

VICTORIAN
PRIDE
CENTRE



ACTIVATING THE CENTRE

ANNUAL REPORT

FY 2021-2022



The Victorian Pride Centre respectfully acknowledges the Yaluk-ut 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, present and emerging.

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



“The Victorian Pride Centre gives everyone in the Queer community a feeling of acceptance, purpose, and a place where we all together can make anything happen.”

- Stephen Walden (he/him)
VPC Concierge Volunteer

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A MESSAGE FROM THE VICTORIAN PRIDE CENTRE CHAIR

Hang Vo



It has been a thrill, a privilege, and an awe-inspiring experience to see the Victorian Pride Centre become a fully activated hub for LGBTIQ+ communities over the past twelve months.

In July 2021, we opened as Australia's first purpose-built Pride Centre, and the second largest in the world on Fitzroy Street in St Kilda – a site significant in the Victoria's LGBTIQ+ history, for both the iconic venues that have lined it, and the street itself which is home to the annual Midsumma Pride March.

At the official opening in July 2021 we heard from dignitaries and key allies who spoke about the importance of the Victorian Pride Centre's opening.

What stood out most were the heartfelt stories.

We heard about the Gay Liberation movement of the 70s. We acknowledged those whose shoulders we stand on. We called out names of those whose lives were taken too soon by AIDS, and the impacts of the Stolen Generation – people who were unable to walk into this building with pride. We celebrated how far we've come; we shared our hope for the future. We heard Mama Alto's magical rendition of "Somewhere Over the Rainbow" as the rainbow flag was raised on our rooftop.

Whatever our personal and collective story, there were three themes that ran throughout that day. These three themes resonate with the Pride Centre's first year of operation: Struggle, Solidarity, Pride.

Struggle

We simply cannot and must not dismiss the impact of COVID-19 on our communities and the disproportionate impacts of isolation, mental health, and job losses.

Trans communities endured the horrific Religious Discrimination Bill, and this political football continued into trans women in sport. This underlines the need and relevance of a home for LGBTIQ+ people and organisations.

Solidarity

While we have faced challenges in our communities, and also throughout the establishment and opening of the centre, we have seen incredible solidarity over the last twelve months.

As the Board Chair it's been heartening to see the solidarity among the different resident organisations working together, activating the building, creating a safe and inclusive home.

We have seen resident organisations collaborate right across the building, from the #FabJab COVID-19 vaccine pop-up – facilitated by Star Health and supported by JOY Media, and the Victorian Commissioner for LGBTIQ+ Communities' office – to exhibitions presented by Transgender Victoria and the Australian Queer Archives.

We've also seen incredible solidarity and support from allies, the continued support of our partners and sponsors, and the high usage of our spaces from diverse organisations including DFFH workshops and the ABC's Jacinta Parsons' Afternoons broadcast live during Pride Month.

Pride

We didn't just feel pride on the day the VPC was opened. We feel pride every day.

Throughout our final lockdown in 2021, LGBTIQ+ communities from across Victoria and beyond excitedly engaged with the Victorian Pride Centre's digital platforms, and when we re-opened in November, a steady stream of people visited the centre, joining guided tours, receiving their COVID-19 vaccine at one of the #FabJab pop-up clinics, experiencing the visual arts exhibitions and browsing Hares & Hyenas bookshop.

On the day of Pride March in February 2022, the centre truly came to life, with 1,200 people enjoying a sparkling day of community connection and celebration throughout the centre. Since that day, the momentum of the Pride Centre has built exponentially. Through the activity of our resident organisations, venue and workspace bookings, activations, third-party events, and the development of our own diverse programming we are becoming a true community hub.

On behalf of the Board, I'd like to express my deepest gratitude to our diverse communities and allies who contribute so much every day to create a permanent, safe and inclusive home for all LGBTIQ+ communities. A special thanks to our talented CEO, team of staff, committee members, and volunteers whose dedication and commitment is simply first class.

We look forward to the year ahead – to connect, support and amplify LGBTIQ+ voices, resources, services and groups so that our communities are cohesive, resilient and thrive.



- Hang Vo (she/her)
Chair
Victorian Pride Centre

A MESSAGE FROM THE VICTORIAN PRIDE CENTRE CEO

Justine Dalla Riva



The past year has been one of transition, challenges and learning for the Victorian Pride Centre (VPC). After five years of consultation, planning, and hard work, the vision for Australia's first purpose-built Pride Centre was realised and marked by a formal opening of the centre on July 11 2021.

It was a momentous day shared with our diverse communities both in person and streamed online due to pandemic capacity restrictions. Unfortunately, our opening was short-lived as we made the difficult decision on the day of our inaugural Pride Gallery launch to close the doors before lockdown six came into effect. It was not until November of 2021 that we could reopen to our communities.

The VPC has been no stranger to challenges, much like the many challenges our LGBTIQ+ communities have faced and continue to face, the tenacity and commitment to achieving our goals never ceases to amaze me and I draw strength from those within the centre and the community more broadly who tirelessly continue to make a positive impact. We have seen the care and compassion we afford each other in our shared aims and while we were locked down, the opportunity to be involved in the #FabJab campaign, providing a respectful and safe environment for members of community to be vaccinated was the first tangible example of why the creation of the Pride Centre is so important.

