



ANNUAL REPORT

2023



Pride WA has been integral to the Western Australian community since 1989.

We grew out of a community movement protesting laws that actively discriminated against members of our community, and have evolved into the primary organisation that celebrates the vibrant and diverse WA LGBTQIA+ community.

2023 Annual Report

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PRIDE PARADE 2023



PRIDE WA YEAR IN REVIEW 2023

ACKNOWLEDGEMENT OF COUNTRY
ACKNOWLEDGEMENT OF LGBTQIA+ PEOPLE AND COMMUNITY
PRESIDENT'S REPORT
CEO'S REPORT



Pride WA acknowledges that PrideFEST is held on many Aboriginal lands throughout Western Australia.

We pay our respects to First Nations Elders past, present and emerging. We extend our respect, friendship and support to the Nyoongar community and all Aboriginal and Torres Strait Islander people.

We acknowledge the important role of First Nations in our LGBTQIA+ community.

Always was, always will be Aboriginal land.

We honour and recognise the past and ongoing work of the members of the lesbian, gay, bisexual, trans, intersex, queer and asexual (LGBTQIA+) community, and include anyone else who is diverse in sex, gender, or sexual orientation within this acronym.

We would like to thank LGBTQIA+ people for their contributions to our society; particularly in areas of health and equality, acknowledge their experiences of prejudice and discrimination and celebrate their strength, resilience, and perseverance.

We acknowledge that we stand on the shoulders of past generations of our LGBTQIA+ community.





PRESIDENT'S REPORT

MICHAEL FELIX

I am delighted to present the Annual Report for Pride Western Australia for 2023. This year has been marked by significant change, growth, resilience, and impactful advocacy for the LGBTQIA+ community in Western Australia. Having taken on the interim CEO role for four months, until the appointment of Laurie, I gained a deeper appreciation and added fuel to the fire to continue to improve, promote the needs and help our community.

Pride WA remains committed to promoting acceptance, inclusion, and equality for all individuals regardless of sexual orientation, gender identity, or expression. Through various events, initiatives, and partnerships, we have worked tirelessly to create a more welcoming and supportive environment for the LGBTQIA+ community.

In 2023, PrideFEST attracted record numbers of attendees and participants and once again achieved record outcomes for safety, inclusion and community for any events held in the City of Perth. Our community engagements with the Pride Piazza took new bounds in 2023, with over 100 activations for the year including, book clubs, human rights community sessions, GRAI community workshops, a gender-affirming voice clinic and many more.

Our advocacy efforts led to significant achievements, including collaboration with government agencies and educational institutions to promote inclusive policies and practices. Record announcement for funding for core LGBTQIA+ organisations. Along with work done with WA Football seeing the first Pride Rounds held in Mens Football in WA.

As we reflect on our achievements, we recognize the ongoing need for continued work and partnership to drive key law reform affecting our community. This includes advocating for surrogacy reform, equal opportunity reform, criminal code reform, medical intervention and safety reforms, and gender recognition reform.



I extend my heartfelt gratitude to our volunteers, my fellow board members, and our two dedicated staff members Laurie and Dan, whose passion, dedication, and support have been invaluable to the success of Pride Western Australia and in fostering that connection within our community.



CEO'S REPORT

DR LAUREN (LAURIE) BUTTERLY

Be Brave was our 2023 PrideFEST theme, and we can say that this was also a driving theme for Pride WA, Board and Staff, throughout the year. 2023 saw a new leadership team, new staff, and new volunteers all coming together to work towards the vision of Pride WA as a 365 day-a-year organisation and to deliver a most fabulous PrideFEST.

When I came onboard in July 2023, I had two initial priorities: listening to and collaborating with our diverse and vibrant LGBTQIA+ community, and preparing for PrideFEST. I made it my absolute priority to meet with as many LGBTQIA+ groups as I could, and to ask how Pride WA could uplift and capacity build their organisation. I'm so proud that in doing so, use of the Pride Piazza has flourished and the space is being used daily for a wide range of educative, advocacy, governance, celebratory, artistic and social purposes.

Of course, with a July start, PrideFEST comes around very quickly! In August, we brought our new Chief Operations Officer, Dan Bruce, onboard. This increased our capacity significantly, and also brought high-level events management experience to Pride WA. While we successfully launched two new events, and increased the size of both Fairday and Parade, operationally, in preparing for PrideFEST, one of our main aims this year was to streamline communications with participants (bringing it all in-house to Pride WA). We got excellent feedback from participants that this streamlined process made their experience much smoother. In 2024, we are working towards innovative new systems of communications that will make the experience even more user-friendly. We know that work on these operational elements will allow Fairday and the Parade to keep growing into the future.

Writing this at the six month mark in the role, some of the most important moments for me are instructive: being part of a panel discussion with incredible young gender diverse authors and hearing their stories; experiencing the raw emotion and feelings of inclusion at the inaugural Evening of Celebration and Solidarity at St Georges Cathedral; watching the diverse participants (all across the LGBTQIA+ community and all ages) strutting their stuff with joy and confidence in the Pink Pool Party best dressed competition; remembering trans lives we have lost to acts of transphobia and discrimination on Trans Day of Remembrance; the Transfolk float winning best community float for their fabulous 'Trans Rights or She Bites!'; watching the First Nations contingent leading the parade route as Uncle Nev began his Welcome to Country; and having a parent tell me that the Pride Guide had opened conversations in their house that are allowing their child to be themselves. With all that, and more, in my first six months, I am energised for 2024 - I know how important the role of Pride WA is to inclusion of our community in Western Australia.



My upmost thanks goes to the Board, who give so much to Pride WA, and in particular to the executive team. My sincere thanks to Dan for all his hard work and dedication. Finally, to the heart and soul of Pride WA - our volunteers - thank you, and I can't wait to see you in 2024!



SECTION TWO

PRIDEFEST 2023 BRAVE



pride
WA



BRAVE

"Be Brave, Be Strong, Be You"

PRIDEFEST 2023




PRIDEFEST 2023

In 2023, Pride WA chose the festival theme '**Brave**'. PrideFEST 2023 was an aspirational showcase of the LGBTQIA+ community's bravery, resilience, and determination to fight for equal rights, visibility and respect. However, our key message was that bravery is required by everyone in our community. PrideFEST 2023 particularly called on our allies and community leaders to have the courage to stand up for a more inclusive society every day.

Be Brave, Be Strong, Be YOU!





'I only wish the sense of belonging and the smiles
the PrideFEST brought to the diverse range of
individuals, and helped them unite, was part of our
everyday...I left feeling uplifted.'

PrideFEST 2023 Survey Respondent

**96% of PrideFEST participants rated their PrideFEST
2023 experience as 'Good' or 'Excellent'.**

Culture Counts, 2024

PRIDEFEST 2023 AT A GLANCE

79,449 

ATTENDEES

74 

EVENTS

5 

PRIDE WA MANAGED EVENTS

\$5.1 million 

DIRECT ECONOMIC IMPACT

\$15.1 million 

MULTIPLIED ECONOMIC IMPACT



New Audience

The proportion of attendees or participants that engaged with PrideFEST for the first time in 2023.



Positive Overall Experience

Surveyed attendees rated their PrideFEST 2023 experience as 'Good' or 'Excellent'.



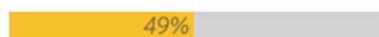
Net Promoter Score (NPS)

A NPS of 50 is considered to be excellent, this score shows a fantastic level of customer loyalty.

