

PRIDE WESTERN AUSTRALIA INCORPORATED

2005

ANNUAL REPORT

Pride Western Australia Incorporated
36 Brisbane Street
PO Box 6843
Perth Business Centre
WA 6849

Tel: 08 9427 0828
Fax: 08 9427 0829
Web: www.pridewa.asn.au
Email: pride@pridewa.asn.au

TABLE OF CONTENTS

CO-PRESIDENTS' REPORT	3
The 2005 Pride Committee	3
Sponsorship	3
Interstate Marketing	4
Television Advertising	4
Building our commUNITY	4
Pride Patron	4
Documentary – Where's Your Pride?	4
Channel 31 Parade Broadcast	4
Challenges Ahead	4
Special Thanks	5
THANKYOU FROM DANIEL SMITH	6
MEMBERSHIP REPORT	6
Marketing Campaign	6
Membership Categories & Prices	7
Increased Membership Benefits	7
Improved Membership Management	8
Demographics of Membership	8
Recommendations	Error! Bookmark not defined.
Life Members	9
VOLUNTEERS REPORT	12
Volunteer River Cruise	12
Recommendations	13
WOMEN'S REPORT	13
XES REPORT	14
QUIZ NIGHT	14
Finance	14
Thank You's	14
Sponsors	14
Recommendations	14
FAIRDAY REPORT	15
ARTS AND CULTURE FESTIVAL REPORT	16
PARADE REPORT	16
PARTY REPORT	17
YOUTH REPORT	18
FINANCIAL REPORTS	19

CO-PRESIDENTS' REPORT

2005 was a challenging year for Pride, a year in which instability on the Committee resulted in a number of resignations, missed opportunities and loss of momentum, following two years of strong event, revenue and membership growth.

However, despite this instability, Pride still succeeded in staging a number of highly successful events, and we have our highly committed sponsors, volunteers and Committee members to thank for this.

We also have the valued staff at the Centre for Association Management to thank for ensuring the day-to-day business of Pride continued, irrespective of internal Committee dynamics.

When Pride made the decision to engage CASM to manage our secretarial, membership and financial functions at the end of 2003, a core objective was to provide the organization with underlying stability. We are pleased to report that CASM passed its first test with flying colours.

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.

Looking forward, despite the challenges, Pride retains a lot of good will, both within the Pride Community and within the broader community. There are a number of exciting opportunities to be taken advantage of by a cohesive, positive and focused Committee.

The 2005 Pride Committee

Following three years of stability on the Pride Committee, 2005 saw high Committee turnover, with a series of resignations in July leaving the Committee under-staffed and ill-prepared to stage the 2005 Festival.

Fortunately, a number of former Committee members agreed to return to the fold to ensure the 2005 Festival was staged.

The current Pride Committee is:

Member	Responsibilities
Laura Foster	Co-President Media Women
Daniel Smith	Co-President Sponsorship Marketing
John Gangell	Secretary Treasurer Fruits in Suits
Fiona Wong	Membership Benefits Volunteers Quiz Night
Aimee Barber	Festival
Dean Cahill	Fairday Parade
Aaron Doust	Party
John Vidovich	Youth Fairday

Committee members who left during 2005 included:

- Brian Poleykett – Secretary, Treasurer, IT, Quiz Night
- Di Fieldhouse - Parade
- Andrew Parker – Fruits in Suits
- Andrea Findley - Fairday
- Rebecca Collopy
- Faye Longmuir
- Winsor Yu
- Samantha Dowling
- Kristy Davison
- Estelle Crawford – XES

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

Following two years of strong sponsorship revenue growth, Pride's cash sponsorship declined significantly in 2005 as a result of missed opportunities.

Major sponsors included:

- City of Perth (Gold Sponsor - \$25,000 cash, \$16,520 in kind)
- Lotterywest (Gold Sponsor - \$9,968 cash)
- East Perth Redevelopment Authority (Gold Sponsor - \$5,000) **
- Town of Vincent (\$5,000 in kind)

Major in-kind sponsors included:

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

Opportunities for increased sponsorship in 2006 include:

- Gaydar – has recently sponsored Mardi Gras and have advised Pride to approach them following this year's Mardi Gras Festival to discuss sponsorship opportunities.
- Lotterywest – An opportunity to receive \$20,000 in cash sponsorship from Lotterywest exists if the funding application is submitted before 30th March. This should be a priority for an incoming Committee.
- City of Perth – Pride's three year sponsorship agreement with the City of Perth has finished and funding will need to be re-applied for. An opportunity exists for increased cash sponsorship to be achieved in a new agreement.

Interstate Marketing

Pride could not win funding to continue the interstate marketing campaign undertaken in 2004.

Television Advertising

Pride conducted a television advertising campaign for the first time in 2004, and this was repeated in 2005. Community Service Announcements were screened throughout

Pride Month, using an advertisement produced by Simon Dewar.

Pride thanks Simon for his time.

Building our commUNITY

The theme for the 2005 Pride Festival was commUNITY – “building our commUNITY.”

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

Pride Patron

Pride was honoured to name John Curtin teacher Suzanne Covich as Pride Patron in 2005, recognizing her work in combating homophobia in the Western Australian education system.

Pride thanks Suzanne and her partner Haddass for their time throughout the year.

Documentary – Where's Your Pride?

Adam Lee Sparnon produced a documentary on Pride 2005 which will be available for screening in Pride's 2006 Film Festival.

Channel 31 Parade Broadcast

Channel 31 broadcast the Parade on a special edition of its program The Couch. Our thanks go to Fred Mafrica and his crew for all their support.

Challenges Ahead

There are three significant challenges facing Pride as it moves forward.

