



VICTORIAN
PRIDE
CENTRE

Annual Report 2023/24

A YEAR OF CONNECTION, ENGAGEMENT AND EXPANSION



The Victorian Pride Centre is the first purpose-built centre for Australia's LGBTIQ+ communities. The Pride Centre helps to pave new directions for LGBTIQ+ communities, while honouring and celebrating their brave – and at times difficult – past. It is home to practical and supportive services and will grow into a destination for visitors from across Australia, and beyond.

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

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

Aboriginal and Torres Strait Islander peoples are advised that this report may include images, and names of deceased individuals.





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"Volunteering at the Victorian Pride Centre is an incredibly rewarding experience. It's a place where we can give back to the community while being surrounded by people who truly value inclusivity, connection, and diversity. The energy here is contagious, and every day feels like we're making a meaningful difference together."

— Adam Brackman, Concierge and Volunteer Coordinator



Chair's Message



Craig Bell

He/Him

“Together, we are building a future where LGBTIQ+ communities thrive, and I am excited for the journey ahead as we create more opportunities for growth, connection, and celebration.”

I am proud to reflect on an extraordinary year of connection, growth, and community impact. The 2023-2024 financial year has seen us achieve significant milestones as we deepened our engagement with LGBTIQ+ communities.

Over the past year, the Pride Centre has truly come to life, hosting a variety of programs and events that have brought people together in powerful ways. From our expanded cultural offerings, Pride Gallery exhibitions and capacity building programs, our space has been a hub for celebration, solidarity, and shared experiences. By offering free or subsidised events and spaces for use, we have worked to remove barriers and make sure more members of our community can make the Pride Centre home.

Our digital engagement has grown exponentially, allowing us to amplify community voices. This increased visibility is a testament to the power of our collective efforts and underscores the importance of continuing to build on this momentum.

I extend my deepest gratitude to our dedicated staff, volunteers, supporters, and partners, whose unwavering commitment sustains the Pride Centre's vibrancy and success. It is with mixed feelings, but overwhelming pride in her achievements and confidence in the strength of our organisation, that we bid farewell to our inaugural CEO, Justine Dalla Riva. We are excited for her next chapter and the opportunity to welcome a new leader who will build on the strong foundation she leaves behind.

I would also like to thank our outgoing Treasurer, Scott Hartley, who resigned from the Board during the year and thank Scott for his hard work and commitment during his 5 years on the Board. We also welcome two new directors, Anastasia Le and Lachlan Pilley, to the Board, with Lachlan taking on the role of Treasurer. Thank you also to David Imber for serving as Deputy Chair who has been a great support in that role, and remains on the Board; and we welcome Jane Crawley to the Deputy Chair role and wish her all the best in this new position.

Thank you for your ongoing support of the Victorian Pride Centre.

- Craig Bell, Board Chair - Victorian Pride Centre

CEO's Message



"It takes a community to create a welcoming and inclusive place of belonging, and I feel very fortunate to have been a part of that journey"

The 2023-2024 financial year for the Victorian Pride Centre saw remarkable achievements and growth, solidifying our place as a vital hub of inclusion, connection, and amplification for LGBTIQ+ communities. We have welcomed more organisations and individuals, hosted transformative events, and amplified diverse voices, extending our impact for our communities.

Through empowering emerging leaders and advancing advocacy initiatives, the Pride Centre has been pivotal in fostering a more inclusive society. While the year presented challenges, our resilience, collaboration, and shared passion enabled us to thrive. The continued growth of the Pride Centre is a testament to the hard work of staff, volunteers, resident organisations, and the wider community who have embraced our mission. Together, we have strengthened the foundations of the Pride Centre as a space of belonging for all, ensuring its influence will endure.

Looking forward, I am confident that the Pride Centre will continue to evolve, expanding its reach and further supporting our communities. The groundwork has been laid, and the Pride Centre will remain a beacon of hope, love, and inclusion for future generations.

As I prepare to pass the baton as CEO, I reflect on the enormous privilege it has been to lead this organisation. I am proud of what our collective communities have achieved, from those who advocated for this inclusive space to those who now call it home. I am excited to bring my passion for inclusion and equality into new spaces while continuing to advocate for everyone's right to belong.

