

VICTORIAN PRIDE CENTRE



WE'RE OPEN
ANNUAL REPORT 2020 - 2021



CONTENTS

Message from Board Chair	1
Message from CEO	2
Steps Towards Opening	3
A Place for Community	4
A Place for LGBTIQ+ Organisations	5
Construction Milestones	7
Fundraising	8
Welcoming & Bookable Spaces	11
Volunteering	12
Acknowledgments	13
Partners & Corporate Sponsors	14



The Victorian Pride Centre respectfully acknowledges the Yalukut Weelam Clan of the Boon Wurrung peoples. We extend this acknowledgment to all Aboriginal and Torres Strait Islander peoples as the traditional custodians of the lands where we live, learn and work.

We pay our respects to their Elders, both past and present.

We uphold their continuing relationship to this land on which the Victorian Pride Centre exists today.





A MESSAGE FROM HANG VO

Chair

Our journey is just beginning.

The last financial year has presented many challenges for the completion of the Victorian Pride Centre – primarily the ongoing impacts of COVID-19 – however, through tireless work and commitment, we have achieved something incredible – we have officially opened Australia’s first purpose-built hub for LGBTIQ+ communities.

Over the past twelve months, the building has progressed from the installation of its remarkable centrepiece – the ‘Egg Shell’ atrium – to becoming watertight, to the moving in of our resident organisations. Every level of the Pride Centre is now brimming with life, and each space has been thoughtfully finished with features that elevate the beauty and accessibility of the building.

Alongside the physical transformation of the Pride Centre, the organisational structure has evolved. I acknowledge the formidable leadership of Founding Chair, Jude Munro AO, who was instrumental in the establishment of this unique organisation. The legacy of her leadership is the foundation upon which we build from today.

With our transition from construction to an operational focus, we welcomed new board directors and members during the FY2020–2021 that reflect the Pride Centre’s entry into a new phase.

This new phase is accompanied by the formation of a fresh strategic plan, led by the board and CEO Justine Dalla Riva in consultation with our resident organisations, government agencies, and community stakeholders.

I want to also thank our organisation’s tenacious staff, committee and working group members, and our fabulous concierge volunteers. The Victorian Pride Centre is now operational because of your creativity, positivity, and resilience.

Thank you to our corporate partners, pro-bono supporters, and multitude of individual financial donors who have been crucial to our establishment. Please see the special feature in this Annual Report which details all the ways organisations and individuals have supported us over the past twelve months.

When the Premier, Daniel Andrews, raised the rainbow flag and officially opened the Victorian Pride Centre on 11 July 2021, it was a culmination of years of hard work by an expansive list of supporters from all walks of life it was also an historic and hard-won victory for LGBTIQ+ communities, decades in the making. Now we have a permanent, inclusive, and vibrant home in which our communities can unite, celebrate, and be propelled by the vision of a brighter future.

Open Minds. Open Hearts. Open Doors.

The Victorian Pride Centre is Open.



– Hang Vo

**Chair of the Board
Victorian Pride Centre**



A MESSAGE FROM JUSTINE DALLA RIVA

Chief Executive Officer

During the 2020–2021 financial year, the Victorian Pride Centre reached several key milestones, including the significant steps of completing construction of the building’s major internal and external features, and finalising agreements with our resident organisations and welcoming them into the Pride Centre.

The transition from construction to seeing the building operational has been interrupted by the COVID pandemic; however, with every challenge, the Pride Centre’s building contractors, staff, financial supporters, board members, volunteers, and broader LGBTIQ+ communities have weathered the set-backs with grace, grit, resilience and determination.

