



PRIDE WESTERN AUSTRALIA INCORPORATED

2004

ANNUAL REPORT

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CO-PRESIDENTS' REPORT

2004 was another very successful year for Pride, a year in which we broadened our horizons with new events, the make-over of traditional events and our first ever interstate marketing campaign.

The year began with our women traveling to Sydney to represent Pride in the 2004 Sydney Lesbian and Gay Mardi Gras.

The early months of the year also saw our first ever Sundowner on the Swan and the return of Ireland's Enda Markey for one night only Downstairs at the 'Maj.

The New Year also ushered in a new era for our organisation, with the Pride Committee engaging the Centre for Association Management (CASM) to manage our accounts, membership and secretarial services.

The engagement of CASM has seen Pride's professionalism increase dramatically, resulting in a higher degree of satisfaction among members, increased member numbers and has enabled our volunteer Committee to worry less about paperwork and compliance issues, and more about staging new events and improving our traditional events.

On behalf of the Pride Committee, we extend our thanks to Louise, Ron, Jerry Lee, Tanya, Mel and the other staff at CASM for their significant support throughout the year and for going "the extra mile" on many occasions. It is greatly appreciated.

Committee

An energetic and talented Committee again served Pride in 2004, with all Committee positions being full for the first time in many years. The Pride Committee was:

Member	Responsibilities
Sue Fisher Hendry	Co-President Media Regional
Daniel Smith	Co-President Sponsorship Marketing
Brian Poleykett	Secretary Treasurer IT Quiz Night Marketing
Fiona Wong	Membership Volunteers Quiz Night
Laura Foster	Women Fairday Marketing
Andrea Findley	Fairday
Dean Cahill	Parade
Ronie D'Fleur	Parade
Joshua O'Keefe	Party
Craig Comrie	Youth Volunteers
Julia Horncastle	Festival
Brendan Langoulant	Fruits in Suits Float Building VIP Visitors

On behalf of Pride WA, we thank each of our dedicated Committee members for their contribution this year. Pride Committee members put in hours of voluntary work each week, generally on top of other work, study or family commitments. We also thank the partners of Pride Committee members for their understanding and support throughout the year.

Sponsorship

Pride's plan to achieve increased levels of sponsorship through increased professionalism bore fruit this year, with sponsorship surging.

Major sponsors included:

- GAL Home Loan Service (Principal Sponsor - \$20,000 cash) *
- City of Perth (Gold Sponsor - \$25,000 cash, \$16,520 in kind)
- Healthway (Gold Sponsor - \$19,000 cash)
- Lotterywest (Gold Sponsor - \$17,968 cash) *
- Eventscorp (Gold Sponsor - \$6,000 cash) *
- East Perth Redevelopment Authority (Gold Sponsor - \$10,000) **
- Town of Vincent (\$5,000 in kind)

* indicates new sponsor this year.

** indicates increased contribution.

Major in-kind sponsors included:

- Women Out West
- Out in Perth
- The Court Hotel
- Connections Nightclub
- Trademark Graphics
- 360id Design
- Avantcard
- Channel 10
- Nova 93.7 FM
- X-Press / Zebra Magazine

Interstate Marketing

Pride undertook its first ever interstate marketing campaign in 2004, offering a VIP Visitor Pack for people traveling from interstate for this year's Pride Festival.

Marketing included a mini festival guide, distributed in Sydney and Melbourne, advertising in SX National and the Sydney Star Observer and radio advertising on Melbourne's JOY FM.

The interstate marketing campaign was largely funded by sponsorship from Eventscorp and Lotterywest.

Anecdotal evidence suggests that the campaign resulted in a significant raising of Pride's profile in Sydney and Melbourne,

although only 110 people took up the VIP Visitor Pack offer.

Pride has engaged Market Equity to perform market research into satisfaction among VIP Visitors and, despite many VIP Visitors contacting Pride with positive feedback, it is expected the research results will be contaminated by those people who had a negative queuing experience at the Pride Party.

While there would be significant long term benefits from running an Interstate campaign each year, future Committees will need to use their judgment as to whether there is a more productive use for funding secured through sponsorship.

Television Advertising

Pride conducted a television advertising campaign for the first time in 2004, with the Hothouse's Brett and Jeff promoting Festival events on Community Service Announcements on Channel 10 throughout October.

Pride thanks Brett and Jeff for their time putting this together and for all their other special appearances at Pride events. Pride also thanks Jay Still from 360id Design for her assistance in securing Brett and Jeff and for her additional support for Pride's marketing and media functions.

Love the Skin You're In

The theme for the 2004 Pride Festival was SKIN – "Love the SKIN you're in."

The theme enabled us to focus on important aspects of self-respect and community development, as well as providing costumers, designers, float builders and our many live performers with plenty of creative ideas.

Artwork for the theme was created by Brett Nickisson of 360id Design.

Pride Patron

Pride was honoured to name Dr Christopher Kendall our patron for 2004. Dr Kendall is Dean of Law at Murdoch University and both he and his partner Jeremy were very generous with their time throughout the year.

Pride thanks both Chris and Jeremy for their support.

