### CASTLEMAINE PRIDE FESTIVAL

# Your Pride. Your Voice. End of Community Consultation Report

Kate Phillips | May 2023











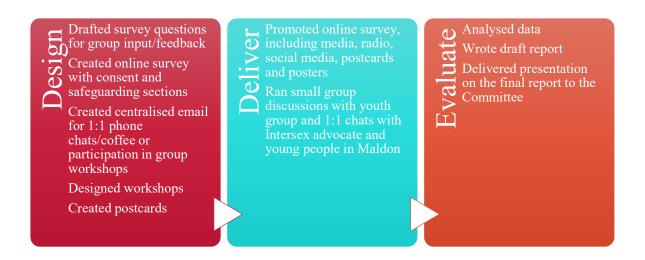
# About the project

The Castlemaine Pride Festival Committee contracted Kate Phillips, a local LGBTQIA+ community consultant, to reach LGBTIQIA+ people in Mount Alexander Shire to:

- 1. Feed into what Castlemaine Pride Festival should look like in the future, and
- 2. Inform how the Committee reports back to their communities.

The Committee was initially interested in hearing from all people who live or work within Mount Alexander Shire who identify as LGBTIQA+ or are allies. They were particularly interested in hearing from 'hard to reach' parts of the LGBTIQA+ communities who they identified as people of different ages and backgrounds (younger, older and in between), people identifying as Trans, gender diverse and/or Intersex, Rainbow Families, First Nations people and people of colour, people living with a disability and adults with or without children who identify as LGBTQIA+.

#### How we delivered the project



At the start of the project, the Committee participated in a workshop facilitated by the consultant with the dual purpose of co-designing the survey and approach to engaging with the community, and building the Committee's capacity through inbuilt educative components to the workshop. This included learning about models for meaningful community consultation for a clear purpose (ladder of engagement), including understanding co-design and co-production. The group also conducted a stakeholder and community mapping exercise to identify Castlemaine Pride Festival's stakeholders and to understand who and what we mean by 'hard to

reach' parts of the LGBTQIA+ community, including considering what makes them hard to reach and any underlying assumptions the Committee might have about these groups.<sup>1</sup>

This, in turn, informed the co-design of the community consultation survey,<sup>2</sup> which included a discussion regarding what questions the Committee wanted to ask and why, and key methodological considerations, including how to be adaptive to different groups.

#### It was agreed that:

- The project would focus on reaching LGBTQIA+ and Rainbow Family respondents (rather than allies and the broader community), as the Castlemaine Pride Festival is primarily for and by community, with the survey remaining open to all;
- The survey would be an in-depth survey. While a shorter survey would have had the potential to reach more people, the Committee indicated they wanted deep and meaningful answers to inform their future festival planning; and
- The survey would be available in various formats to cater to people's different communication styles and how they may wish to engage more broadly, with people able to self-select, enabling them to engage in whatever way best worked for them. The mixed methods selected for this project included an online survey, printed version of the survey that could be collected and completed at Castlemaine library or Castlemaine Community House, 1:1 phone chats or coffees, and small group discussions.

The consultant then worked with the Committee to finalise the survey questions and promote the survey to the community and specific target groups. This included promotion via coverage in the local newspapers, printed postcards and posters distributed around all key towns across the Shire, a paid advertisement on MainFM, social media posts in key Facebook groups, inclusion in e-newsletters, and word of mouth through the consultant and Committee members sharing with key people and groups.

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<sup>&</sup>lt;sup>1</sup> See Annexure 1 for the outcomes of this exercise, including areas identified as beyond the scope of this project but that the Committee may wish to progress through further discussions and group workshops.

<sup>&</sup>lt;sup>2</sup> See attached paper survey for list of questions.

#### Example promotional materials: Postcard and (facing page) poster.



Castlemaine Pride Festival started as a picnic in the park to celebrate marriage equality, and now it's grown to a fabulous Festival of Events. We're community-run, through the Castlemaine Pride Festival Committee, and we want to be led by the broader community, too. So, with the support of funding from the Victorian government, we're asking for you to share your voice and views with us, to help shape the future of the Castlemaine Pride Festival in Mount Alexander Shire.

The survey should take approximately 10 mins to complete. Entries need to be received by midday 29 April 2023. You can remain anonymous, unless you choose to share your contact details with us to enter to win the \$100 prize draw!

