




Pride
WESTERN AUSTRALIA

**Prospectus
2020**



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*Photos are of the
2019 Pride Parade
and Fairday.*

Who we are

Pride WA is the peak LGBTQI+ organisation in Western Australia. Run by a volunteer committee Pride is a membership based organisation that promotes diversity and inclusion for LGBTQI+ people throughout Western Australia.

Initially born from a community movement protesting laws that actively discriminated against LGBTQI+ people Pride WA has been an integral part of the Western Australian community since 1989. As the needs and priorities of the community have evolved over the last 30 years, so has Pride WA.

Today, Pride WA organises WA's biggest LGBTQI+ festival PrideFEST which includes Fairday and the Pride Parade, as well as a host of regular events such as Hello Neighbour, the 80's Dance Party, Youth Diversity Formal and much, much more.



What is PrideFEST

PrideFEST is the annual festival run by Pride WA every November. The festival provides opportunities for the entire WA community to celebrate the benefits of diversity and inclusion while also reflecting on the contributions to WA's rich cultural history made by people of diverse sexualities and genders.

Over the course of a few weeks the festival traditionally opens with the Fairday community event which hosts stalls from organisations supporting the LGBTQI+ community. The end of the festival is celebrated with the annual Pride Parade, now Australia's second largest with over 5,000 participants in 2019.

Over 40 Pride WA and community run events featured in the PrideFEST program for 2019 including; The Crown Casino Corporate Luncheon, the Bunbury Pride March, the Palace Cinema's PrideFEST FilmFEST and much more.



PrideFEST 2019 Highlights



28,079

attendees at major Perth events



\$7.27m

multiplied economic impact

85%

overall satisfaction with PrideFEST

89%

said PrideFEST provided a significant role in promoting diversity, equality and inclusivity

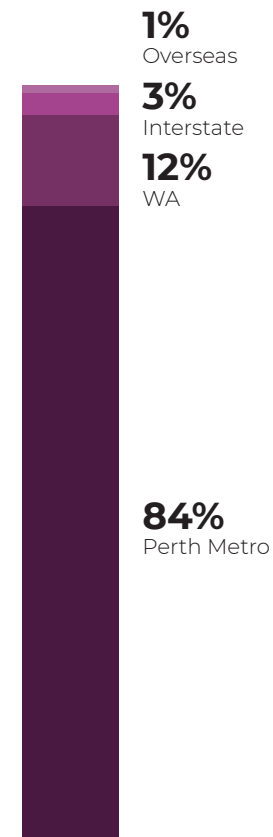
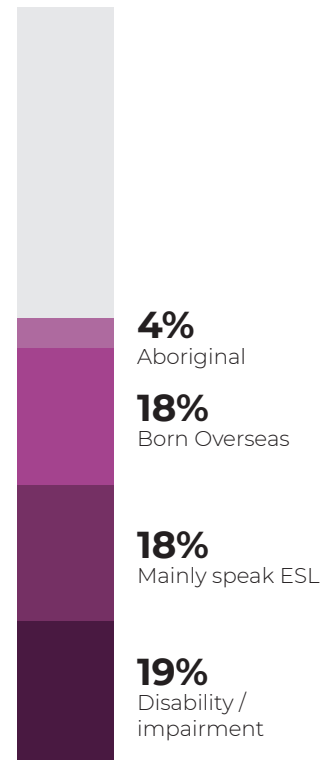
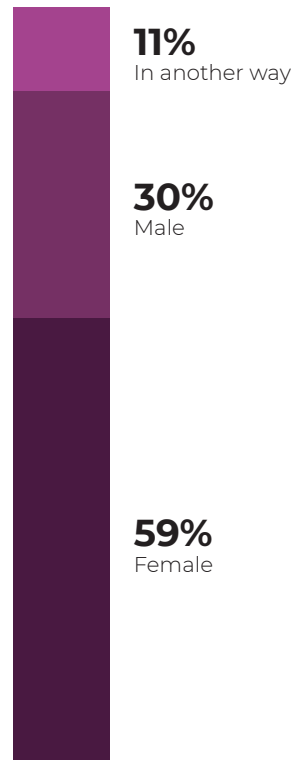
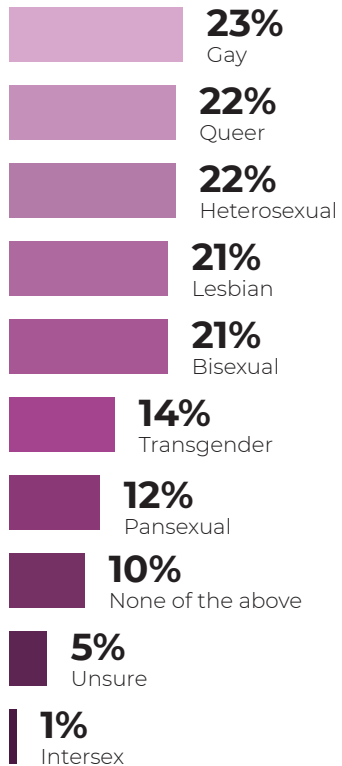
88%