New and Improved Events

Pride's engagement of CASM and increased levels of cash sponsorship gave the Pride Committee the time and the financial resources to stage new events and improve our traditional events.

New events included:

Sundowner on the Swan

Pride staged our first river cruise sundowner aboard the Riverboat Gambler in February and more than 200 people danced to the sounds of our DJs on both levels of the boat.

Follow-up cruises were staged during the Festival and between Christmas and New Year. With adequate marketing, this proves a popular event, but shouldn't be overdone.

Sunset Rhythm With Pride

Sunset Rhythm was staged on the Sunday of the Queen's Birthday long weekend as a free outdoor concert in Northbridge's Hellas Plateia. The event was sponsored by Eventscorp and featured a great lineup of cabaret, live music and comedy.

The event was well attended for a new event, but will benefit from being staged on an annual basis. With the experience gained from staging an event for the first

time, there are a number of opportunities to decrease the cost of the event in future years.

Fruits in Suits

Pride took over the management of the long running Fruits in Suits towards the end of 2004, having reached agreement with the Lesbian and Gay Professionals Association on terms of a handover.

Fruits in Suits had been grown into a successful monthly sundowner for professionals to mix after work in a relaxed and non-threatening environment.

Pride has committed to running the event in the spirit of its past, but will grow the event through increased marketing and new ideas.

We thank Colin and all those who have served on the FIS Committee over time for their work in building and sustaining the event and thank them for their confidence in handing the event over to Pride.

The Pride Fruits in Suits event will provide a valuable second monthly cashflow for Pride which will be used to stage new events and improve our traditional events.

The 15th Annual Pride Parade

Nowhere was Pride's renewed focus on our events more obvious than for the 15th staging of our famous Parade.

A live soundtrack broadcast on Nova, fireworks from the top of the James Street car park and our community's renewed focus on float building combined to make this one of our best Parades in years, with the Perth Marching Boys being judged by Holly Wood as the inaugural winner of our Best Float Trophy.

Our increased investment in marketing and our free television advertising campaign combined to attract a record crowd, proving that far from being past its use-by-date, with imagination and resources, our Parade has a bright future.

Equality 2005

The commitment of Colin Barnett and the Liberal Party to rollback a number of the Gallop Government's gay and lesbian law reforms if elected at the State Election prompted Pride to take a leadership role within the community and help organise a campaign of awareness raising within the Pride Community.

The event culminated in "Equality 2005" – a free outdoor concert at the Court Hotel on Sunday 22 January 2005.

The event saw a great lineup of music and comedy, plus some awareness raising speeches. Pride, GALE, Rainbow Labor, The Greens, The Democrats and Murdoch Lesbian and Gay Law Society staged stalls presenting information and selling merchandise.

Pride thanks the Court Hotel and Out in Perth for sponsoring Equality 2005 and the more than 400 people who attended to stand with Pride in the fight for our rights.

Financial Performance

Pride recorded a loss of \$16,526 during 2004, to finish the year with net assets of \$3,248.

Given the success of the 2003 Pride Committee in restoring Pride to a solvent financial position, this was a very disappointing result.

The result was largely due to the gross financial underperformance of the Pride Party, which had more than 600 fewer paying patrons (\$30,000 approx) than the

previous year's Pride Party. This will be discussed further in the Party Report.

Challenges Ahead

At the time of writing, the greatest challenge ahead is the possible rollback of a number of the Gallop Government's gay and lesbian law reforms by a Barnett Liberal Government.

Should this occur, Pride's growth under the law reforms of the Gallop Government could come under threat and the 2005 Pride Committee will need to direct more limited resources towards the defending of our rights, rather than staging events.

Other challenges include:

- Stabilising Pride's financial position following the financial underperformance of the Pride Party;
- Securing a long-term venue for the Pride Party (see Opportunities Ahead and Party Report); and
- Preparing to renegotiate a new sponsorship agreement with the City of Perth in 2006 (2005 marks the end of the current three year agreement).

Opportunities Ahead

Further opportunities for growth exist in 2005, including:

- The staging of a lifestyle expo for the Pride Community. Pride has signed a Memorandum of Understanding with Exhibit, the promoters of the WA On Show Expo that opened the Convention Centre.
- The possible use of one of the pavilions at the Convention Centre as a long-term home for the Pride Party.
- Leveraging the success of this year's Pride Parade and increased

- membership numbers to secure additional corporate sponsorship.
- Securing a long-term float building relationship with TAFE WA or another arts / education institution.

Special Thanks

The role of Pride Co-President is a demanding and rewarding role that depends on great assistance from both Pride Committee members and other members of our community. We would like to pay special thanks to the following people and organisations:

- All Pride Committee members, Pride Sub-Committee members, former Pride Committee members and members who have volunteered throughout the year;
- The staff at CASM;
- Dave, Jane, Aaron and the staff at the Court Hotel;
- Sally, Tim, Gavin, Seb and the staff at Connections Nightclub;
- Paul Bluett and Luke Simpson at Out in Perth;
- Ruth Wykes at Women Out West;
- Caryn Wilkinson at Trademark Graphics;
- Jay Still and Brett Nickisson at 360id Design;
- Dirty Den for mixing our Parade soundtrack and all of our DJs and performers who have given of their time at our many events;
- Tim Bowyer for always donating his time and skills to create great sound and lighting at our events;
- Joel McGuinness for managing our Festival Launch;
- Jeff Reingold and Brett Humble for their support and many appearances; and
- Dr Christopher Kendall for being our patron.

