



THE NORTH EAST PRIDE COLLECTIVE

STRATEGY

2022-2025



MISSION

To provide safe and celebratory spaces, events and opportunities to empower LGBTQIA+ young people in regional communities across the northeast.

VISION

The NEPC aims to:

- Create event spaces that empower LGBTQIA+ youth through a sense of community
- Advocate and elevate marginalised voices in the public eye
- Bolster young people in leadership roles through a youth-led participation model
- Collaborate and network with intersectional communities to establish a strong support system
- Provide an access point to educational and social resources

PILLARS

ROLES + RECRUITMENT

FUNDING + SUPPORT

MARKETING +
COLLABORATION

COMMUNITY +
OUTREACH



THE NORTH EAST PRIDE COLLECTIVE

STRATEGY PROPOSAL



2022-2025

ROLES AND RECRUITMENT

- Formalise and restructure role hierarchy with the addition of steering and consultative committees
- Build NEPC membership by offering paid and volunteer roles and embed across LGAs across northeast Victoria (e.g. NEPC members can officially volunteer for local government in their region and work collaboratively with LGBTIQ+ programs and supports)
- Develop position descriptions for NEPC membership and agree to minimum requirements (e.g. WWCC) amongst LGAs/services
 - Develop Terms of Reference to support the work of partner organisations and NEPC mentors (formerly called 'Leads')
- Review Memorandum of Understanding (MoU) between NEPC and partners that highlight shared commitment to LGBTIQ+ inclusive practice
- Outline a multigenerational mentor approach and embed this at all levels to assist sustainable continuity

FUNDING AND SUPPORT

- Seek sustainable funding via grants (i.e. FREEZA, Engage!), local and state governments, and funding partners
- Create and produce youth-driven NEPC merchandise to be sold on the NEPC webpage
- Research charity registration and incorporation status and aim to become independent by 2025-2026
- Create tiered funding classifications and guidelines i.e. Bronze (<\$500), Silver (<\$1000) and Gold (>\$2000) and advertise opportunities to support NEPC events (e.g. discounted venue hire, catering, transport etc.)

MARKETING AND COLLABORATION

- Collaborate with other LGBTIQ+ and/or youth committees on events for piggyback marketing and share resources
- Regularly update public, partners and other organisations of NEPC actions (e.g. monthly blog/newsletter that includes a Call to Action)
- Develop and maintain a NEPC webpage (e.g. on the new Gateway Health website)
- Develop creative strategies to market the NEPC and reach a greater region of target communities (i.e. regular queer talk show on local radio, online store for NEPC merch, yearly magazine with written/creative/promotional submissions from young LGBTIQ+ people etc.)

COMMUNITY AND OUTREACH

- Expand the NEPC's outreach focus beyond the Rainbow Ball to a range of diverse events, projects and initiatives across the northeast region of Victoria/southern NSW (i.e. workshops, awareness-raising campaigns, speaking at events/conferences)
- Consult with LGBTIQ+ young people and allies about what they want/need to see in their communities
- Consider partnering with universities and other data-collecting institutions to gain local data and influence system change by embedding LGBTIQ+ inclusion across Council plans with program support
- Develop creative strategies for NEPC online meetings in recognition of young people's screen burnout and rural/isolated locations