I extend my deepest gratitude to past and present Board members, staff, volunteers, resident organisations, key stakeholders, and the broader community for ensuring the Pride Centre's success. It truly takes a community to create such a vibrant, welcoming, and resilient space of belonging.

- Justine Dalla Riva, CEO - Victorian Pride Centre



Justine *She/Her*
Dalla Riva



Year in Review: Growing Together

The Victorian Pride Centre is Australia's first purpose-built hub for LGBTIQ+ communities. It's a place where we chart new paths for the future while honouring and celebrating our courageous, and sometimes challenging, past.

The 2023-2024 financial year has been a period of vibrant growth, community connection, and impact for the Victorian Pride Centre. This year saw the Pride Centre continue to flourish as a dynamic hub for LGBTIQ+ communities, welcoming more visitors, resident organisations, and community members than ever before. Our programs and events created spaces for celebration, advocacy, and support, fostering a stronger sense of belonging across Victoria and beyond.

Community engagement has been at the heart of our success. Through the expansion of our cultural programming, the Pride Centre has become a place where diverse voices are amplified, and where communities can connect and thrive. Along this journey we have ensured that the Pride Centre remains accessible and inclusive, breaking down barriers so that everyone feels welcome.

As we look ahead, the Victorian Pride Centre is excited to continue evolving, creating new opportunities for connection, celebration, and sustainability. The passion, dedication, and support of our community members, volunteers, and staff have laid a strong foundation for the future. Together, we will build on this momentum to ensure that the Pride Centre remains a beacon of hope and belonging for years to come.

BUILD GROWTH ENGAGEMENT AND DEVELOPMENT

The Victorian Pride Centre is Australia's first purpose-built space for LGBTIQ+ communities. It's a hub for connection, community, and essential services, providing a supportive home for LGBTIQ+ organisations, groups, and individuals to thrive.



OPEN **361**
days this year

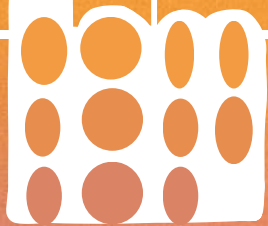


Visitors to the Victorian Pride Centre:

60,000

A 50% increase compared to the previous year.

16



6 virtual
tenants

resident organisations who offer LGBTIQ+ focused services, alongside non-profits and businesses that support our communities.



59

Free Public Tours



Private
Tours

67



3,455

hours donated by
our dedicated
volunteers



124%

increase in volunteers since
we opened our doors.

FACILITATE

ACCESS, EQUITY AND ADVANCEMENT

Through our expanding cultural programs and tiered space pricing via our Access and Equity Model, we connect and celebrate LGBTIQ+ communities. By providing spaces for events, services, and programs, we foster connection, share lived experiences, and amplify diverse voices.



Attendees at
Midsumma Festival
+ Pride Month
programs

5,234

Number of Festival
programmed events

103



836

total events across the
year. An 8% increase
from the previous year.



168

Free events



The Pride Centre aims to offer as many
events as possible free of charge for our
communities to enjoy.

87

bookings and spaces
subsidised for
community groups.



12



Sunday Sizzle's
across the year with
945 sausages sold!



AMPLIFY UPLIFTED, ELEVATED AND STRENGTHENED

The LGBTIQ+ sector thrives, with voices amplified through collaboration and innovation. The Pride Centre is committed to making sure our communities are heard.

“YES”

The Victorian Pride Centre proudly endorsed the Uluru Statement from the Heart and was active in supporting a "yes" vote in the national referendum for an Aboriginal and Torres Strait Islander Voice to Parliament.

Always
Was
Always
Will Be



11



Ambassadors that advocate for and support the Pride Centre.



7



Community Engagement opportunities on the road across Victoria.



Days of significance

>19



The Victorian Pride Centre celebrated over 18 days of significance for our LGBTIQ+ community including Trans Day of Remembrance Wear it Purple Day and IDAHOBIT Day.