FAIRDAY
November 2023

37,000

Attendees



New Audience



Overall Experience
% of 'Good' or 'Excellent'



Net Promoter Score

PARADE AND PARTY
November 2023

31,509

Attendees



New Audience



Overall Experience
% of 'Good' or 'Excellent'

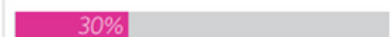


Net Promoter Score

OTHER EVENTS AND
PROGRAMS

10,940

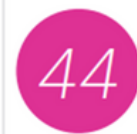
Attendees



New Audience



Overall Experience
% of 'Good' or 'Excellent'



Net Promoter Score

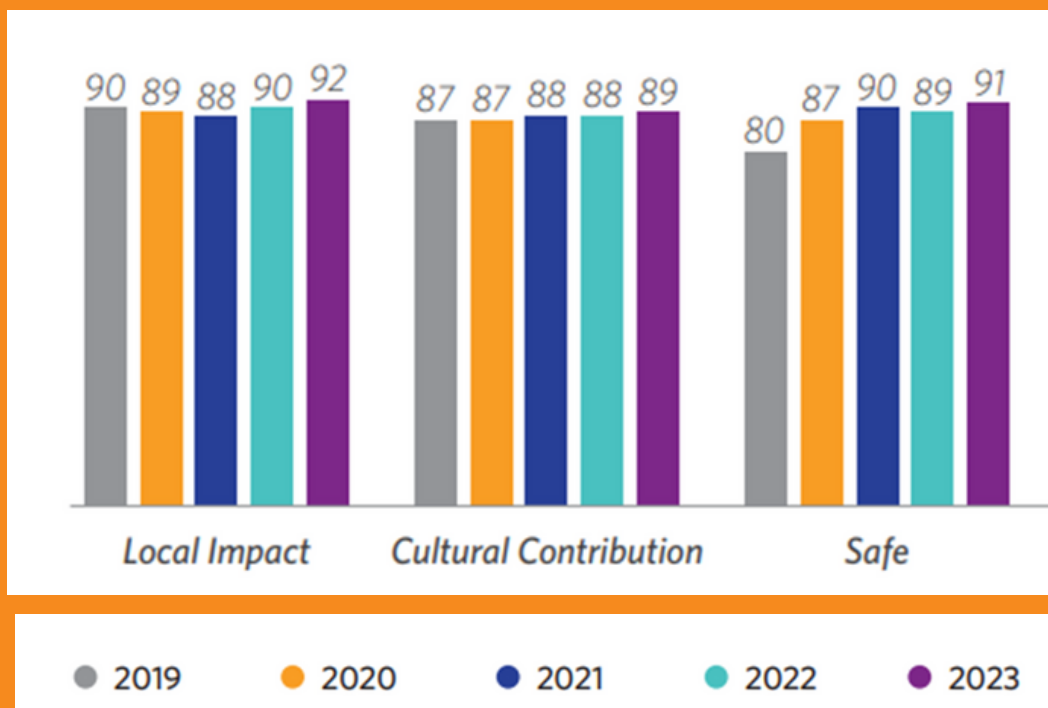
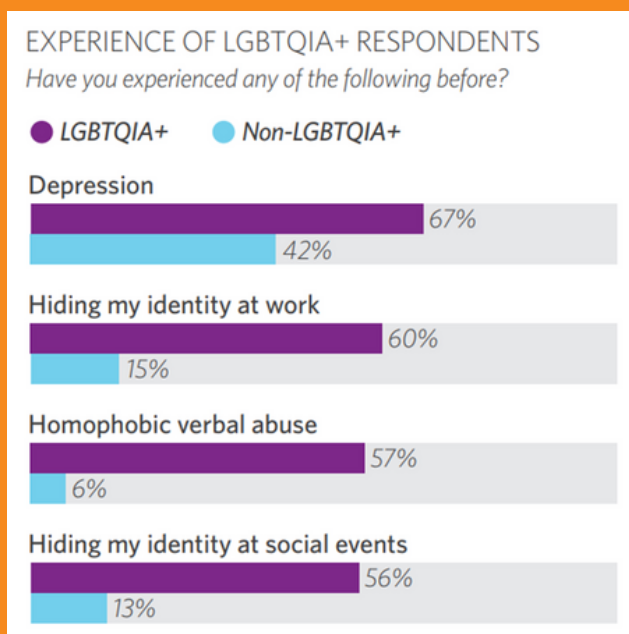
'Our first queer family fair. We all had so much fun (kids 2 & 3). I had to drag my daughter away from the stage she danced her heart out!'

PrideFEST 2023 Survey Respondent

PRIDEFEST 2023 AT A GLANCE

67% of 2023 PrideFEST participants surveyed reported that they had hidden their identity at work. 57% of 2023 PrideFEST participants reported they had been the victim of homophobic verbal abuse.

These insights attest to the importance of the work that Pride WA is doing, bringing the community together and helping them to feel safe, seen and proud. **91% of 2023 PrideFEST participants stated that PrideFEST made them feel safe.**

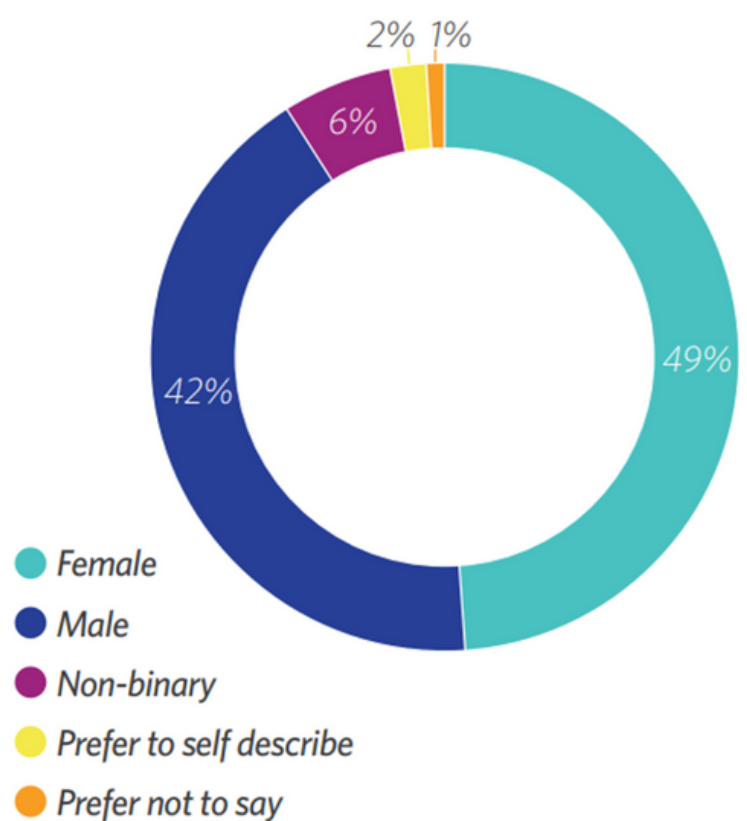




'I didn't realise how extensive it was going to be, so many different corners of the community were covered - it was just overwhelmingly amazing!' - **PrideFEST 2023**
Survey Respondent

GENDER

How would you describe your gender?



PRIDEFEST 2023 AT A GLANCE

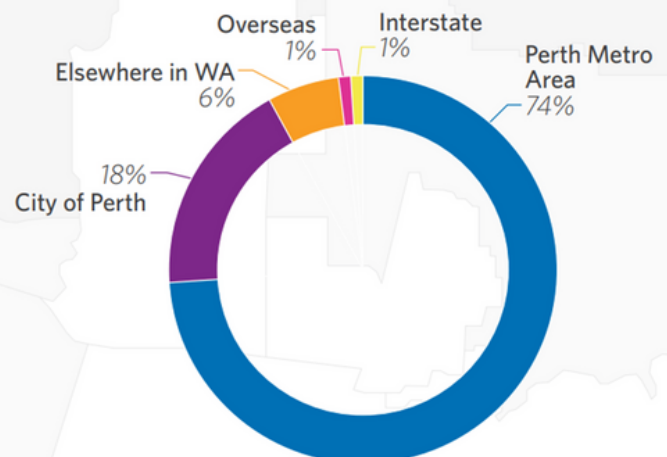
SUBURB

In which suburb do you live?

