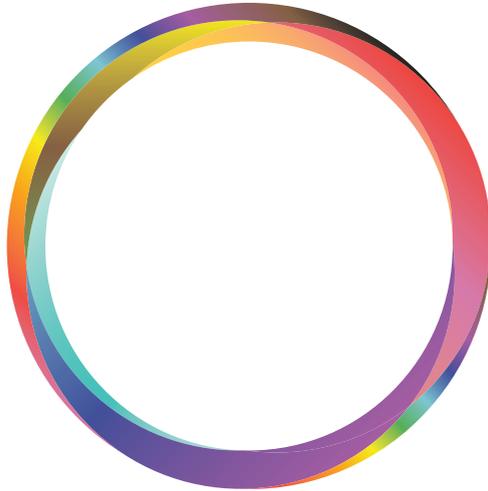




THE
VICTORIAN
PRIDE
CENTRE



**FOUNDERS
OF THE
VICTORIAN
PRIDE CENTRE
FUND**



CELEBRATING IDENTITY

The Victorian Pride Centre will bring our community together.

“The Victorian Pride Centre will bring our community together and help us unlock the full potential and richness of each and every Victorian. Through the Marriage Equality debate we have seen that our nation is at its strongest and best when we stand together to embrace diversity. The Founders Fund provides a ground breaking opportunity for Australians to invest in building pride in Australia.”

Ro Allen, Commissioner for Gender and Sexuality.

LETTER FROM THE CHAIR

The Founders of The Victorian Pride Centre Fund (Founders Fund) has been established to raise vital funds required to create a safe permanent home for the LGBTIQ community at The Victorian Pride Centre in St Kilda.

The Founders Fund provides an opportunity for our community, regardless of sexuality or gender, to invest in the bricks and mortar of The Victorian Pride Centre, to fund construction and to see both a financial and social return on their investment.

THE FOUNDERS FUND

A once-in-a-lifetime opportunity for sophisticated investors to make a very personal contribution to building a more inclusive and fairer Australia – both now and for generations to come.

The Founders Fund allows The Victorian Pride Centre Board to raise capital independently of the banks at the time it is most needed, and it also ensures genuine community ownership.



I invite you to join me in creating a safe shelter for our LGBTIQ community, our children, siblings, friends and loved ones.

The Victorian Pride Centre, an initiative unique to Australia, is a testament to the resolute determination of our community's drive to achieve full equality. It will be an iconic, beautiful, safe and inclusive meeting place that will promote equality, diversity, wellbeing, understanding and resilience.

Pride in who you are, is crucial to the sense of confidence and wellbeing that LGBTIQ people need to feel, no matter what stage of life. The Victorian Pride Centre is a literal, concrete symbol of pride, and of society's recognition, celebration and support for its own diversity.

Funds to build The Victorian Pride Centre are required now. The Founders Fund provides a unique opportunity, for those who can, to invest their personal capital, knowing the end return will go towards a stronger, more cohesive and respectful Australia.

Your investment, like mine, will be a show of strength and solidarity, guiding future generations to come. It will place you amongst a unique coterie of founding investors and will speak to your own sense of equity, common pride and community visibility.

Let us celebrate and build upon our achievements together, as a whole community. It is only with all of our combined support that we can show that Australia is a place that truly values diversity, inclusion and equality.

Handwritten signature of Jude Munro AO.

Jude Munro AO
Chair, Victorian Pride Centre



THE PRIDE CENTRE

The Victorian Pride Centre is a unique initiative that celebrates, enables, nurtures and protects equality, diversity and inclusion.

It will become the most loved, well known, well-resourced and visited home for the LGBTIQ community in Australia.

Writing a new chapter in the narrative of Australian pride, The Victorian Pride Centre will bring the LGBTIQ community together in a collaborative multi-purpose space.

A place where we can all learn from our past and forge a new future together.

The Victorian Pride Centre will become an inspiration for visitors from across Melbourne, Victoria, Australia and overseas.

The centre will build respect, equality and fairness by nurturing:

Community and family

Home to large and small community organisations, which support and reflect the cultural and social diversity of the LGBTIQ community.

Arts and culture

Home to an auditorium for theatrical productions, gallery spaces, a cafe, a small bar for events and cabaret performance and a multi-use function space.