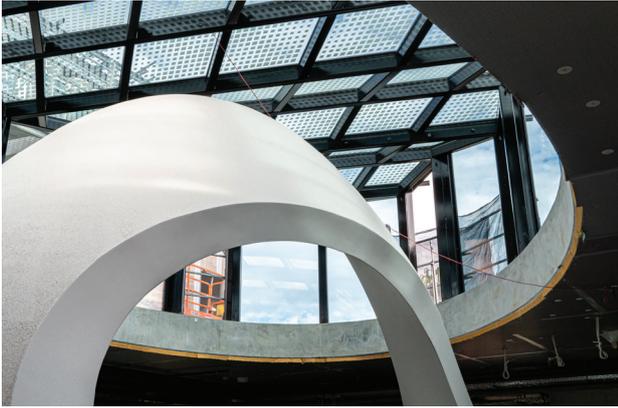
Our small staff has also evolved. From 2020 to 2021, we farewelled Renee Thompson as Communications Coordinator and Miranda Coffey as Coordinator, and welcomed Dominique Haslam as Volunteer Coordinator, Tom Lambert as interim Bookings Coordinator, and Anna Collis as Administration Officer. They have joined Bree McKilligan, who continues as Pride Giving Adviser, and Jemma Bates who has led the final stage of construction as consultant Project Manager.

As we move into the next chapter, we have developed our 2021–2024 Strategic Plan that outlines the organisation’s core values and vision of the Victorian Pride Centre going into the future. This statement of intent will be at the core both our long term vision, and our day-to-day operations. It will underpin our calendar of events and community engagement over the 2021–2022 financial year.

I am thrilled to invite LGBTIQ+ communities and allies from Victoria and beyond to the Pride Centre as we continue to emerge from COVID restrictions and become a vibrant hub for connection and collaboration.

– Justine Dalla Riva
CEO
Victorian Pride Centre

STEPS TOWARDS OPENING



August – November 2020

The building was made watertight and key elements of the interior such as the atrium 'Egg Shell' were completed.



January 2021

The Lord Mayor's Charitable Foundation commits funds towards 'Connecting Pride' – for digital infrastructure to help LGBTIQ+ communities effectively engage online and with technology at the Pride Centre.



March 2021

Innovative data company Splunk signed on as an official partner of the Pride Centre in March 2021. Jude Munro AO is pictured here with VPC CEO Justine Dalla Riva and representatives from Splunk.



April 2021

Community activist Greg Axtens is announced as a new Pride Ambassador at the VPC. He brings years of experience advocating for LGBTIQ+ people with disabilities.



May 2021

We said farewell to our inaugural Chair, Jude Munro AO after her incredible tenure steering the Pride Centre from a concept to a reality, and welcomed the highly accomplished Hang Vo as the new Chair of the Board.



July 2021

The Pride Centre opened two weeks into the 2021–2022 financial year, to a flurry of positive media coverage and excitement in local LGBTIQ+ communities and beyond.



A PLACE FOR COMMUNITY

The Community Reference Group (CRG) is comprised of a cross-section of the community with representatives from a range of demographics, cultures and experiences within the LGBTIQ+ community. The group helps to keep the pride in the Pride Centre by acting as a sounding board and offering diverse perspectives on topics that are relevant to the VPC.

Prior to construction, the CRG discussed building design features, accessibility from a range of perspectives, including meeting spaces for small unfunded groups. As the building construction was underway, coinciding with a global pandemic, the changing nature of health and safety was a topic of discussion. Other topics included memorialisation, governance structures, the new Strategic Plan and reflections on the state government's LGBTIQ+ strategy.

Each session also included a CEO update where we all eagerly awaited the progress report on the building and ever-changing opening date!

– Tathra Street
**Co-Chair,
 Community Reference Group**



A PLACE FOR LGBTIQ+ ORGANISATIONS

The Victorian Pride Centre is home to a range of social, cultural, media and health organisations that support, celebrate and empower LGBTIQ+ communities. In 2020 and 2021, the Pride Centre's resident organisations started to move in, launch construction works on their own unique spaces, and join us on the journey toward completion and activation. We thank the Chairs, CEOs and staff of each organisation for working with us in the spirit of collaboration through challenging times not only for the Pride Centre but their own organisations.

ARTS, ARCHIVAL & MEDIA ORGANISATIONS



CULTURAL, COMMUNITY & ADVOCACY ORGANISATIONS



HEALTHCARE ORGANISATIONS & SERVICES



FINANCIAL SERVICES





CONSTRUCTION MILESTONES

July 2020

The installation of the eggshell structure commenced.

The 18m tall glass reinforced concrete structure was procured from Malaysia and contains **34** panels suspended from various slab edges.