Perth (6000)	- 5.6%
East Vic Park (6101)	- 4.8%
Northbridge (6003)	- 3.9%
Victoria Park (6100)	- 3.9%
Bayswater (6053)	- 3.4%
Maylands (6051)	- 3.4%
Mount Lawley (6050)	- 3.4%
Churchlands (6018)	- 2.8%
Bibra Lake (6163)	- 2.8%
Tuart Hill (6060)	- 2.8%

LOCATION

Which of the following best describes where you live?





PINK POOLSIDE PARTY 2023



PARADE

On a very hot Perth night, over 100 floats and 5000 participants marched proudly through the streets of Northbridge on 25 November 2023. This also included inaugural Parade entries from Perth Zoo, Legal Aid, Temple David Congregation and Royal Flying Doctor Service. For the third year running, the event was webcast on Perthnow.com.au, allowing the rest of the world to tune in. The night was capped off with a free, all-ages event at Russell Square.





FAIRDAY

Fairday was the largest and best in Pride WA’s history - with 140 stalls! Highlights included the annual crowd-pleasing Dog Show, performances by the Perth Pride Choir, WA’s own Abbe May and GORDI. Best of all, Fairday and the entertainment was 100% free, making the event accessible to everyone regardless of their socio-economic background. Fairday also set new standards in inclusion and diversity; in partnership with Living Proud's Queer & Accessible Project, we launched the inaugural Pride Disability Zone (‘The Zone’) which had a range of stalls and experiences for everyone. The Zone also had its own stage with an amazing array of queer performers with lived experience of disability.





OPENING GALA

A night of Brave storytelling. Ashara Wills, Alyce Schotte, Leigh Hill and Graeme Watson (Out in Perth) and Sky Scraper shared their stories of bravery to kick start PrideFEST in the Pride Piazza.



PINK POOLSIDE PARTY

Pride WA's inaugural Pink Poolside Party was a huge success with everyone - from kids to adults - enjoying the chance to have a swim, relax by the pool and be proud to be themselves. The best dressed pink competition was an absolute highlight of the day!



HOPS WITH HER

Relaxed, casual afternoon at Nowhereman Brewing for our women-identifying community. Great vibes and fab performances from a wide range of Perth artists, including Drag King performances.



DRAG BRUNCH

Brunch is not just a meal or time of day, it's a lifestyle! PrideFEST's inaugural Drag Brunch was a fabulous success. Hosted by Ru Paul's Drag Race Down Under winner Spankie Jackzon, the afternoon was filled with queer artists and dancing.

GOVERNANCE & OPERATIONAL UPDATE

PRIDE PIAZZA
COMMUNITY GRANTS
COMMUNITY ENGAGEMENT
ADVOCACY
RULES OF ASSOCIATION
PARTNERS AND SPONSORS



PRIDE PIAZZA

The Pride Piazza is now fully operational with full-time Pride WA staff on site, an average of 270 people using the spaces (main room and boardroom) per month and a 100% satisfaction rating from the post-booking survey.

The Pride Piazza is available **for free** to LGBTQIA+ groups and for not-for-profit groups that are hosting LGBTQIA+ events. The Pride Piazza has been used for an incredibly diverse array of events over the last 12 months. In this context, the Pride Piazza is a key pillar in Pride WA's strategic goals to address discrimination, isolation and self-esteem.

LGBTQIA+ Community Groups

The Pride Piazza offers a place for LGBTQIA+ community groups to meet, host training opportunities, provide a forum for important conversations about advocacy, celebrate, socialise, and even make costumes! The Pride Piazza has been used in so many ways by our diverse community, including:

- many sports clubs hosting their committee meetings and AGMs;
- GRAI hosting books clubs, social gatherings, movie afternoons and poetry nights;
- WestPride Archives hosting a Collections Day for the community;
- Rainbow Migrants hosting legal information sessions for LGBTQIA+ migrants and refugees;
- Rainbow Futures hosting meetings, and advocacy forums;
- Perth Frontrunners hosting open to everyone Matildas Watch Parties; and
- Gay Dads hosting an afternoon tea with the Minister for Health, Amber-Jade Sanderson MLA



Gay Dads Afternoon Tea with the Minister for Health



PrideFEST Opening Gala

PRIDE PIAZZA

LGBTQIA+ EVENTS AND INITIATIVES

Pride WA has facilitated several not-for-profits running initiatives and events to capacity-build the LGBTQIA+ community in the Piazza. These included:

- the inaugural Pride WA & Richmond Wellbeing Mental Health First Aid course;
- Ruah/Samaritans undertaking Applied Suicide Intervention Skills Training;
- Queer Company Breakfast - a leadership event to discuss the importance of LGBTQIA+ inclusion and the intersectionality of the LGBTQIA+ community and mental health; and
- Living Proud's Queer and Accessible Training – PrideFEST edition.

Services

Pride WA is committed to growing services available at the Pride Piazza. In 2023, we commenced our first trial of services in the Pride Piazza with Marcus Gadd (qualified Speech Pathologist (CPSP)) offering a Gender Affirming Voice Clinic on Saturdays. Marcus could run these clinics for free (at base Medicare rates) because of the free use of the Pride Piazza.



Queer & Accessible Training



PRIDE PIAZZA

LGBTQIA+ EVENTS AND INITIATIVES

Government

Government departments and entities (state and federal) have used the Pride Piazza as a recognised safe space for our community - a place where government come to our community, in a place that is comfortable for us. Government events have included:

- Department of Health (Commonwealth) - LGBTQIA+ Health Roundtables
- Department of Health (WA) - WA Health LGBTQIA+SB Action Group Information Session.

Outdoor Pride Piazza

In 2023, we have increased use of the Outdoor Pride Piazza. This will continue into 2024, including during PrideFEST. In 2023, we hosted several events on the Outdoor Piazza, including:

- Perth Bi+ Community Bi Visibility Day Picnic;
- Showing of the Queer Company Breakfast short film; and
- Drag Brunch during PrideFEST.



Queer Company



Bi-Visibility Picnic

PRIDE PIAZZA



PrideFEST Vellie Thank You



Department of Home Affairs Trans Safety Session



Mental Health First Aid Training with Richmond Wellbeing



WestPride Archives Collections Day



Bi+ Community Picnic



Perth Frontrunners Matildas Watch Parties



GRAI LGBTQIA+ Classics Book Club



COMMUNITY GRANTS

Pride WA acknowledges the vast array of community groups and organisations which perform a vital function in building connection, self-esteem and wellbeing in our LGBTQIA+ community. Many of these organisations face significant financial challenges. This inspired us to open an annual community grants scheme.

In 2023, we saw our first round of community grants come to fruition, with Perth Spectres LGBTQIA+ Basketball Club, Gay Dads WA, Perth Pride Choir and Perth Rainbow Swans Swimming being our inaugural beneficiaries. Pride WA particularly enjoyed fielding two teams in the relay at the Rainbow Swans Swimming Carnival - we may have come last, but we had a lot of fun!

Another round of community grants has just closed, and the winners are to be announced at the AGM. We were so pleased to have over 15 applications from a diverse array of organisations, and from both regional and metropolitan.