History and heritage

Home to the Australian Lesbian and Gay Archives, permanent and temporary displays, public lectures and workshops.

Wellness and nurturing

Home to primary and allied health services, wellness and counselling services, a children's play area and communal drop in spaces.

Learning and collaboration

Home to a resource library, bookshop, co-working space, business centre and meeting rooms.

THE FOUNDERS FUND

To raise vital capital required to construct the landmark building, the Board of The Victorian Pride Centre have launched a Founders Fund.

The Fund, structured as a Unit Trust, offers a unique opportunity to invest your capital and improve social outcomes for the Australian LGBTIQ community.

THE FOUNDERS FUND

The Founders Fund is a core component of The Pride Centre's fundraising strategy and the funds are required right now. The Fund is pivotal and will assist in the creation of what will be an iconic Australian landmark.

This is so much more than a real-estate investment, by investing in the Founders Fund you are building a safe and permanent home for LGBTIQ organisations and individuals, and a symbol of enduring pride.

In 2037, 19 years after the establishment of The Victorian Pride Centre, that you helped fund, your investment will be repaid with interest. The opportunity to invest in the Founders Fund is limited.



SHARING OUR IDEAS

The Victorian Pride Centre will be a place that will belong to all of us.

Becoming an investor in The Victorian Pride Centre will help make it possible for the whole community to come together to share ideas, collaborate and celebrate our diversity. It will be a legacy for future generations. Let's help each other be a stronger community.

Lisa Watts, Executive Director, The Conversation.





In building the Pride Centre,
we are building much more than a building.
We are building a community and a future.

My partner and I have invested in the Founders
Fund as an act of affirmation for a community
that has embraced us, let us love more freely
and let us be loud and proud about it.

For us, investing in the Founders Fund means
a long-term connection to what I believe will
become a symbol of Australian values.

Stuart Kollmorgen, The Victorian Pride Centre Board.



THE FOUNDERS FUND OPPORTUNITY

FOUNDER BENEFITS

Social Impact

By investing in the Founders Fund you are helping to create a safe, permanent home for people, families and communities as well as the LGBTIQ organisations that support and celebrate them.

Recognition

You (or your nominee) will receive lifetime recognition as a Founder, permanent membership of the exclusive Founders Club and other exclusive benefits.

Capital Growth

Your capital will be invested in the bricks and mortar of The Victorian Pride Centre giving an opportunity for healthy capital growth over the term of your investment.

INVESTING

\$50,000 Founders Fund investment Units may be purchased in your name, or in the name of a friend or family member.

With approval from the Fund Manager a single investor may purchase multiple units. Your capital, combined with that of others, will be used to make a single \$5+ million loan to Victorian Pride Centre Ltd.

RETURN ON YOUR INVESTMENT*

Your investment will produce a lasting social impact and your generosity will be permanently recognised. In addition, in 2037, 19 years after your capital has been put to work in the construction of the Pride Centre, you will receive a return on your investment with capital growth (defined in the Information Memorandum) calculated based on: annual compound interest; or the value of the Pride Centre bricks and mortar (whichever is greater).

LIMITED OPPORTUNITY

With only a limited number of units available, registering your interest now, is essential. To register your interest, complete and return our reservation form at the back of this brochure, or visit the website, pridecentre.org.au/founders-fund. The information in this brochure is provided for general information only and should not be taken as investment advice.

SOPHISTICATED INVESTORS

Government regulation requires that investment in the Founders Fund is restricted to sophisticated investors (within the meaning of the Corporations Act). For more information visit pridecentre.org.au/founders-fund and download the Information Memorandum.

To consider other
ways you can support
The Victorian Pride
Centre, please refer
to back pages of this
brochure.

THE FOUNDERS CLUB

In recognition of 19 years of vital financial support you will be awarded lifetime recognition as a Founder, and your support will be memorialised in perpetuity within the Pride Centre so that your legacy will live on.

Over the 19 year term of your investment in the Pride Centre you will receive invitations to events, admission to VIP areas and exclusive access to the Founder Coterie network. In addition, Founders enjoy access to ticketed events at reduced prices.

Founders also receive 2.5 years' recognition as a Gold Patron until February 2021. This gives complimentary access to the most prestigious Pride Centre events including the Pride Centre viewing deck overlooking the Pride March.