And it didn't stop there, since the doors have truly been open the Pride Centre has hosted over 450 events, forums, workshops, social gathers, and meetings and welcomed more than 17,000 people in. When considering the time, capacity, and resources of the VPC, these statistics are testament to the commitment of VPC to ensuring a social, culture and community hub for all. Our access and equity model and free credits system which subsidises the use of the spaces in the centre has seen organisations with limited or no capacity to pay use the centre to further their aims including organisations working with Queer asylum seekers and refugees, our first nations and QTPOC communities. We will continue our work to welcome in all parts of our community and to recognise the intersectionality's that further create barriers to access.

With the completion of the building we launched our 2021-2024 Strategic plan articulating our purpose to connect, support and amplify LGBTIQ+ voices, resources, services and groups so that



our communities are cohesive, resilient and thrive; and solidified our values of Pride, Support, Celebration and Belonging. Our strategic priorities of build, amplify, facilitate, and sustain reflect our transition from construction to operation, with a focus on continuing to enhance the centre's infrastructure, supporting our resident organisations, financial sustainability, facilitating connection and amplifying where we can.

It takes a community to build a community hub, and in July 2021 we farewelled inaugural Board Chair of the VPC Jude Munro AO and welcomed new Board members and staff to the team at VPC. I take this opportunity to thank Jude for her leadership and unwavering vision of a home for LGBTIQ+ communities.

I would also like to thank current Chair Hang Vo, whose commitment to diversity, equity and strong governance has been integral to the success of this first year of operation.

My thanks also to the Board, staff, Community Reference Group and our amazing volunteers whom without the opportunities we have now and into the future to attain our purpose would not be possible.

The future is filled with expectation, hope and opportunity as we continue to seek to meet the needs of our diverse communities both within the bricks and mortar of the centre but most importantly beyond. The journey continues as we open hearts, minds and doors.

- Justine Dalla Riva (she/her)
CEO
Victorian Pride Centre

OUR YEAR IN REVIEW

2021 - 2022

3,000

ATTENDEES AT
SUNDAY SIZZLE
EVENTS



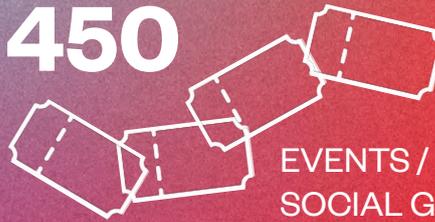
 837 BEEF SAUSAGES +
152 VEGAN SAUSAGES EATEN

17,000



VISITORS SINCE OPENING IN JULY 2021

450



EVENTS / FORUMS / WORKSHOPS /
SOCIAL GATHERINGS / MEETINGS

VISITORS
ON PUBLIC
GUIDED
TOURS

700



3024



CONCIERGE
VOLUNTEER HOURS*

42 CONCIERGE VOLUNTEERS

*2 PEOPLE PER SHIFT
2 SHIFTS PER DAY

DIGITAL IMPACT

 10k FOLLOWERS
(UP 80%)

 8k FOLLOWERS
(UP 100%)

 2k FOLLOWERS

 6k SUBSCRIBERS TO
RAINBOW ROAD

 89k NEW USERS TO
THE VICTORIAN
PRIDE CENTRE
WEBSITE



7 STAFF,
4 PART-TIME

5 EXHIBITIONS

- > IDENTITY, ADORNMENT, TRANSFORMATION
- > FREEDOM IS MINE
- > COUNTRY ROADS TO PRIDE
- > PRINTED PROTEST: GRAPHIC ACTIVISM FROM THE AUSTRALIAN QUEER ARCHIVES.
- > QUEER-WAYS: RE-TRACING MELBOURNE'S QUEER FOOTPRINTS





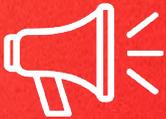
EXECUTIVE SUMMARY

ACTIVATION & FACILITATION



The Victorian Pride Centre became an activated hub for LGBTIQ+ communities in 2021 – 2022 through community events programming, venue hire, meeting room bookings, and the work and collaboration of resident organisations. The ongoing activation of the Victorian Pride Centre through diverse programming and equitable access to spaces for LGBTIQ+ organisations and individuals will ensure this is an inclusive and welcoming centre for everyone.

AMPLIFICATION & ENGAGEMENT



Throughout 2021 and 2022, the Victorian Pride Centre has expanded its digital reach, increased engagement with a broad mix of community groups, and amplified the programs and events of resident organisations. 2022 – 2023 offers exciting opportunities to continue to build our audiences, amplify the stories of LGBTIQ+ people, and engage with communities from across Victoria.

VOLUNTEERING



Concierge Volunteers have been essential to the operation of the Victorian Pride Centre in its first year. We have been thrilled and fortunate to have 42 passionate individuals bring their life experience, skills, and passion to every shift at the Concierge desk and to our expanding events calendar and tours program in an even busier 2022 – 2023.