Rainbow Swans Swimming Carnival





Primary School Leadership Group



AFLW - Fremantle Dockers



An Unexpected Party

COMMUNITY ENGAGEMENT

In 2023, Pride WA partnered with a wide variety of organisations, including a number of sporting codes, to promote diversity and inclusion throughout Western Australia. Our CEO was invited to speak regularly throughout the year, including as part of the Primary School Leadership Group, and at the Crown Pride Luncheon, as well as chairing panels at the inaugural WAFL Pride Game and the Boola Bardip/WA Museum's 'In Conversation: An Unexpected Party' (an event focused on young LGBTQIA+ authors).



WAFL





FAIRDAY 2023



DRAG BRUNCH 2023



ADVOCACY

Pride WA is committed to advocacy in relation to much needed law reforms in Western Australia. We are particularly focused on law reforms relating to: gender recognition, intersex rights, surrogacy, equal opportunity legislation and banning conversion practices. Just prior to PrideFEST 2023, our CEO was invited as part of a group of LGBTQIA+ organisations to meet with the Premier of WA, Roger Cook MLA, to discuss the urgent need for law reforms. Pride WA has been a member of the Rainbow Futures consortium advocating for law reform and community wellbeing. Pride WA has also played a major role in facilitating Rainbow Futures through access to the Pride Piazza and Teams meeting facilities.


We are proud that the Premier, and several senior members of Government, attended both Fairday and the Parade. We note that the Premier spent several hours at Fairday which we think is particularly important. Given the huge diversity of our community represented at Fairday, this was an opportunity for many of our community to speak directly to the Premier about the needs of our community. In 2024, we will continue to advocate to Government in the lead up to the 2025 election.



Pride Parade 2023



Fairday 2023



RULES OF ASSOCIATION

Pride WA conducted a 7 month project to update (in accordance with legislation) and refresh, with current-day terminology and processes, the Rules of Association. The Governance Sub-Committee of the Board initially worked to identify areas requiring change. We then conducted a workshop to consult with a selection of previous board members and current Pride WA members who had expressed an interest. The proposed amendments and points raised were discussed in significant detail and collated. The resulting feedback was then presented to our legal representatives, Minter Ellison, to review the document in full and ensure that the resulting document incorporated all current legal requirements in preparation for the AGM.

Pride WA sincerely thanks the previous Board members and current Pride WA members who gave their time to assist with this significant and detailed task.





PARTNERS & SPONSORS

We build strong, collaborative relationships with our partners and sponsors. We really get to know our partners and sponsors, and work with them closely, throughout the year. For us, we want to know that our sponsors and partners are committed to our LGBTQIA+ community - 365 days a year.

In 2023, we built new relationships with Bankwest, Crown and the Town of Victoria Park. We continued to build on our already strong relationships with City of Perth, Lotterywest, Coles, Minter Ellison, Retravision, BHP, Woodside, 7 West, Out in Perth, and City of Vincent.





PARTNERS & SPONSORS

Pride WA's budget is organised such that our event funding comes from grants (local government and Lotterywest) and our operations budget comes from corporate sponsors. Currently, Pride WA has two paid employees - which is historic. People often comment that they are surprised that Pride WA only has two employees as we achieve so much, particularly during PrideFEST. Moving into 2024, collaborating with more corporate partners will enable us to grow to deliver even more for our community, 365 days a year.





SECTION FOUR

FINANCIAL UPDATE

TREASURER'S REPORT
FINANCIAL AND AUDITOR'S REPORT



TREASURER'S REPORT

JASMINE STRÖM

The year 2023 marked a significant period of transformation and strategic investment for Pride WA. With the introduction of an entirely new leadership team throughout the year, we embarked on a journey of renewal, sustainability, and growth.

This has allowed me as the new treasurer, to embrace a fresh perspective and strive for continuous refinement in our financial processes. Including enhancing the accuracy and transparency of our monthly management reporting, a vital aspect for both our board and staff to grasp. Our ongoing progression in this area is evident, with enhanced budget variance reporting. This ensures robust accountability of our financial spend every month, setting a strong foundation for our financial sustainability.

The appointment of our second full-time staff member, our Chief Operations Officer (COO), marked a significant milestone in 2023. This addition enabled us to further bolster operations by increasing our capacity and our ability to effectively manage and execute our initiatives. Going forward, having a full-time COO will enable significant growth in our PrideFEST offerings as this position gives an almost full-year focus on preparing for PrideFEST. Overarchingly, the appointment of a COO represented another step in building out Pride WA's 365-day organisational plan as the CEO is now able to spend more time on community engagement, relationship building and the public face of Pride WA.

Pride WA's event funding comes from grants (local government and Lotterywest) and our operations budget relies on our corporate sponsors. In 2023, we continued to work closely with our valued three-year corporate sponsors, BHP, Retravisson, Woodside, Coles, and our legal partner Minter Ellison. Additionally, securing Bankwest as a corporate sponsor for a three-year term, reinforces our commitment to our financial sustainability. These partnerships not only provide vital financial support but also amplify our ability to make a positive impact within the community. This allowed us the ability to increase our community grant funding which was a great achievement and will remain a focus for 2024.





TREASURER'S REPORT

JASMINE STRÖM

We had a very successful delivery of PrideFEST 2023, showcasing our dedication to financial integrity and accountability, as well as our focus on delivering an array of fabulous community events. This year we received PrideFEST grant funding from City of Perth, City of Vincent, City of Victoria Park and Lotterywest. By adhering to strict grant funding requirements, including audits as part of the acquittal process, we ensured transparency in our financial operations. As we go forward, proving to be strong financial managers of grants, we aim to apply for multi-year grants to increase our ability to grow our events sustainably.

Despite ending the year with an \$8,000 deficit, our balance sheet position remains strong. This outcome can be attributed to our strategic focus on capacity building, notably with the commencement of our CEO in July and appointment of our COO, in August. Supporting two full-time salaries represents a significant investment in our organizational structure. Additionally, we did not receive the \$100,000 Perth Revitalisation grant this year, which was a substantial contribution to the prior year's surplus. This year we had to balance the reduced grant funding and the increasing cost of operations; we maintain the view that these changes were necessary investments in achieving our long-term goals. Pride WA's surplus from previous years has given us the opportunity to take required risks that will ensure our continued expansion into the future.

Looking ahead, our focus encompasses several key areas essential for our continued growth and financial stability. This includes initiating the transition to a new financial year to better align with our additional financial obligations and the running of PrideFEST. We remain dedicated to strengthening our current corporate sponsor relationships and expanding our sponsorship base through an innovative tier structure. We are committed to enhancing our ongoing monthly management reporting, with a clear emphasis on budget variance, visibility, and heightened accountability. We are implementing initiatives such as room rental charges for commercial and non-community uses to help offset increasing operational costs. Further, we maintain our focus on our commitment to continued community support through additional community grant funding.



2023 presented its challenges, but as a united team, Pride WA tackled them head-on. I'm immensely proud of the dedication we've shown, the obstacles we've overcome, and the connections we've forged. As we look ahead to 2024, I'm filled with excitement and anticipation, eager to surpass even greater heights. Together, we'll embark on this endeavour, strengthening our community and pushing boundaries!

Pride Western Australia Inc.

ABN: 90 651 546 992

**Annual Financial Report
For The Year Ended 31 December 2023**

Pride Western Australia Inc.

ABN: 90 651 546 992

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Pride Western Australia Inc.
ABN: 90 651 546 992
Committee of Management's Declaration


The Committee of Management have determined that the Association is not a reporting entity and these special-purpose financial statements are prepared in accordance with requirements of the accounting policies disclosed in Note 3 to the financial report.

