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| Pride Events and Festivals Fund 2025-26 |
| Application questions |
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# Introduction

To apply for the Pride Events and Festivals Fund, applicants will need to answer the questions below on the [DFFH Grants Gateway](https://grantsgateway.dffh.vic.gov.au)[[1]](#footnote-2).

All applications will be assessed against the criteria below.

Assessment criteria

| Criterion | Questions | Weight |
| --- | --- | --- |
| Event purpose and rationale | 1 – 4  | 30% |
| Audience and engagement | 5 – 9  | 25% |
| Project management | 10 – 14  | 45% |

# Application questions

## Event purpose and rationale

### Who is your organisation or group, and why did you decide to host this event?

Word limit: 150 words

**Guiding questions:**

* What is your organisation or group’s main purpose?
* How did you identify a need for this event?
* How will this event benefit your communities?
* Does an event like this exist for your communities already? If so, how will your event meet an unmet need?

### What is your event, and how will it celebrate and positively represent LGBTIQA+ communities?

Word limit: 250 words

**Guiding questions:**

* What will happen at your event?
* Which communities will your event celebrate and/or positively represent?
* How will your event provide opportunities for social connection and interaction?

### When is your event?

Please provide a **date**, if known, or an approximate date. Please be as specific as possible.

### Where is your event?

Please provide a **venue or address**, if known, or an **LGA**. If multiple locations and/or LGAs, please list them.

## Audience and engagement

### How many people do you estimate will attend your event?

Please be as specific as possible. You can include event capacity and minimum targets, if known.

### Is your event free for everyone to attend?

Select yes or no. If you select no, you will need to tell us about the costs to attend your event in the next question.

### How much will it cost to attend your event?

The department prioritises funding events that are affordable for **all** Victorians.

If you have multiple ticket prices, please describe your pricing structure or add this as a separate attachment to your application.

### How will you ensure that your event is accessible and inclusive to all attendees?

Word limit: 150 words

**Guiding questions:**

* How will you ensure that your attendees can afford to attend your event beyond ticket prices?
* What will you do to make your event inclusive for all Victorians?
* How have you considered the following in your event planning:
	+ physical accessibility
	+ sensory needs
	+ financial accessibility
	+ transportation to and from your event
	+ cultural and linguistic diversity
	+ age and gender diversity
	+ other intersecting forms of disadvantage that may impact a person attending.

### Who is your target audience for this event, and how will you involve them?

Word limit: 250 words

Please describe your target audience clearly, with reference to any of the priority cohorts listed below:

* intersex communities
* bi+ communities
* asexual communities
* trans and gender diverse communities
* older people
* people with disabilities
* culturally and linguistically diverse communities (CALD)
* Aboriginal and Torres Strait Islander communities
* communities from low socio-economic status backgrounds
* faith-based communities
* peri-urban, regional and rural communities (including border communities).

Please be realistic and honest about your target audience. For example, if your event does not have a specific focus or specific activities for a priority cohort, consider whether you should describe your event as targeting that community. Note that events that are open to all Victorians are eligible to receive funding.

**Guiding questions:**

* Is there a specific cohort or community of people who will be most interested in attending your event?
* Have you designed your event with a specific cohort or community in mind?
* How will your target audience be involved in the design, planning or delivery of your event?
* Will there be a planning committee or community engagement opportunities?

## Project management

### How will you plan and deliver your event?

**Word limit: 200 words**

**Guiding questions:**

* How long will the planning process take, from start to finish?
* What is your project timeline?
* What are the core steps you need to finish before the event? When do these need to happen?
* How far along in the planning process are you already?
* What planning has already been completed?

### **Who will plan and deliver your event? What will their responsibilities be?**

Word limit: 200 words

Even if we have worked with your organisation before, please provide clear and specific information about the roles and responsibilities of the people and organisations hosting your event.

