

# THE PINEAPPLE

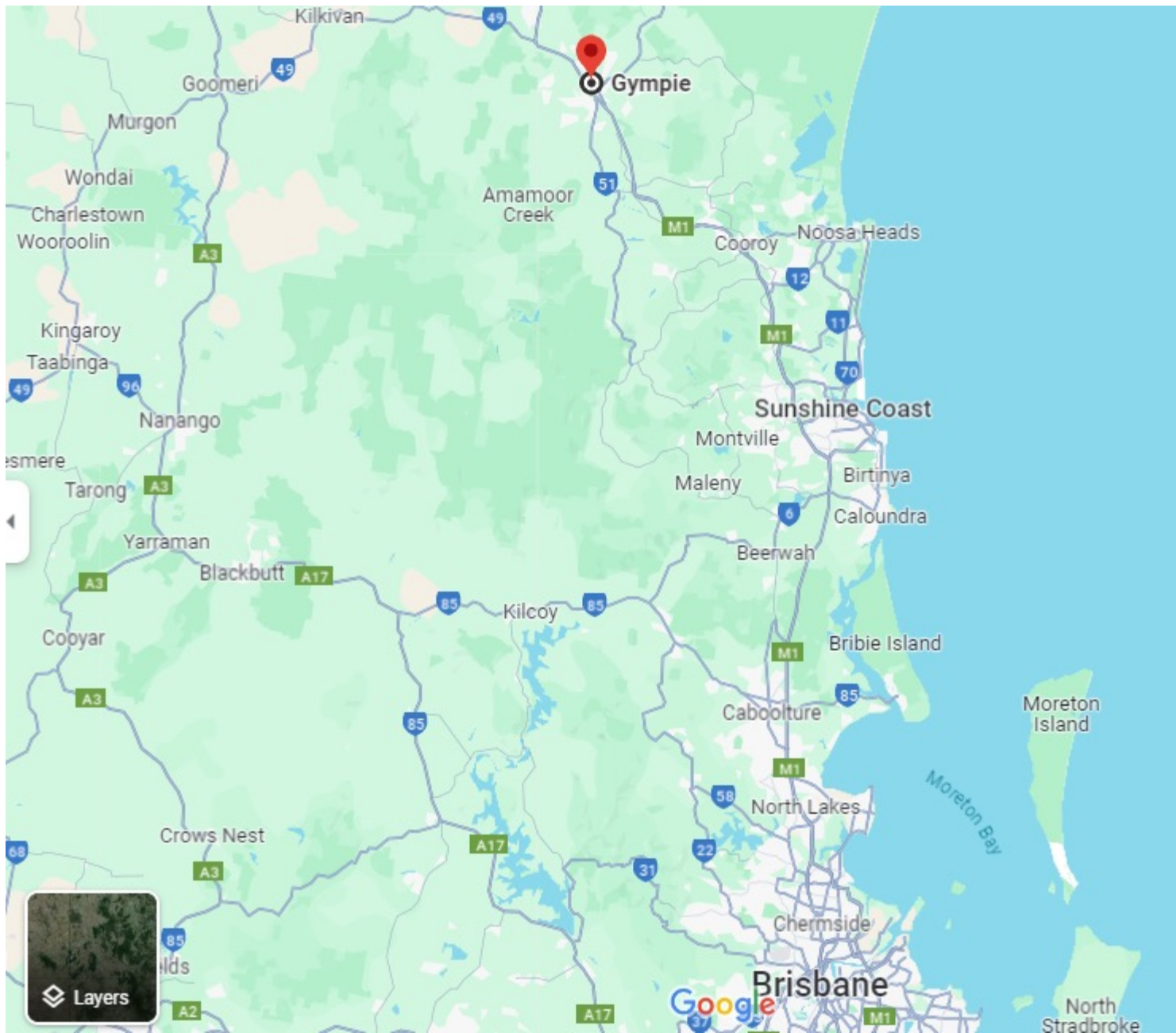
Writing to make the world better



# An independent digital magazine and public journalism platform



- Vivienne Wynter, publisher, editor and journalist
- Management Committee of eight
- Freelance contributors
- Editorial policy to publish constructive journalism by Queenslanders about Queensland



The Pineapple is based in Gympie, two hours north west of Brisbane.