SUSTAINABILITY & PRIDE GIVING



During 2021 – 2022 we were thrilled to welcome Harvest Insights and L'Oréal Australia as new corporate partners, along with new generous Benefactors and community donors in our Patron, Cornerstone Supporter and Pride Club programs. We are thankful for the ongoing support from our existing partners and supporters, whether financial or offering pro-bono services and resources. Every contribution ensures that the Victorian Pride Centre is a sustainable and permanent home for LGBTIQ+ communities.

ACTIVATION & FACILITATION

2021 – 2022 presented some unique challenges for the Victorian Pride Centre’s Venue and Events team in its first year of operation, which was initially hampered by lockdowns then impacted by industry-wide staffing shortages, venue capacity restrictions and client hesitancy due to the Omicron outbreak.

The vision of a home for our resident organisations has come to life with events such as the inaugural Transgender Victoria Trans Week Of Visibility Gala, JOY 94.9’s Radiothon Party, Switchboard Victoria’s free talk for the community focusing on Public Speaking & Accidental Activism, and Thorne Harbour Health’s Well Beyond 50 launch. Many of these events were paid for through the Pride Centre’s Resident Organisation Credit Scheme where resident organisations are given free credits each financial year to use on function space and meeting room hire.

Our meeting rooms and function spaces – the Rooftop Terrace, multipurpose Theatrette, and Forum – have played host to a variety of external community organisations as well, including a panel discussion featuring LGBTIQ+ refugees and asylum seekers presented by the Three For All foundation, regular meetings of queer sports teams such as the Argonauts Rowing Club, and celebrations such as The Equality Project’s graduation ceremony for their young LGBTIQ+ leadership program. Community members have also taken advantage of having a safe and inclusive space available to them through private bookings for birthday parties, weddings and memorials.

Venue hire fees for not-for-profit organisations and community members are discounted on a ‘capacity to pay’ model, with a 50% discount available for private bookings and small not-for-profit organisations and a 25% discount for large not for profit organisations.





The Pride Centre has also welcomed many commercial bookings which enable us to subsidise the venue hire fees for not-for-profit organisations and individuals. Corporate workshops, political forums, documentary filmings, end-of-year functions and commercial meeting room hires have all taken place during 2021 – 2022.

“Thank you so much for the wonderful event on Tuesday night. We were thrilled with the venue, the staff, and the service. Very well organised, and such a stunning setting. You have been amazing to work with, and I am so grateful.”

- Venue hirer

The Pride Gallery has quickly become a staple for the queer visual arts community, playing host to four art exhibitions and one archival exhibition presented by the Australian Queer Archives and featuring LGBTIQ+ activism banners and posters from the last 50 years.

The community has shown huge support for the Pride Centre’s program of public events, with nearly 3,000 people attending our Sunday Sizzles. We also held some fabulous community events during Pride Month including our first Trans & Gender Diverse Clothes Swap, a free all-ages afternoon tea, and a supersized Sunday Sizzle. In 2023 we look forward to presenting an even more expansive and diverse programming calendar, with a whopping 43 events during the 2023 Midsumma Festival including talks, workshops, theatre shows, markets, group workouts and even a piano bar!

Thomas Jaspers (he/him)

Venue & Events Manager

bookings@pridecentre.org.au

Above image: Sunday Sizzle crowd in the Forum during Pride Month, June 2022, by Max Hayward.

Previous page images:

Top: Pride Month Sunday Sizzle event, Printed Protest exhibition, June 2022, by Luke David.

Second: Pride March Rooftop Event, February 2022, by Max Hayward.

Third: Pride March Rooftop Event, February 2022, by Dean Acuri.

Fourth: Pride March Rooftop Event, February 2022, by Dean Arcuri.

Fifth: shOUT Youth Chorus performing at Sunday Sizzle, June 2022, by Luke David.

AMPLIFICATION & ENGAGEMENT

The Victorian Pride Centre's first year of operation has been an exciting, inspirational and educational journey, as we have navigated out of lockdown and COVID-19 restrictions, and emerged as a hive of community activity.

The reopening of the Victorian Pride Centre in November 2021 was accompanied by the 'We're Open' campaign which included pro-bono conceptual artwork and photography by creative agency SeeSaw, a roll-out of Rock Posters across inner Melbourne, placements on JOY 94.9 and in the Melbourne Queer Film Festival guide. This was an opportunity to spread awareness of the centre, and connect to communities by asking the simple question: 'What does pride mean to you?'

During our first year of operation, we have welcomed a diverse range of organisations, schools, community groups, and individuals on tours throughout the centre. This has been an opportunity to highlight our role as a hub for collaboration and connection for LGBTIQ+ communities and allies, and also engage with organisations on inclusive design elements, such as our all-gender accessible bathrooms and wayfinding throughout the centre.

We have also been the host venue for a range of exciting events hosted by our fabulous resident organisations, visiting groups, businesses and non-profits, and some exciting established festivals such as St Kilda Film Festival and Melbourne Design Week. All these events have broadened the centre's visibility through cross-promotion, has significantly expanded our reach on social channels, and increased both subscriptions to the Rainbow Rd newsletter, and website visitation.