First, Pride needs to find a solution for the challenges it faces in staging dance parties. At present, Pride faces the following constraints in staging parties:

- They need to make significant profits to support events like Fairday and the Festival;
- There are no inner city warehouse venues available; and
- Large nightclub venues, such as Metro City and the Monkey Bar, are not available on Saturday nights.

Unfortunately, Committee instability in 2005 saw an opportunity to stage the 2005 Pride Party at the Perth Convention and Exhibition Centre lost and this was a tragedy given the constraints faced in staging Pride Parties and the importance of funds raised through the parties to the staging of events like Fairday and the Festival.

The challenge for Pride, if it wishes to remain in the dance party market, is to identify a suitable venue and reduce its financial dependency on its parties, so that more can be invested in production, making the parties competitive in an increasingly competitive market.

Initial discussions have been held with the Claremont Council regarding the possible use of the Agricultural pavilion at the Claremont Showground's for the 2006 party.

The second challenge for Pride is to identify ways to enhance the content of the Parade. Discussions with TAFE and other organizations, focusing on developing the Parade as an assessment project for design students have thus far proved unsuccessful. Initial discussions have been held with ARTRAGE about the possibility of collaborating on float design, among other things, and these discussions should be progressed by an incoming Committee.

The third significant challenge for Pride is to help foster a sense of community cohesion. Our community is going through a time of change, with 2005 seeing the closure of Arcane Bookshop, the sale of the Court Hotel, a management changeover at Connections Nightclub and challenges for our community publications.

In addition, the Western Australian Aids Council's decision not to replace Garry Sattell, who left his Community Development position to return to Victoria in 2005, has had a major impact on community cohesion.

There is also a sense of political apathy within the community, now that the Liberal Party have been defeated at the last two State elections, having gone to the election with a platform that

included giving lesbian and gay Western Australians less rights that we currently enjoy.

Pride has an opportunity to take a more proactive role in building a cohesive community and providing leadership in this area.

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 Craig Ingrey at Out in Perth;
- Ruth Wykes at Women Out West;
- Caryn Wilkinson at Trademark Graphics;
- Brett Nickisson at 360id Design;
- Seb Sharpe 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;
- Adam Lee Sparnon for producing the documentary – "Where's Your Pride?"
- Fred Mafrica and his crew at The Couch;
- Simon Dewar for producing our TV advertisement; and
- Suzanne Covich for being our patron.

Daniel Smith & Laura Foster
2005 Pride WA Co-Presidents

THANKYOU FROM DANIEL SMITH

My thanks go to all members for the support you have given me during four years on the Pride Committee.

During that time, I have had the privilege to serve with almost 40 Committee members and, working with our community, we have achieved a lot together.

Some of our achievements that I am most proud of include modernising our Constitution, to make it inclusive of our whole Community, relocating Fairday to Russell Square and watching it grow, winning new sponsorship dollars and investing that in making our Parade more spectacular with fireworks and engaging the Centre for Association Management to make our financial, secretarial and membership functions more professional. It has also been fun adding new events to our calendar, such as the Women's and Men's Sundowners, Sunset Rhythm and our Riverboat Cruises.

Importantly, Pride was also active in combating the threat the Western Australian Liberal Party posed to our rights and freedoms at last year's State Election.

I wish the incoming Pride Committee all the best for 2006.

I could not have had the wonderful journey I have had over the last few years without the support of a lot of people. My appreciation goes to Sue Fisher Hendry, Laura Foster, Fiona Wong, Dean Cahill, Brian Poleykett, Pat Wallace Bell, Greg Mant, Kingsley Dawes, Aimee Barber, Andrea Findley, Gavin McGuren, Kerry McGuckin, Shaun Temby, Sarah Collins, Ricky Arnold, Stephen Dawson, Louise Pratt, Dennis Liddelow, Seb Sharpe, Tim Brown, Sally Nagy, Jane Hart, Dave Horvath, Aaron Doust, Paul Bluett, Ruth Wykes, Tim Bowyer, Garry Sattell, all those I have served on Committee with, all those people who have volunteered their time for Pride at our many events and the staff at the Centre for Association Management. We are a diverse community, but I have learnt what we can achieve when we work together.

Finally, my thanks go to my partner, my family and my friends for still talking to me. I am

looking forward to spending more time with you in the time ahead.

Daniel Smith
Outgoing Pride WA Co-President

MEMBERSHIP REPORT

Membership in 2005 continued to maintain 2004's record levels. Peaking at 891 members from all categories, Pride ended the reporting year with 723 individual members comprising 355 female identifying (49.2%), and 368 male identifying members (50.8%).

The discount for renewing members continued, and prices for new members did not increase from 2004. Corporate memberships introduced in 2004 proved invaluable for sponsorship opportunities and increased exponentially in 2005.

New membership benefits were included in the Membership Benefits Programme and the early membership renewal drive for the 2006/7 Pride year has set the groundwork for a solid renewing member base in 2006.

Membership satisfaction with the personalised and permanent silver coloured membership card introduced last year was maintained, by minimally enhancing the design and upgrading to a gold coloured membership card in 2005.

Marketing Campaign

Membership continued to be successfully promoted throughout 2005. The introduction of regular 'Pride Update' emails in 2005 substantially increased memberships and associated sponsorship enquiries to the Pride office and membership email boxes.

The continued 'Entry is Free if you Join on the Night' campaign proved highly successful at Pride's monthly events; Fruits in Suits and the Pride Women's Sundowner. The new membership and renewals prize draw introduced in 2004 at the Annual Pride Quiz night also increased memberships mid year.

MEMBERSHIP REPORT continued.

In addition, membership provided significant discounts to Pride members at Festival events, and Parties continued to be a strong motivator to renew and take up membership. Of particular note were the early bird tickets available only to members to the XES Party of 2005.

The standard A4 Membership forms were remodeled in 2005 to include tear-off receipts to increase membership confidence and are now available at Pride events and on the Pride web site.