- You can participate in a number of ways:

   Complete the online survey by scanning the QR code or going to: https://www.surveymonkey.com/r/CastlemainePrid eFestival
- · Complete the paper version of the survey, available to collect and drop off at your local library or Castlemaine Community House, or mail back to PO Box 386, Castlemaine VIC 3450.
- If you would prefer to take part in one of our group discussions or have a 1:1 cuppa/coffee/phone chat email us at diversity@cch.org.au

#### **SCAN ME**



# Thank you!











# Yar Price. Yar Vaice.

# **SCAN ME**



Castlemaine Pride Festival started as a picnic in the park to celebrate marriage equality, and now it's grown to a fabulous Festival of Events. We're community-run, through the Castlemaine Pride Festival Committee, and we want to be led by the broader community, too. So, with the support of funding from the Victorian government, we're asking for you to share your voice and views with us, to help shape the future of the Castlemaine Pride Festival in Mount Alexander Shire.

The survey should take approximately 10 mins to complete. You can remain anonymous, unless you choose to share your contact details with us. You can enter to win a \$100 prize draw! You can complete the online survey by scanning the QR code or going to:

https://www.surveymonkey.com/r/CastlemainePrideFestival.

The community consultation will close 29 April 20 23. If you would prefer to talk to someone rather than fill out this survey, please be in touch to join one of our group discussions or have a 1:1 cuppa/coffee/phone chat! Email us at diversity@cch.org.au. Thank you!









# Who did we hear from?

We reached 130 people in total through the community consultation:

- 112 people completed the online survey, with a 100% completion rate;
- Six people completed a paper survey;
- 8 young people (aged 13-18) through small group discussion; and
- Direct conversations with an intersex advocate and three young people (aged 18-24) of diverse identities living in Maldon.

# Demographic breakdown<sup>3</sup>

90% of the people we heard from are part of the LGBTQIA+ community, with 10% being friends or allies/supporters.

#### Sexual orientation

We mostly heard from people who identify as Gay (38%), Queer (35%) and Lesbian (30%), with a further 15% of respondents identifying as Bi+/Pansexual and 3% as Asexual and/or Aromantic.

# Gender identity

Just under one in five respondents were gender diverse (18%), with 14% of respondents identifying as non-binary or genderqueer, and four per cent as trans or gender diverse, gender fluid or gender non-conforming.

We did not reach any Intersex respondents via the survey, however were able to meet with a local Intersex advocate for a 1:1 discussion.

<sup>&</sup>lt;sup>3</sup> This data is not compared with local, state or national demographic statistics, as the project aim was not to gather a representative sample size. However, it is pleasing to see the percentages across many of the demographics are in line with those broader demographic breakdowns; for example, 15-20% of Australians are estimated to be neurodiverse, 1.9% of people living in Mount Alexander Shire are First Nations people, and 18-24 is the smallest age group in Mount Alexander Shire (3%). See, for example: <a href="https://abs.gov.au/census/find-census-data/quickstats/2021/LGA25430">https://abs.gov.au/census/find-census-data/quickstats/2021/LGA25430</a>

#### Intersectional identities

Five per cent of respondents identify as First Nations (2%) or People of Colour (3%).

14% of respondents were neurodiverse, and eight per cent of respondents identify as living with a disability or chronic health condition.

#### Rainbow families

Just under one in three (30%) respondents were in a rainbow family, as a parent, caregiver, child or young person.

#### Age

There was a relatively equal split of respondents across the 35-44, 45-54, 55-64 and 65+ age groups (17%, 23%, 24% and 17% respectively). Of the younger cohorts, it was easier to reach people aged 25-34 or under 18 years of age (both 8%), and hardest to hear from people aged 18-24 (4%). Reaching these groups was aided through the offer of 1:1 chats and small group discussions, as well as personal direct connections.

#### Location



- 42% of respondents live in Castlemaine;
- 25% live in Campbells Creek, Chewton, McKenzie Hill, Barkers Creek, Frysterstown, Guildford, Muckleford, Faraday, Yapeen, Vaughn, Glenluce or Irishtown;
- Of the more outlying towns, 8% were from Maldon and surrounds, 4% from Glengower, 3% from Newstead and surrounds, 2% from Harcourt and surrounds; and

• The remaining respondents were people from further afield, indicating they live, work or play in Mount Alexander Shire. This included 6% from Hepburn Shire towns, 4% from Bendigo and surrounds, 3% from Melbourne, 2% from Ballarat and surrounds, 2% from Kyneton and surrounds, and 1% from Maryborough and surrounds.