Above: The 'LOVE' crane in 2020.



Above: Inaugural Chair, Jude Munro AO, and new Chair, Hang Vo.

August 2020

The 'Egg Shell' structure installation was completed and in place.

The project was affected by a significant reduction to the capacity of construction works on site because of COVID-19. Numbers on site were reduced by 75%.

September 2020

The 'LOVE' crane was removed from site.

October 2020

Glazing to the feature atrium skylight was completed along with completion of the mezzanine staircase.

November 2020

All waterproofing was completed, and the building reached water-tight stage.

December 2020

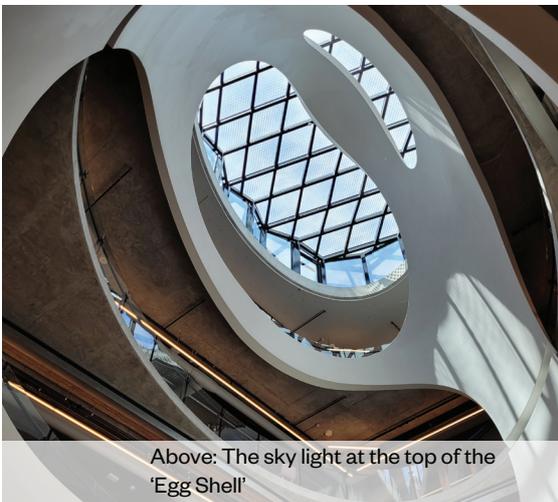
External structure of the building was completed.

January 2021

The compactus was installed on mezzanine level – the compactus is an integral piece of the fit out for the Australian Queer Archives.



Above: Construction nearing completion in the Pride Centre's 'Egg Shell' atrium.



Above: The sky light at the top of the 'Egg Shell'

March 2021

JOY formally accepted handover of their tenancy with 5 purpose-built studios and commenced set-up of their operation.

April 2021

Completion of external elements to the courtyard.

June 2021

On 11 June practical completion was achieved and the site was formally handed over by Hansen Yuncken.



Above: Founders and Fundraising Working Group members at the March 2021 Founders' Circle event

Our supporters are celebrated and profiled on our social media platforms, providing us an opportunity to hear what LGBTIQ+ communities feel about our new home.

Founders Dr. Matt Collins AM QC and Leonard Vary:

“By contributing to this fabulous facility we know we are helping our community to grow and thrive in perpetuity. And we know that, thanks to this world-class hub, every LGBTIQ+ person in Victoria will know that that they are not alone and that they have a voice. The Pride Centre will forever be a beacon of hope, diversity, equality and inclusion, and we are thrilled to be a part of it.”

FUNDRAISING

The Pride Centre is a milestone achievement for LGBTIQ+ communities in Australia. We give our deep thanks to everyone who has supported the vision of LGBTIQ+ capacity and community building.

Despite the topsy turvy 2020–2021 year limiting in-person engagement and delaying the Pride Centre's opening, LGBTIQ+ communities and allies rallied to support the final stretch of building and the subsequent fit out. Thank you wholeheartedly to those who committed as a donor, supporter, investor and/or bequestor, started a Giving Circle or became a corporate partner.

INDIVIDUAL GIVING

Our Founder's Finishing Line Campaign saw 45 passionate community members invest \$1.075 million to the Founders Fund. Many thanks to them for their commitment and also to the volunteer fundraising members who worked tirelessly on the six-month campaign.

Our supporter base grew over the year with new Cornerstone Supporters (\$100/yearly) and Pride Club members (\$50/\$20 yearly). The introduction of giveaways from supportive businesses, many of them LGBTIQ+ owned, encouraged people to make a yearly commitment to support the VPC.

Eighteen Patrons – supporters who signed on for a substantial three-year commitment, between \$2,000 and \$20,000 p.a. – joined by July 2021. Our current levels of membership in the Patron Program include Bronze, Silver, Gold, Platinum, and Diamond tiers of contribution.

WILLS & BEQUESTS

Our Bequest Program is attracting community supporters who seek to make an ongoing legacy to LGBTIQ+ communities by contributing to the sustainability of the Pride Centre for generations to come.

