

# Brisbane **PRIDE**

**Strategic Plan**  
2025 – 2028

Brisbane Pride proudly recognises the land where we live, work, and celebrate has always been home to Aboriginal and Torres Strait Islander people.

We pay our respects to the traditional custodians of country and to all Aboriginal and Torres Strait Islander peoples, their culture, their connection to country, and their ancestors and elders past and present.

We also express our heartfelt gratitude to our pioneering founders and every individual whose activism, and advocacy have shaped our community over the years.

Committed to fairness and inclusion, Brisbane Pride embraces people from all walks of life, confident that each unique contribution enriches the vibrant spectrum of our LGBTQIA+ community.

# FROM THE PRESIDENT

The Brisbane Pride Strategic Plan 2025–2028 sets forth an ambitious yet pragmatic vision for the organisation’s future, honouring its rich legacy while positioning the organisation to lead and support Queensland’s LGBTQIA+ community in an evolving social and cultural landscape.

This plan reflects Brisbane Pride’s unwavering commitment to community empowerment, social progress, and cultural celebration. It provides a roadmap to address emerging challenges, harness opportunities, and strengthen Brisbane Pride’s role as a champion for equality, inclusion, and celebration.

## **A Legacy of Advocacy, Celebration, and Visibility**

Brisbane Pride was founded in 1990, at a time when LGBTQIA+ rights and visibility faced significant resistance. Emerging from grassroots advocacy, the organisation has grown into one of Australia’s leading pride bodies. Its flagship events, the Brisbane Pride Festival, and the Queen’s Ball Awards, stand as testaments to this enduring legacy. Brisbane Pride are custodians of LGBTQIA+ history.

## **A Pivotal Role in Queensland’s LGBTQIA+ Community**

While Brisbane Pride is best known for its iconic events, its impact extends far beyond celebration. The organisation plays a vital role in supporting our community and providing a platform for diverse voices. In recent years, Brisbane Pride has also emerged as a critical funder and enabler of other LGBTQIA+ organisations across Queensland, recognising that a thriving, interconnected network of community groups is essential to achieving equality and fostering inclusion. This role as a collaborator and funder ensures Brisbane Pride’s influence reaches communities far and wide, supporting grassroots initiatives, regional outreach, and underrepresented groups within the LGBTQIA+ spectrum.

## **Challenges on the Horizon**

As we move into our next chapter, Brisbane Pride faces a range of challenges that require innovative and strategic responses. Societal inequities, mental health disparities within LGBTQIA+ populations, and the rise of anti-LGBTQIA+ sentiment nationally and globally pose significant barriers to progress. Additionally, as the organisation grows, ensuring financial sustainability, deepening inclusivity across intersecting identities, and maintaining relevance in a fast-changing cultural and technological environment requires adaptive leadership and bold vision.

## **Community Engagement**

This strategy is deeply informed by the needs and experiences of the communities Brisbane Pride serves. A key component of this process was the *Annual Community Survey*, introduced in 2024, which gathered insights from nearly 600 respondents across Queensland’s diverse LGBTQIA+, Sistergirl, and Brotherboy communities.

The findings of this survey and ongoing community consultation have shaped Brisbane Pride’s approach, ensuring that the priorities outlined in this plan reflect real, lived experiences and aspirations. The survey revealed both strengths and areas for improvement—highlighting the

importance of ensuring accessibility to Pride events, increasing support for underrepresented groups, and addressing broader concerns around community safety, health, and well-being.

### **A Roadmap for the Future**

The Brisbane Pride Strategic Plan 2025–2028 establishes a roadmap to navigate emerging challenges while seizing new opportunities for growth and leadership. It focuses on three broad strategic priorities:

1. ***Enhancing the reach and impact of pride events*** – ensuring that flagship events such as the Brisbane Pride Festival and Queen’s Ball Awards continue to thrive as inclusive, world-class celebrations that foster visibility and belonging.
2. ***Building financial sustainability and organisational strength*** – expanding funding streams, corporate partnerships, and philanthropic engagement to secure Brisbane Pride’s long-term viability and capacity to support other community organisations.
3. ***Supporting grassroots and regional communities*** – increasing Brisbane Pride’s role as a funder and enabler of smaller LGBTQIA+ initiatives, particularly in rural and regional Queensland, ensuring all members of the community have access to support and celebration.