**Daniel Smith & Sue Fisher Hendry
2004 Pride WA Co-Presidents**

SECRETARY’S REPORT

Centre for Association Management

The engagement of CASM’s secretarial services offered Pride for the first time a fully equipped and professional office staffed between 9am and 5pm during the working week. CASM staff answered all telephone calls and attended to routine enquiries. Both the Pride Committee and CASM have worked hard in 2004 to develop an understanding of each other’s organisation. CASM staff were educated on Pride events, policy, and procedure, with effective workflows established between CASM and the Committee. There are opportunities to improve in this area in 2005.

Web Site & IT

Hostmatix.com was selected as the Web service provider to host the Pride web site in 2004. Migration to the new host was trouble free, and has seen the availability of the site maintained at very high levels throughout the year. Traffic to the web site increased by more than 300 per cent over 2003 figures, mainly due to the increased marketing campaign, which included banner advertising on the Gaydar and Pink Sofa web sites during Pride Month.

<i>Month</i>	<i>Hits</i>
January	n/a
February	n/a
March	n/a
April	72,551
May	135,293
June	140,188
July	126,975
August	180,731
September	429,291
October	604,060
November	142,596
December	148,936
TOTAL 2004	1,980,621

Better use was made of email this year, with regular *Pride Update* e-Newsletters keeping

Pride Members and other subscribers informed of our many events, especially during the Festival month.

Towards the end of the year Pride vacated the office space previously donated by the WA Aids Council. Liaison with the Gay and Lesbian Archives of WA during the cleanout process uncovered a need for closer cooperation in the future to ensure Pride's history is well documented.

My thanks go to Louise, Mel and Tanya at CASM for maintaining a professional office. Many thanks also to the photographers who provide the images for the Pride web site photo gallery, in particular to Paul Bluett, Nigel Etherington, and Emma Sulley at OUTinPerth

Brian Poleykett
Secretary, IT Manager

MEMBERSHIP REPORT

Membership surged to record levels during 2004 on the back of an active marketing campaign, discounts for renewing members, increased membership benefits and improved membership management services by CASM.

Marketing Campaign

Pride memberships were promoted more extensively this year, with a new membership brochure printed and distributed and increased print advertising.

Pride also conducted a "mass membership mailout" campaign to re-engage with members who had let their membership lapse over the years. We have been proud to welcome many former members back to the fold.

Membership Categories & Prices

The Pride Committee resolved to offer a discounted rate of membership to renewing members as an incentive to renew and to reward their loyalty.

We were pleased to see a higher level of member retention this year as a result.

Pride introduced the new membership category of Corporate Member this year, with benefits including complimentary entry in the Parade and Fairday. The membership category was designed to engage with businesses who were not included to offer a more substantial sponsorship. All sponsors were awarded Corporate Membership of Pride.

Membership categories and prices are:

	<i>New</i>	<i>Renew</i>
Individual	25.00	20.00
Concession	15.00	12.00
Couple / Duo	40.00	40.00
Associate	50.00	50.00
Corporate	300.00	300.00

Increased Membership Benefits

Pride built upon our successful membership benefits program during 2004, adding a number of great new benefits.

The full suite of membership benefits is available online at www.pridewa.asn.au

Pride thanks each of our membership partners for their generosity in providing benefits to our members.

Improved Membership Management

The engagement of the Centre for Association Management (CASM) was the most important improvement to our member services ever achieved by Pride.

CASM has provided a fast turnover of membership applications and renewals, ensuring members receive an application or renewal receipt and get their membership cards within weeks.

Further, CASM provide a professional point of contact for all membership enquiries during business hours.

This improvement in membership benefits has been well received by members and the improved level of service should bode well for renewal levels in the years ahead.

Membership Year Amnesty

The Pride Committee introduced an amnesty for members joining Pride in the last three months of the membership year (January to March) so that those members joining during this period would receive membership for the following membership year as well.

The Pride Committee is recommending this amnesty be formalised in the Constitution.

Membership Breakdown

Pride ended the year with 779 members. Pride's membership consists of:

	<i>Number</i>	<i>%</i>
Individual	405	51
Concession	170	22
Couple / Duo	190	24
Associate	10	2
Corporate	4	1

Demographics of Membership

	<i>Number</i>	<i>%</i>
Female	376	48
Male	399	51
Other	4	1

Far from being an inner-city scene based organisation, Pride members live all around Perth.

Our membership consists fairly evenly of male and female members, consolidating the recovery in the levels of female membership achieved during 2003.

Pride's membership is also well spread across various age groups, but further work needs to be done to boost the organisation's appeal to younger people.

A strong and active membership not only provides important funds that assist in the staging of Pride's many events, but it is also a sign of strength to the broader community, which is even more important during times when our rights are under political threat.

Our members are also our best source of our many volunteers, which Pride's events could not be run without.