PRIDE REGISTRY

The Pride Registry was launched June 2020 as a fun and engaging way for community to support the long shopping list of infrastructure needs a community centre requires to become fully operational before opening. We saw Giving Circles – donors coming together – from diverse groups including Motofrenz, St Michael's Grammar School, Glamourhead Sharks Aquatics Club and Queers In Property, to support larger items while individuals and couples donated to large and small items. Donors of items of \$5000 and over are included in our Acknowledgement Board in the Pride Centre's entrance while donors of \$9000 or more can be recognised in a plaque, on or near the items.



“The notion of a Pride Centre fills my heart with enormous joy and optimism for our community. I am also thrilled to join the concierge team and play a small part in supporting the VPC and anyone who needs us.”

– James Vivian,
**Bronze Patron
and volunteer**

FUNDRAISING (cont.)

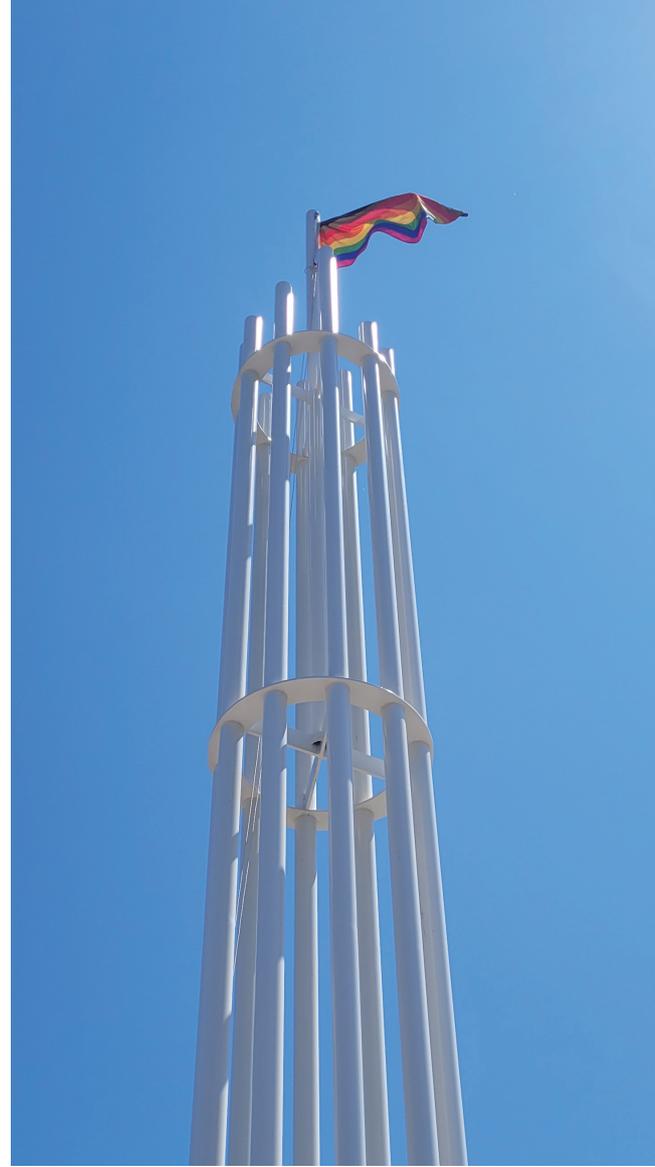
NAMING RIGHTS

Naming Rights, the sponsoring of physical spaces within the Victorian Pride Centre for three or ten years, are available for both community supporters and corporate sponsors. Our first community supporters in this area are Randal Marsh, founding director of the acclaimed architectural practice WoodMarsh, and his partner Tobias Churcher who are supporting the Pride Gallery.