#### Previous engagement with the Castlemaine Pride Festival

- 2 in 5 had been to Castlemaine Pride Festival several times;
- For 16% of respondents, 2022 was their first Pride Festival;
- Six per cent had been before but not come back;<sup>4</sup>
- Just under one third (30%) hadn't been before but were keen to go to the next festival; and
- Eight per cent had not known there was a Castlemaine Pride Festival prior to hearing about it via the survey, and were keen to attend.<sup>5</sup>

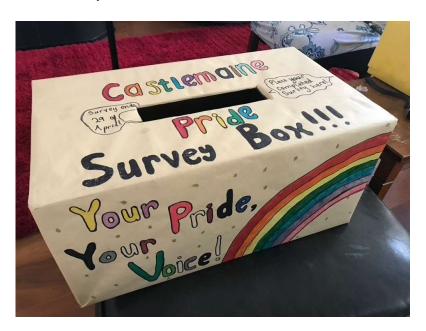


Image: One of two decorated survey boxes, where survey respondents could post their paper survey (one was located in Castlemaine library, the other in Castlemaine Community House).

<sup>&</sup>lt;sup>4</sup> The main reasons noted for not returning were a change in life circumstances (moving, pregnancy) and COVID.

<sup>&</sup>lt;sup>5</sup> These respondents were mostly from Castlemaine, Campbells Creek, Chewton, Fryerstown, and Bendigo.

# What did people tell us?

# **Overall findings**

What does the Castlemaine Pride Festival mean to our community?

All options were popular, however there were three clear top responses:

- 1. A way to feel more connected with the LGBTQIA+ community in this area.
- 2. An important part of representation (visibility in local community).
- 3. A fun and entertaining event.

For parents with children, whether they are LGBTQIA+ or not, the Castlemaine Pride Festival was noted as a key event that enables parents and caregivers to educate their children and demonstrate inclusivity.

#### What should this festival be called?

People were split almost 50:50 between continuing to call the festival the Castlemaine Pride Festival, versus changing it to Mount Alexander Pride Festival. Two thirds of the people in favour of retaining the name as Castlemaine Pride Festival were from Castlemaine or the immediate neighbouring towns of Chewton, Campbells Creek, McKenzie Hill, Barkers Creek, Frysterstown, Guildford, Muckleford, Faraday, Yapeen, Vaughn, Glenluce or Irishtown. One third lived in the more outlying towns or neighbouring Shires.

A number of people suggested the name be developed in consultation with local First Nations people, to see if there could be a Dja Dja Wurrung name incorporated (e.g., as a sub-heading) or used as the actual festival name.

Some suggested looking for a name that plays on being a regional LGBTQIA+ festival, similar to ChillOUT and OUT in the Open, however others were in favour of keeping a name that is clear and 'does what it says on the tin.' Several people also noted that lots more people know the name of the town, rather than the name of the Shire, and that Castlemaine has a strong 'brand' and is known as being Queer-friendly.

Regardless of the name, people are keen for the festival to have a presence in the rest of Mount Alexander Shire, with satellite events to be hosted in key towns the most preferred option.

#### Where should the picnic be held?

The vast majority of people prefer the Botanical Gardens, although everyone appreciated the need to consider wet weather options and the ability to provide shade, seating, access to bathrooms and access to public transport and parking.

The Town Hall was noted as a good wet weather option, however many people found it too noisy and overwhelming, and indicated there was not much seating available.

# What do you want to see included in the Castlemaine Pride Festival of events?

Many of the suggestions validated the 2023 programming, particularly dance party, movie nights, cabaret, music, sporting events, author Q&As and book/podcast launches, dog show, clothes swap, drag shows, market stalls and art exhibitions.