The 'Join In! Join Pride!' membership brochure campaign designed and distributed in 2004 continued to be a valuable tool in promoting the organisation to the wider community, prompting enquiries and bringing in members. Permanent brochure stands have been set up in major catchment area venues.

An unprecedented extra membership renewal mail-out for the 2006/7 reporting year took place in early 2006. The successful annual mass membership mail-out for 2005/6 occurred early in 2005, with the extra mail-out promoting renewal for the 2006/7 reporting year. The response has been promising with almost 15% of members having renewed their 2006/7 membership at the end of the Pride reporting year.

Membership Categories & Prices

The Pride Committee continued 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 high level of member retention this year as a result.

The Corporate Membership category (introduced in 2004) incorporating benefits such as complimentary entry in the Parade and a stall at Fairday again proved successful in 2005. We are pleased to have more than tripled membership in this category. The increased promotion of the membership category engaged more businesses that Pride has not been able to reach in the past.

Associate memberships decreased in 2005 with many of those members choosing to take up the

Corporate Membership in 2005. The function of associate membership has historically been for community groups and non-profit organisations to show their support for Pride and receive access to membership benefits. Associate membership is an appropriate way for non-commercial organisations to be affiliated with Pride.

Duo or Buddy memberships continue to be attractive to new members who want to join Pride with a friend or partner. The reduced rate offers the two people access to the membership renewal rate. In 2005 the number of duo/buddy memberships is in line with 2004.

Individual memberships continue to be the largest component of Pride's membership base, allowing access to all benefits at a very reasonable price.

Concession memberships have grown in 2005. This can be accounted for in part by this year's increased promotion to tertiary institutions and Pride's increased involvement in youth focused events. This category of membership also continues to be an essential allowance to members on low or fixed incomes.

Membership's categories and 2005 prices are still:

	<i>New</i>	<i>Renew</i>
Individual	\$25	\$20
Concession	\$15	\$12
Couple/Buddy	\$40	\$40
Associate	\$50	\$50
Corporate	\$300	\$300

Increased Membership Benefits

Pride continued to build upon our successful membership benefits program during 2005, adding a number of great new benefits.

The aim of the programme is to provide real benefit to our members. Not all applications from businesses to provide benefits were accepted by the committee. Either because the benefit was also available to the general public, or because the nature of the product or service was not considered to meet our benefit provider guidelines. Our full suite of membership benefits is available on the Pride website.

MEMBERSHIP REPORT continued.

Pride thanks each of membership partners for their generosity in providing benefits to our members through discounts and special promotions specifically targeted to our members.

Improved Membership Management

The engagement of the Centre for Association Management (CASM) continues to be the most important improvement to our member services.

CASM provides the administration for membership applications and renewals, and provide a professional point of contact for all membership enquiries during business hours.

This improvement in membership access to information and services has been well received by members. The continued stability of administrative and accounting infrastructure is important for confidence of the membership and also for providing essential administrative support to Pride's committee and other volunteers.

Demographics of Membership

Pride members live all over Western Australia and are aged between 18 and 71 years old. Our membership consists almost evenly of male (50.2%) and female (49.8%) identifying members, consolidating the recovery in the levels of female membership achieved during 2003 and 2004. This year has been the closest year Pride has ever come to achieving gender parity in membership.

A strong and active membership not only provides important revenue for Pride to stage its many events, but it is also a sign of strength to the broader community.

Our members are also our best source of our many valuable volunteers, without whom Pride's events could not be run. My report on the Volunteers Portfolio is provided separately.

Recommendations

Marketing and Promotion

- Continue to maximise cost-effective paper membership renewal and new membership drives by incorporating promotion for upcoming events, pride update newsletters, calls for volunteers and promotion of sponsors and festival events.
- Seeking sponsorship to cover paper mail-out costs – such as sponsors contributing towards the cost of mail-outs with advertising pamphlets included in return.
- Continue to promote 'Entry is Free if you Join on the Night' at Pride events
- Design and implement a new marketing and membership brochure to build on the original concept.
- Continue to distribute the membership brochure through existing distribution networks, and continue to source more outlets for brochure distribution in 2006.

Membership Satisfaction

- Continue with membership acknowledgement letters – all new and renewing members currently receive an acknowledgement letter of their membership mailed out to them within days of their membership being approved.
- Implement an automatic email response to membership emails – to confirm the enquiry or comment has been received. This will eliminate double handling or members emailing to confirm their original email was received.
- Streamline the membership paper mail-outs by coordinating with CASM to outsource major and labour intensive manual mailouts - which will reduce the hands-on volunteer requirements.

Membership Income Opportunities

- With the consent of the membership, increase the cost of New Memberships to \$30 for 2006.
- Continue to offer reduced renewing member rate of \$20 to reward loyalty.
- Increase the cost of concession new memberships to \$20 and renewals of concession to \$15.

MEMBERSHIP REPORT continued

Membership Income Opportunities cont.

- Explore 'Pay by the Month' and direct debit membership and donation options – where members have a monthly donation debited from their account or spread the cost of their membership over the year.
- Increase marketing of membership availability at Fairday
- Continue to enact 'lost membership card' fees – the Pride membership card is valuable, and the cost associated with printing and procuring should be recouped from the member requesting the duplicate rather than absorbed by the whole membership.

Accounting and Procedure

- Continue to include receipts on all membership renewal applications at events
- Continue to offer reduced renewal membership rate to member who are on the Pride database, but whose membership has lapsed prior to the current year.
- Continue to log each membership application received and the type of payment made.
- As above, explore the possibility of 'pay by the month' direct debit membership and donation options – which will provide stable and ongoing income to support Pride's year round operations.
- Continue to provide 'donation' opportunities on all Pride memberships
- Continue to execute annual mass membership renewals by the end of March
- Continue to work closely with CASM staff to process map the membership application, payment, approval and card issue process.
- Continue to use existing membership card provider, but reduce card issue to members once per month to reduce costs.

