



THE
VICTORIAN
PRIDE
CENTRE



**PARTNER
WITH THE
VICTORIAN
PRIDE CENTRE**



"It's my safe hub"

Safe

INVITATION



MESSAGE FROM THE CHAIR

I invite you to join us in achieving an Australian first by becoming a valued partner of the Victorian Pride Centre.

By partnering with us, you'll be helping create and operate a safe place for everyone in the LGBTIQ community, our children, siblings, friends, loved ones and visitors from far and wide.

We understand that engaging in a partnership is a significant business decision and that you need to see a measurable return on your investment. We also understand that your reasons for entering into a partnership will be unique to your organisation. We are committed to building profitable, bespoke partnerships with organisations that share our values.

By joining the Pride Centre family you will help make Australia a better place for all Australians and deepen your engagement with our diverse and vibrant community. You will stand out with pride from your competitors.

Your involvement will support a tangible, lasting symbol of pride and support. The Victorian Pride Centre – opening in 2020 – will be an iconic, beautiful, inclusive meeting place; it will offer a range of services, exciting events and social connection.

Together we can show that Australia is a place that truly values diversity, inclusion and equality.

A handwritten signature in black ink, appearing to read 'Jude Munro'.

Jude Munro AO
Chair, Victorian Pride Centre



VALUE PROPOSITION

TOP 5 REASONS TO BECOME A PARTNER

01.

Category
exclusivity in
an iconic,
Australian-first
Pride Centre.

02.

Branding and
content.

03.

Building trust and
connection within
the LGBTIQ
community.

04.

Presence in
digital / social
/ mobile media.

05.

Great partner
benefits including
tickets and
hospitality.

REASONS TO PARTNER

INCREASE YOUR COMMUNITY ROI

We are committed to building enduring partnerships that will help you stand out as you engage with, and contribute to the Victorian Pride Centre, our events, spaces, organisation and community.

We appreciate that who you partner with is a significant business decision and that you need to see a measurable return on your investment. We will work with you to ensure your organisation's unique needs and partnering objectives are realised.

We take this very seriously and our Partnership Agreements begin with a crisply stated set of objectives – these clearly set out what you want to accomplish and what success looks like for you.

These objectives may include metrics for:

- Brand exposure and amplification.
- Increased brand trust and loyalty.
- Flow on effects such as customer referral or sales.

BESPOKE BENEFITS

NAMING RIGHTS.

SPONSORSHIP OF FACILITIES AND SERVICES.

SPONSORSHIP OF EVENTS AND ACTIVITIES.

INCLUSION IN PRIDE CENTRE MEDIA.

SPEAKING OPPORTUNITIES,
SIGNAGE AND BRANDING.

TICKETS, HOSPITALITY AND
NETWORKING OPPORTUNITIES.

ENGAGEMENT AND RESEARCH
OPPORTUNITIES.

To ensure the partnership remains on track we will help you measure the return on your objectives throughout the year and at formal annual reviews.

DEMONSTRATING YOUR COMMITMENT TO EQUALITY, DIVERSITY AND INCLUSION: IT'S GOOD FOR BUSINESS

Diversity and Inclusion are not only about doing the right thing – they are also integral to achieving business goals.

Research has repeatedly demonstrated that successful business and investment strategies rely on diversity of background, experience and thought. Innovation flourishes among diversity and integrating different perspectives into decision-making is critical to success. Diverse teams bring the collection of their experiences and are less likely to practice groupthink. Plus, for companies making customer-facing products, it's important to reflect the people you target and serve.

Partnering with the Victorian Pride Centre will help promote your brand and inclusive culture. It will send a highly visible message to your people – your staff, suppliers and customers – and future talent, that you truly value equality and understand the importance of diversity and inclusion.

- 74% of gay and 42% of heterosexual consumers are less likely to buy products from organisations that have negative views of lesbian and gay people.
- The new and future workforce (Gen Y and beyond) care about the values of the organisations they work for, and increasingly look to their track record on diversity when deciding who they want to work for or whether to stay.



It will also expose your brand and products to profitable, niche markets.

- Australian gay and lesbian households control an estimated annual disposal income of \$10 billion.
- 47% of LGBT consumers (as opposed to 18% of heterosexual consumers) are more likely to make a purchasing decision based on their awareness of a company's diversity policies.
- LGBT consumers have high levels of brand loyalty and are increasingly focused on the ethical standards of corporations.

VIP TICKETS, HOSPITALITY AND EVENTS

Partners receive complimentary tickets, priority access and preferred seating to our major events, performances and gallery openings (tickets may be used as staff rewards or for client entertainment).

Key Annual Pride Centre Events will include:

- New Year's Eve
- Pride March Party
- Pride Month Dinner

Foundation Partners will receive VIP Invitations to the Victorian Pride Centre Opening Event.

VOLUNTEER OPPORTUNITIES FOR YOUR STAFF

Research shows that employers who provide opportunities for staff to volunteer benefit from a happier and healthier team.

