interest Media, Fiji Sun, Daylight, NZME, Missing Perspectives, The Guardian, Nine, Mashable, TEGNA, Pedestrian Group and more.

Previously, she worked in News Partnerships at Meta across Australia and New Zealand, growing the creator ecosystem and building support models for digital-first newsrooms. She has held executive leadership roles including VP of Content Strategy & Platforms at Mashable and VP of Digital Content at TEGNA in the U.S.



Eira Martens-Edwards, Program Lead – is a leader in newsroom innovation and programs globally. She has worked with media leaders across the globe at Deutsche Welle Akademie, the International Federation of Journalists and the Australian Broadcasting Corporation.

Welcome to Other Labs. This is just the beginning.