It has been a pleasure to again serve the Pride membership as the Membership Secretary in 2005. I have met so many wonderful and talented people. I have been touched by the dedication and determination shown by my fellow community members in the interests of benefiting Pride as an organisation, and the community as a whole.

I have faced challenges in the membership role, and as a committee member, mainly due to the multi-faceted and all encompassing nature of the jobs at hand, but the support I have received from the membership, my current committee and the community as a whole, has been rewarding and incredibly satisfying. I thank the membership for that opportunity.

The result of receiving such support has enabled the Pride membership structure and benefits programme to grow and prosper.

I would like to make a special note of thanks to Daniel Smith who fulfilled his role as mentor stylishly and unselfishly, enabling me to learn from him a great deal; and to Brian Poleykett whose leadership though example as an organiser of the highest calibre and as a talented policy analyst, was both invigorating and motivating to me in my work for Pride.

Thank you also to my fellow committee of 2004, and the existing 2005 committee, and to Louise, Tanya, Melanee, Jerry-Lee, Ron and our staff at CASM for helping us improve our membership services. Finally, thank you to the volunteers who aided all membership services, and each member who 'Joins In! and Joins Pride!'. With your continuing support Pride can continue on from strength to strength.

Fiona Wong Membership Secretary

Life Members

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

- Garry Sattell
- Stephen Dawson
- Sarah Collins
- Sally Nagy

LIFE MEMBERS Continued.

This increased our number of life members to 11, following the awarding of our first ever life memberships at the previous year's AGM to:

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

This year, the Pride Committee received five nominations for life memberships. Pride's Rules of Association provide for a maximum of two men and two women to be awarded life membership each year.

The 2005 Pride Committee has recommended Brian Poleykett, Sue Fisher Hendry, Dean Cahill and Bonnie Travers for life membership.

Details of why they were recommended by the Committee are as follows:

Brian Poleykett

By Fiona Wong

It is without a trace of exaggeration that I can state that Pride would not be what it is today without the thousands of hours of passion and talented effort that Brian Poleykett has selflessly poured into shaping the organisation as it exists today. It is for this reason I am honoured to write about some of Brian's contributions. This is by no means exhaustive, nor can these mere few paragraphs explain the magnitude of dedicated support that Brian has given to Pride and our community. Volumes would be needed to do Brian justice.

Brian first volunteered his services to the Committee in 2003, and became an official Committee member in 2004. In 2003, Brian rebuilt the Pride web site, and implemented a variety of user friendly systems to assist Committee members with web site related duties, including publishing news, events and distributing media releases. A gargantuan task in itself, he also built the Online Members Database, and migrated the old member registry from an antiquated Excel spreadsheet and handwritten notes. This meant that members

could for the first time update their own details from anywhere, anytime online.

Brian then built a highly utilised accompanying back-end system so the Membership Officer could add, edit or query the database from anywhere, anytime online. He implemented an online Document Management System to assist the Committee retain and access important documentation. He also developed Pride's mailing list system to better communicate with members.

As Secretary and Treasurer for 2004 and part of 2005, Brian greatly assisted in forging the lines of communication practice between the Committee and CASM. He put into place a more formal minute taking practice to accurately record Pride's work, and provided the professional accounting framework for audit purposes to allow Pride to apply for new types of funding. As treasurer, he continued the formalisation of Pride's financial procedures that were begun in 2003. Brian also modernised Pride's banking facilities and capabilities representing a valuable part of Pride's continued viability.

As an aside, Brian selflessly spent the entire of Fairday 2004 cramped in the furious heat of a tent accounting for Pride's fundraising and counting coins by hand! He made numerous recommendations about decreasing expenses and streamlining administrative procedures.

In general, Brian has been involved in creating and supporting just about every event Pride has staged since he came on board as a volunteer in 2003. He was the Principle organiser of the highly successful 2004 Quiz Night which provided the entire framework for the 2005 Quiz Night. Since 2004, he has been involved in Festival management, Fairday, XES, Pride parties, the Parade, Sponsorship, the Women's Sundowners, Fruits in Suits and many types of media and Pride promotion. I have had the personal pleasure of working with Brian for two years, being his door partner at most Pride events through 2004 and 2005, listening to his recommendations in all areas of Membership, Volunteers and organisational administration, and calling upon him for IT support and advice. Those that know Brian personally will know him as warm, dedicated, compassionate, supportive,

genuine and most of all... process orientated! His expertise, knowledge and hard work have provided the backbone and infrastructure for the continued success of Pride. Brian still continues to selflessly provide ongoing support to Pride in the areas of IT support, Pride Updates and emails, policy and procedure and administration. So I have the great pleasure of recommending Brian Poleykett for Life Membership to Pride, the organisation he helped make what it is today.

Sue Fisher Hendry *By Daniel Smith*

Sue Fisher Hendry was a strong and passionate Co-President of Pride WA and it was a rewarding experience working with her during 2003 and 2004.

Sue first joined the Pride Committee in the middle of 2003 to run the Festival and, with very little time up her sleeve, managed to put together a strong program of events, including the inaugural Grand Festival Ball.

Also, within weeks of joining the Committee, Sue was thrust into the role of Co-President, with that role having become vacant.

At the beginning of 2003, only one woman nominated for the 2003 Pride Committee, with Pride's membership consisting of only 20 per cent women. Pride was viewed as a boys club, with little appeal to women.

Sue's strong and visible public leadership complemented the hard work of Laura Foster and the Women's Subcommittee and together they achieved the amazing – building Pride's female membership to almost half of total members.