SUSTAIN

PRESERVING COMMUNITY PATRONAGE

The Victorian Pride Centre is our greatest asset for our communities, and it's essential that we preserve the building and its values, uphold what it represents, and ensure we all receive the support we need.

500 CLUB

84 new members and raised an incredible **\$42,000!**



320
guests attended our **3rd Birthday** party.



299
people from our communities donated to the Pride Centre.



sponsored events free for community.

17%

of income created for the Victorian Pride Centre is through private donations.



ACTIVATING PRIDE



Program Highlights

- pridecentre.org.au/events

NAIDOC Week – The Voice Panel Discussion at Pride Centre

(July 7) Supported by DFFH | Equality. This event featured a panel discussion during NAIDOC Week, focusing on the importance of "The Voice" to Parliament and its impact on Indigenous LGBTIQ+ communities. It brought together thought leaders, advocates, and community members to explore the intersection of First Nations and LGBTIQ+ issues. The event had a positive impact by elevating Indigenous voices, fostering a deeper understanding of the challenges faced by First Nations LGBTIQ+ individuals, and building solidarity within our community.

Memory Lane Café – In Partnership with Lifeview and Dementia Australia (Monthly)

Memory Lane Café is a monthly gathering designed to support LGBTIQ+ people living with dementia, in partnership with Lifeview and Dementia Australia. This event provides a safer, inclusive space for people with dementia and their loved ones to connect, share stories, and enjoy companionship. The program promotes social inclusion, helping to reduce isolation while raising awareness of the unique challenges LGBTIQ+ with dementia face.

PRIDE in Employment Jobs Expo

(June 13) Supported by Jobs Victoria.

The PRIDE in Employment Jobs Expo brought together employers and job seekers from the LGBTIQ+ community to explore career opportunities.

The event provided a vital platform for LGBTIQ+ individuals to connect with inclusive employers, showcasing businesses committed to diversity and inclusion. It played a key role in promoting equal employment opportunities, fostering economic empowerment, and creating pathways for professional growth within the community.

Events by The Pride Fund

The Pride Fund hosted several events at the Pride Centre during the financial year, including "ANAM with Pride," which featured performances by the Australian National Academy of Music. The Pride Fund also commissioned the book *The Making of the Victorian Pride Centre 2022*, documenting the Centre's significance to the LGBTIQ+ community. Proceeds from these and other events totalled \$25K+ in donations to the Pride Centre to support key infrastructure in 2023-2024.

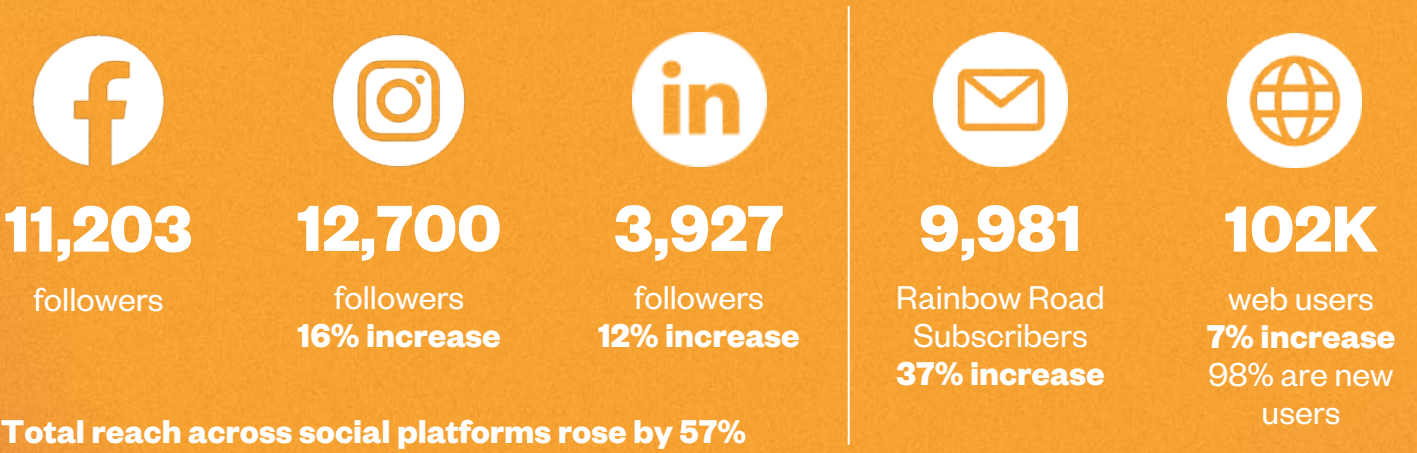
“Every event is more than just a gathering—it's an opportunity to celebrate diversity, foster connection, and create lasting memories. I get to see first hand how our space brings people together in meaningful ways, and it's truly inspiring to watch our community thrive within these walls.”