Another key on-site activation at the centre since opening has been the #FabJab COVID-19 vaccination pop-ups and awareness campaign, which the Pride Centre helped promote and accommodate. It was an opportunity for LGBTIQ+ communities to get vaccinated in a safe and welcoming environment. We worked collaboratively with the Department of Families, Fairness and Housing, and resident organisations Star Health (now Better Health Network) and JOY 94.9 to both deliver and publicise this important service.





Our social media presence has grown in tandem with events programming and the developing sense of collaboration amongst resident organisations. The regular Sunday Sizzle social events have become a fixture in Melbourne’s LGBTIQ+ social calendar and our diverse mix exhibitions have attracted media attention. Our Pride Month events in June 2022 were particularly well-attended and highly publicised across digital platforms and traditional media, including an on-site live broadcast of radio program ABC Afternoons with Jacinta Parsons.

As we have continued to establish our voice throughout 2021 – 2022, we’ve had fantastic support from local and interstate media, including key online publications, radio stations, and across print media. The centre has also featured alongside the Australian Queer Archives on ABC TV’s Compass program, in a story about Julie Peters – a ground-breaking trans archivist.

Outside of the centre, we have had the important opportunity to connect with communities and promote the purpose and vision of the Victorian Pride Centre with information stalls at Midsumma Carnival, Melbourne Pride, and ChillOut Carnivale in Daylesford.

Thank you to the Communications and Engagement Subcommittee and its Chair David Imber for contributing their time and skills to help guide and focus the VPC’s communications and marketing, so that we continue to support and amplify LGBTIQ+ people, organisations and the multitude of experiences that shape our communities.

We look forward to a busy 2022 – 2023 with more regional engagement, more diverse programming, and perhaps a foray into new social channels! Watch this space.

Max Hayward (he/him)
Communications & Marketing Coordinator
 comms@pridecentre.org.au

Above image: ABC Afternoons with Jacinta Parsons live broadcast in the Atrium with Justine Dalla Riva, by Jules Camilleri.

Previous page images:

Top: #FabJab pop-up with VPC volunteers and Star Health team, by Anna Collis.

Second: Midsumma Carnival, January 2022, by Max Hayward.

Third: ChillOut Festival, March 2022, by Max Hayward.

Fourth: #FabJab pop-up with VPC volunteers and Star Health team, by Anna Collis.

Fifth: JOY 94.9 broadcasting live on Pride March day, February 2022, by Dean Arcuri.

VISUAL ARTS PROGRAMMING

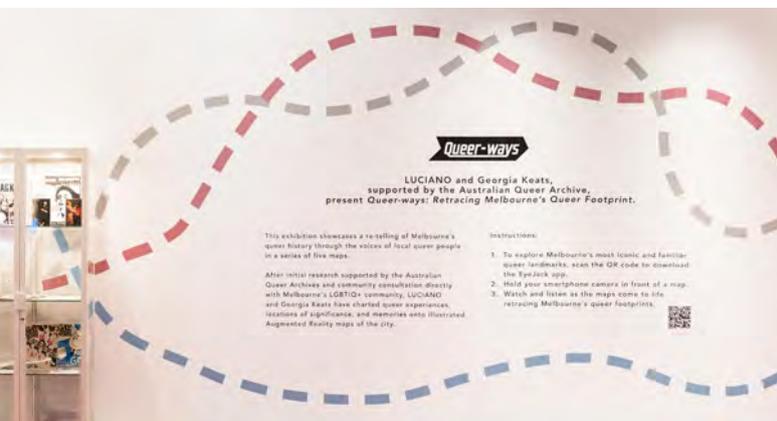
The Victorian Pride Centre provides opportunities for visual arts and archival exhibitions and displays that showcase emerging and established artists, and amplify LGBTIQ+ voices and lived experiences.

We have been fortunate to display a rich variety of works across different mediums in 2021 – 2022.

The volunteer-led Visual Arts Working Group is composed of experienced arts practitioners who will continue to program a range of works and exhibitions that reflect the diversity of our LGBTIQ+ communities in 2022 – 2023.



Identity, Adornment, Transformation - Curator Mish Eisen brought Indigenous LGBTIQ+ artists Jenna Lee, Clint Lingard, Paul McCann, Dylan Mooney and Peter Waples-Crowe together to create this exhibition which explores notions around discovery of identity, resonance of adornment and bearings of transformation from a LGBTIQ+ Indigenous contemporary lens. Images by Luke David.



Queer-ways: Retracing Melbourne's Queer Footprint by LUCIANO and George Keats - an interactive mapping exhibition exploring Melbourne's LGBTIQ+ histories. Images by Luke David.



Freedom is Mine by Peter Casamento - a portrait exhibition featuring LGBTQ+ refugees and people seeking asylum. Created in collaboration by Peter Casamento and Many Coloured Sky, the Queer Development Agency of THREE for All Foundation. Images by Adam Thomas.



Country Roads to Pride by James Mephram - A series of portraits featuring trans and gender diverse people from across regional Victoria. Presented as part of Transgender Victoria's peer-to-peer support program. Left: Kian, right: KL Joy. Images by James Mephram.