In 2004, Sue's hard work saw Pride run a TV advertising campaign on Channel 10 during the Festival for the first time, resulting in a massive increase in spectator numbers over recent years, and the Sunset Rythym with Pride event staged during the Festival for the first time. Sue was also a highly effective media spokesperson during this time and achieved wonderful publicity for the Parade, with the police marching behind the police crest for the first time.

Sue's media skills went on to benefit our entire community towards the end of 2004 and 2005, in

the lead up to the State election, with her balanced and non-confronting media presence contributing greatly to the portrayal of the Liberals' gay and lesbian rights rollback policy as arcane and unfair.

However, despite all of these achievements, the most important quality Sue brought to Pride was her sense of inclusiveness and teamwork. Sue never saw Pride as opposing groups of men and women – she saw Pride as a group of people who could work together to achieve great things. This quality was a quality that I did not fully appreciate until Sue was no longer my Co-President.

Since leaving the Committee, Sue has made herself available to facilitate planning sessions upon request and remains a great friend of Pride, providing support to a number of Committee members.

Dean Cahill *By Aimee Barber*

There are some people who take things on with a short term view of hanging in there for a year, maybe two, but not the man I am about to speak of. This man has a far broader plan – one that spans a full decade. The man I speak of is Dean Cahill.

Although slightly unorthodox to have a sitting committee member nominated for Life Membership, it is a great pleasure and honour for me to outline just a few of Dean's achievements in his 5 years as a member of the Pride Committee.

Dean has been involved with Pride on a Committee level since 2001. When he came on board it was with just a few weeks until the start of the 2001 True Colours Festival with Fairday. Dean hit the ground running and managed to pull off a successful first event in the form of Fairday 2001 at Hyde Park.

2002 saw Dean at the helm once again, pulling off an event that was bigger and better than in years before.

In 2003, Pride put a proposal to the City of Perth that would see Fairday relocated to Russell Square in Northbridge, in return for increased sponsorship. A three year sponsorship deal was

reached and Dean was put in charge of coordinating the event. Relocating to Russell Square saw Fairday numbers almost double, yet Dean and the Committee managed this growth tremendously.

When 2004 came around, Dean was interested in changing his portfolio from Fairday to Parade. With the assistance of fellow committee members, Dean pulled together an amazing event, which included a simulcast soundtrack on Nova 93.7 and fireworks for the first time in the history of Pride.

Dean Cahill is a man reluctant to decline a challenge. So, it is not surprising that following instability and multiple resignations from the 2005 Pride Committee, Dean took general responsibility for both Fairday and the Parade, pulling off two of the biggest events in the Pride calendar.

Dean is the longest serving Committee member in the history of our great organization and has always worked hard to stage the best events possible.

It is with great pride that the 2005 Pride Committee recommends Dean for Life Membership.

Bonnie Travers

By Laura Foster

A long time Pride member and community stalwart, Bonnie Travers was asked to join the 2003 Pride Committee with 3.5 weeks to go before the Festival was to commence.

At that time, Bonnie assisted in creating a volunteer list to assist in the running of Fairday, the Festival and the Parade.

The 2003 Festival was run on a very lean budget and we relied on volunteers especially heavily in this period to stage the festival and carry out administrative duties that are now performed by CASM.

During 2003, Bonnie also assisted the Women's sub-committee in staging the first early Women's' sundowner events, a role she continued to the end of 2005.

There was nothing Bonnie wouldn't do to support the sundowners - offering to dress up and be outrageous for International Lesbian Day in a tu tu, sourcing raffle prizes (beyond expectation) and recruiting member after member.

Bonnie has always been a wonderful advocate for Pride events and would always scout the room at the Women's sundowners and introduce women to others whom had never been to the event. Whether the person came from Bunbury or Toodyay, Bonnie was there to make them feel at home.

Bonnie left the Pride Committee to train counsellors at GLCS and continues to offer ongoing innovative projects and assistance to youth in the drug/addictions field. In addition to her ongoing volunteer work with the Women's Sundowner, Bonnie agreed to facilitate the Information Forum for Potential Committee Members that the Pride Committee staged at the end of 2005 to recruit new Committee members.

VOLUNTEERS REPORT

Volunteers are the backbone of Pride. Without volunteers, no events could be staged.

The 2005 Pride year saw record numbers of people volunteer to help at Pride events. Over 420 volunteers generously donated their time to help Pride stage the 2005 Festival Opening event, The City of Perth Pride Fairday, The Pride Film Festival, The Annual Quiz Night, The Community Gala, Fruits in Suits, the Pride Women's Sundowner, The 16th Annual Pride Parade, XES and the Pride Dance Party.

Volunteers also generously donated time to supporting events and providing administrative help to the committee through IT support, flyer distribution, promotion in the media, membership mail-outs, and supporting volunteers who were supporting Pride.

Volunteer River Cruise

Pride values its volunteers. In 2005 the Committee invited Pride's other volunteers to attend the "Inaugural Volunteers Thank You Riverboat Cruise" on the Riverboat Gambler on the Swan River on January 15th, 2006.

VOLUNTEERS REPORT continued.

It has been my pleasure to institute this event to recognize our hardworking volunteers. My special thanks to the River Cruise subcommittee Amber Cooper and Nicole Loseby.

Awards were presented to recognise some of the many outstanding volunteer contributions. Award recipients included:

- Caryn Wilkinson - Women's Events
- Brett Nickisson - Graphic Design
- Jennifer Stacey - Festival and Fairday
- 'Stretch' - Parade
- Silvia Pitcher - Pride Women's Sundowner
- Deb Booker - Pride WA Quiz Night 2005
- Andrea Findley - Pride W.A. Fairday
- Nigel Etherington - Official Pride W.A. Photographer
- Brad McKay - Pride WA Fairday and Festival
- Tim Bowyer - Pride W.A. Party Lighting & Production
- Brian Poleykett - 'Volunteer of the Year'
- Bonnie Travers - 'Volunteer of the Year'

Special thanks to all of the marshals and rovers at this years parade, and those who staffed the bar at Fairday, the ushers and ticket collectors at the film festival, volunteers who helped stuff envelopes, and collected tickets at the dance parties.