This Strategic Plan outlines Brisbane Pride’s vision and priorities for 2025–2028, ensuring the organisation continues to champion diversity, empower communities, and advance equality through celebration, and support. By building on our legacy and embracing new opportunities, Brisbane Pride will continue to thrive as a force for good in Queensland and beyond.



**James McCarthy**  
President  
Brisbane Pride Inc.

# EXECUTIVE SUMMARY: STRATEGY ON A PAGE

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|--|--|
| <b>OUR VISION</b><br>Our Aspiration    | We envision a Queensland where LGBTQIA+ individuals are empowered to live authentically and where diversity is celebrated as a strength.   |
| <b>OUR PURPOSE</b><br>Our Contribution | The purpose of Brisbane Pride is to empower, celebrate, and support LGBTQIA+ communities across Queensland by fostering connection, promoting equality, and driving meaningful change. |

|                                 |  |   |  |   |
|---------------------------------|--|---|--|---|
| <b>OUR ROLE</b><br>Our Delivery | <br><b>Cultural Custodian and Innovator</b> | <br><b>Community Builder</b> | <br><b>Funder and Partner</b> | <br><b>Leader in Sustainability and Growth</b> |
|---------------------------------|--|---|--|---|

## OUR OUTCOMES What we will focus on.

|                     |   |
|---------------------|---|
| <b>COMMUNITY</b>    | A well-connected LGBTQIA+ community that is inclusive, supportive, and resilient.   |
|                     | LGBTQIA+ individuals in Queensland have access to safe spaces for connection, support, and celebration.                                 |
|                     | The Queen’s Ball Awards and Brisbane Pride Festival remain iconic, world-renowned events celebrating LGBTQIA+ diversity and resilience. |
|                     | Brisbane Pride safeguards and celebrates the rich history of LGBTQIA+ communities in Queensland.  |
| <b>ORGANISATION</b> | Brisbane Pride operates as a financially sustainable and effectively governed organisation, capable of long-term impact.                |
|                     | LGBTQIA+ individuals and organisations in rural and regional Queensland and diverse community groups feel empowered and supported.      |
|                     | Brisbane Pride grows as a key supporter of grassroots LGBTQIA+ initiatives across Queensland.   |

## OUR VALUES The principles that underpin our approach

|                      |                       |                       |
|----------------------|-----------------------|-----------------------|
| <b>COLLABORATION</b> | <b>RESPECT</b>        | <b>TRANSPARENCY</b>   |
| <b>EQUALITY</b>      | <b>SUSTAINABILITY</b> | <b>ACCOUNTABILITY</b> |

# OUR COMMUNITY, OUR CONTEXT

In 2024, Brisbane Pride announced the first of the *Annual Community Surveys*, open participation allowed for diverse feedback, providing Brisbane Pride with insights which informed the development of this strategic plan.

The survey collected data from 598 respondents, representing a wide cross-section of the LGBTQIA+, Sistergirl, and Brotherboy communities. Conducted via an online questionnaire with over 70 questions, the survey explored demographics, mental and physical health, event participation, community satisfaction, and inclusivity. Responses were anonymous, ensuring privacy and encouraging honest feedback.

The intention is to conduct this survey every year.

Key Insights for Brisbane Pride include:

## Demographics

- ⇒ **Age:** The largest group of respondents were aged 25–34 (25.67%), followed by 35–44 (21.64%).
- ⇒ **Sexual Identity:** Gay (33.4%) and Lesbian (19.1%) identities dominated, with significant representation from Bisexual/Pansexual (20.5%) and Queer (13.7%) individuals.
- ⇒ **Gender Identity:** Predominantly cisgender respondents (61%), with trans and non-binary individuals making up 17.5% and 21% respectively.
- ⇒ **Cultural Background:** Some 83.5% were Australian born, nearly 10% spoke a language other than English at home and just over 5% identified as Aboriginal or Torre Strait Islander.

## Community Engagement

- ⇒ **Event Participation:** Some 68% of respondents had attended a Brisbane Pride event. Those not attending cited awareness (19.7%), distance (12%), family or work commitments (9%) and cost (13%).
- ⇒ **Sense of Connection:** 46% reported a strong or somewhat strong connection to the community through events, with only 22% having little or no connection.
- ⇒ **Impact:** 62.7% found Pride events had a positive effect on their mental health, highlighting the importance of these gatherings for well-being.
- ⇒ **Event Impact:** Respondents frequently highlighted the positive mental health benefits of attending Brisbane Pride events, with many indicating increased pride, self-care, and connection to the community.

