

VICTORIAN
PRIDE
CENTRE



OPEN HEARTS MINDS DOORS

WE'RE OPEN
STRATEGIC PLAN 2021 - 2024

STRATEGY 2021-24

We're open

The Victorian Pride Centre is a place of belonging, support and pride for our diverse LGBTIQ+ communities.

As Australia's first purpose-built Pride Centre, this is where everyone can come together, honour the past, celebrate the present, and work towards a more inclusive future.

We are home to important resident organisations, engaging cultural programs, vital health services and inspiring social spaces.

A place for community. A place for pride.

Victorian Pride Centre. We're open.



Acknowledgement of Country

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 stands.



Image R: The Victorian Pride Centre is home for the permanent installation of Peter Waples-Crowe's possum cloak artwork, *Ngarigo Queen - Cloak of Queer Visibility*.

VICTORIAN
PRIDE
CENTRE



OUR VISION

A world where every LGBTIQ+ person has a place where we are welcomed, valued, respected and celebrated.

OUR PURPOSE

To connect, support and amplify LGBTIQ+ voices, resources, services and groups so that our communities are cohesive, resilient and thrive.

OUR VALUES

PRIDE

We value pride, courage and strength. Together we can create a positive future.

CELEBRATION

We celebrate our LGBTIQ+ communities, honouring our history and our cultures.

SUPPORT

We support each other, inclusive of each other and value our diversity.

BELONGING

We welcome all to a place of acceptance, belonging, reconciliation and kindness.

STRATEGIC THEORY OF CHANGE

If the Victorian Pride Centre

delivers an inclusive, welcoming and vibrant and sustainable community hub



by

working with, supporting and empowering our LGBTQ+ communities



this will result in

minimising service duplication, increase collaboration and social connection



and lead to

reduction in isolation, an expansion of inclusive services and a more equitable, cohesive society where LGBTQ+ people are respected and celebrated for all our diversity.



Ky He/Him

Pride means
standing up for our
rights and our right
to exist safely...
our right to be
respected.

Israel He/Him

Pride is authenticity
and acceptance...
and that journey
you take in life to be
accepted.



OUR PRIORITIES

BUILD

Organisations, groups and individuals
are supported to establish and thrive from the Pride Centre.

FACILITATE

Communities are connected and celebrated
through access to events, services and programs
which meet their needs.

AMPLIFY

The LGBTIQ+ service sector is fuelled and voices amplified
through opportunities to collaborate and innovate.

SUSTAIN

The long-term safety and security of the Victorian Pride Centre
as a community asset is underpinned by good
governance, financial and operational management.

PRIORITIES & ACTIONS

GOAL

ACTIONS

1. BUILD

Organisations, groups and individuals are supported to establish and thrive from the Pride Centre

- Ensure independent resident organisations smooth transitions to the centre, supported by clear policies and processes.
- Maintain and review service agreements for optimal centre performance, creating a safe, accessible and flexible environment.
- Pro-actively manage centre assets and defects to ensure positive user experiences.
- Continue to develop channels for communication and collaboration between VPC, resident organisations, groups, partners, government, the local and broader community.
- Ensure common spaces are utilised and meet the needs of community through flexible agreements, research and targeted marketing.

2. FACILITATE

Communities are connected and celebrated through access to events, services and programs which meet their needs

- Develop, review and refine the Concierge and Volunteer program to ensure a welcoming and inclusive space.
- Develop market and user research to inform program offerings and improve user experience.
- Expand and maintain existing virtual/digital platforms to deliver a comprehensive overview and pathway to services, events and programs.
- Review and revise models of access and utilisation of common spaces to ensure equity of access, revenue maximisation and focus on LGBTIQ+ activities.
- Utilise technology and outreach strategies to ensure connection with marginalised, socially and geographically isolated communities.
- Identify, develop and foster strong stakeholder relationships with existing and emerging groups.



Cherie ^{She/Her}

The Pride
Centre will open
a dialogue, a
celebration,
and a feeling of
belonging.



Anna They/Them

We all come from different places... so we honour people's past, their struggles, but also their triumphs and victories.

PRIORITIES & ACTIONS

GOAL

ACTIONS

3. AMPLIFY

The LGBTIQ+ service sector is fuelled and voices amplified through opportunities to collaborate and innovate.

- Increase our impact, influence and reach through strategic communications and presence at key local, cultural and regional community events and forums.
- Build our brand value and social license through authentic and meaningful engagement across the full diversity of our communities.
- Actively engage with international Pride Centre networks and share learnings.
- Build relationships with rural, regional and national organisations.
- Establish a program of opportunities for emerging/ newly established organisations and individuals to share their vision, challenges and opportunities virtually and at the centre.

4. SUSTAIN

The long-term safety and security of the Victorian Pride Centre as a community asset is underpinned by good governance, financial and operational management.

- Ensure the organisation has best practice governance policy, processes and controls that enable the board to exercise effective leadership and oversight of strategy, risk and culture.
- Streamline financial, reporting and relationship management processes.
- Build values based strategic partnerships that deliver on fundraising targets and positively impact the broader LGBTIQ+ community.
- Complete stage 2 fitout works, protect and maintain the asset through investment.
- Proactively review and respond to market trends in venue and event management, taking into consideration COVID-19 impacts.
- Maintain robust policies, procedures and management processes that ensure compliance and safety.

OUR COMMITMENT TO BEING OPEN

In every way, the Victorian Pride Centre is open.

Our people are open, welcoming to everyone, with a culture founded on diversity, inclusiveness and belonging.

Our community is open, as we are home to a broad community of organisations, festivals, groups, vital services and social spaces.

Our services are open, here to help with information, connection and advice; kindness and care.

Our building is open, from the large round windows and doorway onto bustling St Kilda, to the rooftop spaces which open to the sky.

And yet this is so much more than a building.

It is a moment in time, and a significant step on a significant journey.

A place where LGBTIQ+ communities can come together, honour the past, celebrate the present, and work towards a future we can all be proud of.

A place with a sense of belonging. A place that shines as a beacon for the community.

A place that is based on the lands of the Kulin Nation and pays respects to elders and seeks to reconcile and learn.

A place that connects. A place where voices are heard, and amplified. A place to build on progress.

A place to find family. Which is another way to say, a place to call home.

This is a place that represents a lot, and that does a lot, and that means a lot, for a lot of people. And yet at the heart of it all is one single concept.


This is a place of pride.

Victorian Pride Centre.

Boudie ^{He/Him}

I'm excited to make
new friends within
the community and
collaborate with
different people.





FEEDBACK & CONTACT US

To provide your thoughts on our strategy or
further information please
contact@pridecentre.org.au
pridecentre.org.au