

# Media Release

**The Hon Vicki Ward MP**

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



Tuesday, 16 June 2026

## REGIONAL PRIDE EVENTS SET TO SHINE

Labor is backing pride events in regional and rural Victoria that celebrate local LGBTIQ+ communities.

Event organisers in regional Victoria can now apply for grants of up to \$10,000 as part of Midsumma's *Regional Activation Program* for inclusive events or activations that bring people together in their local communities.

Delivered by Midsumma, in partnership with the Allan Labor Government, grants will support a packed calendar of rural and regional events in the lead-up to Victoria's Pride Street Party in Fitzroy next February.

Almost 10,000 people took part in Victoria's Pride regional events across the 2025-26 season. This included Oceanside Pride's 'The Coast is Queer festival' in Portland and 'Portraits of Queer GV', a series of art workshops in Bendigo, Wangaratta and the Goulburn Valley.

The program also funded the creation of a mural - Queerways: Retracing Ballarat's Queer Footprints showcasing the rich queer history of the Ballarat region.

Under an Allan Labor Government, equality is not negotiable in Victoria, and it never will be.

Every Victorian, no matter who they are or who they love, should live safely, wholly and freely and that's why Labor supports events that celebrate our LGBTIQ+ communities.

Applications for grants are open from now until Monday 3 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 Vicki Ward

*"From Portland to the Goulburn Valley, rainbow communities are throwing the best parties in regional Victoria, and we're backing them."*

*"Victoria's Pride is about celebrating and strengthening the diversity of our LGBTIQ+ communities and I encourage all eligible community groups and organisations with fabulous ideas to apply."*

### Quotes attributable to Midsumma Festival CEO and Creative Director Karen Bryant

*"We're proud to continue delivering this important initiative in partnership with the Victorian Government, supporting regional artists and communities to share their stories through creativity and connection."*

*"The Regional Activation Program places LGBTIQ+ voices and lived experiences at the centre of Victoria's Pride, celebrating the diversity and resilience of rainbow communities across the state."*

**Media contact:** Zoe McLaughlin 04 296 984 | [zoe.mclaughlin@minstaff.vic.gov.au](mailto:zoe.mclaughlin@minstaff.vic.gov.au)