Ordered by the number of times they were mentioned, additional ideas included:

- Workshops, including art and craft, and cooking classes
- Dinner/dances (18+ and all age)
- Queer yoga session
- Queeraoke / talent quest
- Queer trivia
- Market stalls (e.g., Gay Stuff Market)
- Parade
- Inclusive women's events
- Events for older queer people
- LGBTQIA+ pool party
- Queer circus class
- Fairy tea party (youth)

#### What are we doing well?

- Generally, respondents felt the Castlemaine Pride Festival **offers something for everyone**, and that there is good **entertainment**;
- The **children and youth spaces** were also noted as being particularly important and entertaining; and
- Just over two in three respondents (68%) felt the Castlemaine Pride Festival is **inclusive** that they feel welcome and seen. The main components that make people feel they are safe and belong at all events are friendly people, lots of rainbow flags (with specific appreciation for flying the diversity of flags that represent the different LGBTQIA+ identities, including the Intersex flag, and people noting the importance of having the Aboriginal and Torres Strait Islander flags up as well), and a warm welcome from people at the entrance.

One in five people who took the online survey specifically spent more time at the end of it, to answer the 'anything else you want to say before you leave' question. Of these, over half (55%) expressed their gratitude for the Castlemaine Pride Festival and the people who organise the festival overall and the events, and to all those who volunteer.<sup>6</sup>

### What needs to be improved?

- Event catering was the main component people indicated as needing to be improved, with particular emphasis on having healthy options and vegetarian/vegan options;
- Transport came up as a key consideration that can determine if someone is able to
  participate whether driving after dark, people who are reliant on public transport or
  people who cannot walk very far. For people who live outside of Castlemaine,
  scheduling events on the same day can help people go from one event to the other
  without having to find somewhere in town to sit and wait around;
- Accessibility, inclusion and cultural safety could be further strengthened, with people particularly mentioning the importance of seating and quiet spaces for improved accessibility, building awareness and understanding of the Intersex community through a training/information session that could be open to professionals as well as the

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<sup>&</sup>lt;sup>6</sup> See Annexure 2 for the verbatim messages of thanks and appreciation.

community, as well as having an Intersex group stall at the picnic, and the importance of Welcome to Country, smoking ceremonies, Aboriginal and Torres Strait Islander flags, and multicultural events for improved cultural safety; and

Respondents were divided about whether events should be as pet friendly as possible
or not. Many were in favour, however others were concerned this is not always helpful
for all-age/family friendly events.

People who aren't as socially connected, or who would be attending by themselves for a variety of reasons, suggested several ways to make events feel safe, welcoming and inclusive, including:

- Information/welcome booth
- Signing up to a workshop or class
- Craft / drop-in art activities area
- · Buddy ambassadors
- A way to be paired up with people to make new friends and connections
- Meet-up event

It should also be noted that there was a small percentage of responses (7%) that demonstrated the queerphobia that exists in pockets of the community across Mount Alexander Shire, as well as people within the LGBTQIA+ community who do not feel a connection to people with different LGBTQIA+ identities to theirs. It may be of interest to consider how the Castlemaine Pride Festival and broader initiatives (for example through the Council and across Mount Alexander Shire), could work to address hate, stigma and discrimination, as well as build bridges and reduce queer and transphobia within and without our LGBTQIA+ communities.

Should this remain a low cost/no cost program or would you pay to see bigger names/events happen with associated high costs?

Events being free or low paying was important to the majority of respondents (81%) to be able to participate in the Castlemaine Pride Festival. There was a 60:40 split regarding whether people would like to see bigger names/events happen, with associated higher costs — with the 60 falling in favour. This ratio indicates consideration would need to be given regarding whether to limit the number of paid events, potentially with a ceiling price (i.e., no event would ever cost more than \$X), and enabling people experiencing financial hardship to participate.

# **Communicating with community**

#### How should Castlemaine Pride report back?

People would like to hear from the Committee predominantly via the Castlemaine Pride Facebook group and Instagram (particularly younger people), and three quarters of respondents (75%) were keen to be contacted directly with the results of this project. It should be noted that people do like to hear from the Committee through a range of means, including different social media groups, local newspapers, MainFM and specific events.

#### How would people like to share their concerns or suggestions?

The majority of respondents were keen to contact the Committee via a centralised email address. Another preferred option was knowing who is on the Committee and who the LGBTQIA+ Wellbeing Officer is, and how to contact those individuals.

# **Recommendations**

Informed by the project findings, the following 22 recommendations are provided as discussion points for the Committee to inform event planning for future Castlemaine Pride Festivals.