My thanks to the staff at CASM, especially Tanya and Mel, for helping us improve our membership services and to the many volunteers who have responded to assist me throughout the year.

Our members are the best source of our many volunteers, without which Pride's events could not be run. A big thank you to all members who volunteered their time to fold membership letters and stuff thousands of envelopes throughout the year. With the assistance of willing members, Pride was able to save valuable time and money with administration costs.

Special thanks to Susie for long nights of helping with membership card mailouts, Estelle for many hours of folding and envelope stuffing, paper collection and delivery and mountains of other last minute help, to Bonnie and Shahn for their sterling membership recruitment at the Pride Women's Sundowners, and the many other members who volunteered their time and skills to help in the delivery of 2004's membership services.

Fiona Wong
Membership Coordinator

Membership Financial Report

Income	
Concessions	\$1,120.93
Individual	\$6,171.83
Couple	\$4,095.42
Associate	\$158.18
Business	\$963.64
Total Income	<u>\$12,510.00</u>
Expense	
Freight	\$24.00
Membership Cards	\$2,174.15
Mobile Phone	\$16.50
Postage	\$1,980.11
Stationary & Printing	\$1,914.49
Distribution	\$61.00
Graphic Design	\$363.64
Print Advertising	\$333.94
Total Expense	<u>\$6,867.83</u>
Net Profit (Loss)	<u>\$5,642.17</u>

Life Members

Pursuant to changes made to Pride's Constitution during 2003, the following members were awarded Life Membership of Pride at the 2003 Annual General Meeting:

Kerry McGuckin
 Ricky Arnold
 Shaun Temby
 Ruth Wykes
 Paul Bluett
 Sue Ravine
 Gavin McGuren

WOMEN'S REPORT

This year's women's program began with more than 14 women traveling to Sydney to take part in Sydney's Lesbian and Gay Mardi Gras Parade.

The Dancing Cleopatras marched under the Pride Women banner and had a wonderful time representing us all.

Our monthly Women's Sundowners also went from strength to strength, with more than 150 women packing Northbridge's Grapeskin Winebar on the second Wednesday of each month. The Dancing Cleopatras made a number of guest appearances at our Sundowners to promote entry in the Pride Parade.

The Women's Sundowners continued to be a convenient and popular place for women to join Pride or renew their membership, helping to maintain Pride's female membership at a similar level as Pride's male membership.

The Women's Subcommittee also organised a special women's only Swan Valley wine tour during the Pride Festival.

In 2005, the Women's Subcommittee is keen to establish a one-off women's only event in a venue like Luxe.

My thanks to all of the women on the Women's Subcommittee and all Pride members who attended our women's only events throughout the year.

Laura Foster
Women's Officer

XES REPORT

"XES 2004: Underworld" was staged at Metro City on Friday 25th April.

The theme marked a return to the darker alternative to the end of year Pride Party. Many people appreciated this, but a significant number of patrons reported preferring the more upbeat themes of recent XES parties.

XES was well attended (950 people) and the crowd stayed until then end. However, feedback suggests the atmosphere was not as good as for recent parties. Factors that could have attributed to this were:

- The party being staged on a Friday workday, meaning patrons were not well rested;
- Some patrons having to work on Saturday; and
- Patrons not being excited by the theme.

Satisfaction with the event was also not assisted by many of our community's drag performers choosing not to perform at XES as a result of Pride historically asking performers to volunteer their time.

The Pride Committee agreed that all of our performers should be paid, in the same way as our technicians and advertisers are, but decided against making a decision while under pressure.

Between the staging of XES and the main Pride Party in October, an agreement was reached that resulted in performers putting costed proposals to the Committee, which included performance fees as performers saw appropriate. This resulted in better shows for the Pride Party and better relations between Pride and performers.

Pride thanks our Party Convenor, Joshua O'Keefe, for his efforts in putting XES together and all of our DJs and performers for their time.

XES Financial Report

Income	
General	\$3,868.18
Members	\$11,166.09
Non Members	\$12,089.09
Total Income	<u>\$27,123.36</u>
Expense	
Live Performers	\$824.09
Artists/Technicians	\$100.00
Costumes	\$2,187.64
First Aid	\$800.00
Food, Drinks & Ice	\$547.73
Miscellaneous	\$180.73
Mobile Phone	\$683.43
Stationary & Printing	\$5.50
Flyers	\$735.00
Posters	\$1,049.17
Print Advertising	\$5,901.69
Art Materials	\$177.18
Lighting	\$870.45
Sound	\$136.36
Staging	\$53.00
Venue Hire	\$3,318.18
Total Expense	<u>\$17,570.15</u>
Net Profit (Loss)	<u>\$9,553.21</u>

FESTIVAL LAUNCH REPORT

Pride's Festival Launch was again held in the stunning WA Museum Foyer and was coordinated voluntarily by Joel McGuinness of Impact Events.

Easily Pride's most glamorous and spectacular launch to date, this year's event featured high quality musical performances, a hanging trapeze artist and waiters, body-painted in the likeness of jungle animals.

The Festival was officially launched by Tourism Minister Bob Kucera, who was Western Australia's first gay and lesbian liaison officer when serving in the WA Police Service.