Pride also thanks the personal contributions of David Horvath from The Court Hotel, Sally Nagy from Connections Night Club, Alexandra Maltby from Q Pages and Lindsay from Angels Painting and Decorating.

Recommendations

- Continue to include volunteer information in membership mailouts
- Increase use of SMS communications to volunteers
- Continue to provide recognition events for volunteers such as the RiverCruise and complimentary tickets to Pride events
- Provide member volunteers with website, media and community recognition.

Fiona Wong
Volunteer Coordinator

WOMEN'S REPORT

2005 saw another successful membership year for women and a number of events staged for women.

Following some challenges early in 2005, the Women's sub-committee remained a functioning body and successfully staged a sundowner for women every month at Grapeskin Winebar during 2005, generating higher revenue than the previous year, with ongoing growth in the number of attendees.

A significant amount of memberships for women are gained from the sundowners, with this event also allowing women to have access to Pride committee members on a monthly basis. This is important for women whom are enquiring about events and the organization as a whole.

The Women's sub-committee was able to donate some monies to the 2005 Pride Film Festival and held their first Women's only River cruise in September 2005, which was a huge success. The membership of the women's sub-committee has recently been increased with some new members and is offering some new ideas and energy for Women's events in 2006.

A regular monthly column in local media covering Pride events and news allowed more information to be accessed by women in our community. This has recently been assisted by the use of global text messaging to female members of upcoming events.

The role of Women's officer has provided a voice on the committee that speaks out on issues of gender parity. This was well supported by the 2005 Pride committee, which was reflected in the balanced calendar of events offered during the year.

I hope that this will be continued in 2006, so that Pride and its female membership can continue to grow.

Laura Foster
Women's Officer

XES REPORT

"XES 2005 – Xotica" was staged in April at Monkeybar (now Capital Club) and was co-managed by Estelle Crawford and Aaron Doust.

Following the change of management that accompanied the changing of the venue's name following XES, the new management decided that the venue would not be made available for hire on Saturday nights, making the venue unavailable for the 2005 Pride Party.

However, XES itself was a very successful event, with more than 900 paying patrons, three great rooms, incredible lighting by Tim Bowyer and two great shows.

XES made a profit of more than \$14,000.

Future XES parties will face the same challenge faced in the staging of the Pride Party, in that major nightclub venues are not available on Saturday nights. Unlike the Pride Party, however, XES faces no significant competition on the night.

QUIZ NIGHT

The Annual Pride Quiz Night is now a permanent and much anticipated annual event. In 2005, the Annual Pride Quiz Night was the largest and most financially successful Pride has ever held.

Finance

On the back of an exceptionally well orchestrated 2004 Quiz Night, the 2005 event provided a much needed injection of mid-year funding. The projected expenses came in under budget, and the revenue far exceeded the projections as the event grew and was attended by over 400 people. The 2005 Quiz Night netted over \$5400.00 in revenue.

Introductions

In keeping with evolving tradition, the 2005 event provided a forum for the introduction of the incoming 2005 Committee and Pride Patron. The 2005 Patron, Ms. Suzanne Covich was articulately introduced by the 2004 Patron, Dr Christopher N. Kendall.

Volunteers and Thanks

The 4th Annual Pride Quiz night was made possible by a dedicated team of volunteers, generous sponsors, the continued support of Paul Higgins from the Hyde Park Hotel, our returning comperes Kerry McGuckin and Mark Reid, and our major prize sponsor Avanti plus Ward Cycles.

I would like to give my special thanks to Brian Poleykett for his work on the master scripting, Deb Booker for the compilation of questions, famous faces quiz and marking, Estelle Crawford for picking up the last minute jobs on the night, John Vidovich for his marking table stint, Andrea Findlay for selling raffle tickets, Dean Cahill for ushering and marking table stint, Aimee Barber for her champion efforts on the door list, Andrew Parker for the sterling set up of the sponsorship table, Laura Foster for taking membership forms and attending front-of-house and Daniel Smith for helping with event support.

Sponsors

Pride would like to extend our sincere thanks to our sponsors for the generous donations made towards Pride's Fundraising efforts. Thank you to our new and ongoing sponsors of the Annual Pride Quiz Night. Without this support the 2005 Quiz Night would not have been such a success.

Thank you to The Hyde Park Hotel for the provision of the venue without charge and for providing additional prizes. Thank you to our major prize sponsors Avanti plus Ward Cycles and The Court Hotel.

Thank you to our other generous prize sponsors including: Australia Post, Beaufort Street Chemist, Blockbuster Video Yokine, The Centre for Association Management (CASM), Cinema Paradiso, Fishing W.A., The Hon. Giz Watson, The Hyde Park Hotel, HOYTS, Inxtasy Bookstore, Jockshop.com, John Hyde MLA, Lamonts Swan Valley, Little Creatures Brewery, Louise Pratt, Mainpeak Stores, Mille Café, The Queens Hotel, Richards of Yallingup, Shane Colcouqun, STA Travel, The Greek Restaurant, That Food Company, The Brass Monkey, The Court Hotel, The Pink Sofa.com, "Avanti Plus" Ward Cycles, Wheel & Barrow Karrinyup,

Adultshop.com, Connections Nightclub, Vino Vino and MUST Wine bar.