# Festival name and engaging people from across Mount Alexander Shire

- 1. **Discuss the options regarding the name of the festival.** For example, the Committee could gather a couple of other options (including consulting with First Nations people) and then choose to do a standalone community poll, or choose to remain as Castlemaine Pride Festival and consider other options for making it clear that the festival is for the whole Shire.
- 2. Consider hosting events in other locations than Castlemaine. This would be particularly well received in key satellite towns, such as Maldon and Newstead, as well as in aged card homes for residents who are unable to travel. (Noting this would need to be complemented with initiatives to build safe and inclusive towns and spaces, which could be achieved through strong partnerships and through Dhelkhaya Health's merger).

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<sup>&</sup>lt;sup>7</sup> See separate document with contact details provided.

Tina Fratta at Maldon Community Library is particularly interested in considering hosting events or finding other ways to promote the Pride Festival.

# Event planning and promotion

- 3. Host the Pride Picnic in the botanical gardens, and have a wet weather venue booked as backup in case needed. When hosting the event in either venue, make sure there is a welcome booth that has buddy ambassadors, first aid kits, a place to come if anyone gets lost, a stall where people can pick up a map and schedule of the day, and a suggestions box and interactive evaluation mechanism, such as a voting screen or labelled jars.
- 4. Consider drawing on what Castlemaine Pride means for people as the tagline for the Festival, i.e., connection, visibility/representation, fun.
- 5. Make sure events provide catering that includes vegetarian options at a minimum, and ideally also vegan and that meet other dietary requirements.
- 6. **Make sure to keep the majority of events low or no cost,** and consider options for people who are experiencing financial hardship to be able to attend ticketed events.
- 7. Help people who are attending for the first time or who are not socially connected to feel safe, welcome and included. Consider the suggestions and ideas provided.
- 8. Continue to provide a diverse range of events to cater to everyone. Consider the suggestions and ideas provided, including whether any of them could be year-round activities. Consider asking respondents who are keen to engage more whether they would be keen to organise any of these new events.
- 9. Improve accessibility, cultural safety and inclusion. This could include:
  - a. A sensory/quiet and calm space available, particularly at bigger events like the Pride Picnic, for neurodiverse people, introverts and people who are attending on their own.
  - b. Make sure there are gender inclusive bathrooms and signage.
  - c. Provide good seating; this was indicated as important for several groups, including older people and people with chronic health conditions.
  - d. Provide name tags with a space for people to include pronouns.

- e. Keep using the rainbow flags, and make sure the Aboriginal and Torres Strait Islander flags are also on display.
- f. Offer free transport options, such as a 'Pride shuttle bus' from the station to the picnic (e.g., the council bus and Maldon/Newstead community bus), and carpooling for evening events. Each event could have an accessibility and transport section of the booking form.
- g. Live-stream or record and post events that are able to offer this option, and have the MainFM live broadcast from the Pride Picnic, so that people who cannot attend in person for any reason are able to join remotely.
- h. Have a dog free picnic area at the Pride Picnic.
- 10. **Ensure promotional materials demonstrate diversity.** This can be as simple as through the images selected (e.g., First Nations people and people of colour, different ages, trans, gender diverse and non-binary people, etc).
- 11. Make sure there is signage telling people if an event is going to be photographed or video taken, and provide people with a way to opt-out. This was raised by TGDNB youth in particular.

# Connecting further with the community

The recommendations in both this and the following section are informed by the survey responses, considerations of which groups were harder to reach, and the Committee workshop.

- 12. **Strengthen relationship with Nalderun.** Consider ways to share resources, connect with LGBTQIA+ First Nations people, understand what would make the Festival more culturally safe and appropriate, whether to have First Nations only events and/or festival space.
- 13. **Build relationship with Loddon Campaspe Multicultural Services.** LCMS are undergoing Rainbow Tick accreditation; consider ways to connect and understand which multicultural multifaith communities are living and working in Mount Alexander Shire, and how to reach them and include them in future Festivals.
- 14. **Build relationships with organisations that service specific groups within LGBTQIA+ communities.** For example, Trans and Gender Diverse Bendigo and Beyond, local Intersex advocates and groups, MASDAG.