This year's Festival Launch was so popular, Pride encountered queuing problems and this will be something that needs to be managed better in future years. Further, locating the bar close to the podium created logistical issues during the formal part of the evening and this should be avoided in future.

In a departure from 2003, Pride decided to only stage one "launch" at the beginning of the Festival, rather than adding a launch for each of the film, theatre and exhibition seasons. This enabled us to invest more in the main Festival Launch, making it an even more special event and certainly one of the nights of the year.

Festival Launch Financial Report

Expense	
Live Performers	\$1,027.27
Artists/Technicians	\$231.39
Costumes	\$29.08
Food, Drinks & Ice	\$2,150.00
Miscellaneous	\$400.00
Mobile Phone	\$181.82
Travel	\$28.65
Accommodation	\$975.36
Staging	\$1,650.00
Venue Hire	\$1,000.00
Total Expense	<u>\$7,673.57</u>
Net Profit (Loss)	<u>-\$7,673.57</u>

FAIRDAY REPORT

The City of Perth Pride Fairday was held for the second time at Northbridge's Russell Square.

For the first time, however, it was not staged on the Sunday of the Queen's Birthday long weekend, due to a mix-up over the weekend on which the Queen's Birthday should fall.

While the Pride Committee feared the mix-up would cause numbers to fall away, this was anything but the case and a record turnout actually put pressure on the event, with food, bar and toilet services struggling to cope with the crowd.

It is always difficult to accurately estimate crowd numbers, but the level of gold coin donations is a reasonable indication of how the attendance compares to previous years. Total gold coin donations were approximately \$10,000, up from approximately \$7,000 in 2003, which was the first year Pride totally fenced the Fairday venue. Total gold coin donations from Fairday 2002 in Hyde Park were approximately \$4,500.

Fairday has grown considerably in the two years since it was relocated from Hyde Park to Russell Square. It is now a major event, which can be expected to grow again in 2005. As such, the new Committee will have to develop and implement strategies to ensure food, bar and toilet services are adequate.

Despite the pressures of a large crowd, Fairday was highly successful, with many people rating it "the best Fairday ever." A particular hit was the "Gay Idol" competition.

Thank you to all the entertainers and stallholders who gave of their time and to all those who volunteered to assist the Pride Committee on the day.

Laura Foster & Andrea Findley
Fairday Coordinators

Fairday Financial Report

Income	
General	\$6,750.45
Sponsorship	\$12,500.00
Registrations	\$5,846.83
Donations	\$9,544.59
Food, Drinks & Ice	\$23,983.77
Total Income	<u>\$58,625.64</u>
Expense	
Live Performers	\$643.64
Rides	\$1,800.00
First Aid	\$909.09
Food, Drinks & Ice	\$8,463.01
Insurance	\$9,382.72
Licenses & Compliance Costs	\$600.00
Miscellaneous	\$256.60
Mobile Phone	\$767.76
Travel	\$20.00
Sponsorship	\$196.82
Cash Registers	\$420.00
Fencing	\$4,440.00
Fridges, Bars, Catering Equip.	\$1,401.28
Other Plant & Equipment	\$4,377.30
Power, Generators, Fuel, Wiring	\$4,727.27
Sound	\$1,870.00
Tents, Stalls & Marquees	\$8,812.55
Toilets	\$3,160.44
Cleaning	\$701.00
Headsets	\$350.44
Security	\$3,624.50
Venue Hire	\$520.00
Expenses 2003	\$917.73
Total Expense	<u>\$58,362.15</u>
Net Profit (Loss)	<u>\$263.49</u>

This year saw Fairday return to profit for the first time since the increase in the cost of public liability insurance. This was largely due to the increasing popularity of the event and smarter bar management practices, which resulted in higher gold coin donations and bar profits.

Opportunities to reduce associated expenses or increase associated income that should be explored include:

- Eddie Natale has offered Pride a sponsorship agreement on security. This would significantly improve Fairday's bottom line;
- Lotterywest funding should be used for Fairday and not for the Parade. Fairday expenses are a perfect fit for Lotterywest event funding.
- Weather insurance should continue to be sought. Pride tried in vain to

secure weather insurance for Fairday 2004.

- Pride should secure a sponsorship agreement with Southcorp wines that would see free or discounted stock sold at Fairday, for increased revenue.
- Pride should maintain its no-pouring policy at Fairday. The selling of pre-mixed drinks and wine and champagne by the bottle only increases the speed of service and allows greater turnover.

ARTS AND CULTURE FESTIVAL REPORT

The sKIN Arts and Culture Festival showcased a diverse array of talent, representing the arts within both the Perth community and interstate productions. Areas presented included theatre, film, cabaret and photography with the emphasis focused on a mixture of high quality professional and promising up and coming productions and artists. The Festival was organised by Julia Horncastle in liaison with Co-president Sue Fisher Hendry. The Festival subcommittee worked extremely efficiently to coordinate artists and events at a high standard and is greatly thanked for their endeavours.

Pride's Blue Room season welcomed two major productions, each for a full week season instead of 4 productions staging for 3 nights each in 2003. Productions were "Buffy's Bouncing Balls" and the Victorian production "My Life as a Dyke" which sold out and required additional performances to satisfy demand. Additionally, local productions were viable when staged for gold coin donation entry – supporting local artist development.