— Anita Fiorenza, Events and Program Manager



OUR REACH

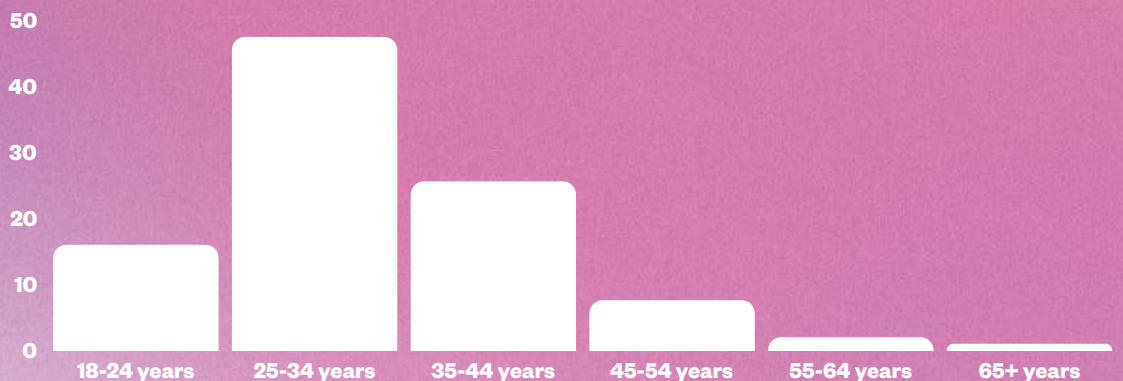
This year, our digital presence saw substantial growth, amplifying our community's voices. These results not only reflect our digital footprint but also enhance our ability to amplify the voices of LGBTIQ+ communities and strengthen our collective message.



Our email campaigns have seen growth across key metrics. Our open rate increased by 8.2%, reaching **46%** (the industry average for NFPs is 26.6%) while our click rate saw a notable 35.7% boost, now sitting at **3.8%** (the industry average for NFPs is 2.7%). These improvements reflect greater engagement and interest from our subscribers.

Campaign activity was equally robust, with **40% more campaigns** sent, contributing to our growing impact. These numbers highlight the continued success of our outreach efforts and our ability to engage our community effectively.

Our audiences by age:



PRIDE GALLERY

pridecentre.org.au/pride-gallery

The Victorian Pride Centre provides opportunities for visual arts and archival exhibitions that focus on art by LGBTIQ+ artists and/or art that focuses on LGBTIQ+ issues.



If the World Was Just (July - September 2023)

In celebration of Thorne Harbour Health's 40th anniversary, this exhibition featured portraits exploring global LGBTIQ+ human rights, highlighting resilience in the face of adversity.

Rainbow Bridges (September - November 2023)

This project united young and older LGBTIQ+ voices from the Macedon Ranges, fostering intergenerational dialogue and community connection through art.

**Beguiling
(November 2023 - January 2024)**

Artist Professor Dr. Lisa Anderson's multimedia exhibition examined environmental collapse and shifting landscapes, exploring the delicate connection between humanity and nature.



Queer Latinx: Migrating Down Under (January - March 2024)

Photographer Arun Ernesto Munoz explored the intersectional experiences of LGBTIQ+ Latinx migrants in Australia, offering an intimate look at their lives and identities.



male//chair (March - April 2024)

Melbourne artist Garrie Maguire's photographic series featured individuals seated with a red chair, stripped of identity markers, capturing their raw essence through simple, striking portraits.