**Guiding questions:**

* Who in your organisation (paid employees and volunteers) will do what?
* What are the team’s qualifications, experience or skills?
* Will you work with other consultants or collaborators? What will their responsibilities be?
* Who, if any, are the other organisational partners who will deliver this event?

### What are the risks of your event?

Word limit: 150 words

Please consider any risks for your team, your event delivery, your attendees or others that you have considered in your planning.

**Guiding questions:**

* Is there anything that will impact the safety and security of your event?
* Do you run this event regularly? If so, what have you learned from previous events?
* What other funding sources are available to support your event?
* How likely is it that your identified risks could happen?
* How severe would the consequences be if your identified risks happen?
* What strategies will you put in place to avoid or minimise consequences from identified risks?

### How will you know if your event is a success?

Word limit: 150 words

**Guiding questions:**

* What does success look like for your organisation and for your event?
* What are your goals for this event?
* What does your target audience need or want from your event?
* How will you measure the success?

### What methods will you use to measure and evaluate your event’s success?

Please select the methods you will use to measure success from the list provided:

* advisory or focus groups
* attendance or registration totals
* independent/external evaluations
* internal evaluation framework
* event revenue (including ticket sales)
* media and publicity coverage
* project-related key performance indicators (KPIs)
* social media analytics
* stakeholder or community consultation
* surveys, polls or other data collection method
* website traffic data
* other (please describe).

# Additional assessment considerations

## Program objectives

The Pride Events and Festivals Fund supports events that connect communities, celebrate diversity, build resilience and promote inclusion.

The strongest applicants will show how their event supports each of the following program objectives:

* celebration and social connection
* accessibility and inclusion
* diversity and intersectionality
* capacity building and sustainability (**note**: only applicable for the **large** stream).

## Priority cohorts

As outlined in the program guidelines, we may prioritise applications that work with and engage priority LGBTIQA+ groups including:

* intersex communities
* bi+ communities
* asexual communities
* trans and gender diverse communities
* older people
* people with disabilities
* culturally and linguistically diverse communities (CALD)
* Aboriginal and Torres Strait Islander communities
* communities from low socio-economic status backgrounds
* faith-based communities
* peri-urban, regional and rural communities (including border communities).

## Value for money

Value for money underpins all financial decisions made by the Victorian Government.

It refers to the achievement of a desired outcome at the best possible price, which is not always the lowest price. This is assessed based on a balanced judgement of financial and non-financial factors.

For examples of financial and non-financial factors, download the PEFF 2025-26 program guidelines from the [Victorian Government's Pride Events and Festivals Fund](https://www.vic.gov.au/pride-events-and-festivals-fund)[[2]](#footnote-3).

## Regional and rural communities

The department has a target that **25%** of successful grant recipients will be from regional and rural areas or primarily support regional and rural communities.

# More information and help

## Information sessions

To help you with the application process, the Equality Programs team hosts 3 **free** online information sessions.

The first 2 sessions provide an **overview of the program** and information on **how to apply**.

The third information session is for unincorporated groups **applying with an auspice**. The session will include:

* a brief overview of the program
* auspice and project organisation responsibilities
* a demonstration of how to apply with an auspice.

Visit the [Victorian Government's Pride Events and Festivals Fund](https://www.vic.gov.au/pride-events-and-festivals-fund)[[3]](#footnote-4) for more on the information sessions, including dates and how to book.

## Contact the Equality Programs team

Email the Equality Programs team equality-grants@dffh.vic.gov.au with any questions or to request a call back:

* for more information
* for help with your application
* to check if you have any outstanding final reports.

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1. https://grantsgateway.dffh.vic.gov.au [↑](#footnote-ref-2)
2. https://www.vic.gov.au/pride-events-and-festivals-fund [↑](#footnote-ref-3)
3. https://www.vic.gov.au/pride-events-and-festivals-fund [↑](#footnote-ref-4)
4. https://creativecommons.org/licenses/by/4.0/ [↑](#footnote-ref-5)