Cabaret events were condensed from 3 Fremantle events in 2003 to one much larger event at the Fly By Night Club, creating a highly diverse evening at an advantageous budget. Cabaret was also provided to the Perth public in the inaugural "Sunset Rhythm With Pride" event which attracted reasonable attendances for a 1st year event.

Film was organised with the assistance of Feast and the film festival was considerably shorter than that of 2003. Pride's intention in sharing with Feast was to cut costs and increase film quality but due to some issues with film copy quality and availability this was not wholly achieved. Film was again screened at RMax in 2004 however alternative arrangements will need to be

made for 2005, as the status of the cinema group is now in question.

This year saw an artistically successful and commercially viable Photo Gallery exhibition.

Additionally, this year saw the launch of the Festival Club at the Court Hotel. This endeavour created a showcase for Festival personalities and artists and an information/promotion point for Pride members and their friends to find out about events.

Very little budget was assigned and almost all artists donated their time.

This was a popular 1st try and worth considering on an ongoing basis, with the recommendation that additional budget be found to properly remunerate performing artists and that greater preplanning occur so the schedule of performances can be listed in the Pride Festival Guide.

Festival Financial Report

Income	
General	\$4,813.99
Members	\$1,631.82
Non Members	\$2,176.36
Registrations	\$2,310.45
Donations	\$716.55
Total Income	<u>\$11,649.17</u>
Expense	
Film Hire	\$576.04
Live Performers	\$4,293.27
Artists/Technicians	\$714.09
Bank Fees	\$57.80
Food, Drinks & Ice	\$1,268.46
Freight	\$809.82
Licenses & Compliance Costs	\$200.00
Mobile Phone	\$198.18
Professional Services	\$786.20
Refunds	\$117.27
Tax	\$207.84
Ticket Printing	\$120.00
Travel	\$535.41
Accommodation	\$272.73
Stationary & Printing	\$5.09
Sound	\$353.78
Venue Hire	\$1,000.00
Expenses 2003	\$40.00
Total Expense	<u>\$11,555.98</u>
Net Profit (Loss)	<u>\$93.19</u>

PARADE REPORT

Our famous Parade was staged for the 15th time in 2004 and the Pride Committee did everything it could to improve the event and secure its future.

For the first time, Nova 93.7 FM broadcast a live soundtrack during the event. Dirty Den mixed the soundtrack from a list of songs nominated largely by Parade entrants.

The soundtrack was mixed at a consistent 130 beats per minute, which was requested by the Perth Marching Boys to ease the difficulties they were experiencing in adapting from a two to three song fixed routine.

The soundtrack was broadcast along the Parade route from five speaker systems, put in place by Pride, and off the back of floats.

Pride received largely positive feedback about the soundtrack, but if it is to be pursued in future years, additional broadcast points, either on floats or on the ground should be planned. Of the 48 entries, about 25 indicated on their entry forms that they would be broadcasting the soundtrack, but only about 10 did, with three of these provided by Pride.

In addition to the live soundtrack, Pride invested more than \$16,000 of new sponsorship funding into gaining the approvals for and staging a fireworks display during and at the end of the Parade. The fireworks were a highly popular addition, adding a new dimension to the event and improving its entertainment value.

It is recommended that fireworks be pursued in future years and this should be possible with a budget of about \$12,000, now that risk, fire and emergency plans have been developed from the launch location. The investigation of additional launch locations should be undertaken in the knowledge that a second launch location could cost about

\$5,000 in risk, fire and emergency assessments and plan development.

The quality of this year's Parade was significantly improved on recent years, with Pride again investing \$20,000 of funding from Healthway into a float building project, which saw four professional quality floats developed and entered. Unfortunately, Pride could not identify three other community groups who wished to participate in our float building project, meaning Pride had to build many of them ourselves.

The major challenge for the Parade in the years ahead remains the number and quality of Parade entrants. While Healthway funding is assisting with float building, it is not a long-term solution, with the number of our community groups with the human resources to participate decreasing.

A long-term opportunity may exist for Pride Parade Float Building to become an assessable design piece at TAFE WA. This is currently being investigated.

While acknowledging the long term challenge of float building, the 15th Annual Pride Parade was an outstanding success and was watched by the biggest crowds in years, thanks to a significantly increased marketing campaign, led by our first ever television advertising campaign on Channel 10.

Having missed out on mainstream television news coverage on the Sunday following the Parade in 2003, the Parade was prominent on all stations and was covered by Channel 10 nationally.