Printed Protest: Graphic Activism from the Australian Queer Archives - an exhibition of printed materials from decades of activism and social change. Presented by the Australian Queer Archives. Images by Luke David.

VOLUNTEERING PROGRAM

We have been truly fortunate to retain a highly committed volunteer team through COVID-19, allowing us to expand our existing volunteer team of 22 by another 20 members in April 2022, creating a strong foundation for the concierge desk.

From this foundation we have begun to build out the program further, taking on another 14 amazing volunteers and planning recruitment for special events volunteers for the summer festival season.

Volunteers are essential to events, including the Pride March rooftop celebration, the #FabJab pop up COVID-19 vaccine clinics, festival stalls at ChillOut Festival and Midsumma Carnival, and the Pride Month events program. As the centre continues to activate, volunteers will be essential in the delivery of upcoming events and festivals, including Midsumma Festival in 2023.

In addition to our events and Concierge volunteers, our tour guide program is in full swing with new onboarding and training pathways, and we have recently welcomed three new tour guides.

To ensure that we better engage, acknowledge and connect volunteers, we have initiated training opportunities through workshops, including a session on diversity and inclusion from resident organisation Transgender Victoria, and planned sex worker education training from resident organisation Better Health Network as part of their RhED program.

On an individual scale we have funded seven volunteers to complete their Responsible Service of Alcohol, providing them with skills they can use both in the VPC and out.

We have organised two social activities to help foster a stronger and connected volunteer base, with more planned regularly throughout the year. As well as opportunities to be acknowledge through social media posts, the volunteer newsletter and in person. We co-hosted the Thorne Harbour Health annual LGBTIQ+ Organisations Volunteer Event (L.O.V.E.) to celebrate the integral role of volunteers in our community for National Volunteer Week.





We are entering an exciting time of growth and devolvement for the volunteer program; our volunteers are the beating heart of the Victorian Pride Centre. Thank you to every person that contributes their time and unique life experiences to this program, whether it's at the concierge desk, as a helping hand at our events, or an entertaining and informative tour guide, volunteers are a vital part of creating an inclusive, welcoming, and vibrant space.

Jules Camilleri (she/her)
Volunteer Coordinator
volunteer@pridecentre.org.au

Image: L.O.V.E (volunteer event), May 2022, by Dean Arcuri.

Previous page images:

Top: ChillOut Festival, March 2022, by Max Hayward.

Second: Sunday Sizzle, Pride month June 2022, by Luke David.

Third: World AIDS day, Concierge Volunteers, Dec 2021, by Max Hayward.

Fourth: Exhibition launch - Queer-ways and Identity, Adornment, Transformation, Nov 2021, by Max Hayward.

Fifth: ChillOut Festival, March 2022, by Max Hayward.



A PLACE FOR LGBTIQ+ ORGANISATIONS AND SERVICES

The Victorian Pride Centre is home to 15 resident organisations that provide resources, services, and programs for LGBTIQ+ communities. We are proud to be a community hub that accommodates and facilitates the delivery of health and wellbeing services, and a space for advocacy groups, independent media producers and organisations that preserve, celebrate, and amplify LGBTIQ+ cultures and histories. We strive to be a holistic centre for our communities and a place for enduring collaboration between organisations.

Arts & Archival



Media



Cultural, Community & Advocacy



Health & Wellbeing



Financial



“For the Australian Queer Archives, being part of the community at the Victorian Pride Centre has opened up new possibilities for programming and engagement and enabled us to further share and celebrate the rich and diverse Queer histories from Australia’s most significant collection of LGBTIQ+ material.”

- Ange Bailey (she/her)

President of Australian Queer Archives



Image: Fundraising event in February 2022, by Dean Acuri.

PRIDE GIVING

Thank you to all who have actively supported and shared our vision for a world where every LGBTIQ+ person has a place where we are welcomed, valued, respected and celebrated.

The Pride Centre is both a beacon of equality and diversity in Australia and an organisation that actively contributes to the wellbeing and empowerment of LGBTIQ+ Australians. By providing spaces to come together, collaborate and celebrate our diverse communities, the Pride Centre connects, supports and amplifies LGBTIQ+ people and organisations.

By giving to the Pride Centre, whether it's as a volunteer, Partner, Funder or community donor, you are enabling the daily operations of the centre, sustaining the centre into the future and fostering a cohesive community.

We are deeply grateful for the interest and support of all. While 2021–2022 was a challenging year for all and the Pride Centre has only been continuously open since November 2021, we've seen growing activations and engagement at the centre in 2022. 2022–2023 will see more community engagement opportunities and more fun and fantastic fundraising social events.

CAMPAIGNS

Pride Registry – Donations to the Pride Registry have continued to support the fit out of the Pride Centre. Thank you to all who very generously contributed according to your means to the fit out of Australia's first purpose-built Pride Centre. With fit out almost complete we are now welcoming donations to our programs such as the Volunteer Program, Visual Arts Programming and Supporting Community Access to Pride Centre Spaces.