We sit on the border of  
Noosa, Sunshine Coast  
and Gympie councils.

Cover all Queensland  
with a local emphasis  
on our Local  
Government Areas

# Milestones

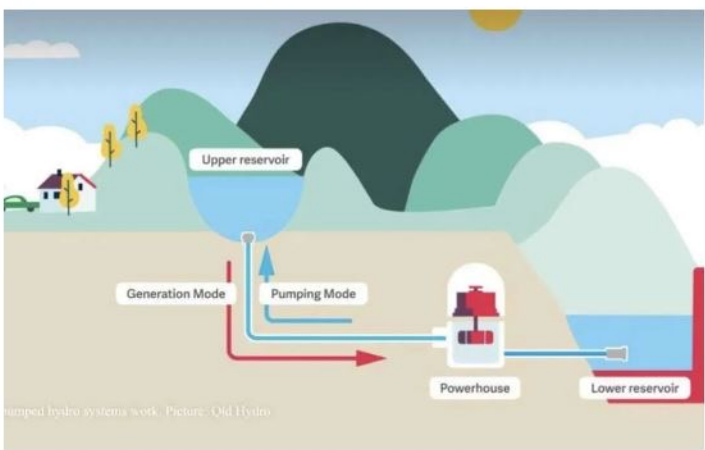
<b>Apr 2022</b>	Started web design – roughly 10 months designing / writing
<b>Jan 2023</b>	Registered The Pineapple Association Inc with Office of Fair Trading
<b>1 Mar 2023</b>	Launched The Pineapple
<b>June 2023</b>	Registered charity with the ACNC and ATO
<b>Sep 2023</b>	Trademarked logo and masthead
<b>Feb 2024</b>	Opened bank account
<b>1 March 2024</b>	The Pineapple turns one year old

# Our points of difference



- Our LGA has two papers doing daily news: The Gympie Times and Gympie Today (and they don't do features) plus several magazines including Gympie Living so we don't publish daily news
- Publish news features and creative writing
- Quality over quantity so we publish roughly one news feature a week
- Not hyper-local. Have Local News section where we publish features.
- Modelled more on platforms like Crikey and The Saturday Paper
- Emphasis on supporting the arts and local creatives, diversity, inclusion and social justice
- Our logo has sparkles





pumped hydro systems work. Picture: Old Hydro



APR 8, 2024 | LOCAL NEWS

## Borumba Pumped Hydro pledged before environmental approvals

VIVIENNE WYNTER

State and federal governments have told the Australian Energy Market Operator (AEMO) and the United Nations Educational, Scientific and Cultural Organisation (UNESCO) that Borumba Pumped Hydro will be operating by 2030, although environmental approvals are not in place.

Critics say it's too early to include \$14 billion Borumba Pumped Hydro in national energy and environmental planning when the project at Imbil, south of Gympie, does not yet have approval for exploratory works.



JUL 31, 2023 | LOCAL NEWS

## PROFILE: Theatre creator Dr Sharon Hogan

VIVIENNE WYNTER

People are the real gold to discover in Gympie and one of those gems is Dr Sharon Hogan, founder and 'Chief Energy Officer' of Perseverance Street Theatre Company.

Named after one of the oldest streets in Gympie, the professional theatre company is independent, not for profit and dedicated to engaging and developing young, regional, emerging artists.

Sharon took a year off her job as a senior educator at James Nash State High School to start the company because she believes the arts are as important as the three Rs: 'reading, writing and arithmetic'.



NOV 25, 2023 | THE ROUGH END: YOU GOT A BAD DEAL.

## 'No-one wants to live here as a queer person'

VIVIENNE WYNTER

'Vulnerable young people are being harmed by outdated attitudes to sexuality and bigoted abuse in Gympie, according to queer advocates.

Following this year's first Pride Festival in Gympie, the founders say they started the festival to offer a safe space to LGBTQ+ people being abused and excluded.

Pride Festival Founder Emily Smith told The Pineapple '... while there is a façade of acceptance and inclusion in Gympie, there's an undercurrent of violence.'



