

Media Release

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



Tuesday, 25 June 2024

PRIDE MONTH DRAG STORYTIME ON THE RAINBOW TRAM

LGBTIQ+ Victorians had an extra reason to celebrate Pride Month with a drag storytime event on board a Melbourne tram today.

Minister for Equality Harriet Shing today joined Switchboard CEO Joe Ball, drag performer Frock Hudson and a group of rainbow families for a joyful event aboard Switchboard Victoria's tram in East Melbourne.

As part of Victoria's 10-year equality strategy Pride In Our Future, the Allan Labor Government is continuing to support safe, diverse and inclusive events, and programs with and for LGBTIQ+ communities right across Victoria.

The Yarra Trams Community Partnerships Program supports Switchboard's branded tram, which focuses on connecting LGBTIQ+ communities, sharing important messages of inclusion, safety, and visibility along the busy 109 and 48 routes.

Switchboard is one of six community organisations taking part in the annual Yarra Trams program this year, with the colourful tram to continue running on Melbourne's network until 23 July.

As a community-based not-for-profit organisation, Switchboard provides crucial peer-driven support services for Victorian LGBTIQ+ communities and their allies, friends, carers and families.

The Labor Government's nation-leading Equality work is supporting all LGBTIQ+ Victorians so that they are safe, are healthy, have equal human rights and can live wholly and freely.

Quote attributable to Minister for Equality Harriet Shing

"Today's celebration aboard the colourful Switchboard Yarra Tram during Pride Month is a great reminder that in Victoria, equality is not negotiable."

Quote attributable to Switchboard CEO Joe Ball

"Not just in Pride Month, but everyday my hope is inclusion, acceptance, and the safety of LGBTIQ+ people is as synonymous with being Victorian as a Melbourne tram is. Switchboard greatly appreciates the opportunity granted by the Yarra Trams Community Partnership Program and we know people have connected with our services for the first time because they saw this tram."

Quote attributable to Yarra Trams CEO Carla Purcell

"We're proud to support organisations like Switchboard through our Yarra Trams Community Partnerships Program who deliver vital support services to LGBTIQ+ people, their families and allies in our community. This tram highlights the importance of LGBTIQ+ inclusion and belonging, a message more important than ever during Pride Month."