Parade Financial Report

Income	
General	\$1,190.91
Sponsorship	\$77,152.00
Registrations	\$2,190.00
Total Income	<u>\$80,532.91</u>
Expense	
Fireworks	\$16,450.67
Live Performers	\$1,363.64
Artists/Technicians	\$9,090.90
Costumes	\$103.39
First Aid	\$454.55
Food, Drinks & Ice	\$57.78
Insurance	\$9,382.73
Licenses & Compliance Costs	\$15,217.27
Miscellaneous	\$545.45
Mobile Phone	\$326.91
Phone & Fax	\$161.69
Postage	\$14.73
Travel	\$109.09
Stationary & Printing	\$31.70
Banners	\$4,693.73
Graphic Design	\$40.00
Flyers	\$386.36
Print Advertising	\$24,049.76
Prizes	\$260.27
Radio Advertising	\$2,763.63
Art Materials	\$4,679.79
Lighting	\$1,181.50
Other Plant & Equipment	\$2,510.00
Power, Generators, Fuel, Wiring	\$345.45
Sound	\$5,002.00
Toilets	\$1,271.70
Truck & Car Hire	\$136.37
Headsets	\$558.51
Security	\$324.00
Venue Hire	\$4,077.74
Total Expense	<u>\$105,591.31</u>
Net Profit (Loss)	<u>-\$25,058.40</u>

Note: All marketing related to Pride Month is included in the Parade's Profit & Loss Statement.

Opportunities to reduce associated expenses or increase associated income that should be explored include:

- Sponsorship revenue for the naming rights to the Parade.
- Less interstate marketing expenditure.
- Not having to pay risk, fire and emergency planning costs again.
- Getting Nova to pay for the hire of speakers and broadcast equipment

PARTY REPORT

This year's Pride Party "sKINtite" was staged in the multiple venues of Gilkison's Dance Studio and Ambar.

While the party at Gilkison's was considered one of the best in recent memory, with one of Pride's best assembled DJ lineups of Kinky, Dirty Den, Ruby and Alex Taylor wowing the crowd and imported lasers dazzling, the multiple venue concept failed, with most patrons seeking to locate in Gilkison's. This resulted in long and unsatisfactory queuing problems that marred the night.

An exhaustive process resulted in unsatisfied patrons being offered compensation in the form of complimentary tickets to XES 2005, the 2005 Pride Party or two years complimentary membership.

This has led to vocal levels of dissatisfaction subsiding, but it is recognised that Pride needs to deliver high quality dance parties in 2005 to rebuild the faith of some patrons.

Pride learned a number of things from sKINtite, being:

1. People want to be where everybody else is, or at least be able to find their friends easily;
2. Anthems, trance and "hands in the air" music is more popular than house music;
3. Our patrons want something special for their money. The days of people viewing the Party as a fundraiser and being happy to pay a large entry fee are over and a quality event needs to be consistently staged;
4. Shows are improved by ensuring performers are properly remunerated; and
5. Interstate DJs will enhance the event if the right DJs are chosen.

The co-location of the Pride Party in Gilkison's and Ambar was not a decision of

choice. It was forced upon the Pride Committee by a lack of suitable venues close to the city. We also had a booking at Belmont Park cancelled due to a race meeting being rescheduled. The lack of suitable, spacious venues that are close to the city and not restricted by nearby residences or exorbitant insurance and staging costs have dwindled in recent years and this will not improve.

A possible long-term solution for the Pride Party is currently being negotiated, which could see the Party staged in one of the spacious pavilions of the Perth Convention and Exhibition Centre.

Should this be secured, we will cease to have the venue issues that have provided headaches for nearly every Pride Committee and Pride will have a world-class dance party venue for the first time. At the time of writing, negotiations are proceeding positively.

Should this not be secured, Pride will be forced to make a decision about what sort of party it wishes to stage in the future. Other than the Monkey Bar, there is no single venue close to the city that is willing to accommodate an event the size and nature of the Pride Party on a Saturday night.

The only way to secure such a venue will be to move the party out of the city centre. This has only been tried once previously, with the 1999 Pride Party staged at Osborne Park. This resulted in a decline in attendances and logistical difficulties for people traveling to the venue.

Possible venues of this type could include the Claremont Showgrounds and Belmont Park.

The other possibility for the Pride Party could be to downsize the event so that it can be staged in a single venue the size of Gilkison's (700 people). This would see tickets limited and would see ticket prices

increase, as Pride sought to stage a high quality party profitably.

These are all matters the 2005 Pride Committee will need to consider from the moment it is elected.

Logistical issues aside, sKINtite at Gilkison's was an amazing spectacle that shows that Pride has identified the right mix. All we need now is the right venue.

Our Party Coordinator, Joshua O'Keefe, and Tim Bowyer are congratulated for putting on an amazing production.

Thanks also to all the volunteers, performers and DJs, who worked and performed admirably, despite sometimes difficult circumstances.

Party Financial Report

Income	
General	\$6,846.82
Members	\$16,455.00
Non Members	\$25,425.00
Donations	\$1.81
Cloak Room	\$214.55
Total Income	<u>\$48,943.18</u>
Expense	
Live Performers	\$7,759.08
Costumes	\$2,700.01
Bank Fees	\$213.73
First Aid	\$909.09
Food, Drinks & Ice	\$159.27
Freight	\$50.00
Insurance	\$2,657.00
Licenses & Compliance Costs	\$59.09
Miscellaneous	\$453.51
Mobile Phone	\$157.09
Professional Services	\$370.00
Ticket Printing	\$400.00
Travel	\$1,684.54
Flyers	\$905.46
Print Advertising	\$44.55
Art Materials	\$85.78
Cash Registers	\$45.45
Fencing	\$168.00
Lighting	\$12,287.18
Other Plant & Equipment	\$160.00
Sound	\$4,066.00
Staging	\$272.72
Security	\$1,277.70
Venue Hire	\$4,772.73
Total Expense	<u>\$41,657.98</u>
Net Profit (Loss)	<u>\$7,285.20</u>

Opportunities to reduce associated expenses or increase associated income that should be explored include:

- Staging the party in one venue, removing duplication of expenses; and
- Staging less than the standard three shows.