FUNDRAISING EVENTS

Fundraising events took place online with a Melbourne Cup Eve Pride Supporters Party that saw supporter actor/director Rachel Griffiths talk about her directorial debut, the horse racing feature 'Ride Like A Girl'. The event raised \$13,208 for the Theatrette projection system. Our participation in the annual LGBTIQ+ fundraising event GiveOUT Day on 16 October 2020 saw the community raise \$5,475 for our Activity Lounge fit out. This area will be supporting rainbow families, and young LGBTIQ+ people, and is featured on our Pride Registry with a \$10,000 target. In May 2021 we launched The Yvonne & Ayman Giving Circle for the rooftop pavilion campaign led by community members Mama Alto and Jude Munro, Secretary of new LGBTIQ+ fundraising organisation The Pride Fund. The Barbaresco Gardner Pavilion will provide the rooftop with year-round event opportunities and can also be found on our Pride Registry.

– Bree McKilligan
Pride Giving Adviser



Above: Our Tribute Flagpole commenced flying the Rainbow flag – more flags to come! Thank you to the nine community individuals who funded the flagpole.



WELCOMING & BOOKABLE SPACES



The Victorian Pride Centre has been designed to promote an atmosphere of inclusion, respect and also a comfortable experience for all community members. Natural light streams through each level, and glass feature walls and windows ensure a sense of connectivity, while easily accessed walkways, elevators, and bathrooms facilitate everyone's needs.

In 2021, the Level 1 meeting spaces, ground-level 'Forum' lobby area, boardrooms and co-working desks were completed in preparation for the July opening, while the luxuriously appointed Theatre - complete with hearing loops,

automated curtains and projection facilities – is also nearing its completion, with final touches being added in late 2021.

The Pride Centre offers opportunities to hire spaces for everything from work, to study, to celebration, with technical needs and access to other facilities tailored to each hirer's requirements. Special pricing is applied for non-profit organisations.

Further information about spaces available to book is on the website:
pridecentre.org.au/book-a-space/



VOLUNTEERING

The volunteering sector has been significantly impacted by COVID-19 with nearly three quarters of Australia's nearly 6 million volunteers being stood down from programs that were impacted over the 2020-2021 Financial Year.

New data from research conducted by the Australian National University and Volunteering Australia shows a much greater decrease in the proportion of Australians who undertook volunteering than the decline of those in paid work.

In March 2021, we drew on the waiting list of volunteer enquiries and began the process of recruiting and training our volunteer concierge team in readiness for the Centre's opening. We have been fortunate enough to welcome an extremely committed team of volunteers with an abundance of skills, life experience, education, talents and professional experience that represent the community in all its complexity and diversity.

Our Concierge volunteers are an integral part of the VPC's mission to facilitate LGBTIQ+ communities with vital programs and services. The face of the organisation, they are the frontline of communication with all who enter the Centre, welcoming and assisting the public, visitors and clients of resident organisations, conducting guided tours, contributing to Centre events, and performing a range of relationship management and customer service responsibilities that create a safe, welcoming and supportive environment for all who enter the Centre.



“When I first moved to Melbourne and discovered they were building the Victorian Pride Centre, I was ecstatic... I jumped on the first opportunity to join the volunteer team.”

– Boudie

Concierge Volunteer

Our Concierge volunteers have undertaken induction and training sessions, received training in specific modules including trauma-informed care, de-escalation techniques, and COVID-19 infection control.

Despite significant limitations for engagement throughout numerous lockdowns, our Concierge team have remained committed throughout it all, and were ready to greet the public as the doors finally re-opened on 5 November 2021.

We're looking forward to being able to expand our Volunteer Program to include volunteers for our guided tour program, a diverse schedule of events, as well as marketing and communications, fund-raising, administration and volunteer coordination once the Centre becomes fully operational.

– Dominique Haslam
**Volunteer
Coordinator**

Volunteers Jasica (left) and Heather (right) at the concierge desk on November 5 2021, at the Pride Centre's re-opening.

ACKNOWLEDGMENTS

PATRON & AMBASSADORS

The Pride Centre has been fortunate to have passionate and accomplished Pride Ambassadors from diverse backgrounds who have been promoting the Pride Centre throughout 2020 and 2021.



Above: Benjamin Law contributed to events and social media content throughout the year.