SEEN/SCENE (May - June 2024)

This exhibition highlighted the often unseen work of TGD professionals in the film industry, ranging from cinematographers to producers, promoting greater representation in the arts.

**The Air is Electric
(May - June 2024)**

David McDiarmid's photographs and letters from his 1970s travels in the U.S. captured the excitement of the emerging gay community and the liberatory activism of the era.



Muru-ba (July 2024)

This exhibition showcased First Nations LGBTIQ+ Elders involved in activism since the 1970s, celebrating their contributions to both LGBTIQ+ rights and First Nations movements.

Our People



Board, Staff & Committees

Board

Craig Bell
Chair

David Imber
Deputy Chair
(ceased May 2024)

Jane Crawley
Deputy Chair
(commenced May 2024)

Scott Hartley
Treasurer
(ceased June 2024)

Lachlan Pilley
Treasurer
(commenced April 2024)

Dr. Judy Tang
Board Director

Alan Wu
Board Director

Melinda Rich
Board Director

Tara Laursen
Board Director

Anastasia Le
Board Director
(commenced April 2024)

Committees

Governance, People and Culture
Chair - Alan Wu

Audit, Finance and Risk Committee
Chair - Mangus Morton

Venue, Facilities and Activation
Chair - Melinda Rich

Communications and Engagement
Chair - David Imber

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

Visual Arts Selection Panel
Chair - Jane Crawley

Staff

Justine Dalla Riva
CEO

Felicity McIntosh
Marketing, Communications and Fundraising Manager

Anita Fiorenza
Venue & Program Manager

Tyler Beck
Venue & Facilities Coordinator

Joel West
Bookings Coordinator

Max Hayward
Communications & Marketing Coordinator

Des Skordilis
Communications & Marketing Coordinator

Kerry Tayler
Administration Officer & Executive Assistant

Thank you to all of our previous staff who contributed to the financial year and to our casual and event staff for delivering our programs including Will Jones and Valentin Micou.

Our Supporters



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

Amao Leota Lu
Benjamin Law
Courtney Act
G Flip
Greg Axtens

Jay te manu
Julie McCrossin AM
Dr Rhonda Galbally AC
Tony Ayres
Tony Briffa JP

Acknowledgment:

The Victorian Pride Centre would like to formally thank the **Hon. Michael Kirby AC CMG**, former High Court Judge and academic, for his service as the Pride Centre's inaugural Organisational Patron, from June 2020 to March 2024.

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
Will Randall

Patrons

Platinum

Rachel Slade

Gold

Nathan Allwood & Julian Clarke

Silver

Daniel Dorall & David Mittler
Rowan Doig
Roderick Sharpe

Bronze

Dennis Altman
Braith Bamkin
The Bruce Family
Andrew P Chamberlain &
Lam X Nguyen
Luke David
Paul Gonzalez
Peter van Gaalen
Dr Rhonda Galbally AC

Bronze (cntd.)

David Johnston-Bell
John Keats
Paul Keleher & Dave Seaward
Ruth McNair AM
Emma Rose Moore
Lyn Morgain
Dale Newton
Miranda Stewart
Andrew D Stocker
Mimi Ton
Desmond Thompson
Michael Trovato
Gail Veal
James Vivian
L Damien Whelan

Benefactors

The Pride Fund
Kevin Anderson
The Bartlett Family
King and McMillan Foundation

Resident Organisations

Thank you to all of the organisations that call the Pride Centre home. Our resident organisations are listed on Page 19.

Our Partners



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 Trusts. The Victorian Pride Centre thanks the below organisations for their crucial support.

Foundation Funders



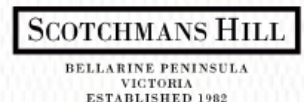
Major Partners



Official Partners



Major Supporters



Program Partners



Pro-Bono Supporters



Valued Drink Partners



MinterEllison.

FINANCIAL OVERVIEW



Lachlan Pilley *He/Him*

“We are committed to ensuring that every dollar invested helps create a more vibrant future for all.”

This year has been marked by continued growth and careful management of resources at the Victorian Pride Centre, ensuring that we continue to fulfil our mission while maintaining financial sustainability. Through our dedicated cost management and diversification of revenue streams, we have worked hard to reinforce our financial position against a challenging economic and physical environment.