- 15. Consider ways to continue to fight stigma and hate, both from the broader community and to build bridges within our community.
- 16. **Report back on this project.** Consider how to communicate the key findings of this project back to those who participated to 'close the loop', including with a Committee response to the recommendations and how these will be actioned. For the 75% of respondents who want to hear back on the results of this project, the Committee should contact them directly.
- 17. Make it easy for people to find out about Castlemaine Pride Festival and the Committee. Consider having a centralised email address, and make sure promotion happens across the various platforms mentioned in this report. Consider a regular newsletter as a way of reporting to Festival participants, and an annual in-person meeting. The Castlemaine Pride Festival website could include a 'meet the committee members' page, and link to the Facebook page, Facebook messenger and email address in the 'contact us' webpage.
- 18. Engage with the people who are keen to participate in future consultations and/or offer their time and skills as volunteers. Just under one in three (29%) are keen to participate in future consultations, and 14 people indicated interest in offering the skills and/or time to volunteer for the Pride Festival going forwards. Consider how to identify their skills, how much time they can commit, and develop a volunteer strategy.

# Further capacity building and considerations for the Committee

- 19. **More diverse representation on the Committee.** Consider having identified positions on the Committee, and/or other ways for people from diverse groups and identities to regularly meet with and feed into the work of the Committee.
- 20. Progress the stakeholder and community mapping activity to lead to targeted relationship and partnership building. For the hard to reach individuals and groups, map what level of relationship the Committee currently has (e.g. zero contact or idea of where to start, or some contacts, emerging relationship, strong relationship) and the actions that could be taken to move up the scale to build trust and strengthen each relationship across the year.

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<sup>&</sup>lt;sup>8</sup> See separate document with contact details provided.

- 21. Engage in specific education and upskilling on diversity and inclusion. The Committee identified there is a fear of 'doing or saying the wrong thing' when engaging with groups of different lived experiences. It is important this does not become an excuse or reason for not engaging with these groups, but rather that the Committee finds ways to feel equipped to have conversations and engage with all groups across the breadth of our LGBQTIA+ communities. The suggestion by the Intersex advocate to host a training session available for professionals and community members could be one example that the Committee could both organise and participate in.
- 22. Consider ways to evaluate the Castlemaine Pride Festival going forwards, including co-production of the Festival with the community. For example, suggestions boxes and/or screens where people can rate the event out of 10 at event exits; community forums to co-design and co-produce components of the festival; and making use of Eventbrite to email people who attended events to ask them to rate the event out of 10 and ask what they loved about it and what could be improved.

# **Annexure 1: Castlemaine Pride Festival stakeholder mapping**

- $\Psi$  = great relationship / easy connections
- \* = hard to reach

# LGBTQIA+ Community

- L ♥ (harder if have intersectional identities)
- G ♥ (harder if have intersectional identities)
- B \*
- TGDNB \*
- I \*
- A \*

#### Intersectional attributes \* such as:

- Living in satellite towns \*
- Children ♥
- Young people ♥
- 18-30 year olds \*
- Working
- Caregivers
- Older \*
- Disabilities \*
- Neurodiverse \*
- First Nations \*

- Culturally and linguistically diverse \*
- Refugees and asylum seekers \*
- Rainbow families ♥ (Although can be difficult to connect with those who aren't plugged into playgroup etc)
- People who are questioning / not out yet \*
- People who are single

# Partners/organisations

- CCH ♥
- Delkhaya Health ♥
- Castlemaine Lawn Tennis Club
- Castlemaine State Festival (\* difficult relationship)
- Mount Alexander Council ♥ (\* difficult venues policy)
- Theatre Royal ♥
- Shedshaker ♥
- Boom town ♥
- Green Goes the Grocer ♥
- LGBTQIA+ performers
- Stall holders ♥
- TGD Bendigo & Beyond / clothing swap ♥
- Glam Slam Tennis ♥ (Very keen)
- Allies who sponsor ♥
- V/Line
- Volunteers ♥

- Pet stock ♥MainFM ♥
  - Thorne Harbour Country ♥
  - Northern Arts Hotel ♥
  - Bendigo Queer Film Festival 🛡
  - Geelong Pride Film Festival ♥

# Orgs to establish relationships with

- Minus18
- Loddon Campaspe Multicultural Services (LCMS)

# Groups

- The Alluvians ♥
- Bent Brushes ♥
- Pride Choir ♥
- Over the Rainbow youth group •
- Play group ♥
- Rainbow Steps ♥

Groups we will specifically contact to participate in a focus group discussion / 1:1 conversations for this project:

- 18-25 / 18-30 year olds
- Rainbow families
- TGDNB
- Intersex (1:1 chats)
- CALD & refugee / asylum seekers (1:1 chats)