Challenges in 2005

It is a pleasure to report that all of the feedback received about the event was positive. The Committee received compliments on the smooth running of the night, the extensive prize pool, the questions, the scripting and the venue. The initial implementation of the venue being 'smoke-free' in 2004 was met with some initial criticism, but this has now become a hallmark of the event.

QUIZ NIGHT continued.

The only concern for 2005 was the non-segregation of Hyde Park Restaurant patrons from the Quiz Night attendees. Due to the increased numbers the rear section was opened up for Quiz Night tables. It was only on the night of the event, that the management brought to our attention that the restaurant would remain open to the public, and restaurant patrons would have to walk through some of the back tables. Although not ideal, it was managed as best as possible on the night.

Recommendations for 2006

- Continue to stage the event at the Hyde Park Hotel
- Continue to sell tables rather than individual tickets
- Limit the attendees to 300 to utilise only the front section of the venue
- Include a second silent auction prize to increase revenue

Having whetted my appetite for the Pride Quiz Night by attending the highly enjoyable first one in 2002, I assisted the coordinator in 2004 and utilised my experiences in the coordination of the 2005 event. It has been my pleasure to be involved in this event, and I wish the incoming coordinator and volunteer's much success for 2006. I will continue provide any assistance that is required.

Thank you to everyone who attended this year's event and in years past and I hope you will all continue to support this fantastic event.

Fiona Wong
Quiz Night Coordinator

FAIRDAY REPORT

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

2005 saw Fairday return to being staged on the Queen's Birthday long weekend and another record crowd turned up to enjoy a day jam packed with live entertainment, which included the Queer Idol and Dog Show competitions. The entertainment was once again of high standards and our thanks to everyone involved in putting this all together.

The one downside of staging Fairday on the long weekend, however, is that the cost of hiring plant and equipment is significantly higher. Given the success of Fairday in 2004, when the event was staged on a non long weekend, it may be worthwhile saving money by staging future Fairdays on non long weekends.

2005 saw more stalls than ever at Fairday and also a bigger range of food stalls. This was extremely popular with the crowds. This kept a lot of people at Fairday, as they did not need to venture out to eat.

We also managed to obtain weather insurance in 2005, reducing the risk of financial losses, should rain have resulted in reduced attendance levels.

Future challenges will include looking at the layout of the grounds to ensure structures are positioned in optimum positions, maximizing room for growth. Other challenges will include addressing the amount of litter left behind after the event.

Overall, this event was well run and went off with no major issues. Huge thanks goes to all stallholders, entertainers and volunteers. Without you this event would not be what it is today.

We would like to take this time to thank everyone who was involved in Fairday 2005 for all their hard work and effort to make this event a huge success.

Our special thanks go to Dave Horvath and Aaron Doust from the Court Hotel for their logistical support on the day.

Dean Cahill & John Vidovich
Fairday Coordinators

ARTS AND CULTURE FESTIVAL REPORT

The theme for this year's festival was commUNITY, and with this in mind there was a vast array of interactivity between Pride and arts and culture events within the Festival with many productions being produced in association with Pride.

This year's festival was fraught with many small problems, which were, thankfully, overcome. Two of the biggest issues faced were the closing of our traditional Theatre venue, The Blue Room, for much needed renovations and the lack of other alternate venues around Northbridge, The Home of Pride.

What do you do when faced with such a challenge? You call Connections Nightclub of course and see if you can convert their space into a cabaret style venue for a couple of weeks. Connections Nightclub was successfully converted for a season of "The Dyke Is Right", a new production from the Pocket Money Theatre Company who bought us "My Life As A Dyke" in 2004.

Other quality productions included in the theatre component of this year's festival were "All The Things I Would Never Tell You In 8 Songs & 12 Pictures" and "Imperial Façade". Both shows, produced in association with Pride, were an outstanding success.

Homophonix was, for the festival month, also produced in association with Pride and found itself at home at Connections Nightclub. The evening was hugely successful with lots of people coming out to see some of the best musicians the Pride community has to offer.

Once again The Fly By Night Club in Fremantle was utilised as the venue for the commUNITY Gala, a night of song, dance and hilarity. Brad McKay put the show together, and we would like to thank him for his efforts. This highly diverse evening was very well received by all who attended.

The stand out event of this year's festival was the Film Season. This year we screened our films at Cinema Paradiso in Northbridge. The season ran over several weeks screening 7 films in total. The film season was the most popular in

some years. We look forward to combining forces with Cinema Paradiso again in 2006.

The visual art component of this year's festival was a collaboration between the Perth Queer Pagans and Pride WA with the Rainbow Spirits art exhibition and AIDS quilt display at the Perth Concert Hall.

The festival guide was, for the first time in many years, produced in a glossy format. This time in an A5 format. This more user-friendly format is something that we will look toward producing again in 2006.

I would like to take this opportunity to thank everyone who performed, exhibited and worked on getting this year's festival together. It was a great experience and I hope to continue again in 2006.

Aimee Barber
Festival Coordinator

PARADE REPORT

Our famous Parade was staged for the 16th time in 2005.

For the second time, Nova 93.7 FM broadcast a live soundtrack during the event. DJ Seb Sharpe mixed the soundtrack from a list of songs nominated largely by Parade entrants.

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

This year, the soundtrack again created a fantastic atmosphere among spectators and enabled both the Parade and other Pride events to receive great publicity on Nova. However, there is a feeling that the soundtrack is stifling creativity among Parade entrants and it may be beneficial to allow Parade entrants to return to providing their own music.

Pre-parade entertainment and fireworks were again staged, with Cardile International Fireworks coming on board to reduce the cost of staging the display.

Channel 31's program "The Couch" filmed and broadcast the 2005 Parade.

While there were a large number of entries in this year's Parade, there was a significant reduction in the number of entries that were floats. This is a significant long term challenge for the future of the Parade.