said that PrideFEST is important to the city

86%

said PrideFEST made them feel proud of Perth

Pride WA Demographics





Response to 2019



“The journey with Pride WA to-date has been sensational for many parts of our business. It’s not only improved our business image, it’s improved our internal culture and has already had a significant impact on our marketing approaches.”

- Wynn Setzinger, RetraVision



Of local traders **STRONGLY** support the event

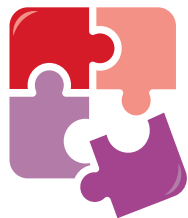


Of local traders support PrideFEST



80%

“Gave me a greater respect for diversity”



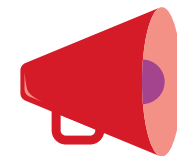
83%

“Helped me feel connected to community”



90%

“It’s important that it’s happening here”



34

Net Promoter Score



Partner initiatives 2020

There are a number of ways to get involved with Pride WA with monthly and annual events planned throughout 2020.

- 2020 national / international events: Wear it Purple Day, IDAHOBIT, International Pride Month (June)
- Pride WA in the regions (Albany, Busselton, Bunbury, Que, Broome, Kununurra, Peel and more)
- Several tiers of sponsorship for 2020 and beyond, including participation in Fairday and the Parade
- Partner with Pride WA and our existing sponsors to co-host your own event during PrideFEST 2020





Pride WA 2020

In 2020 Pride WA will be celebrating the 30th annual Pride Parade in the City of Perth. This is a momentous occasion for WA and the LGBTQI+ community.

Pride WA will also continue to build on relationships with regional Pride groups who host fantastic events throughout the year, before, during and after PrideFEST. Major regional events include, Albany Pride, Bunbury Pride, Busselton Pride, Broome Mardi Gras, Peel Pride, Kununurra Pride and more.

Pride WA host regular social networking events to help better build stronger communities in localities around WA. Hello Neighbour events are held at local pubs and community centres to connect LGBTQI+ locals and their allies in a relaxed and safe environment.



How your investment helps

Participation

Getting involved with PrideFEST is a great way to engage staff, customers and all of your stakeholders in a celebration like no other. Your participation in PrideFEST sends a clear signal and example to the broader community that support for the LGBTQI+ community is more than just an internal policy.

Sponsorship

Sponsoring Pride WA is an effective and meaningful way for your organisation to contribute towards community investment. Your sponsorship will provide a positive and immediate life changing impact for LGBTQI+ people through out the WA, particularly for the youth and disadvantaged within our community.

Pride WA sponsors report an improved brand image from all stakeholder perspectives, including staff, customers and investors. This increases your organisation's desirable employer status and improves customer perceptions who are increasingly conscious of making ethical purchases.



Thank you to our 2019 sponsors



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Pride

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Thank you