## Mental and Physical Health

- ⇒ **Chronic Conditions:** 21.1% reported no chronic health conditions. Among those with conditions, anxiety, and depression (61.7%) were the most common.
- ⇒ **Preventive Care:** High engagement with general health check-ups (84.8%) and only 43% have had a sexual health check in the last two years.

## Community Sentiment

- ⇒ **Safety:** 33% of respondents felt unsafe walking alone at night, highlighting concerns about personal security.
- ⇒ **Representation:** Aboriginal, Torres Strait Islander, and asexual groups were identified as underrepresented in events and community spaces.
- ⇒ **Progress:** Only 11% felt substantial improvements had been made for the LGBTQIA+, Sistergirl, and Brotherboy communities over the past year, with 34% feeling some improvement had occurred.

## OUR VALUES

This strategic plan is grounded in core principles that guide every aspect of Brisbane Pride’s work:

|                       |   |
|-----------------------|---|
| <b>RESPECT</b>        | Respect everyone’s uniqueness, views, and experiences; and the knowledge, protocols and cultures of Aboriginal and Torres Strait Islander peoples and their continuing connection and relationship to country.            |
| <b>TRANSPARENCY</b>   | Engage honestly, transparently and with integrity; work to further the objectives of Brisbane Pride and deliver on the trust held in us by our community.   |
| <b>COLLABORATION</b>  | Building partnerships within and beyond the LGBTQIA+ community to amplify impact, bring people together and foster collective action.   |
| <b>SUSTAINABILITY</b> | Committing to long-term solutions that support the community’s growth, safety, and resilience in a changing world.  |
| <b>ACCOUNTABILITY</b> | Be accountable to the organisation’s stakeholders. Uphold meaningful engagement practices that place LGBTQIA+ Sistergirl and Brotherboy voices and lived experiences central to the development of Brisbane Pride events. |
| <b>EQUALITY</b>       | Ensure every individual has equal opportunity to live safe, well connected, and confident lives through upholding and protecting human rights.  |

# CHALLENGES AND OPPORTUNITIES

Brisbane Pride operates in a dynamic and evolving social, political, and cultural environment. Understanding the organisation's challenges and opportunities is essential for navigating this landscape and driving its mission effectively.

## CHALLENGES

### **Evolving Social Attitudes**

While acceptance of LGBTQIA+ communities has improved, pockets of discrimination and prejudice remain, requiring ongoing advocacy and education. A rise in anti-LGBTQIA+ sentiment or backlash against progressive movements both nationally and globally will impact community safety and advocacy efforts. Increased polarisation in public discourse is making collaborative policy changes more difficult.

Cultural shifts and generational changes in activism will also require adapting to new priorities and expectations. In addition, changes in government policies or leadership could reduce support for LGBTQIA+ initiatives and create an uncertain funding environment.

### **Economic Uncertainty and Funding**

Economic fluctuations, including the rising costs of event production, will continue to place pressure on budgets and require innovative financial strategies. Other LGBTQIA+ organisations and social initiatives compete for limited funding, requiring Brisbane Pride to clearly differentiate its value proposition.

### **Diverse Community**

Meeting the diverse needs of the LGBTQIA+ community (e.g., First Nations people, people of colour, migrants, people with disabilities, geographically and financially isolated) is increasingly complex and resource intensive. A rapidly changing world requires sustained effort to ensure underrepresented voices are heard.

### **Event Risks**

Over-reliance on volunteers creates risks of burnout and inconsistent program delivery, threatening long-term sustainability. Disruptions to key events (e.g., due to weather, pandemics, or logistical challenges) can and will negatively impact revenue and visibility.

## OPPORTUNITIES

### **Expanding Funding and Partnerships**

Opportunities exist to partner with corporations, philanthropic foundations, and government entities to diversify funding streams. The organisation's evolution into a funding body for smaller LGBTQIA+ initiatives strengthen its position as a collaborative leader.