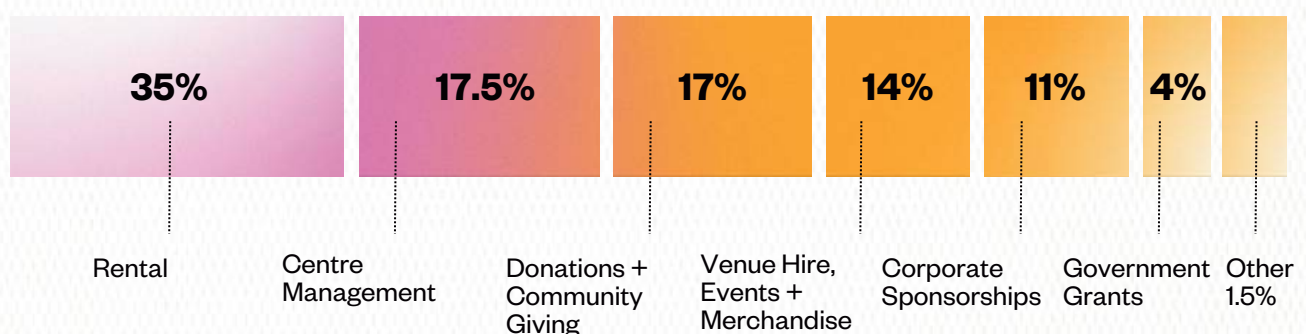
In Financial Year 2023-2024, we saw stability in rental income as a fully tenanted centre, in addition to healthy revenue from our brand partnerships and community giving. The unwavering support from our communities has been instrumental in helping us make an impact and further our reach.

We have maintained a strong balance sheet, allowing us to invest in the Pride Centre’s safety and infrastructure, alongside the investment in a new senior leadership team to further activate our strategic initiatives.

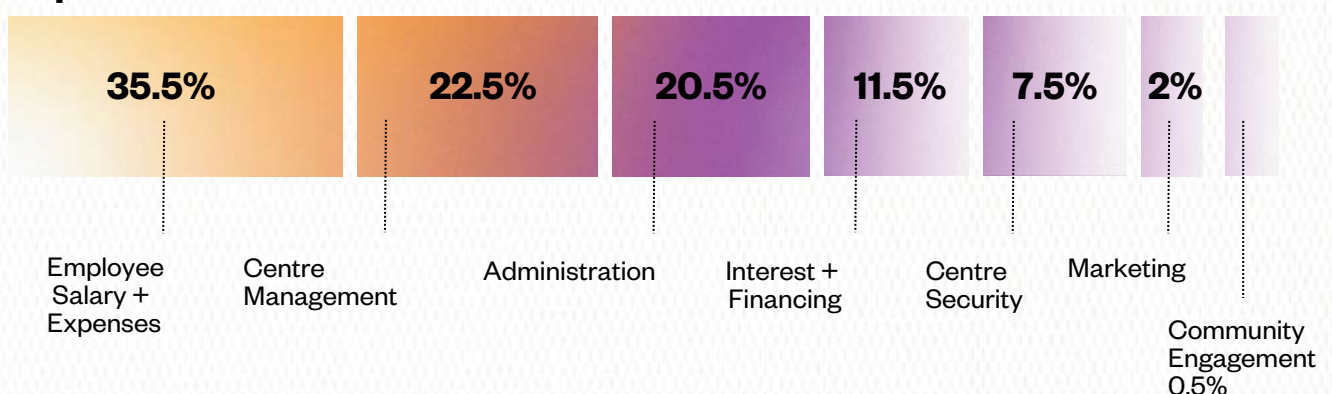
Looking ahead, we remain focused on closely managing our financial position and strategies to become debt-free and ensure the long-term financial health of the Victorian Pride Centre. I also extend thanks to our outgoing Treasurer, Scott Hartley, for his dedicated service and leadership, which has been pivotal in establishing a strong financial foundation for the future.