The Committee declare that:

1. That in their opinion, there are reasonable grounds to believe that the Association will be able to pay its debts as and when they become due and payable.
2. That in their opinion, the Association's figures presented in the financial statements and notes comply with the Australian Charities and Not-for-profits Commission Act 2012 and the Australian Accounting Standards to the extent described in Note 3 to the financial statements, including:

(ii) providing a true and fair view of the financial position as at 31 December 2023 and of the performance for the year ended on that date of Pride Western Australia Inc.

Signed in accordance with subsection 60.15(2) of the Australian Charities and Not-for-profit Commission Regulation 2013.



Treasurer: Jasmine Strom

Dated this 8th day of March 2024

AUDITOR'S INDEPENDENCE DECLARATION
UNDER DIV 60 OF
AUSTRALIAN CHARITIES AND NOT-FOR-PROFITS COMMISSION ACT 2012
TO THE MEMBERS OF PRIDE WESTERN AUSTRALIA INCORPORATED

I declare that, to the best of my knowledge and belief, during year ended 31 December 2023 there have been:

- i) No contraventions of the auditor independence requirements as set out in the *Associations Incorporation Act 2015 and the Australian Charities and Not-for-profits Commission Act 2012* in relation to the review; and
- ii) No contraventions of any applicable code of professional conduct in relation to the review.

*Armada Audit
& Assurance*

ARMADA AUDIT & ASSURANCE PTY LTD



MARCIA JOHNSON CA

DIRECTOR

Perth, Dated 8 March 2024

Pride Western Australia Inc.
 ABN: 90 651 546 992
 Statement of Profit or Loss and Other Comprehensive Income
 For the Year Ended 31 December 2023

	Note	2023 \$	Restated 2022 \$
Income			
Pride Parade Income		31,080	43,960
Donations		22,618	28,613
Fair Day Stall Income		73,289	42,868
Food, Drinks & Ice		53,190	27,901
Membership Income		17,890	13,813
Merchandise Revenue		14,913	10,685
Grant Income		440,000	-
Other Income		13,590	11,456
Sponsorship Income		265,439	677,669
Ticket Income		7,993	7,656
Total Income		940,002	864,621
Expenses			
Artists & Entertainment		50,951	18,165
Audio/Visual		-	58,393
Cleaning & Maintenance		-	6,769
Collaterals Printing		7,428	28,348
Contractors		141,779	28,927
Contractor - Parade Manager		35,652	65,712
Event - Wages & Salary		1,570	-
Marketing - Events		9,802	4,626
Medical Event Expenses		-	4,158
Merchant Fees		3,685	202
Event Operating Expenses		135,302	11,180
Eventbrite Fees		-	372
Equipment Hire		179,458	141,360
Print Advertising		52,667	52,102
Security		24,916	18,381
Accounting and Bookkeeping		9,640	7,540
Advertising and Marketing		1,022	600
Depreciation		2,508	-
Payroll Expenses		157,600	126,293
Legal Fees		50,000	-
Other Expenses		84,631	198,332
Total Expenses		948,611	771,459
Profit/(Loss) For The Year		(8,609)	93,162
Total Comprehensive Income/(Loss) For The Year		(8,609)	93,162

The accompanying notes form part of these financial statements.

Pride Western Australia Inc.
ABN: 90 651 546 992
Statement of Financial Position as at 31 December 2023

	Note	2023 \$	Restated 2022 \$
ASSETS			
CURRENT ASSETS			
Cash at Bank	4	398,297	430,142
Trade Debtors		26,231	89,507
Prepayments		11,052	11,964
TOTAL CURRENT ASSETS		435,580	531,613
NON-CURRENT ASSETS			
Computer and IT Equipment		21,275	-
Less: Accumulated Depreciation		(2,508)	-
TOTAL NON-CURRENT ASSETS		18,767	-
TOTAL ASSETS		454,347	531,613
LIABILITIES			
CURRENT LIABILITIES			
Trade and Other Payables	5	98,673	157,778
Income in Advance		-	6,386
Provision for Annual Leave		8,007	11,173
TOTAL CURRENT LIABILITIES		106,680	175,337
TOTAL LIABILITIES		106,680	175,337
NET ASSETS		347,667	356,276
EQUITY			
Retained Earnings		356,276	263,114
Current Year Earnings		(8,609)	93,162
TOTAL EQUITY		347,667	356,276

The accompanying notes form part of these financial statements.

Pride Western Australia Inc.
 ABN: 90 651 546 992
 Statement of Cash Flow as at 31 December 2023

	Note	2023 \$	2022 \$
Cash Flow from Operating Activities			
Receipts from Customers		960,684	783,205
Donations		22,618	28,613
Other Income		13,590	11,456
Payments to Employees and Suppliers		(1,007,462)	(662,855)
Net cash (used in) / provided by Operating Activities		(10,570)	160,419
Cash Flow from Investing Activities			
Payments for Property, Plant and Equipment		(21,275)	-
Net cash (used in) / provided by Investing Activities		(21,275)	-
Cash Flow from Financing Activities			
Net Increase in Cash Held		(31,845)	160,419
Cash at Beginning of Reporting Period		430,142	269,723
Cash at End of Reporting Period	4	398,297	430,142

Pride Western Australia Inc.
ABN: 90 651 546 992
Notes To The Financial Statements For The Year Ended 31 December 2023

1 REPORTING ENTITY

Pride Western Australia Inc. (the Association) is a body registered under the *Associations Incorporation Act 2015*.

2 BASIS OF PREPARATION

(a) Statement of compliance

In the Committee's opinion, the Association is not a reporting entity because there are no users dependent on general purpose financial statements.

These are special purpose financial statements that have been prepared for the purposes of complying with the *Associations Incorporation Act 2015* and *Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2013*. The Committee have determined that the accounting policies adopted are appropriate to meet the needs of the members of Pride Western Australia Inc.

The special purpose financial report complies with the recognition and measurement of all Accounting Standards and other authoritative pronouncements issued by the Australian Accounting Standards Board but not the disclosure requirements except for the standards listed below.

- AASB 101 *Presentation of Financial Statements*;
- AASB 107 *Statement of Cash Flows*;
- AASB 108 *Accounting Policies, Changes in Accounting Estimates and Errors*;
- AASB 110 *Events after the Reporting Period*;
- AASB 1048 *Interpretation of Standards*; and
- AASB 1054 *Australian Specific Disclosure*.

This financial report was authorised for issue by the Committee of Management on the date the Committee of Management's Declaration was signed.

Basis of Measurement

The financial report has been prepared on an accruals basis and is based on historic costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

Functional and Presentation Currency

These financial statements are presented in Australian dollars, which is the Association's functional currency.

Use of Estimates and Judgment

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimates are revised and in any future periods affected.

(b) Financial Position

The Association reported a net loss of \$(8,609) for the year ended 31 December 2023 (2022: \$93,162) and has a working capital positive of \$328,900 at 31 December 2023 (2022: \$356,276). This report has been prepared on the going concern basis, which contemplates the continuity of normal business activity and the realisation of assets and settlement of liabilities in the normal course of business.

Pride Western Australia Inc.
ABN: 90 651 546 992
Notes To The Financial Statements For The Year Ended 31 December 2023

3 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The accounting policies set out below have been applied consistently to all periods presented in these financial statements.

(a) Financial Instruments

Initial recognition and measurement

Financial assets and financial liabilities are recognised when the Association becomes a party to the contractual provisions to the instrument. For financial assets, this is the date that the Association commits itself to either the purchase or sale of the asset (i.e. trade date accounting is adopted).

Financial instruments (except for trade receivables) are initially measured at fair value plus transaction costs, except where the instrument is classified "at fair value through profit or loss", in which case transaction costs are expensed to profit or loss immediately.

