

Pride March Victoria Inc

Strategic Plan 2010 – 2012

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Executive Summary

The first Pride March in Victoria was held in February 1996, initiated by a conversation between several gay and lesbian community organisations to fill an identified gap in the Midsumma Festival calendar. An estimated 11,000 people attended. Following the success of the inaugural event, Pride March Victoria was incorporated as a not-for-profit association and the event adopted as an annual fixture.

At the same time, the City of Port Phillip and Pride March Victoria signed a five-year sponsorship agreement. This has been renewed at regular intervals since, with the City of Port Phillip remaining the Principle Sponsor of Pride March. In 2006, the agreement was completely re-written with the sponsorship now continuing (at the time of writing this) until 2010. Pride March Victoria is one of the only organisations to have three year contracts with the City of Port Phillip.

Since 2006 the Board of Pride March Victoria has worked vigorously to stabilise, develop and grow the organisation both administratively and financially. These objectives have, in the main, been realised due to the hard work and diligence of all members of the Board.

The constant aim of the organisation is to address the issues facing the organisation and allow Pride March to expand its profile and develop its marketing both interstate and overseas. The strategic objectives relieve the volunteer Board from the burden of event operation (in the main) and instead place the focus on community engagement and ownership. They also address the key issue of running a large-scale, high-profile event by a volunteer Board which will vary in its make-up, experience, expertise, and time availability in the future, due to its voluntary nature.

The over-arching objectives set previously were achieved by:

Engaging the professional services of an Events Logistics Company with the knowledge and expertise to run such a large scale event. The company allocated one of their staff to specifically deal with all the logistical aspects of Pride March, working extremely closely with the President of Pride March Victoria. This relationship proved to be extremely successful on every level.

Engaging a professional sponsorship co-ordinator. This individual's responsibility is to work to a strict plan overseen by the President ensuring each aspect of the event is paid for. The individual also creates a sponsorship proposal featuring several levels e.g. Gold, Silver, And Bronze giving potential supporters clear choices to fit into their individual budgets. The short term aim is to secure long term commitments.

Sharing resources with other established organisations particularly in the areas of volunteer recruitment.

The Board of Pride March Victoria has outlined two key strategies for each of the following three years. In addition to these, the Board has identified several areas which will be constant objectives of the organisation:

To keep an updated Asset Register.

To continually survey the needs of the organisation's volunteer workforce.

To identify and develop a regional/rural participation focus. This includes investigating funding requirements necessary to facilitate participation from outlying areas – including transportation, community attitudes and issues caused from isolation.

To be conscious of community perceptions about Pride March Victoria and address them as effectively as possible.

Investigate the possibility of obtaining ATO Deductible Gift Recipient status. This is seen as a means to attract further funding from sectors that require tax deductibility in order to support the organisation.

To display constant financial diligence. Maintaining both an operational and high interest-bearing account.

To constantly look for ways to improve the current operations of the organisation including the Great Aussie Bake-Off and the March itself.

The net result of this Strategic Plan is a sustainable organisation with established frameworks, sound and responsible financial management, a Board that is freed to be able to engage with the community, and a professionally managed event that is set to reach its full potential and profile. The Board is pleased to recognise that an overwhelming majority of the previous periods objectives were met (and in some cases exceeded) in the previous Strategic Plan period.

Pride March Victoria is also the ONLY Pride organisation in this region with a Board Director on InterPride (the International organisation of GLBT Pride Organisers). This has given this region a constant and relevant presence on the International stage.

Other operational objectives of the organisation are:

To publish an Annual Magazine.

To re-invigorate Bake-Off by holding an outdoor version of the event.

To extend the current one day event to three days incorporating a regional conference and human rights forum.

Vision and Mission

Vision

Pride March Victoria will become a best-practice community organisation and our signature event will be internationally recognised as Australia's premier outdoor cultural activity for the gay, lesbian and allied community.

Mission

Pride March Victoria recognises and celebrates the people and events that inspire the courage, solidarity, pride, diversity and strong sense of community of Victoria's gay, lesbian, bisexual, intersex and transgender people.

We organise cultural activities that bring our community together in a safe and positive environment.

The annual Pride March is our signature event and celebrates a bright future while preserving our history. It will become a key date on Victoria's cultural calendar and a destination for interstate and international visitors.

Key Objectives

Pride march Victoria produces the Annual Pride March down Fitzroy Street, St. Kilda. In addition we arrange a number of smaller events e.g. The Annual Great Aussie Bake-Off, to support, promote, and fund the March, and develop shared community ownership of the event.

Pride March is based on an International model, at the heart of which is a commitment to:

- Participation in the event being FREE OF CHARGE and open to all in the community
- Embracing diversity
- Providing a safe and positive environment
- Celebrating the unique history, culture and achievements of the gay, lesbian, and allied communities
- Presenting a positive vision of the future for people in the gay, lesbian and allied communities
- Manage the organisation in a sustainable and financially responsible manner
- Secure Pride March Victoria as a permanent annual fixture on the Victorian cultural calendar
- Manage the event in a manner that allows for community ownership, reflection and growth
- Manage relations with the community to ensure the objectives of Pride March are understood and supported
- Minimise the impact of our activities on the built and natural environment, and our consumption of resources including energy and water

<i>2010</i>	<i>Strategy</i>	<i>Action</i>
	Develop an operational manual	Identify each area of the organisation and document the duties performed by each Board member.
		These documents should include duties performed on a weekly, monthly and annual basis by (but not limited to): The President; The Secretary; The Treasurer; The Volunteer co-ordinator; The Membership co-ordinator; The Outreach co-ordinator
		Identify the key areas of the organisation and how they work annually.
	Develop and maintain inter-organisational relations	Identify current relationships
		Target applicable organisations
<i>2011</i>	Recognise organisational milestones	Recognise and document significant milestones by identifying events such as:
		Date of inception
		Significant people and their participation
	Investigate the securing, maintaining and growth	
	Of all revenue streams	Document current streams
		Identify potential development
		Set realistic but growth-orientated targets
		Identify measures to fill current gaps
<i>2012</i>	Increase our International Profile	Achieve Jubilee status
		Develop an International marketing strategy
		Solidify our ongoing relationship with GLISA AP and identify other roaming complimentary events
		Identify like-minded businesses to assist with the development of these aims
	Identify International GLBTi Issues	Identify specific regional issues and highlighting these in a non-confrontational summary fashion