- Lachlan Pilley, Treasurer - Victorian Pride Centre

Income streams



Expenses



*expenses chart excludes movement in building valuation

WHO LIVES HERE



Resident Organisations



The Little Social

(Forum) A social enterprise café empowering young people and providing hands-on skills development and mentoring.



Hares and Hyenas

(Atrium) Hares & Hyenas is Australia's queer, gender and sexuality diverse bookshop, serving our communities since 1991.



AQuA

(Mezzanine) The Australian Queer Archives collection is the largest repository of historical materials about LGBTIQ experiences.



Minus18

(Level 1) Minus18 is Australia's largest youth-led organisation for same-sex attracted and gender diverse young people.



JOY Media

(Level 1) JOY Media is the only Australian radio station committed to providing a voice for the diverse LGBTQIA+ communities.



AGMC

(Level 1) AGMC advocates for the rights of multicultural and multifaith LGBTIQ individuals and communities.



Switchboard

(Level 1) Switchboard Victoria provides a peer based, volunteer run support service for LGBTQIA+ people, their families, and allies.



MQFF

(Level 1) The Melbourne Queer Film Festival (MQFF) is the largest queer film festival in Australia, screening the best queer films.



Better Health Network

(Level 2) Better Health Network (BHN) is a leading health organisation for all people and communities.



Game Finance

(Level 3) Australian company offering mortgage broking, financial and property advice to LGBTQIA+ people and their family.



Transgender Victoria

(Level 3) TGV is the leading body for TGD advocacy, training, and resource development in Victoria.



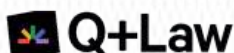
Koorie Pride Victoria

(Level 3) Koorie Pride Victoria supports and amplifies the lives of Aboriginal and/or Torres Strait Islander LGBTIQAS&B+ peoples.



Star Observer

(Level 3) Star Observer has been setting the LGBTI agenda since 1979, with a long and proud history of independent journalism.



Q+Law

(Level 3) Q+ Law, the Victoria-wide peer-run LGBTQIA+ legal service, is up and running.



Equality Australia

(Permanent Desk) Equality Australia exists to improve the wellbeing and circumstances of LGBTQIA+ people in Australia.



Monash Gender Clinic

(Level 3) The Monash Health Gender Clinic is the specialist public health service for the TGD and Non-Binary community in Victoria.



Thorne Harbour Health

(Level 3) TTH is an organisation working to improve the health and wellbeing of our people living with HIV (PLHIV).



Virtual Tenants



Looking Ahead: The Year to Come

The year ahead promises to be a transformative period for the Victorian Pride Centre as we embark on the next phase of our journey with a renewed sense of purpose and vision. Central to this will be the implementation of our 2024 -2027 Strategic Plan, which will guide our efforts to deepen community engagement, broaden our impact, and strengthen the Pride Centre's role as a vital resource for LGBTIQ+ communities across Victoria.

A key focus for the coming year will be expanding our programming to ensure it reflects the diversity of the communities we serve. We will introduce new initiatives that foster connection, celebrate creativity, and amplify voices that are too often underrepresented. Our goal is to create even more opportunities for our LGBTIQ+ communities to feel seen, supported, and empowered.

The 2024-2027 Strategic Plan also prioritises collaboration with our resident organisations, partners, and stakeholders. By strengthening these relationships, we aim to build a more integrated and cohesive community hub, offering enhanced services, shared resources, and a greater sense of belonging for everyone who engages with the Pride Centre.

Your support is crucial as we continue this journey. By supporting the Victorian Pride Centre, you help sustain a safer, accessible and inclusive space that champions arts, culture, advocacy, and essential services for the LGBTIQ+ community. Donations ensure that the Centre remains a symbol of progress, facilitates community connections, reaches regional areas, and drives social change for equal rights.

pridecentre.org.au/community-giving

Together, we can continue to build a future where every voice is heard, and every person belongs.

Honouring the loving memory of Kevin Anderson

With gratitude for his generous support of the LGBTIQ+ community, and the Victorian Pride Centre. His legacy will continue to inspire and uplift all who visit this space.



VICTORIAN
PRIDE
CENTRE

VISIT US

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ST KILDA

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@vicpridecentre

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