• First Nations (1:1 chats with Melinda, Cath, Kerry and potentially at Council's roundtable)

# General reflections (for future Committee discussions – out of scope for this project):

- How to have more diverse representation on the Committee
- How to strengthen regular input from more diverse groups / intersections in the community to feed into the Committee
- Stakeholder mapping activity for the hard to reach individuals and groups, map out where you're at (e.g. zero contact or idea of where to start, vs some contacts, vs emerging relationship, etc) and the actions you will take to move up the scale to build trust and strengthen each relationship across the year
- Ongoing capacity building for LGBTQIA+ community members who run and organise the festival and events, to ensure the festival is sustainable, able to draw on multiple people with a varied skillset (and not be dependent on one or two people with a particular skillset), and as part of the festival's contribution to the community
- Process, timeframes and planning for the Castlemaine Pride Festival, with ideas that
  planning could commence much earlier in the year. For example, issuing a call for
  expression of interest for volunteered events in November, which would provide time to
  seek events to provide a balanced programs to meet community preferences and ideas
- Increasing digital capacity by implementing MailChimp or similar email systems for community interested parties

# Reasons why people might be 'hard to reach'

(These are things to remember and consider in terms of what's a realistic level of reach and engagement, and how you might remove barriers to participation – examples provided but you could consider others)

Barriers for individuals to participate / engage with the Pride Committee

- 23. Practical/logistical barriers
  - a. Transport  $\rightarrow$  Meet people where they're at, offer virtual options (phone calls etc)
  - b. Money → Remuneration

- c. Knowledge of what events are when / when they are
- 24. Trauma → trauma-informed ways of engaging
- 25. Other things going on for their community (for people with intersection identities) → acts of solidarity (e.g. what could we do to support First Nations communities throughout the referendum next year?)
- 26. Unsure about their place in our community
- 27. No access points (i.e. don't participate in any of the current groups) → In this project, e.g., will do paid social media advertising, and put posters up in various places
- 28. Working and/or kids in daycare  $\rightarrow$  offer ways to engage that are not time-intensive, easy to do and outside of work hours

### Barriers for the Pride Committee to engage with others

- 1. Fear of 'doing or saying the wrong thing' → education, upskilling, more diverse representation on the committee
- 2. Visibility in other locations → Consider ways of engaging people in satellite towns (in this project, e.g., will put posters in all towns)
- 3. No relationships  $\rightarrow$  Build trust and connections

# Annexure 2: Messages of thanks and appreciation

"I had a lovely day at the picnic. A mental health boost! Thankyou so much for all the work it takes to put this together."

"Great survey so well thought out. Lots of opportunities for extra info, so important."

"Keep up the great work ... amazing its done by volunteers!"

"Thank you to the people who organised, participated and volunteered in the Castlemaine festival. I really appreciate it. And thank you for the emails from The Alluvians who have been sending to me information regarding Castlemaine and Bendigo Pride festivals, because I think if I didn't receive these emails I would've missed out on these."

"Thank you for all that you do." (Multiple times!)

"Thanks for creating such a wonderful event for our community!"

"Super excited! Always a fantastic day and a fantastic job by all involved."

"Keep up the great work." (Multiple times!)

"You're great/awesome." (Multiple times!)

"You're all awesome for contributing to such important events."

"Love your work. Thanks for what you do."

"Great initiative, fantastic to have a Pride event in the shire. Appreciate the care and thought that goes in to the planning, including the creation of this survey."

"Thanks. Great idea this consultation process."

"Any Pride/inclusive event possible is appreciated, thank you!"

Report submitted to the Castlemaine Pride Committee: 26 May 2023

#### About the consultant

Kate (she/her) lives on Dja Dja Wurrung Country near Castlemaine, Victoria. Kate has worked for over a decade in policy, advocacy and participatory action research, predominantly in the not-for-profit space. This has included working in Australia, Asia and the Pacific. An experienced facilitator, Kate has designed and delivered a number of successful community projects and initiatives, including We Hear YOUth and Pathways to Pride (through Thorne Harbour Country). Kate was a recipient of the GLOBE Outstanding Advocacy of the Year Award in 2021, as part of the Victorian Conversion Campaign Coalition, and completed the Victoria Government LGBTIQ Leadership Program in 2020.

ABN: 60402081696