VICTORIAN PRIDE CENTRE



Year in Review

Annual Report *FY 2022-2023*



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 and present.

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





Top image: Rainbow progress flag artwork by Wiradjuri and Birpai man, Wayde Clark (also known as Alejandro Lauren). Licensed for use with permission from the artist.



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A message from the Victorian Pride Centre Chair

May 2021 - June 2023

Hang She/Her

It's been a privilege to serve alongside incredibly talented and passionate directors, staff, volunteers and supporters who have together created the Pride Centre to be the inclusive and welcoming home for all LGBTIQ+ peoples it is today.

It has taken an incredible community of supporters to raise the capital and build an award-winning state of the art centre, create a permanent home for LGBTIQ+ communities while navigating a once-in-a-generation global pandemic! From the sod turning ceremony in June 2019, to the official launch in July 2021 to our first rooftop party during Pride March in February 2022, we are reminded of the strength and pride of our communities. We will continue to raise the rainbow flag, fight for our rights no matter what obstacle stands in our way.

Under Craig's stewardship as the incoming chair, together with a highly skilled board and CEO, I am confident the Victorian Pride Centre will go from strength to strength.



A message from the Victorian Pride Centre Chair

July 2023 - present

Craig Bell

In July 2023, the Victorian Pride Centre celebrated its second anniversary with a gathering of community leaders, resident organisations, and our supporters on a clear winter's day. We reflected on the challenges our communities faced, the dedication of our staff and volunteers, and the incredible programming at the centre. We celebrated the milestone of welcoming our final resident organisations, Q+Law and The Little Social. We stood in solidarity with our Aboriginal and Torres Strait Islander friends and colleagues as we vocalised our support of a First Nations Voice to Parliament. And we looked forward to the opportunities that the new Financial Year presents us – to help build, facilitate, amplify and sustain LGBTIQ+ communities across Victoria and beyond.

I want to thank Hang Vo for her strong, tenacious leadership of the Board between 2021 – 2023 and Inaugural Chair, Jude Munro, for her ongoing contributions to the centre. Thank you to current and past Board directors, committee members and the Community Reference Group who bring their skills and lived experience to the centre, helping to shape our path into the future. Of course, the centre could not operate without our committed staff, resilient CEO – Justine Dalla Riva – and our family of Concierge and Event volunteers that continue to bring compassion, knowledge, humour, and humility to everything from our Sunday Sizzle community barbeques to guided tours of the centre, to weekday meeting room bookings.

The future looks bright at the Victorian Pride Centre. We have a summer of fabulous events just around the corner – including a diverse Midsumma Festival program – we are soon to embark on the construction of our Rooftop Pavilion, and in 2023-2024 our team will expand to include a new leadership to help drive our role as a home for LGBTIQ+ communities and organisations.

In this era of conflict and division, the purpose of the Victorian Pride Centre as a safe place for communities to gather, collaborate and support each other, is clear and more important than ever.



A message from the Victorian Pride Centre CEO

Justine Dalla Riva

Financial Year 2022-2023 was both deeply challenging and richly rewarding. The year was of learnings, celebration, achievement and resilience, and we thank all our supporters who have shown incredible generosity through their support – from our expanding cohort of committed volunteers, to our resident organisations, and our financial supporters and corporate partners who have ensured the sustainability of our unique centre for LGBTIQ+ communities.

Three key highlights during our second year of operation have been the much-anticipated opening of social enterprise café The Little Social, our diverse events programming – with everything from theatre and standup comedy to panel discussions about LGBTIQ+ histories and activism – and the confirmation of our final tenant, Victoria's first LGBTIQ+ legal service, Q+Law.

While there have been achievements and celebrations, we have also encountered challenges. During Financial Year 2022-2023, we saw increasingly visible acts of discrimination and violence aimed toward parts of our communities. We experienced these events both online and at the door of our home, which so many fought hard to ensure was built, opened and activated.

While the intention of these acts was to cause hurt, division and stress for many in our communities – particularly our Trans, Gender Diverse and First Nations friends, family, peers, and colleagues – we have also seen the centre provide a space for genuine connection and support in the face of adversity.