Trade receivables are initially measured at the transaction price if the trade receivables do not contain significant financing component or if the practical expedient was applied as specified in AASB 15.63.

Classification and subsequent measurement

Financial assets are subsequently measured at:

- amortised cost;
- fair value through other comprehensive income; or
- fair value through profit or loss.

On the basis of the two primary criteria:

- the contractual cash flow characteristics of the financial asset; and
- the business model for managing the financial assets.

A financial asset is subsequently measured at amortised cost when it meets the following conditions:

- the financial asset is managed solely to collect contractual cash flows; and
 - the contractual terms within the financial asset give rise to cash flows that are solely payments of principal and interest on the principal amount outstanding on specified dates.

A financial asset is subsequently measured at fair value through other comprehensive income when it meets the following conditions:

- the contractual terms within the financial asset give rise to cash flows that are solely payments of principal and interest on the principal amount outstanding on specified dates; and
- the business model for managing the financial asset comprises both contractual cash flows collection and the selling of the financial asset.

By default, all other financial assets that do not meet the measurement conditions of amortised cost and fair value through other comprehensive income are subsequently measured at fair value through profit or loss.

Financial liabilities

Financial liabilities are subsequently measured at:

- amortised cost; or
- fair value through profit or loss.

A financial liability is measured at fair value through profit and loss if the financial liability is:

- a contingent consideration of an acquirer in a business combination to which AASB 3 applies;
- held for trading; or
- initially designated as at fair value through profit or loss.

All other financial liabilities are subsequently measured at amortised cost using the effective interest method.

3 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTD.)

(a) Financial Instruments (continued)

The effective interest method is a method of calculating the amortised cost of a debt instrument and of allocating interest expense over its life in profit or loss over the relevant period.

The effective interest rate is the internal rate of return of the financial asset or liability. That is, it is the rate that exactly discounts the estimated future cash flows through the expected life of the instrument to the net carrying amount at initial recognition.

A financial liability is held for trading if it is:

- incurred for the purpose of repurchasing or repaying in the near term;
- part of a portfolio where there is an actual pattern of short-term profit taking; or
- a derivative financial instrument (except for a derivative that is in a financial guarantee contract or a derivative that is in an effective hedging relationship).

Any gains or losses arising on changes in fair value are recognised in profit or loss to the extent that they are not part of a designated hedging relationship.

A financial liability cannot be reclassified.

Ordinary shares

Ordinary shares are classified as equity. Incremental costs directly attributable to the issue of ordinary shares are recognised as a deduction from equity, net of any tax effects.

Regular way purchases and sales of financial assets are recognised and derecognised at settlement date in accordance with the Association's accounting policy.

Derecognition

Derecognition refers to the removal of a previously recognised financial asset or financial liability from the statement of financial position.

Derecognition of financial liabilities

A liability is derecognised when it is extinguished (i.e. when the obligation in the contract is discharged, cancelled or expires). An exchange of an existing financial liability for a new one with substantially modified terms, or a substantial modification to the terms of a financial liability is treated as an extinguishment of the existing liability and recognition of a new financial liability.

The difference between the carrying amount of the financial liability derecognised and the consideration paid and payable, including any non-cash assets transferred or liabilities assumed, is recognised in profit or loss.

Derecognition of financial assets

A financial asset is derecognised when the holder's contractual rights to its cash flows expire, or the asset is transferred in such a way that all the risks and rewards of ownership are substantially transferred.

All the following criteria need to be satisfied for derecognition of a financial asset:

- the right to receive cash flows from the asset has expired or been transferred;
- all risk and rewards of ownership of the asset have been substantially transferred; and
- the Association no longer controls the asset (i.e. it has no practical ability to make unilateral decisions to sell the asset to a third party).

On derecognition of a financial asset measured at amortised cost, the difference between the asset's carrying amount and the sum of the consideration received and receivable is recognised in profit or loss.

Pride Western Australia Inc.
ABN: 90 651 546 992
Notes To The Financial Statements For The Year Ended 31 December 2023

3 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTD.)

(b) Income tax

As the Association is a charitable institution in terms of subsection 50-5 of the Income Tax Assessment Act 1997, as amended, it is exempt from paying income tax.

(c) Revenue and Other Income

Revenue is recognised under AASB 15 *Revenue from Contracts with Customers* (AASB 15) under the 5 step model which involves:

- (i) Identifying the contract with the customer;
- (ii) Identifying the performance obligations in the contract;
- (iii) Determining the transaction price;
- (iv) Allocating the transaction price to the performance obligations; and
- (v) Recognising revenue when (or as) the performance obligations are satisfied.

Revenue is measured with respect to the ability to meet the sufficiently specific criteria under the new accounting standard AASB 15 *Revenue from Contracts with Customers*. If revenue or grant funding is a result of a contract with customer with enforceable rights, and obligations that are sufficiently specific, revenue would be recognised in accordance with AASB 15 rather than AASB 1058 *Income for Not-For-Profit Entities*.

The Association's key revenue accounting sources are disclosed below:

(i) Sponsorship

Funding from sponsorship is recognised at the time of receipt.

(ii) Donations

Donations that are not enforceable and/or do not contain sufficiently specific performance obligations are recognised on receipt in accordance with AASB 1058 *Income of Not-For-Profit Entities*.

(iii) Membership Fees

Membership fees are recognised over the time when the performance obligation to the customer is satisfied.

(iv) Interest

Interest revenue is recognised as interest accrues using the effective interest method.

(v) Other Income

Other revenue is recognised when it is received or when the right to receive payment is established.

3 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTD.)

(d) Employee Benefits

(i) Short-term Benefits

Liabilities for employee benefits for wages, salaries, annual leave expected to be taken within 12 months of the reporting date represent present obligations resulting from employees' services provided to reporting date and are calculated at undiscounted amounts based on remuneration wage and salary rates that the Association expects to pay as at reporting date including related on costs, such as workers compensation insurance and payroll tax. Non accumulating non monetary benefits, such as medical care, housing, cars and free or subsidised goods and services, are expensed based on the net marginal cost to the Association as the benefits are taken by the employees.

(e) Provisions

Provisions are recognised when the Association has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured. Provisions are measured using the best estimate of the amounts required to settle the obligation at the end of the reporting period.

(f) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities on the statement of financial position.

(g) Trade and Other Receivables

The Association makes use of a simplified approach in accounting for trade and other receivables and records the loss allowance as lifetime expected credit instrument. These are the expected shortfalls in contractual cash flows, considering the potential for default at any point during the life of the financial instrument.

(h) Goods and Services Tax (GST)

Revenues, expenses and assets (excluding receivables and payables) are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the statement of financial position.

Cash flows are presented on a gross basis. The GST components of cash flows arising from investing or financing activities, which are recoverable from or payable to the ATO, are presented as operating cash flows included in receipts from customers or payments to suppliers.

3 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTD.)

(i) Comparative Figures

When required by Accounting Standards, comparative figures have been adjusted to conform to changes in presentation for the current financial year.

(j) New and Revised Standards Effective 1 January 2023

In the year ended 31 December 2023, the Committee have reviewed all of the new and revised Standards and Interpretations issued by the AASB that are relevant to the Association and effective for the current annual reporting period. As a result of this review, the Committee have determined that there is no material impact of the new and revised Standards and Interpretations on the Association and, therefore, no material change is necessary to the Association's accounting policies.

(k) Standards and Interpretations in issue not yet adopted

The Committee have also reviewed all Standards and Interpretations in issue not yet adopted for the period ended 31 December 2023. There is no material impact of other Standards and Interpretations in issue not yet adopted on the Association and, therefore, no change is necessary to the Association's accounting policies.