Volunteers are increasingly the life blood of the Pride Centre. Volunteers from partner organisations get the first option to volunteer their time. Opportunities will range from providing technical consulting services, to taking part in events or helping out behind the scenes.



PARTNERSHIP TIERS

Eligibility for each Partnership Tier is based on the commercial value of the partnership. Please contact us to discuss a tailored package of benefits to suit your business needs.

FOUNDATION PARTNERSHIPS

A strictly limited number of Foundation Partnerships are available to Partners to commit to 3+ year partnerships before construction of the Pride Centre is completed. Foundation Partners receive increased benefits and VIP access to the Victorian Pride Centre opening events.

PRINCIPAL PARTNER

An exclusive opportunity to be the Victorian Pride Centre's Principal Partner (3-year minimum term).

MAJOR PARTNER

Tailored opportunities for partners seeking deep engagement with the Victorian Pride Centre and the LGBTIQ community.

OFFICIAL PARTNER

Value-for-money on a range of benefits, without the exclusive elements of a Principal or Major Partner.

KEY AUDIENCE STATS



The Victorian Pride Centre (VPC) has a highly engaged and vibrant following.

Since 2018, the VPC has dedicated resources to building and growing its connection to LGBTIQ communities across Victoria and Australia.

Physical Centre

The iconic Pride Centre has been designed to support over 500K+ visitors per year. Workers, retail customers, forum, gallery, event and performance attendees, as well as drop-ins will make the Centre a safe and vibrant hub of daily activities.

Pride Centre's Virtual Assets

The VPC operates a web site, Facebook, Instagram and LinkedIn pages and regularly publishes an eNewsletter entitled Rainbow Road.

On current growth projections, by Centre opening, VPC will have a digital reach of over 100K per month via its online assets.

VPC's website V2.0 - May 2019

VPC has received substantial State Government funding to establish an online community hub for LGBTIQ communities. The hub will feature the only online statewide calendar of LGBTIQ community events and a directory of community resources.

The site will support activities taking place within the physical space, live streaming to LGBTIQ groups and individuals who are socially or physically isolated.

→ POTENTIAL AUDIENCES

2,640,000

of Australians are LGBTIQ

7,817,247

Allies / Community
Members (voted Yes)

→ PHYSICAL CENTRE

500K+

Visitors per year

40+

Community groups

→ VIRTUAL ASSETS / SOCIAL MEDIA REACH

The Virtual Pride Centre will allow Victoria's regional LGBTIQ community (150K) to connect, share and learn.

Social media reach expected to top 1M within a year of the Victorian Pride Centre opening its doors.

1M+

Social reach by 2021

25%

Social growth each quarter

54% WOMEN
46% MEN

64%
Aged 24-44

THE VICTORIAN PRIDE CENTRE

QUICK FACTS

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 LGBTIQ communities and their allies in Australia. Writing a new chapter in the story of Australian LGBTIQ pride, it will showcase diversity, pave new directions for the future, and honour and celebrate Australia's LGBTIQ community's brave – and at times difficult – past.

The Victorian Pride Centre will be home to practical and supportive services as well as being an international tourist destination. It will bring LGBTIQ communities together in a collaborative multi-purpose space. A place to discover new resources and to access health and wellbeing services, support and training.

A place to meet with friends for a coffee or a meal, join a club, or host an event. There will be space to work alongside like-minded people in a co-working environment.

The Pride Centre will build respect, equality and fairness for all Australians.

Financing has been secured and building works commenced. The Victorian Pride Centre will open its doors in 2020.

- Project cost: \$35.5m
- Location: Fitzroy Street, St Kilda
- Building area: 6,000 square metres
- Architects: Grant Amon Architects and Brearley Architects and Urbanists
- Builder: Hansen Yuncken
- Home to over 40 LGBTIQ community organisations

Building features:

- Creative spaces including a theatre, Gallery and media studio
- Resource centre and history archive
- Concierge Desk
- Safe spaces for young people.
- Health services, counselling rooms, help line switchboard
- Project Space featuring collaborative co-working spaces, meeting rooms and function rooms
- Drop-in spaces
- Bar and café
- Bookshop
- Multi-use function spaces
- Roof top garden and events space





RESIDENT ORGANISATIONS

The Victorian Pride Centre will create a unique space in Australia: a hub for LGBTIQ groups and organisations, showcasing culture and history, and bringing together health and support services.