The Pride Centre was built in part to foster a sense of collaboration between individuals, groups and organisations within LGBTIQ+ communities, and we can see that through successful festival partnerships, the use of the centre's spaces, and amplification and celebration of each other's work and milestones.

Thank you to Chairs Hang Vo and Craig Bell, Board, Committee Members, volunteers, staff and community for your commitment to our purpose – we are first and foremost here to ensure that our communities are cohesive, resilient and thrive.







Fringe, Midsumma and Pride Month events presented at the VPC in 2022-2023













Free booking venue credits to our resident organisations

VICTORIAN PRIDE CENTRE

Year in Review

40K+

Visitors to the centre (Resident organisation staff, volunteers and guests)





Number of active Concierge and Event volunteers



followers



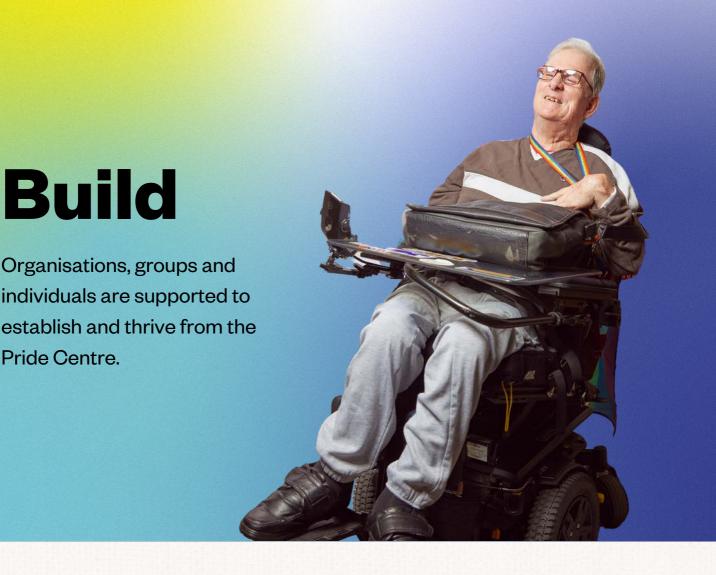
10.9k



followers 75% increase from FY 21-22



Rainbow Rd Subscribers



Resident organisations

Pride Centre.

Support, collaboration, and celebration

The Pride Centre is home to key organisations that service and resource LGBTIQ+ communities, and the collaboration between these diverse organisations has become an important element of our building's daily operations. In addition to the 16 organisations with offices, services or permanent co-working spaces in the centre, there are five with a 'virtual office', including the use of locker and postal facilities which are available to smaller LGBTIQ+ groups and organisations.

The evolving independent multimedia organisation, JOY Media, not only amplifies community voices but provides a new level of technical capacity for events held at the centre.

Direct healthcare providers, Thorne Harbour Health and Monash Gender Clinic, not only provided their essential regular services, but supported the successful international drive to vaccinate against MPX (Monkeypox) and stop its spread.

Thorne Harbour Health, champions for LGBTIQ+ youth, Minus18, essential advocates at Transgender Victoria, vital mental health organisation Switchboard Victoria, and the passionate team at Australian Queer Archives all contributed to a rich and diverse year of programming, including during Midsumma Festival and Pride Month. One-off collaborations and activations included Seniors' Week Morning Tea with Swithboard's Out and About program, and a special exhibit of the Melbourne AIDS Memorial Quilts, presented by Thorne Harbour.

New Resident Organisations

We welcomed our final two organisations to become a fully tenanted building in Financial Year 2022 – 2023: the much-anticipated social enterprise café, The Little Social, and the new legal service for LGBTIQ+ communities, Q+ Law.

In December 2022, we launched new café
The Little Social to the Pride Centre,
operated by non-profit organisation Youth
Projects. This has been a warm and inviting
addition to the centre, offering a space
where LGBTIQ+ communities can connect
and enjoy café treats throughout the day.
The Little Social provides training and work
opportunities for young people experiencing
disadvantage and social, education and
work disengagement.

The Little Social at the Victorian Pride
Centre will be much more than just coffee
and food. It will open new pathways for
young people to help recover from the
pandemic, create job opportunities in a safe
and supportive environment, and improve
social connectedness and reduce social
isolation for the community more broadly,

Ben Vasiliou - CEO of Youth Projects.