(l) Events Subsequent To The Reporting Date

There are, at the date of this report, no matters or circumstances that have arisen since the end of the period that have significantly affected or may significantly affect the operations of the Association, the results of those operations or the state of affairs of the Association in future years.

(m) Prior Period Error

The comparatives have been restated as the provision for annual leave was erroneously omitted from the financial report for the year ended 30 June 2022.

	2023	2022
	\$	\$

4 CASH AT BANK

Business Telenet Saver	83	81
Business Zero Transaction Acc	1,006	1,121
Bankwest Checking	269,634	348,507
AUD PayPal	17,497	54,601
Westpac Cheque Account	2,570	25,832
Main Commonwealth	105,832	-
Petty cash - Commonwealth Bank	1,675	-
	398,297	430,142

5 TRADE AND OTHER PAYABLES

Trade and Other Payables	99,138	120,438
GST Payable	(16,588)	28,007
Superannuation Payable	-	2,730
PAYG Withholding Payable	16,121	6,603
	98,673	157,778

6 KEY MANAGEMENT PERSONNEL

Short Term Employee Benefits		
- Salaries, Wages and Consulting Fees	146,030	115,176
- Superannuation	14,448	10,660
Total Short-Term Employee Benefits	160,478	125,836

INDEPENDENT AUDITOR'S REVIEW REPORT TO THE MEMBERS OF PRIDE WESTERN AUSTRALIA INCORPORATED

Review Report on the Financial Report

Conclusion

We have reviewed the accompanying special purpose financial report of Pride Western Australia Incorporated ('the Association') which comprises the statement of financial position as at 31 December 2023, the statement of profit or loss and other comprehensive income, statement of cashflows for the year ended on that date, notes comprising a summary of significant accounting policies, other explanatory information, and the Committee of Managements' declaration.

Based on our review, which is not an audit, nothing has come to our attention that causes us to believe that:

The annual financial report of Pride Western Australia Incorporated is not in accordance with the requirements of the *Associations Incorporation Act 2015 and Division 60 of the Australian Charities and Not-for-profits Commission Act 2012* including:

- a) Giving a true and fair view of the Association's financial position as at 31 December 2023 and of its financial performance and cash flows for the year then ended; and
- b) Complying with Australian Accounting Standards to the extent disclosed in Note 2 to the financial report and Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2013.

Basis of Accounting

Without modifying our conclusion, we draw attention to Note 2 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the Association's financial reporting responsibilities under the *Associations Incorporation Act 2015 and Division 60 of the Australian Charities and Not-for-profits Commission Act 2012*. As a result, the financial report may not be suitable for another purpose.

Committee of Managements' responsibility for the financial report

The Committee of Management of the Association are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards to the extent disclosed in Note 2 of the financial report and the *Associations Act 2015 and Australian Charities and Not-for-profits Commission Act 2012*. This responsibility includes establishing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies and making accounting estimates that are reasonable in the circumstances.

Auditor's responsibility

Our responsibility is to express a conclusion on the financial report based on our review. We conducted our review in accordance with the *Auditing Standard on Review Engagements ASRE 2410 Review of a Financial Report Performed by the Independent Auditor of the Entity*, in order to state whether, on the basis of the procedures described, anything has come to our attention that causes us to believe that the financial report does not satisfy the requirements of Division 60 of the ACNC Act including:

- a) Giving a true and fair view of the Association's financial position as at 31 December 2023 and of its financial performance and cash flows for the year then ended; and
- b) Complying with Australian Accounting Standards to the extent disclosed in Note 2 to the financial report and Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2013.

ASRE 2410 requires us to comply with the requirements of the applicable code of professional conduct of an accounting body. A review of an annual financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

Independence

In conducting our review, we have complied with the independence requirements of the Australian professional accounting bodies and *the Australian Charities and Not-for-profits Commission Act 2012*.

Report on Other Legal and Regulatory Requirements

In accordance with the requirements of section 60-50(3)(b) of the ACNC Act, we are required to describe any deficiency, failure or shortcoming in respect of the matters referred to in paragraph 60-30(4)(b), (c) or (d) of the ACNC Act. We have nothing to report in this regard.

*Armada Audit
& Assurance*

ARMADA AUDIT & ASSURANCE PTY LTD



MARCIA JOHNSON CA
DIRECTOR
Dated Perth: 8 March 2024



STAFF & COMMITTEE OF MANAGEMENT

STAFF



DR LAUREN BUTTERLY - Chief Executive Officer

Dr Lauren Butterly is an ethical and values driven leader. Prior to commencing as CEO of PrideWA, Lauren had a successful career in law – both as a practising lawyer and legal academic. She held positions at leading legal organisations and universities in Perth, Canberra and Sydney where she specialised in environmental law and protection of First Nations' cultural heritage. Lauren's PhD in Law was awarded the top national academic award for a legal PhD.

Since 2017, Lauren has been involved at an executive level in LGBTQIA+ sport. In particular, she has served as the President of Sydney Frontrunners, and then Co-President of Perth Frontrunners. She is a passionate slow runner (who is more concerned about having a good chat on the run than getting a fast time).

Lauren is driven by a commitment to social justice, equity and inclusion. Her roles in both law and LGBTQIA+ sport have included closely collaborating across the diverse LGBTQIA+ community, and with First Nations and disability communities.

Lauren has been living with Multiple Sclerosis for 13 years. She proudly challenges stereotypes about what MS looks like.



DAN BRUCE - Chief Operations Officer

Dan is a seasoned professional with over 10 years of experience in the dynamic fields of events and arts management. A graduate of Edith Cowan University, he holds a double degree in Accounting & Finance as well as Marketing & Events Management, showcasing his diverse skill set. Daniel's journey in the events industry began at a young age, where he eagerly volunteered at community events alongside his family. This early exposure to industry ignited his passion for working behind the scenes, prompting him to pursue a full-fledged career in event management.

Prior to joining Pride WA as Chief Operations Officer, Dan spent four years successfully leading the Operations Team at FRINGE WORLD Festival, where his meticulous attention to detail and strategic thinking helped elevate the festival to new heights, including overseeing the organisation through the COVID-19 pandemic. It was here that Dan met friends and now co-owners of Tone & Cheek Productions, which debuted its first original production, Club D'amour, in 2022 to sell-out audiences, 5-star reviews and multiple awards.

Daniel's impressive resume also includes various roles on some of Australia's largest and most prestigious events, including HBF Run for a Reason, Ironman, Tough Mudder, Future Music Festival, Busselton Jetty Swim, Rottneest Channel Swim, and Ship-Wrecked Music Festival. With his unwavering commitment to excellence and wealth of experience, Dan is a true trailblazer in the world of events and arts management.



COMMITTEE OF MANAGEMENT



MICHAEL FELIX - President

Michael is a CPA who brings a high level of financial experience to PrideWA, with over 10 years of experience as a senior executive, currently the CFO for an Indigenous Corporation representing three language groups in the Pilbara.

Michael comes with a lot of experience & knowledge, having worked in the regions, and a mix of other not for profit organisations, including WA Aids Council (WAAC) and The Samaritans. Michael is also the captain of the Perth Rams, Perth LGBTQIA+ Rugby Team.

Michael is excited to continue the progression of Pride WA as a 365 day organisation that is a consistent and supporting partner for progressing our community. Bringing our community together and being an "open arms" organisation is important focus to help us to be a "Community".



KIRSTI GORRINGER - Senior Vice President

Kirsti Gorringer is an experienced digital campaigner and advocate. She currently runs Australians for a Murdoch Royal Commission. She previously worked for Senator Louise Pratt, as the Digital Organising Manager for Bernie Sanders' 2020 presidential campaign, and for GetUp, including as the digital organiser on the 2017 Marriage Equality Campaign.