Expanding programs and partnerships to reach underrepresented groups, including First Nations communities and those in rural areas, will increase inclusivity and impact. Targeted outreach and support for intersectional identities (e.g., LGBTQIA+ people of colour, migrants, or those with disabilities) can strengthen community trust and representation.



Organisational expertise coupled with professional and lived experience position Brisbane Pride to consult with other organisations and assist them with their positive work in the LGBTQIA+ community.

### **Digital Transformation**

Investing in digital platforms, communication tools, and virtual event capabilities can enhance engagement and accessibility, particularly for regional and remote communities. Uplifting digital accessibility and engagement will support new and sustained revenue streams to expand funding to other LGBTQIA+ organisations.

### **Cultural Legacy**

The Brisbane Pride Festival and Queen's Ball Awards are flagship events, recognised for their inclusivity and vibrancy. Expertise in organising large-scale, high-profile events positions Brisbane Pride as a leader in LGBTQIA+ visibility. Enhancing and promoting these iconic events as world-class cultural celebrations will boost visibility and draw greater participation, including from international audiences. The Brisbane Pride Festival and Queen's Ball Awards are spaces for cultural development through the expression of LGBTQIA+ joy, visual and performing arts.

### **Capacity Building**

Investing in governance, staff development, and volunteer management will help build resilience and ensure the organisation's long-term viability. Ongoing investment provides opportunities for the organisation to build capacity to deliver additional events and community connections for the LGBTQIA+ community.

# STRATEGY IN DETAIL – VISION, PURPOSE, AND ROLE

## Vision for 2025–2028

**“Brisbane Pride envisions a Queensland where LGBTQIA+ individuals are empowered to live authentically and where diversity is celebrated as a strength”.**

This vision is underpinned by a commitment to building an inclusive society in which all people, regardless of gender identity, sexual orientation, or background, feel valued, supported, and connected.

## Purpose

The purpose of Brisbane Pride is to empower, celebrate, and support *LGBTQIA+* communities across Queensland by fostering connection, promoting equality, and driving meaningful change. Brisbane Pride exists to:

- ⇒ Amplify the voices of our *LGBTQIA+* Sistergirl and Brotherboy communities.
- ⇒ Provide platforms for visibility, celebration, advocacy, and creative expression.
- ⇒ Offer resources, funding, and support to grassroots and community-led initiatives.
- ⇒ Educate the broader community to foster inclusion and understanding.

Through these efforts, Brisbane Pride seeks to enhance the quality of life for *LGBTQIA+* individuals and contribute to a more equitable and culturally rich Queensland. Further, through events and collaboration, Brisbane Pride aims to support Brisbane’s growth into a truly global city with a vibrant *LGBTQIA+* community. The 2032 Brisbane Olympics present a unique opportunity for the growth of groups, events, and businesses in the Queensland *LGBTQIA+* community with unprecedented global visibility.

## Role

The purpose of Brisbane Pride is to empower, celebrate, and support our *LGBTQIA+* communities across Queensland by fostering connection, promoting equality, and driving meaningful change.

Brisbane Pride plays a multifaceted role in Queensland’s *LGBTQIA+* landscape, acting as a:

### Cultural Custodian and Innovator

- ⇒ Preserving and enhancing the legacy of iconic events like the Queen’s Ball Awards (the world’s longest-running queer event) and Brisbane Pride Festival.
- ⇒ Innovating and adapting events to reflect contemporary issues and opportunities, ensuring they remain inclusive and relevant.
- ⇒ Supporting artistic expression and cultural development through events and partnering with other *LGBTQIA+* organisations.

### **Community Builder**

- ⇒ Creating spaces and opportunities for LGBTQIA+ individuals to connect, collaborate, and celebrate.
- ⇒ Bridging gaps between urban and regional communities, as well as different intersectional groups.
- ⇒ Supporting LGBTQIA+ individuals to live authentically, in turn supporting their fulsome economic participation and positive social and economic outcomes for Queensland.

### **Funder and Partner**

- ⇒ Providing grants, support, and resources to grassroots LGBTQIA+ organisations and projects, enabling them to thrive.
- ⇒ Building connections and relationships between stakeholders to drive visibility and opportunity for grassroots LGBTQIA+ organisations in broader society.