In 2023, the promise of a legal service that specifically catered to LGBTIQ+ communities was finally realised with the opening of Q+ Law, operated by Fitzroy Legal Service. Q+Law provides a free state-wide safe entry point to accessing legal assistance, and is available over the phone, online or in person.

Q+Law aims to create a safe and supportive environment for all LGBTIQA+ Victorian accessing legal support. Our program aims to alleviate barriers LGBTIQA+ people face in accessing support by fostering an inclusive, non-judgmental and LGBTIQA+ affirming environment.

Ryan Hsu - Director of Q+Law

Find out more about all our Resident
Organisations and the services they
provide on the Pride Centre website
pridecentre.org.au/about/who-lives-here/

Volunteer programs

Volunteers continue to be an integral part of our centre, from staffing our Concierge desk and assisting with events to providing thoughtful advice, guidance and new perspectives in roles on our Board, Community Reference Group and specialist committees.



Facilitate

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



Fringe, Midsumma Festival & Pride Month

Performing arts were at the heart of our first cultural festival outings of Melbourne Fringe and Midsumma Festivals, but we also had a rich offering of arts workshops, panel discussions and social events to complement an innovative mix of comedy, cabaret, theatre and live music.

Midsumma Festival was the cornerstone of our events programming last Financial Year, with a broad mix of performing arts, panel discussions, exhibitions, workshops and social events. 'Cheers, Queers!' showcased local comedians to sold-out audiences, while 'Marry Me a Little' brought musical theatre to the Theatrette for the first time. The 'Crafty Queers' art workshop series asked folks to get creative, while panel discussions 'No Pride in Racism' (co-presented with Thorne Harbour Health), 'Holding Space' (with Transgender Victoria) and 'Archive Armour' (with Australian Queer Archives) prompted discussions about LGBTIQ+ intersectionality and the history that informs our communities today. The Trans and Gender Diverse Clothes Swap, free afternoon tea 'Spill the Tea' along with Gay Stuff Markets were returning favourites.

Pride Month brought sparkles to Victoria's winter with a smaller, but equally diverse offering, including Gay Life Drawing workshops, film screenings, Sunday Sizzle, Trans and Gender Diverse Clothes Swap and the #AllAboard exhibition, in collaboration with event sponsors Yarra Trams.







Accessible Bookings

An essential element of our Venue & Events offering at the centre is its financial accessibility. We offer a tiered booking system that accommodates a wide range of options for organisations that recognises the financial capacity of different groups, whether they are a small non-profit, grassroots community organisation, government department or corporation. We also understand that not all groups can pay, so we offer free venue hire in special limited circumstances.



MPX pop-up clinics

After accommodating COVID-19 vaccination clinics in 2021-2022, we were proud to support public health messaging and the promotion of MPX vaccines at the centre, at resident organisations Thorne Harbour Health, and Monash Gender Clinic.



Tours

Victorian Pride Centre staff and volunteers led hundreds of people on tours around the centre in FY 22-23. From primary school groups and architecture students to corporate clients and government representatives, we were thrilled to share the story of our magnificent building with a huge range of people and groups from across the world. Public tours remain free, while private group tours now contribute to our events programming revenue via the tiered booking system, depending on the capacity of the group to pay.

We are excited to now offer a Virtual Tour on the Pride Centre for both people who are unable to physically access, or they simply want to re-experience the building!



When the opportunity arose to host an Always Live performance at the Pride Centre, we leapt at it, and we were thrilled to find out that UK iconoclast Years & Years would be gracing the stage as part of the State Government's live music initiative. We were not disappointed. The Forum was transformed into a world-class venue, with 250 very lucky ticket-holders from our communities getting treated to a truly unique show.

Amplify

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



Melbourne Queer Film Festival & First Nations Programming

In November 2022, the Victorian Pride Centre became the arts and culture hub of LGBTIQ+ Australia, with two major events consecutively in our largest venues: the Forum and Rooftop.

Resident organisation, Melbourne Queer Film Festival, had its debut rooftop season with a bountiful selection of colourful shorts, thought-provoking documentaries, evocative features and a beloved camp classic. Although the weather was still firmly in La Nina territory (with rain and cooler temperatures on several nights) MQFF's Rooftop program had the best attendance capacity percentage out of all of its festival venues.

