

bible society australia

digitising the Eternity
newspaper

\$269,000

over two years to employ specialist
digital media skills.

The Eternity newspaper was founded in 2009. Each month the newspaper is sent in bundles to churches, bookstores and individuals. With a monthly circulation of 105,000, Eternity is an established news source for many Christians.

Following a period of testing interest in online Christian news, the Bible Society recognised that the future of Eternity is a digital news product, with its own website and associated digital channels. It sees this transition as the catalyst for an online community amongst existing readers as well as reaching new audiences. The work will include testing and trialling a variety of different platforms in which to share content in different ways, to reach the highest number of people.

VFFF support over two years is providing the Bible Society with the skill set they need to effectively manage this digital transition.



“This support from VFFF has been timed to perfection as our rapidly growing audiences are seeking seriously good news at all times of the week on their mobile phone and on social media, while still grabbing the paper in the back of church on a Sunday. The high level of engagement with video stories on social media has been tremendous. Do check it out on eternitynews.com.au”.

Greg Clarke, CEO of the Bible Society Australia