Image: The First Year Anniversary of the Victorian Pride Centre in July 2022. Victorian Equal Opportunity and Human Rights Commissioner Ro Allen (left), Victorian Pride Centre Chair Hang Vo (middle), Victorian Pride Centre Inaugural Chair Jude Munro AO (right).



Image: Image: (left to right) Stone Motherless Cold, Tarsha Davis and Paul McCann at the 'Queer-ways and identity, adornment, transformation exhibition launch in November 2021, by Luke David

Rooftop Pavilion Campaign – We are currently fundraising for a pavilion on our Rooftop Terrace, adjoining the events servery Monroe’s Bar. Named after the brilliant and beloved members of our communities Ayman Barbaresco and Yvonne Gardner, who are sadly no longer with us, the Barbaresco Gardner Pavilion will greatly increase the usability of the Rooftop Terrace with Melbourne’s volatile weather. Currently, when the Rooftop Terrace is booked for events we also have to book our Theatre in case of inclement weather. By the end of June 2022 community members had raised \$120,000 and the current target is \$280,000. Thank you to all donors! If you can support, please do so and expect an invitation to drink champagne at the Pavilion’s eventual launch!

EVENTS

The First Year Anniversary of the Pride Centre was celebrated on 10 July by a Supporters Event on the Rooftop Terrace. Eighty significant supporters, including Pride Centre residential organisations heads and Pride Centre Ambassadors, celebrated the milestone with drinks and a towering cake. For our Pride Gallery exhibition openings Significant Supporters are invited to join the VIP list for these bi-monthly gatherings. The proceeds from exhibition opening raffles contribute to the cost of the visual arts programming at the centre. Thank you to all the businesses who support both the raffles and giveaways for new Supporters and events.

COMMUNITY SUPPORT

Community members can become an active supporter of the Pride Centre in several ways from the accessible **Pride Club Members** \$20/\$50 per year and **Cornerstone Supporters** \$100 per year to the **Patron Program** which has levels of support ranging from \$2000 yearly to \$20,000 yearly for three years.

Community members also support the Pride Centre with **one off and regular donations**. Tax deductible donations are available for all except Pride Club Members and Cornerstone Supporters who can take advantage of giveaways for new and existing Supporters.

CORPORATE PARTNERS AND SUPPORTERS

Harvest Insights became an Official Partner of the Pride Centre for 2021 – 2024. Each year they will conduct a market research project for the Pride Centre. The first one, *Exploring motivations and barriers to donating to the Pride Centre*, took place from April to June 2022. A key message from the research was the desire community members have for the Pride Centre to facilitate community connection. The multifaceted feedback is now being acted upon by the VPC team. Thank you to all 140 people who took part in the research.



Image: Representatives from L'Oréal Australia visiting the Pride Centre (left to right): Grace Evans (L'Oréal), Bree McKilligan (VPC), Paul Steer (L'Oréal), Justine Dalla Riva (VPC), Daniel Allaoui and Marnie Carroll (both team members from L'Oréal).

The VPC announced the renewal of its partnership with **Splunk** the data platform leader for security and observability, in March 2022 for another calendar year.

The VPC, **Splunk** and **IBM** (Principal Foundation Partner 2019 – 2022) staged a second iteration of **Pride in Tech** in May 2022, a hybrid, public event featuring a panel discussion of LGBTIQ+ people working in a variety of tech sectors.

L'Oréal Australia came on board as a Major Partner in February 2022. We are excited for what this three year partnership will deliver!

Foundation Partner **NAB** collaborated with the Pride Centre and **Andrew Chamberlain and Associates** to launch an inaugural **Pride in Action – Leading in the workplace** program. A call out in June for participants of this program saw 76 LGBTIQ+ people from across a diversity of sectors apply for the 24 positions.

Victorian winery **Scotchmans Hill** have been the 2022 Visual Arts Programming Wine Sponsor, providing valuable support for many events, including Pride Gallery Openings, during the year.

FUNDING

The Sidney Myer Fund supported the fit out of Level 1's co-working space for a second time with a support for the provision of two, single person soundproof

“At L'Oréal we support a diverse and inclusive workforce that is representative of our consumers and the community. Our L'Oréal LGBTQIA+ community is accepted without exception, and we want our employees to be proud of who they are and how they identify”.

- L'Oréal Australia, Paul Steer, HR Director.

booths. The handsome booths ensure that people can have private conversations without disturbing fellow users of the space.

The Department of Families, Fairness and Housing's Pride Events and Festivals Fund 2021–22 supported a fantastic Pride Month Sunday Sizzle event. We welcomed over 800 people to the centre throughout the day who enjoyed shOUT Youth Chorus, DJ Gay Dad, and fabulous drag artists, alongside Gay Stuff Markets and Printed Protest, an exhibition of LGBTIQ+ activist posters from the Australian Queer Archives.

Independent fundraiser The Pride Fund are currently fundraising for the Victorian Pride Centre. Their first event was for Pride March fundraising on the Level 1 balcony. If you would like to connect with The Pride Fund please email the Chair steve.stefanopoulos@thepridefund.org.au

Get involved! Share your Pride!