Michael Kirby (Inaugural Organisational Patron)

Amao Leota Lu, community advocate, performance artist

Benjamin Law, writer and broadcaster (above)

Brook Garru Andrew, Wiradjuri/Celtic contemporary artist and artistic director

Courtney Act, Boy, Girl. Artist and Advocate

Danielle (Danni) Roche OAM, Olympic Gold Medallist Hockeyroos

Greg Axtens, community activist

Jason Ball, LGBTIQ and mental health advocate

Julie McCrossin AM, freelance journalist, broadcaster and MC

Nevo Zisin, Jewish, queer, non-binary writer, performer, activist and public speaker

Tony Ayres, award-winning show runner, writer and director

Tony Briffa, LGBTIQ+ human rights advocate and educator, intersex, queer, Councillor and public speaker

Robyn Archer AO FAHA, singer, writer, artistic director and public advocate for the arts

Rhonda Galbally AC, disability advocate and former CEO

Zoe Coombs Marr, performer, writer, artist and comedian

BOARD, STAFF & CONSULTANTS

BOARD FOR FY 2020–2021

Jude Munro AO – Board Chair (Stepped down April 2021)

Hang Vo – Board Chair (May 2021–)

Stuart Kollmorgen – Deputy Chair

Stephen Barrow-Yu – Deputy Chair

Scott Hartley – Treasurer

Vanessa Murphy – Board Secretary

Megan Smith

Peter McEwan

Kris Kornovich

David Imber

Dr. Judy Tang

Vanessa Lee

STAFF FOR FY 2020–2021

Justine Dalla Riva, CEO

Jemma Bates, Project Manager

Bree McKilligan, Pride Giving Advisor

Miranda Coffey, Coordinator

Renee Thompson, Communications Coordinator

Dominique Haslam, Volunteer Coordinator

Anna Collis, Administration Officer

Tom Lambert, Bookings Coordinator



Above: VPC staff Jemma and Anna with Board Members Kris and Scott.

SPECIAL THANKS TO OUR VOLUNTEERS & MEMBERS

Community Reference Group

Communications Subcommittee

Audit and Risk Committee

Property, Facilities and Program Committee

Fundraising Working Group

Leasing Group

Photography in Annual Report by: Luke David, John Gollings, Anne Papadakis, Serge Thomann, Max Hayward & Alex Reinders

PARTNERS & CORPORATE SPONSORS

Firstly, we would like to thank the Victorian State Government and City of Port Phillip – we couldn't have opened the Pride Centre without their support.

Our Corporate Sponsors provide invaluable operational support, either through revenue contribution and/or pro bono support. Splunk, global data platform, became an Official Partner, joining corporate partners IBM, Lifeview, NAB and House of Wellness.

Local creative agency Seesaw Studio chose the Pride Centre for their pro-bono program 'Goodness' and delivered a rebranding campaign 'We're Open' to coincide with the Pride Centre re-opening to the public once restrictions eased.

The Victorian Pride Centre Ltd's 2020–2021 audited financial statements are available online at the ACNC website or by request.



FOUNDATION FOUNDERS



PRINCIPAL FOUNDATION FOUNDERS



FOUNDING PARTNERS



OFFICIAL PARTNERS



MAJOR SUPPORTERS



PRO-BONO SUPPORTERS

VICTORIAN PRIDE CENTRE



In every way, the Victorian Pride Centre is open.

This hub for LGBTIQ+ communities, organisations, events and services is a place of celebration, support, and connection.

A place of pride.

A photograph of a young man with dark hair and a beard, smiling and looking to his right. He is wearing a red t-shirt with white horizontal stripes and dark blue jeans. The background is a soft, light blue gradient.

OPEN
HEARTS
MINDS
DOORS

WE'RE OPEN

79-81 Fitzroy St
St Kilda VIC 3182

Monday to Saturday – 9am to 6pm
Sunday – 10am to 6pm



@vicpridecentre



@vicpridecentre

pridecentre.org.au

A photograph of the Victorian Pride Centre entrance, featuring a large concrete archway and a sign that reads "VICTORIAN PRIDE CENTRE" in colorful, illuminated letters. The sign is mounted on a light blue wall with horizontal stripes. The entrance is partially visible, showing a dark interior with a sign that says "Seaside Playpots".

VICTORIAN PRIDE CENTRE