In other film programming, the Pride Centre hosted well-attended screenings of St Kilda Film Festival's 'Pride Without Prejudice' shorts program, a live-stream of the World Pride-Mardi Gras Parade, and Birrarangga First Nations Film Festival.

We were also honoured to host a panel discussion about the Voice to Parliament for NAIDOC Week 2023 which featured N'arweet Dr. Carolyn Briggs AM, Sheena Watt MP, law expert Professor Paula Gerber, and Commissioner for LGBTIQ+ Communities, Dr. Todd Fernando.

Visual Arts Programming

In our second year of visual arts programming, we were proud to show a striking mix of photographic, archival, textile and illustrated exhibitions and installations by LGBTIQ+ artists, curated by our specialist volunteer Visual Arts Selection Panel.

- · 'Impossible Dance' by Matto Lucas
- · 'The Making of the Victorian Pride Centre' by Daisy Searls and The Pride Fund
- · 'Ad Homonem' by David Thai, and 'Different flowers from the same field' by Lisa Ray
- · 'Queens of the Pub' by Gerard O'Connor and Marc Wasiak
- · 'Melbourne Memorial AIDS Quilts' presented by Thorne Harbour Health
- · 'The GLAD Project' by Australian Queer **Archives**
- · 'The Queer Gaze' by Lisa Salmon
- '#AllAboard' by Yarra Trams

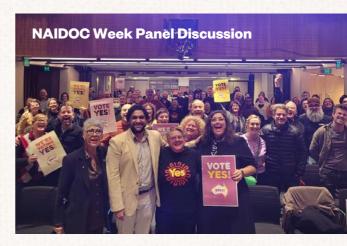
VPC is important as a beacon and it's wonderful at doing that. It's affirming, it's for us, and that's important in this political and social climate Response from Harvest Insights survey

Community stalls

The Pride Centre was fortunate to have a stall presence at seven community events in Victoria and NSW during Financial Year 2022 - 2023 including:

- · Lorne on the Lawn Sustainability Festival in
- · Out in the Open Festival in Shepparton
- · Midsumma Carnival in Alexandra Gardens (Melbourne)
- Victoria's Pride in Fitzroy (Melbourne)
- · ChillOut Festival in Daylesford
- Sydney Mardi Gras & World Pride in Sydney
- · Swinburne Orientation Week in Hawthorn















New Pride Ambassador - G Flip

Our newest Pride Ambassador is musician G Flip, who first visited the Victorian Pride Centre in July 2022 after a fundraising concert for the centre at the nearby Hotel Esplanade on Non-Binary Peoples' Day. We are thrilled to have G Flip on board as not only an internationally renowned music star, but also as a local Non-Binary artist, originally from St Kilda!

It's so cool that Australia's first LGBTQIA+ centre is around the corner from where I grew up and where I played my first show. The work that everyone at the Victorian Pride Centre is doing is so important and I'm honoured to work with them. G Flip

Visits from Pride Ambassadors

Our Patron and Ambassador program is in place to help promote the centre's events, resources and services, and also represent different parts of our LGBTIQ+ communities. We were lucky to have visits from several of our interstate Ambassadors during Financial Year 2022-2023, including Ben Law for a tour of the centre, Shane Jenek (AKA Courtney Act) in an in-conversation at the Australian Queer Archives about their book 'Caught in the Act', and Julie McCrossin, who joined us for the launch of 'The Making of the Victorian Pride Centre' book by Dr Judith Buckrich, and our '50 Years of Gay Liberation: Now and Then Symposium', also facilitated by the Australian Queer Archives.



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



To service our LGBTIQ+ communities and organisations, we must remain financially and operationally sustainable. In Financial Year 2022-2023, the Victorian Pride Centre continued to grow and become established as an important part of Australia's LGBTIQ+ fabric thanks to both the governance of our board, its subcommittees, and Community Reference Group, along with the revenue streams of rent from resident organisations, our bookable spaces, events programming, and our fundraising campaigns and partnerships.

We welcomed new Official Partner, Scotchmans Hill, new beverage sponsors, Moon Dog and Heaps Normal, and the renewed partnerships of Lifeview Residential Aged Care, L'Oreal Australia, Chemist Warehouse (formerly listed as their brand House of Wellness), Splunk and Harvest Insights.