Discussions with TAFE and other educational facilities have, thus far, been unsuccessful in developing the Parade as an assessment project for design students. Initial discussions have been held with ARTRAGE aimed at seeking their input in future years.

A second major challenge facing the Parade is the imminent construction of a roundabout on the James and Lake Street intersection. Pride has made representations to Council on the challenge a roundabout may present for the passage of the Parade and Council has committed to taking this into account in its design.

PARTY REPORT

The 2005 Pride Party was staged at Heat Nightclub. Despite Heat being a venue of last choice, our Party Coordinator, Aaron Doust, did a fantastic job in putting together a professional and well managed event. Our thanks go to him and all of our DJs and performers on the night. Special thanks also go to Dave Horvath, who spent significant time assisting in putting together the event.

While being a well run event, the number of paying patrons remained at about 700 people, being significantly less than XES for the second year in a row.

The Pride Parties of 2002 and 2003 attracted 1,300 and 1,500 paying patrons to the Kailis Fish Markets and Globe Nightclub, respectively.

The reduced attendance numbers reflect ongoing dissatisfaction with the venues available to us on Saturday nights (Pride Night) and increased competition from other post Pride parties.

The following extract from last year's annual report shows that the 2004 Pride Committee had recognized this problem and had a strategy to secure a world class venue to increase attendance numbers and compete with other post Pride parties.

"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 Showground's 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.

PARTY REPORT continued.

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

Since that extract was written, the challenges facing the Committee were compounded by the Monkey Bar closing its doors to promoters on Saturday nights. In addition, local promoters have begun staging the "Climaxx Parties" at Gilkisons using the model contemplated by Pride.

Despite these critical issues, some former members of the 2005 Pride Committee worked hard to oppose the 2005 Pride Party being staged at the Perth Convention and Exhibition Centre, for reasons that remain unclear, and they did not suggest any party venue alternatives.

In May 2005, Pride had an option to stage the party at the PCEC, regardless of whether it went on to stage the Pride On Show lifestyle exhibition at the same venue.

Unfortunately, resulting Committee friction over this possibility resulted in this option expiring and the opportunity was lost.

This was a tragedy for Pride, as the Pride Party remains our most important fund raiser and its financial underperformance for the second year running was the single biggest reason Pride recorded a loss in 2005.

The incoming 2006 Committee faces the same challenges with regard to a party venue as was faced by the incoming 2005 Committee, yet does not have the PCEC opportunity to pursue.

However, the 2005 Committee has had initial discussions with the Claremont Council regarding the possibility of using a pavilion at the Claremont Showground's and it is recommended that the incoming Committee pursue this option with vigour.

YOUTH REPORT

In 2005, Pride WA has renewed its focus and commitment to the youth of our Pride

community, setting the platform for the future. From the beginning of 2005 Pride took an active attitude and approach towards GLBTIQ youth.

In April, Pride WA became major sponsors and supporters of the QC (Queer Collaborations) Quiz Night held at the Court Hotel. This successful and fun night raised much-needed funds for the student Queer Collaborations conference held later on in the year, which Pride WA also supported.

The National Day of GenderF*#k was marked on the 18th of May. The purpose of this day was to raise discussion and awareness surrounding Gender, Intersex, and Trans issues. GenderF*#k activities were organised by the Cross Campus Queer Network at most universities, and Pride Youth Convenors were there in full support, helping out and contributing.

In July, the University of Western Australia played host to the national GLBTIQ student conference; Queer Collaborations (QC). Pride WA was a major sponsor, and provided expertise in a range of fields to the Queer Collaborations organizers.

Pride's involvement also saw us stage and sponsor the welcome party, host a seminar and lead discussions, in addition promoting Pride WA through a stall to delegates. It was a very rewarding experience to be part of the conference and witness Pride supporting such a wonderful event.

The conference was an ideal forum for much passionate discussion and debate about issues such as Queer homelessness, the discrimination trans* and intersex people are subjected to along with the devastating effect Voluntary Student Unionism (VSU) will have on the ability for Queer university students to organize. Marriage equality, homophobia GLBTIQ high school students face, and the importance of Queer activism were also addressed.

I would consider the highlight of 2005 as the appointment of Suzanne Covich as Pride Patron for the festival, commUNITY. Suzanne emphasised the problems of homophobia and discrimination against staff and students in Western Australian schools. She spoke out there and proud about the need for students, parents,

YOUTH REPORT continued.

teachers and administrators to work together to tackle the discrimination against students and teachers in particular.

While also drawing attention to the implications homophobia has on the welfare of our young people, Suzanne Covich attracted media in the Sunday Times as Pride Patron, and also the West Australian. What she had to say raised awareness about gender stereotypes in Western Australian schools, including the damage such narrow perceptions of what it means to be human can do – noting the responsibility lay with schools to include issues of body confidence, self-esteem and health as part of the curriculum.

Suzanne, after gaining her school's support to march with the John Curtin College of the Arts Safe Schools banner, she, along with approximately 30 students and parents who marched, created discussion, and debate about schools taking part in GLBTIQ parades on 6PR's talk back radio. As Youth Convenor I would like to thank Suzanne Covich, and partner Hadass for being such wonderful and inspiring role models for Pride WA and our community.

John Vidovich
Youth Convenor

FINANCIAL REPORTS

Pride WA recorded a loss of \$14,312 in 2005, leaving net assets of \$624. The loss resulted from various funding deadlines being missed during a period of Committee instability early in the year. In addition, the failure of the Committee to secure the PCEC as a party venue resulted in a sub-optimal venue being chosen, with low patronage for the second year running.

However, Pride remains in a solvent position, with significant revenues from membership renewals, Summer Fling, XES and the Women's Sundowners expected in the early months of 2006. Full financial reports may be found as an Appendix to this document.