



PRIDEFEST INFO PACKAGE

2024



PRIDE PARADE 2023



ABOUT US

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.

OUR VISION is to be the leading community body, empowering and inspiring inclusivity for Western Australia's gender and sexually-diverse community.

Pride WA operates all year round, providing LGBTQIA+ community experiences, advocacy and capacity building in our Pride Piazza and beyond. Then in November, Pride WA hosts Perth's annual PrideFEST, Western Australia's premier LGBTQIA+ festival.



PRIDEFEST 2024

PrideFEST is WA's largest celebration of the LGBTQIA+ community. Taking place throughout the month of November, PrideFEST is a series of sports, arts and cultural events and activations, including the historic Pride Parade through Northbridge and the LGBTQIA+ community Fairday.

Pride WA are excited to announce a new structure to PrideFEST 2024. This year the PrideFEST program will be made-up of four key categories: Pride WA Presents, PrideFEST Plus, PrideFEST Participate, and PrideFEST Partners.

PRIDE WA Presents - These events are the core PrideFEST events delivered by Pride WA, such as Fairday and the Parade. In 2024, these events will run across 10 consecutive days commencing Friday 15th November.

PrideFEST Plus - These are events and activations in partnership with Pride WA. Organisations (community, government or corporate) have the opportunity to apply to collaborate with Pride WA as part of the PrideFEST Plus program.

PrideFEST Participate - This is an open-access platform that allows every LGBTQIA+ event, activation or workshop to participate within the PrideFEST program and appear in the Pride Guide.

PrideFEST Partners - Partnership allows corporate organisations and businesses to get involved in the PrideFEST celebrations. Partners are the only corporate entities that are able to participate in the Parade and Fairday. Please **CONTACT US** for a copy of the Partnership Prospectus.

Community groups, not-for-profit organisations and government will also have the opportunity to participate in PrideFEST Fairday and the Parade.



PINK POOLSIDE PARTY 2023



PRIDE WA PRESENTS

Pride WA is excited to deliver a brand-new program of events in 2024, ranging from outdoor concerts, late-night parties, LGBTQIA+ arts and cultural performances, and, of course, Fairday and the Parade.

Jam packed full of entertainment, the Pride WA Presents program will be delivered across 10-consecutive days commencing on 15th November 2024. There will be no rest for the wicked with multiple events to choose from every day!

PrideFEST Fairday | Sunday 17th November | 12pm - 6pm

Fairday is an LGBTQIA+ community driven event where community groups, organisations, LGBTQIA+ businesses and Pride WA/PrideFEST sponsors can engage directly with the community through hosting a stall or activation. **Applications will open 1st July and close 1st September 2024.**

FAIRDAY APPLICATIONS

PrideFEST Parade | Saturday 23rd November | 8pm - 10pm

Join us for the historic Pride Parade through the streets of Northbridge! Community groups, organisations, LGBTQIA+ businesses and Pride WA/PrideFEST sponsors are invited to march in the PrideFEST Parade. **Applications will open 1st July and close 1st September 2024.**

PARADE APPLICATIONS

The 2024 PrideFEST Program will be announced in July 2024. Keep your eyes peeled!

PRIDEFEST PLUS

PrideFEST Plus is a new program category that provides organisations (community, government or corporate) with a platform to create an event or activation in collaboration with Pride WA. Successful PrideFEST Plus applicants will have the opportunity to leverage Pride WA resources to assist in the development, delivery and promotion of the partner event/activations.

PrideFEST Plus events/activations are selected at the discretion of Pride WA through a formal, competitive application process. Positions are limited each year and chosen based on a selection criteria that evidences mutual benefit to Pride WA, the LGBTQIA+ community and the organisation. Diversity of programming will also be considered. All applications must demonstrate that the relevant organisation has the capacity to deliver their planned event in collaboration with Pride WA.

Applications will open 25th March and close 23rd June 2024.

[PRIDEFEST PLUS APPLICATIONS](#)

PRIDEFEST PARTICIPATE

PrideFEST Participate is an open-access platform that allows all LGBTQIA+ events, activations and workshops in November to participate in PrideFEST. It's as simple as registering before the deadline to have your event included within the Pride Guide - and it's FREE!

PrideFEST is a celebration of the LGBTQIA+ community, and we encourage organisations, community groups, businesses and government agencies to register their events to expand their reach and increase participation.

Applications will open 25th March and close 11th August 2024.

[PRIDEFEST PARTICIPATE APPLICATIONS](#)



PRIDE WA



FAIRDAY 2023



KEY DATES

Make sure to mark your calendars! PrideFEST is fast approaching and these are some key dates to help plan your journey.

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| 25 MAR | PrideFEST Plus & PrideFEST Participate Applications Open |
| 23 JUN | PrideFEST Plus Applications Close |
| 1 JUL | Fairday & Parade Applications Open |
| 19 JUL | PrideFEST Plus Successful Applicants Notified |
| 25 JUL | Program Launch (Pride WA Presents & PrideFEST Plus) |
| 11 AUG | PrideFEST Participates Applications Close |
| 1 SEP | Fairday & Parade Applications Close |
| 13 SEP | Fairday & Parade Entrants Notified |
| 17 SEP | Program Launch (Pride Guide - Full Program) |
| 12 NOV | Parade Briefing |
| 15 NOV | PrideFEST Opening |
| 17 NOV | PrideFEST Fairday |
| 23 NOV | PrideFEST Parade & Party |



FAIRDAY 2023