Our community giving campaigns also continued with the generous recurring contributions from our Pride Club, Cornerstone Supporter and Patron membership programs, and one-off donations, including \$14,000 from a fundraising event - featuring new Pride Ambassador G-Flip - at The Hotel Esplanade.

To say 'Thank You' to our Financial Supporters, we hosted two special events:

Bar and Theatrette Opening event, 5 October 2022

Major Supporters were thanked at the opening of the completed ground floor bar and official opening of the Theatrette. Comedian Joel Creasey hosted a fabulous line-up show with an array of cabaret, comedy and drag performers.



End-Of-Year Supporter Party 2022 on 15 December

All financial supporters were invited to the inaugural End-of-Year Supporter Party. Dolly Diamond and Frock Hudson entertained us with Chair Hang Vo (2021 - 2023) thanking all for their invaluable support of the Pride Centre.

It was very intentional that we wanted to support the pride centre and that's where we wanted ourmoney to go when we were looking for a venue Venue hirer at the Victorian Pride Centre

We also had two great events aimed at both celebrating and connecting LGBTIQ+ communities and raising funds for our Rooftop Pavilion campaign:

Say Pride, Say Pet!

Our inaugural Dog Mascot Competition in November 2022 was an all-ages success that celebrated the place of beloved pets in our LGBTIQ+ communities. Hosted by comedian Geraldine Hickey, Say Pride, Say Pet! raised \$2700 for the Rooftop Pavilion Campaign.



Pride Comedy Debate Fundraising Gala

Pride Ambassador Benjamin Law MC'd a memorable and entertaining debate featuring some of Australia's best comedic minds and raised \$9000, also going toward the Rooftop Pavilion Campaign.





Financial Overview

The Victorian Pride Centre (VPC), now fully tenanted with all lease agreements locked in, primarily generates income from our resident organisations, venue hiring and associated events, corporate partnerships, and donations. In Financial Year 2022-2023, we saw significant growth in revenue generated from events and space bookings, which is related to the centre's growing profile as a sought-after and accessible venue-for-hire. The VPC does not receive recurrent operational funding from the State or Federal Governments.

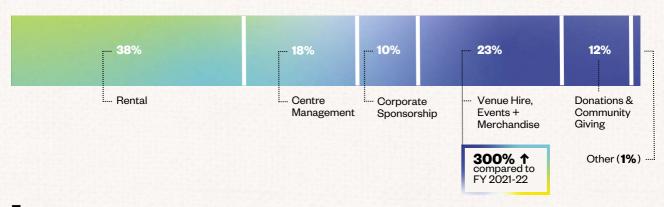
Our main expenses as a hub for LGBTIQ+ communities are the utilities and other costs of operating the centre, the VPC staff team, servicing our loan, and programming and running community events. The VPC continues to closely manage our financial position to ensure ongoing sustainability, the maintenance of the centre, and delivery of events and programs.

In 2023-2024, we will be investing in the next phase of our organisation, with the construction of the rooftop pavilion and on-boarding of a new leadership team to support the existing staff.

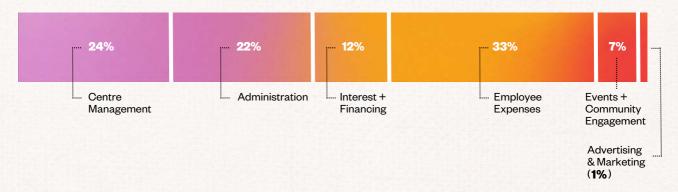
We would not be able to operate seven days a week without the generous support of our donors, volunteers, corporate partners and pro-bono supporters, nor would we be able to provide the breadth of spaces, services, and activities to benefit our LGBTIQ+ communities.