She is passionate about achieving law reform to achieve true equality for LGBTQIA+ people in WA, and empowering the community to come together for change. She is also a steering group member of Rainbow Futures WA, who are currently working with community to get conversion practices banned and stop deferrable non-consensual medical interventions on intersex kids and babies. She is also a surf life saver and loves aerial silks, hiking, and cuddling with her cats and dogs.



JOEY KESSLER - Vice President

Joey has had the privilege to serve on the Rainbow Labor WA previously, Crown Pride, & Department of Communities Charged up for Work committees and is currently a committee member for the Perth Rams Rugby Union Club & LGTBI Professionals Networking Group.

Joey brings extensive knowledge of fundraising, event planning, public speaking, community organising, and project oversight.



COMMITTEE OF MANAGEMENT



JASMINE STRÖM - Treasurer

Jasmine Ström, a seasoned Chartered Accountant (CA) with over 16 years of financial expertise. Jasmine brings a unique blend of advisory acumen and an enthusiastic, outgoing personality to how she works.

Jasmine has extensive experience in financial management and a talent for building strong relationships, she's not just an accountant; she's a trusted advisor who values genuine connections.

Jasmine is thrilled to be part of Pride WA, and her excitement is undeniable. With her unwavering commitment to the community and her ability to foster meaningful relationships, she's a vital contributor to our mission.



GREGORY HELLEREN - Secretary

Gregory has been a past member of Pride WA, rejoining and participating in the marketing for PrideFest 2021. He is well-acquainted with the challenges of committee participation, serving as Vice Chair of the East Perth Community Group, and Treasurer of the LGBTQIA+ photography club Shutterpups Inc.

With post-graduate qualifications in physics and computing, Gregory is employed full-time as an Automation Solution Architect in the resources sector – a role that presents daily opportunities to become immersed in a wide range of business problems, and create the overall technical vision for a specific solution. Not surprisingly, Gregory's free-time passion is photography, particularly landscapes, architecture, and portraits (just don't ask him to photograph a wedding).



CATHERINE JANSSEN

Catherine has worked in the community housing and NFP industry for a number of years and is currently working alongside community housing providers at a State Government level. Previously Catherine worked in venue and event management and brings that experience to Pride WA to help facilitate PrideFEST and be Pride WA's Volunteer Coordinator.

In her spare time Catherine is a part of Frontrunners and Emerald City Kickball of which she has proudly won best dressed for two seasons in a row. She believes that costumes and dressing up to have a good time are an integral part of life and enjoys the ridiculousness of the LGBTQIA+ sporting teams.

Catherine believes that Pride WA is such an integral part of the broader LGBTQIA+ community and wants to see the community grow into a powerhouse of support for all. She has such a passion for the LGBTQIA+ community and is looking forward to seeing Pride WA grow into a 365 day a year organisation.



COMMITTEE OF MANAGEMENT



PAUL HADFIELD

Paul's passion for people and culture moved him from Europe to the Middle East and Africa where he spent 15 years allowing exposure to a variety of diverse cultures. In many of these cultures queer people regularly faced discrimination and imprisonment.

Paul's passion for Human Resources gained him experience in the sectors of telecommunications, not-for-profit and online startups. Paul holds the position of WA Vice President for the Australian Institute of Human Resources in Western Australia. He and his partner became proud parents in 2021 and are active lead members of Gay Dads WA, advocating for the awareness and acceptance of gay parenting and WA surrogacy law reforms.





RECRUITMENT & PROCESS

There was a need to introduce a standard recruitment and selection process that is fair and transparent, encouraging wider community applications. Since March 2023, recruitment of Operational and Board positions has followed the following process:

- Advertising the vacancy on Seek and through our network. Applications were also accepted through other channels, e.g. email, post.
- Formation of a Recruitment Subcommittee to manage the process.
- Each sub-committee member reviewing applications and identifying preferred candidates.
- Collation of preferred candidates from each board member and discussion to agree final shortlist.
- 45-min to 1-hour interviews scheduled with shortlisted candidates.
- Standard questions developed and delivered at each interview to ensure consistency.
- Skills, lived experience and representing the diversity of our community, are all factors considered as part of the selection process.
- Each sub-committee member rate candidates from interview. Feedback compiled, discussed and debated to identify the preferred candidate.
- Every candidate contacted and updated on process either in writing or by telephone.

*In October 2023 Catherine Janssen, who previously led our volunteers during PrideFEST 2022, joined the board to lead the volunteers in PrideFEST 2023 and was the only exception to the process above.

SEEK APPLICATIONS (since March 2023)

- Non-Executive Director (EOI) (Jan/Feb 2024) - 38 applicants
- Operations Manager and/or Social Media Coordinator - 91 Applicants
- Non-Executive Director (EOI) (May 2023) - 10 applicants
- CEO - 15 Applicants



A group of young people are shown in profile, facing right, at what appears to be a festival or concert at dusk. They are holding drinks and fans. The background is dark with some trees and a structure visible. The lighting is warm, suggesting sunset.

SECTION SIX

TOWARDS 2024

NEW STRATEGIC PLAN



2024 will mark the end of Pride WA's 2022-2024 Strategic Plan. In April, work will start on strategic planning for 2025-2027. This is good timing for a strategic review with new staff in both CEO and COO positions, a new format for PrideFEST, a State election in 2025 (that will require advocacy and the intellectual engagement of Pride WA), and looking forward to what we want the organisation to look like at 40 years (1989-2029). We will be reaching out to our community during our strategic planning process and encourage everyone to get involved.

PRIDE PIAZZA GROWTH

In 2024, we want to continue the fantastic growth in use, and the diversity of those uses, in the Pride Piazza. Pride WA has created a hub for our community - a safe space that can be used for an array of educative, social, advocacy, entertainment and governance purposes.



COMMUNITY ENGAGEMENT & COLLABORATION

With two full-time staff, 2023 saw a huge uplift in the amount of community engagement and collaboration Pride WA was able to achieve. In 2024, we will continue that trajectory. In collaborating daily with our community, we grow our capacity to respond to community needs and address isolation and self esteem. By engaging with the broader community, we address discrimination through raising awareness of our community and advocating for our community's needs.



GAY GAMES 2030 BID



In December 2023, Pride WA submitted an intention to bid for the Gay Games 2030. We are one of 25 cities on the long list. The Gay Games is the world's most celebrated international LGBTQIA+ sporting event and is aimed at inclusion, and participation by everyone - LGBTQIA+ community and allies - no sporting talent required! Pride WA have been working with Tourism WA to apply for funding and prepare our bid. This has been a significant amount of work for our team in early 2024. In April 2024, we look forward to bringing together all of Perth's LGBTQIA+ sporting groups to collaborate on this significant, and lengthy, project.



Pridefest 2024

Dates

FRIDAY 15th - SUNDAY 24th NOVEMBER 2024

Pride will always be celebrated throughout the month of November in WA. However, 2024 will see an exciting new format for PrideFEST, with a 10-day celebration of festivities. These 10-days will be absolutely packed, with multiple events everyday. We want everyone in Perth to know it's PrideFEST!

Commencing with the Opening Gala on Friday 15th November 2024, and culminating with a Closing Concert on Sunday 24th November 2024. Fairday will take place on Sunday 17th November and the Parade will take place on Saturday 23rd November (6-days apart).

PRIDEFEST 2023

PRIDE WA WISHES TO THANK ITS SUPPORTERS

PRINCIPAL PARTNERS



MAJOR ORGANISATIONAL PARTNERS



MEDIA PARTNERS



SUPPORTING PARTNERS