MAR 12, 2024 | LOCAL NEWS

## Questions raised about business case for Sunshine Coast Rail Line

VIVIENNE WYNTER

Advocacy group, RAIL - Back on Track, said the benefit-cost ratios (BCRs) for the Direct Sunshine Coast Rail Line (DSCRL), released this month by the State Government, were 'abysmal'.

Announcing the release of the heavily edited business case, Queensland Minister for Transport, and Main Roads Bart Mallick said cost estimates for the full three stages of the new rail line added up to around \$12 billion.

The Queensland Government has committed \$2.5 billion to build Stage One from Beerwah to Caloundra.

RAIL - Back On Track spokesman Robert Dow said BCRs for the Direct Sunshine Coast Rail Line in the business case were poor.

'RAIL - Back On Track notes that the BCR values are all far below 0.5 for all stages of the project.



MAR 21, 2024 | CLUB TROPICANA, LEISURE AND THE ARTS

## THEATRE REVIEW: Grit by Perseverance Street Theatre Company

VIVIENNE WYNTER

GRIT: The Town, The Stories, The Music literally shines a spotlight on how several characters from Anytown in Queensland respond to the biggest challenges life can throw at them.



JUL 11, 2023 | THE ROUGH END: YOU GOT A BAD DEAL.

## Growing free birth trend due to "broken" maternity system

VIVIENNE WYNTER

I had never heard of free birth until the owner of the Sunshine Coast yoga school I belonged to (Zeeke) died suddenly during childbirth in June 2022.

# Goals

- 10,000 readers (unique users) by end of year one. We reached this a few weeks after first birthday
- Now have 14,000 readers, aim for 20,000 by end of second year
- We spent a year with no revenue populating The Pineapple with high quality content. Now in second year we will leverage this to monetise by raising donations from public journalism supporters
- Revenue raise in 2024-25 to **pay part time editor** and **pay writers** to contribute two news features a month



## What worked



- Joining Arts Law Centre: cheap legal advice on setting up an association and a charity and DGR eligibility
- Hiring a paralegal to do paperwork for regulatory requirements
- Asking high profile friends to contribute and share articles
- Planning to be revenue neutral for first year. Selling investment property to fund start up and so publisher can work free for a year.
- Republishing Pineapple articles in publications with larger readerships to build ours
- Joining LINA!!! Feeling supported and learning from and being inspired by other members



## What hasn't worked so well

- Lack of business knowledge. Steep learning curve with business planning
- Being a sole operator. Finding volunteer journalists and creatives in a regional city like Gympie difficult
- Social media to find, grow and keep our audience feels precarious
- Hacked on Twitter in first months and account not restored. Lost amazing media network.
- Not having a newsletter from Day One because we need multiple channels to reach readers in case one platform is pulled out from under us
- Google analytics glitchy. Need better analytics software
- Applying for arts grants (for youth writing project) and being told 'journalism is not creative'. Arts grants too time consuming.



### Support The Pineapple

- The Pineapple is a public interest journalism platform.
- We prioritise public interest over private profit.
- We are a registered charity.
- We are not owned by a big company or a millionaire.
- We are committed to making high quality, professional, constructive and ethical journalism available, free, for all.
- To help keep the lights on at The Pineapple, please make a donation below.

Choose Amount

How much would you like to donate? As a contributor to The Pineapple we make sure your donation goes directly to supporting our cause.

\$ 200

\$20 \$50 \$100

\$200 Custom Amount

Continue >

## Next steps

- Implement business plan (philanthropy and ads are priorities) aiming for big dollar donors
- Leverage new donor function on website by emailing to all supporters and inviting them to donate (small dollar donors)
- Monthly newsletter to email list
- Apply DGR status if the rules change and media eligible

## Where are we one year on?



‘I appreciate your publication and interest in the Qld Hydro project. I believe you have provided an impartial, factual account of the actions, to date’

‘Finally, some serious journalism’

‘Keep up the good work’

‘Love your Pineapple digital magazine, it looks really classy and top shelf’

‘I love it. I will support you. Let me know when you accept donations’

\$20k invested and a year without pay.

Has it all been worth it?



Absolutely!

It's been the best year of my life.

Publishing high quality journalism and creative writing and engaging deeply with the community is its own reward.



thepineapple.net.au