Scott Hartley - Treasurer

Income Types



Expenses



Board, Staff & Committees

Board

Hang Vo Chair (retired June 2023)

Craig Bell
Chair (commenced
July 2023)

David Imber Deputy Chair

Scott Hartley
Treasurer

Kris Kornovich (retired 2023)

Dr. Judy Tang

Melinda Rich

Tara Laursen

Jane Crawley

Alan Wu

Vanessa Murphy Board Secretary (retired 2023)

Alex Ellem
Board Secretary

Committees

Venue, Facilities and Activation Chair Melinda Rich

Non-Board/Staff Committee Members: Will Dawson, Andrew McGuiness, Kris Kornovich

Communications and Engagement Chair David Imber

Non-Board/Staff Committee Members: David Micallef, Rowena Doo, Tony Lee, Jess Ball, Martin Commons

Audit, Risk and Finance

Chair Mangus Morton

Non-Board/Staff Committee Members: Vanessa Murphy and Gloria Yuen

Governance, People and Culture

Chair Alan Wu

Staff

Justine Dalla Riva

CEO

Bree McKilligan
Pride Giving Adviser

Thomas Jaspers
Venue & Events Manager

Anita Fiorenza

Bar & Events Supervisor

Kepler Collis
Bookings & Facilities
Coordinator

Max Hayward

Communications &

Marketing Coordinator

Jules Camilleri Volunteer Coordinator

Kerry Tayler

Administration Officer &

Executive Assistant

Reference Groups

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

Visual Arts Selection Panel Chair Jane Crawley

Event, Tour and Concierge Volunteers

We have a vibrant community of volunteers that are crucial to the daily operations and special event programming at the Victorian Pride Centre.



The Next Chapter

The Victorian Pride Centre continues to establish and evolve as Australia's first purpose-built hub for LGBTIQ+ communities, and the next phase of the organisation will be underpinned by the development of a new strategic plan which will reflect the past two and a half years of operation and the community's embrace of the centre.

We are investing in the growth of our team with the on-boarding of a new senior leadership group, who will support the Pride Centre to the next level. The addition to our team will ensure the sustainability of this community asset, and see the centre truly flourish through collaboration with resident and community organisations, expanded reach to regional LGBTIQ+ communities, and more opportunities for everyone to engage with the centre through diverse events programming, the facilitation of a wide range of accessible activities and venue bookings at the centre.

We look forward to an exciting new chapter for our centre and a positive 2023-2024 for all LGBTIQ+ communities and organisations.



Thank You + Acknowledgments

Thank you to all our community and organisational supporters, and to our Organisational Patron and Ambassadors for their ongoing contributions to the Pride Centre's sustainability and future development as a home for LGBTIQ+ communities.

Organisational Patron & Ambassadors

The Hon. Michael Kirby AC CMG Amao Leota Lu Julie McCrossin AM Benjamin Law Dr Rhonda Galbally AC Courtney Act Tony Ayres Tony Briffa JP G Flip

Community Giving

Whether you're a Pride Club Member, donating \$20 per year, a Patron donating \$2,000 per year, or donating your time and skills in a volunteer role - we are grateful for your contributions.

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 Michael Faneco

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 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 Will Randall

Patrons

Platinum Rachel Slade Gold Nathan Allwood & Julian Clarke Silver Daniel Dorall & David Mittler Rowan Doig

Juliette Alush & Dana Nelson

Bronze Andrew P Chamberlain & Lam X Nguyen Andrew D Stocker **Braith Bamkin** The Bruce Family Dale Newton David Johnston-Bell

Roderick Sharpe

(Bronze cntd) **Desmond Thompson**

Emma Rose Moore Gail Veal James Vivian John Keats L Damien Whelan

Luke David Lyn Morgain Michael Trovato Mimi Ton Miranda Stewart

Paul Keleher & Dave Seaward

Peter van Gaalen Dr Rhonda Galbally AC Ruth McNair AM



Benefactors

Dennis Altman

The Alfred Felton Bequest's Committee King & McMillan Foundation Andrew Carnegie The Bartlett Family Ben Gillingham

Bohdan Abrat & David Wootton **Boncal Family Foundation** Brendan Newham & Brian Harman Jason Bright & James Mitchell 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 OAM Tim Campbell & Anthony Callea Tobias Churcher & Randal Walsh Yvonne Shafir, Shor Artistry Fund

Partners + Corporate Sponsors

Oritical 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 <u>pridecentre.org.au/organisational-giving/</u>

Foundation Funders

Founding Major Partners

Major Partners











Official Partners

Major Supporters

Beverage Sponsors Pro Bono Supporters























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