The Pride Centre belongs to everyone.
There are a variety of ways people can be a part of, and feel ownership in the building, relative to their personal circumstances.

DONATION

A donation is the simplest and most effective way to show your support
Visit: givenow.com.au/donate_pride
for any donation of \$500+, and for information about tax deductibility, contact our Fundraising Director on **03 8777 0133** or email donate@pridecentre.org.au

WILLS AND BEQUESTS

Leaving a bequest will serve to honour your memory and leave a legacy of pride for future generations. Your gift will be used to ensure the LGBTIQ community retains ownership of the Pride Centre in perpetuity. To discuss your bequest and for recommended wording, or to discuss the matter in general, please phone **03 8777 0133** or email bequests@pridecentre.org.au

CORNERSTONE SUPPORTERS AND PRIDE CLUB

As a Cornerstone Supporter (\$100), or member of the Pride Club (\$50 waged, \$20 unwaged), you get a front row seat and a back-stage pass to special events and the latest Pride Centre news. Joining is easy and it's a fun and simple way to show your support and get involved: pridecentre.org.au/get-involved

CROWDRAISER

Can you help the Pride Centre reach its fundraising target? Help raise funds by hosting a dinner party, asking for donations instead of wedding gifts, or asking friends to sponsor you in an event. Simply email crowdraiser@pridecentre.org.au for an information pack.

SPONSORSHIP

If you would like to discuss corporate partnership opportunities at the Pride Centre, please contact our Partnerships Team phone **03 8777 0133** or email partnerships@pridecentre.org.au



I have three beautiful boys
and one of them is gay.

I've had the privilege, through
him coming out, of getting to
know the LGBTIQ community.

I have made a financial
contribution to The Victorian
Pride Centre because for so
long, the community hasn't
had the safe space that this
opportunity will create.

I hope that as many people
as possible support this
incredible landmark legacy.

We should all care about the
way others are treated. We are
all part of a shared humanity.

Mim Bartlett, Mother



FOUNDERS FUND UNIT TRUST RESERVATION FORM

Name

Address

Phone number

Email

How many units would you like to reserve?

Would you like your benefit to be recorded in another name?

Yes. I would like Founder recognition to be in the name of:

Name

When completed, photograph and email this form to founders@pridecentre.org.au or mail it to Victorian Pride Centre Ltd, Level 11, Rialto South Tower, 525 Collins Street Melbourne VIC 3000. For more information and a copy of the Information Memorandum please call 03 8777 0133.

Note: Upon receipt of this Reservation Form a sequentially numbered Founders Club membership will be held in your name for 8 working days. Completing a reservation form does not guarantee that you will be eligible to receive a Unit in the Unit Trust or be awarded membership of the Founders Club.



The Victorian Pride Centre respectfully acknowledges the Yalukut Weelam Clan of the Boon Wurrung peoples. We pay our respects to their Elders, both past and present. We acknowledge and uphold their continuing relationship to this land, the land on which the Victorian Pride Centre will stand.

For further information, please call 03 8777 0133 or email founders@pridecentre.org.au
Website: pridecentre.org.au/founders-fund

The Victorian Pride Centre would like to recognise the following supporters:



Prospective investors are strongly encouraged to undertake their own due diligence in relation to the Founders Fund before making an investment. In addition, prospective investors should read the Information Memorandum in its entirety and seek independent professional advice as to the financial, taxation and other implications of investing in the Fund and the information contained in the Information Memorandum. You should obtain independent professional advice specific to your circumstances and requirements from a licensed investment advisor. *The Victorian Pride Centre Ltd is the Sponsor of the Fund. Victorian Pride Centre Ltd is a Corporate Authorised Representative (No 001265544) of D H Flinders Pty Ltd (AFSL 353001). Victorian Pride Centre Ltd's authority under its Corporate Authorised Representative Agreement with D H Flinders Pty Ltd is limited to general advice regarding the Fund only. Vasco Investment Managers Limited is the trustee of the Fund and the issuer of its Information Memorandum. Neither Victorian Pride Centre Ltd, D H Flinders Pty Ltd nor Vasco Investment Managers Limited guarantee the repayment of capital, the performance of any investment or the rate of return for the Fund. For further information contact Nick Huett 03 8352 7120 or nhuett@vascofm.com of Vasco Investment Managers Limited, the Fund's independent trustee.