Proposed major resident organisations:

- **Australian Lesbian and Gay Archives (ALGA)** - One of the ten-best collections of LGBTIQ materials in the world.
- **GLOBE** – the Gay and Lesbian Organisation of Business and Enterprise.
- **JOY** – LGBTIQ radio listened to by 396,000 people in Melbourne.
- **Melbourne Queer Film Festival** - curated program of the best LGBTIQ films.
- **Midsumma Festival** - Victoria's premier LGBTIQ cultural festival.
- **Minus18** - A youth driven charity for LGBTIQ young people.
- **Australian GLBTIQ Multicultural Council (AGMC)** - Advocates and represent multicultural and multi-faith GLBTIQ groups and individuals.
- **Switchboard** - Providing volunteer run support service for LGBTIQ people and their friends, families and allies.
- **Team Melbourne** - The peak body for LGBTIQ sport and recreation in Victoria.
- **Thorne Harbour Health (formerly Victorian AIDS Council or VAC)** - Providing health promotion, support and services.

WHAT PEOPLE ARE SAYING ABOUT THE VICTORIAN PRIDE CENTRE



“Victoria is the progressive state, and the Pride Centre will be the jewel in the crown of our equality and inclusion agenda. It will provide Victoria’s LGBTIQ communities a space to meet, share ideas, collaborate and celebrate our diversity.”

Martin Foley,
Minister for Equality



“The Victorian Pride Centre will be a place that celebrates diversity in all forms – we are excited for a Centre that welcomes people from different cultures, ethnicities and faiths – and we know it will be a place for many to feel like they belong and are part of our wonderful rainbow community!”

Dr Judy Tang
President, Australian GLBTIQ
Multicultural Council



“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. This is a ground breaking opportunity for Australians to invest in building pride in Australia.”

Ro Allen
Commissioner for Gender and Sexuality



“The Victorian Pride Centre will go a long way towards meeting the need for not only equality but also equity for LGBTIQ+ Victorians. The Centre will help ensure that LGBTIQ+ communities work more closely together and become more supportive of each other.”

Brenda Appleton
Chair, Transgender Victoria,
Co Chair, Victoria LGBTI Taskforce



“While Minus18 support LGBTIQ young people from all over Victoria online and through events, Minus18 youth currently lack a constant physical home and space where they can feel safe and access ongoing support. The Victorian Pride Centre will foster such a strong sense of belonging between young people and the broader LGBTIQ community, connecting them with the incredible organisations that they can then access and become a part of.”

Micah Scott
CEO, Minus18



“Having a place like the Victorian Pride Centre will mean that everyone, particularly young people, will feel like they are a part of their community no matter where they live. If I, as a young person from regional Victoria had had the Victorian Pride Centre, it would have meant that I would have felt more valued and accepted as a young LGBTIQ person.”

Ayman Barbaresco
Community Advocate,
Educator, Speaker

OUR VALUES

THE VICTORIAN PRIDE CENTRE IS COMMITTED TO SUPPORTING EQUALITY, DIVERSITY AND INCLUSION FOR ALL AND RECOGNISES THAT STRONG INTERSECTING 'BRAND VALUES' ARE CRITICAL TO DEVELOPING A SUCCESSFUL PARTNERSHIP.

THE VICTORIA PRIDE CENTRE STANDS FOR:

**Honouring our LGBTIQ history
and culture, creating
our future.**

Catalysing our community.

**Celebrating and valuing
our difference.**

**Respecting and
supporting each other.**

**Living with courage,
pride and strength.**

**Demonstrating leadership for
the LGBTIQ community.**

**Planning for a
sustainable future.**



THE VICTORIAN PRIDE CENTRE BOARD

The Victorian Pride Centre Ltd is a not-for-profit organisation structured as a company limited by guarantee. It is a registered Charity with DGR 1 status and is governed by an independent, skills-based board of non-executive directors.

Jude Munro AO

VPC Chair. Chair, Victorian Planning Authority. Director, Newcastle Airport. Director, Sun Central Maroochydore Pty Ltd. Director, Metro Tasmania.

Stuart Kollmorgen OAM

VPC Deputy Chair and Fundraising Committee Chair. Legal Counsel IBM.

Stephen Barrow

VPC Deputy Chair. Executive Director at KPMG Australia. Director Diversity Council Australia.

Georgie Harman

VPC Director and Communications Committee Co-Chair. CEO Beyond Blue. Director, Mental Health Australia.

Shu Das

VPC Treasurer. Chartered Accountant and STEM Advocate.

Scott Hartley

VPC Director and Audit Committee Chair. Director Hartley Solutions Pty Ltd. Public Sector Industry Leader at Rivor Advisory. Director Wellways Australia. Company Secretary Good Samaritan Inn.

Kris Kornovich

VPC Director. Operations Manager at Cushman & Wakefield.

Megan Smith

VPC Director and Community Reference Group Co-Chair. Senior Technical Specialist NBN.

Peter McEwan

VPC Director and Property, Facility and Program Committee Chair. Town Planner. Sessional Member, Planning Panels Victoria.

Francesca Lai

VPC Company Secretary.



THE VICTORIAN
PRIDE CENTRE

CONTACT DETAILS

For further information, please call
Daniel Bone on 03 8777 0133 or
email partners@pridecentre.org.au
Website: pridecentre.org.au

OUR PARTNERS

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



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.