Bree McKilligan (she/her)
Pride Giving Adviser

Bree.mckilligan@pridecentre.org.au



FINANCIAL OVERVIEW

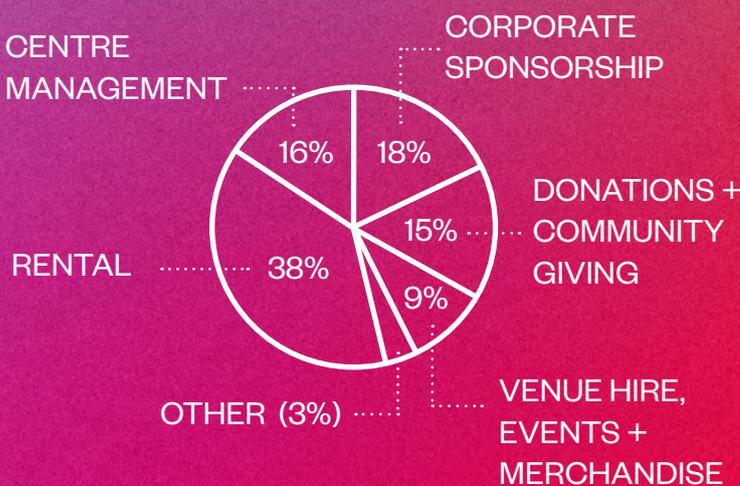
2021 - 2022

The Victorian Pride Centre, now fully operational, gains income primarily through rental from our resident organisations, hiring and associated events, corporate partnerships and donations. The VPC receives no recurrent funding from the State or Federal Governments. Our progressive rental model means rent is set based on a number of factors including an organisation's capacity to pay. Our main expenses are the utilities and other costs of operating the centre, the VPC staff team, the cost of servicing our loan and the cost of running events and community engagement (including free social and community events).

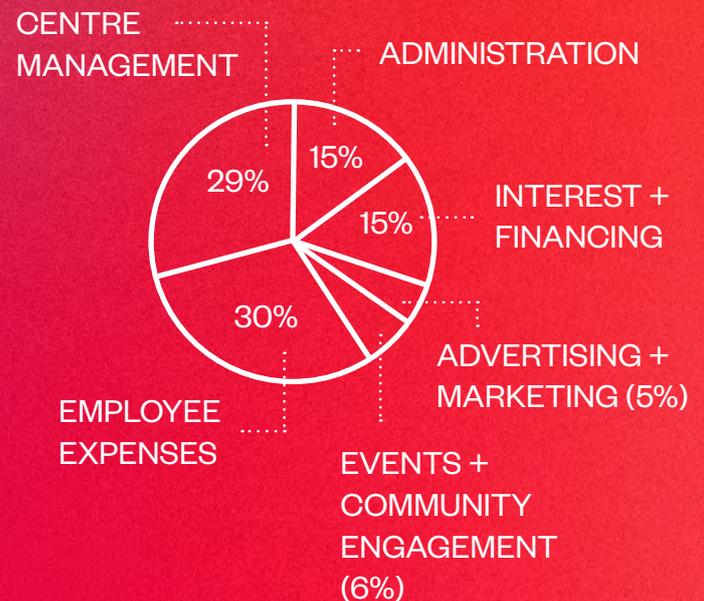
The VPC continues to closely manage our financial position to ensure ongoing sustainability, maintenance of the centre and delivery of events and activations. Financing costs associated with our \$10 million mortgage to the Treasury Corporation of Victoria and \$1 million in bonds to founding members of the centre account for 15% of expenses while the running and staffing of the centre accounts for a further 59% (only 27% of which was recouped from resident organisations).

Without the support of our staff, volunteers, donors and partners, the VPC would not be able to open across 7 day a week and provide the breadth of spaces, services, and activities to benefit our LGBTIQ+ community.

INCOME TYPES



EXPENSES



GIVING



- > **148** CORNERSTONE SUPPORTERS
- > **80** PRIDE CLUB MEMBERS
- > **27** PATRONS

“I am a happy lesbian, mother, grandma and
beekeeper who is honoured to support the Pride
Centre and contribute to our rainbow community”

- Emma Moore (she/her)

Bronze Patron, and VPC Volunteer



Image: VPC staff, volunteers and Chair Hang Vo at Concierge desk for Freedom is Mine exhibition launch, by Adam Thomas.

BOARD, STAFF & COMMITTEES

Staff for FY21-22

Justine Dalla Riva
CEO

Bree McKilligan
Pride Giving Adviser

Thomas Jaspers
Venue & Events Manager

Anna Collis
Bookings & Facilities Coordinator

Max Hayward
Communications & Marketing Coordinator

Jules Camilleri
Volunteer Coordinator

Jemma Bates
Project Consultant

Subhashani Jayasekera
Administration Officer & EA

Dominique Haslam
Volunteer Coordinator (Until January 2022)

Tom Lambert
Bookings Coordinator (Until October 2021)

Board for FY21-22

Hang Vo
Chair

David Imber
Deputy Chair

Scott Hartley
Treasurer

Stephen Barrow-Yu (Oct 2016 - Oct 2022)
Deputy Chair

Peter McEwan (Oct 2016 - Oct 2021)

Megan Smith (Oct 2016 - Oct 2021)

Kris Kornovich

Dr. Judy Tang

Melinda Rich

Vanessa Murphy
Secretary

New in 2022:

Tara Laursen

Craig Bell

Jane Crawley

Alan Wu

Committees

Community Reference Group
Co-Chairs Tathra Street & Dr. Judy Tang

Venue, Facilities & Activation
Chair Melinda Rich

Communications & Engagement
Chair David Imber

Audit, Risk & Finance
Chair Magnus Morton

Nominations & HR
Chair Stephen Barrow-Yu

Visual Arts Working Group



Image: Community Reference Group representatives along with local community leaders in Geelong 2022, supplied by Jo Bangles.

