

Media Release

The Hon Vicki Ward MP

Minister for Emergency Services
Minister for Natural Disaster Recovery
Minister for Equality



Friday, 29 August 2025

VICTORIA'S PRIDE REGIONAL LINEUP ANNOUNCED

The Allan Labor Government is backing inclusive events across regional Victoria as part of Victoria's Pride – a summer-long celebration of LGBTIQ+ communities culminating in an iconic, all-ages Street Party in Melbourne next year on Sunday, 8 February.

Minister for Equality Vicki Ward today unveiled the events funded under the Regional Activation Program, delivered by Midsumma in partnership with the Labor Government. Tens of thousands of people are expected to join events and activities spanning the state, from the Mornington Peninsula to Portland, from Mildura to Gippsland.

Highlights of the Regional Activation Program include Thursgay Bellarine Pride Fest – a celebration featuring local DJs, drag artists, emerging performers and market stalls.

Ballarat will create Queer-ways: Retracing Ballarat's Queer Footprints Mural, a permanent tribute to Ballarat's LGBTIQ+ history and in Mildura – Friends of Comedy will host a travelling show featuring queer comedians.

The announcement comes on Wear it Purple Day, supporting young LGBTIQ+ people to openly and visibly celebrate who they are. Events like Victoria's Pride play a vital role in celebrating vibrant and diverse communities across our state, creating opportunities for creativity and connection for all Victorians.

The Labor Government has invested more than \$6.8 million for Victoria's Pride, ensuring it remains a staple part of Victoria's events calendar.

For more information on Victoria's Pride Regional Activation Program, please visit midsumma.org.au/regional-activations.

Quotes attributable to Minister for Equality Vicki Ward

"Now more than ever we need to continue to strengthen and celebrate our inclusive society, helping us proudly remain one of the most LGBTIQ+ friendly states in the world."

"These events bring communities together, showcasing the pride, importance and talents of LGBTIQ+ people across our regions."

Quote attributable to Midsumma Festival CEO and Creative Director Karen Bryant

"I'm thrilled to see so many creative and bold projects coming to life across Victoria. Victoria's Pride Regional Activation Program is about celebrating our rainbow communities wherever they live, in every town, every region, right across the state."