TREASURER'S REPORT

Pride began 2004 with net assets of \$19,773.86 and ended the year with net assets of \$3,247.57, representing a loss of \$16,526.29.

This was a poor result that was due largely to the financial underperformance of the Pride Party.

While Pride's financial position has significantly deteriorated since the end of 2003, the Pride Committee believes that the Association can pay its bills when they become due.

Financial Reports

Pride WA Inc
 PO Box 8463 PBC
 PERTH WA 6849

Profit & Loss Statement

01/01/2004 through 31/12/2004

10/02/2005
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Income		
Memberships		
Concessions	\$1,140.93	
Individual	\$6,244.55	
Couple	\$4,095.42	
Associate	\$158.18	
Business	\$963.64	
Ticket Sales		
General	\$40,566.31	
Members	\$32,954.44	
Non Members	\$47,000.26	
Sponsorship	\$118,872.91	
Registrations	\$10,883.64	
Donations	\$10,535.68	
Competitions	\$2,165.46	
Merchandise Sales		
Food, Drinks & Ice	\$22,883.77	
Other	\$0.01	
Service Sales		
Cloak Room	\$214.55	
Other	\$3,706.70	
General		
Interest	\$162.82	
Income from Activities 2003	\$13,222.73	
Total Income		<u>\$315,772.00</u>
Expenses		
Entertainment		
Film Hire	\$576.04	
Fireworks	\$16,450.67	
Live Performers	\$18,610.98	
Rides	\$1,800.00	
Artists/Technicians	\$10,236.38	
Costumes	\$5,615.98	
General		
Bank Fees	\$2,525.06	
First Aid	\$3,072.73	
Food, Drinks & Ice	\$16,905.24	
Freight	\$1,098.07	
Insurance	\$21,422.45	
Licenses & Compliance Costs	\$18,346.15	
Membership Cards	\$2,219.51	
Miscellaneous	\$5,744.00	
Mobile Phone	\$4,209.84	
Other Merchandise	\$258.00	
Phone & Fax	\$2,101.57	
Postage	\$3,878.98	
Professional Services	\$13,656.20	
Refunds	\$117.27	
Tax	\$207.84	
Ticket Printing	\$560.00	
Travel	\$2,377.69	
Accommodation	\$3,444.40	
Stationary & Printing	\$3,275.89	
Sponsorship	\$196.82	
Marketing		
Banners	\$4,879.73	
Distribution	\$461.00	
Graphic Design	\$623.64	
Flyers	\$2,026.82	
Posters	\$1,132.35	
Print Advertising	\$41,128.41	
Prizes	\$560.27	
Radio Advertising	\$2,763.63	
Web Site Hosting	\$342.55	
Web Site Advertising	\$1,500.00	
Plant & Equipment		

Pride WA Inc

Profit & Loss Statement

01/01/2004 through 31/12/2004

10/02/2005
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Art Materials	\$5,589.57	
Cash Registers	\$465.45	
Fencing	\$6,458.00	
Fridges, Bars, Catering Equip.	\$1,401.28	
Lighting	\$14,475.49	
Other Plant & Equipment	\$8,326.93	
Power, Generators,Fuel,Wiring	\$5,072.72	
Sound	\$11,988.14	
Staging	\$1,975.72	
Tents,Stalls & Marquees	\$8,812.55	
Toilets	\$5,112.64	
Truck & Car Hire	\$1,171.32	
Venue Costs		
Cleaning	\$1,239.00	
Headsets	\$908.95	
Security	\$5,806.70	
Venue Hire	\$17,214.36	
Expenses Incurred 2003		
Expenses 2003	\$21,953.31	
Total Expenses		<u>\$332,298.29</u>
Net Profit/(Loss)		<u>-\$16,526.29</u>

Pride WA Inc
PO Box 8463 PBC
PERTH WA 6849

Balance Sheet

As of December 2004

10/02/2005
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Assets	
Bankwest Cheque Account	\$2,345.80
Westpac Cheque Account	\$8,363.02
Trade Debtors	\$12,664.50
Pre-Payments	\$1,550.00
Accrued Revenue	\$19,768.00
Total Assets	<u>\$44,691.32</u>
Liabilities	
Trade Creditors	\$42,073.04
GST Liabilities	
GST Collected	\$43,084.59
GST Paid	-\$42,298.88
GST Payable (Clearing)	-\$1,415.00
Total GST Liabilities	<u>-\$629.29</u>
Total Liabilities	<u>\$41,443.75</u>
Net Assets	<u>\$3,247.57</u>
Equity	
Retained Earnings	\$19,773.86
Current Earnings	-\$16,526.29
Total Equity	<u>\$3,247.57</u>