COMMUNITY REFERENCE GROUP

“The Community Reference Group (CRG) continues to be a vital part of the Victorian Pride Centre – it ensures the centre remains linked and dutiful to supporting and celebrating our communities. This year the CRG continued to bring the lived experience of its members to the work of the pride centre. The quarterly meetings retained the online option as well as in person meetings at the new building and at a regional centre. The input provided by CRG discussions impacted things like design and policy. For example, the bar height was altered for accessibility and the venue hiring policy includes an equity clause to ensure a range of groups with different means can utilise the space. The membership of the group will change as recruitment aims to fill the spaces of those who have stepped down. Representative of the LGBTQ+ community and many of the intersections such as age, regional/rural, faith, family and culture are factors in the group’s composition.”

– Tathra Street (she/her) and Dr. Judy Tang (she/her)
CRG Co-Chairs

THANK YOU + ACKNOWLEDGMENTS

Financial Year 2021 – 2022

Thank you to all of our Cornerstone Supporters, Pride Club members, regular and one-off community donors. Your support is greatly appreciated and crucial to the success of the Pride Centre.

Organisational Patron & Ambassadors

The Hon. Michael Kirby AC CMG
Amao Leota Lu
Benjamin Law
Brook Garru Andrew
Courtney Act

Danni Roche
Greg Axtens
Jason Ball
Julie McCrossin AM
Nevo Zisin

Dr Rhonda Galbally AC
Robyn Archer
Tony Ayres
Tony Briffa JP
Zoë Coombs Marr

Founders

Adam Trumble & Peter Herewila
Alan Shepherd
Andrew M Way
Garry Oliver
Greg Herman-Moore
Ian Gould
Jamal Hakim
Dr Jayson McNaughton
Jude Munro AO
Dr Judy Tang
Juliette Alush & Dana Nelson

Linton Soderholm & Peter Reilly OAM
Laurie Bebbington & Elizabeth O'Keeffe
Louise Kummrow
Lawrence & Stephen Barrow-Yu
Malcolm Alexander Campbell & David Justin Keenan
Mandy Rashleigh
Martin Robertson
Dr Matt Collins AM QC & Leonard Vary
Michael Faneco
Michael Inman & Darren Johannesen
Sarah Trumble

Stephen Game
Sally Capp & The Sutherland Family
Silvia Gonzalez & Laura McCauley
Siobhán McHale
Stuart Kollmorgen & Rodrigo Reis
Susie Montague
Terrance Broadway &
Michael Langtree, Broadtree Foundation
Tricia Power
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Dr July Lies & Kim Lee
Miranda Stewart & Kristen Walker
Paul Evans & John Keats
Peter McEwan
Philip Vita Memorial
Queers In Property
Ron Thiele & Frederick Paralas

Dr Sally Middleton
Shane Stewart
St Michael's Grammar School Community
Steven Stefanopoulos AOM
Tim Campbell & Anthony Callea
Tobias Churcher & Randal Walsh
Yvonne Shafir, Shor Artistry Fund

Patrons

Platinum

Rachel Slade

Gold

Nathan Allwood & Julian Clarke

Silver

Daniel Dorall & David Mittler

Rowan Doig

Bronze

Andrew P Chamberlain & Lam X Nguyen

Andrew D N Stocker

The Bruce Family

Emma Rose Moore

Luke David

(Bronze contd)

Gail Veal

James Vivian

Lyn Morgain

Dr Rhonda Galbally AC

Ruth McNair AM

Braith Bamkin

Peter van Gaalen

L Damien Whelan

David Johnston-Bell

Mimi Ton

Miranda Stewart

John Keats



PARTNERS & CORPORATE SPONSORS

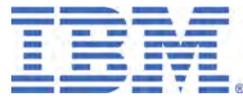
Critical to the success of the Victorian Pride Centre is the support of Funders, Corporate Partners and Sponsors - both financial and pro bono - and Philanthropic Funders. The Victorian Pride Centre thanks the below organisations for their crucial support.

If your organisation is interested in supporting the Pride Centre please explore some of the opportunities at pridecentre.org.au/organisational-giving/

Foundation Funders



Foundation Principal Partner



Founding Major Partners



Major Partner



Official Partners



Major Supporters



Pro-bono Supporters



VISIT US

79-81 Fitzroy St
St Kilda VIC 3182

Monday to Friday - 9am to 6pm

Saturday & Sunday - 10am to 6pm

Check website for Public Holiday opening hours.

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