

# Media Release

**The Hon Harriet Shing MP**  
Minister for Housing  
Minister for Water  
Minister for Equality



Tuesday, 4 June 2024

## REGIONAL PRIDE TAKES CENTRE STAGE WITH ACTIVATION GRANTS

The Allan Labor Government is encouraging groups with ideas for regional activities and projects celebrating LGBTIQ+ inclusion to apply to be part of the 2025 Victoria's Pride festival.

Minister for Equality Harriet Shing today opened expressions of interest for Victoria's Pride Regional Activation Program, a summer events program designed to celebrate LGBTIQ+ Victorians.

An annual state-wide celebration of diversity, Victoria's Pride features a series of rural and regional events, finishing with a one-day iconic street party at Melbourne's Gertrude and Smith Streets precinct on Sunday, 9 February 2025.

As well as providing more opportunities for LGBTIQ+ people across the state to connect and express pride in who they are, the program gives Victorians the chance to show support for and celebrate rainbow communities and their friends and families.

Leading LGBTIQ+ arts and cultural organisation Midsumma delivers Victoria's Pride in partnership with the Labor Government.

The Labor Government has invested \$6.8 million for Victoria's Pride over four years to help celebrate LGBTIQ+ communities while promoting diversity and inclusion.

Proposals are encouraged for regional and rural Victorian activities in the lead-up to 9 February 2025 and may include artworks, community celebrations, historical exhibitions and other projects documenting or highlighting the experiences of LGBTIQ+ people.

Applications are open from now until Tuesday 6 August.

To apply or for more information, visit [midsumma.org.au/regional-activation](https://midsumma.org.au/regional-activation).

### Quotes attributable to Minister for Equality Harriet Shing

*"We're celebrating LGBTIQ+ communities right across the state, by delivering events in every corner of Victoria that champion the diversity of people that live in the regions."*

*"This is about building inclusion across communities in the state, enabling all Victorians to show their pride in rainbow communities and learn about their experiences."*

### Quote attributable to Midsumma CEO Karen Bryant

*"We are thrilled that this initiative plays such a vital role in the development of regional artists, art forms and communities, extending the reach and impact for LGBTIQ+ communities, sharing their creativity and their personal stories, through the arts, and ensuring that regional community voices and diverse identities are central to Victoria's Pride, for now and for the future."*

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