### **Leader in Sustainability and Growth**

- ⇒ Strengthening governance, diversifying revenue streams, and investing in organisational capacity to ensure Brisbane Pride's longevity and positive contributions to sustainability.
- ⇒ Supporting grassroots LGBTQIA+ organisations to strengthen capacity, governance, and sustainability.

## **STRATEGY IN DETAIL – OUR OUTCOMES**

Brisbane Pride's strategic outcomes aim to align with its vision of fostering an inclusive, equitable society that celebrates and empowers LGBTQIA+ communities across Queensland. These outcomes are designed to ensure long-term impact, community empowerment, and organisational growth and sustainability.

### **1. Empowered and Connected Communities**

#### *1.1 Stronger Community Connections and Unity*

**Outcome:** A well-connected LGBTQIA+ community that is inclusive, supportive, and resilient.

**Key Indicators:**

- ⇒ Higher attendance and engagement across all Brisbane Pride events.
- ⇒ Positive feedback from community members indicating a sense of belonging and representation.
- ⇒ Increased partnerships and collaborations between LGBTQIA+ organisations and other stakeholders.

### 1.2 Safe and Inclusive Spaces

**Outcome:** LGBTQIA+ individuals in Queensland have access to safe spaces for connection, support, and celebration.

**Key Indicators:**

- ⇒ Establishment or expansion of safe, inclusive venues and programs throughout the state.
- ⇒ Increased feedback from LGBTQIA+ individuals highlighting improved accessibility and safety.
- ⇒ Ongoing partnerships with state government and local councils and private entities to enhance community infrastructure.

## 2. Cultural Leadership and Legacy

### 2.1 World-Class Cultural Celebrations

**Outcome:** The Queen's Ball Awards and Brisbane Pride Festival remain iconic, world-renowned events celebrating LGBTQIA+ diversity and resilience.

**Key Indicators:**

- ⇒ Growth in attendance at major LGBTQIA+ events, including participants from regional Queensland and international visitors.
- ⇒ Greater recognition of the Queen's Ball Awards and Brisbane Pride Festival as premier cultural events.
- ⇒ Increased sponsorship and media coverage, reflecting their cultural and social significance.
- ⇒ Ongoing space for performing and visual artistic expression at the Queen's Ball Awards and Brisbane Pride Festival and other events supported by Brisbane Pride

### 2.2 Celebration and Preservation of History

**Outcome:** Brisbane Pride safeguards and celebrates the rich history of LGBTQIA+ communities in Queensland.

**Key Indicators:**

- ⇒ Development of historical archives, digital platforms, and exhibitions documenting key events, individuals, and milestones.
- ⇒ Increased community engagement with Brisbane Pride's historical initiatives, such as exhibitions and publications.
- ⇒ Recognition and celebration of significant anniversaries, such as the Queen's Ball Awards and Pride Festival milestones.
- ⇒ Continued partnerships with cultural and LGBTQIA+ organisations to preserve LGBTQIA+ community history and the cultural history of Queensland.

### **3. Growth and Capacity Building**

#### *3.1 Organisational Sustainability and Growth*

**Outcome:** Brisbane Pride operates as a financially sustainable and effectively governed organisation, capable of long-term impact.

**Key Indicators:**

- ⇒ Growth in diversified and sustainable revenue streams.
- ⇒ Implementation of best-practice governance frameworks informed by community consultation.
- ⇒ Increased volunteer engagement and retention, ensuring continuity and growth of programs.

### **4. Collaboration and Funding**

#### *4.1 Improved Support for Regional Areas and Diverse Communities*

**Outcome:** LGBTQIA+ individuals and organisations in rural and regional Queensland and diverse community groups feel empowered and supported.

**Key Indicators:**

- ⇒ Establishment of satellite events, outreach programs, and funding initiatives tailored to regional and communities.
- ⇒ Increase in participation and visibility of diverse groups (e.g., First Nations, people with disabilities, trans and non-binary individuals) in Brisbane Pride's activities.

#### *4.2 Expanded Role as a Funder and Partner*

**Outcome:** Brisbane Pride grows as a key supporter of grassroots LGBTQIA+ initiatives across Queensland.

**Key Indicators:**

- ⇒ Growth in the number and diversity of projects funded annually.
- ⇒ Positive feedback from funded organisations on the impact of Brisbane Pride's support.
- ⇒ Increased visibility of the work done by other LGBTQIA+ grassroots organisations.