Framework to organise a Pride event in rural/regional Australia
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Before the event	
Deciding on a Theme and structure	• Community consultation via community reference groups, surveying, community forums and social media. • Contact other festivals or events with a similar format for feedback and input.
Acquiring funding	• Create a website or social media presence to establish the event's credibility in the community. • Engage with grant writing (state tourism bodies and local council). • Ask for in-kind support from businesses, as well as financial aid, • Engage in community fundraising events such as trivia nights or movie screenings.
Recruiting volunteers	• Create specific job descriptions for volunteer roles and tasks – understand what roles will need to be filled and what qualifications you will need (working with children's check, alcohol license, first aid certificate). • Consider the number and types of volunteers required to organise the event when finalising the event's format.
Managing and engaging volunteers	• Roster on more volunteers than required for the day, if numbers permit. If volunteer numbers are limited, keep the event as simple as possible. • Make volunteer packs, use in-kind donations for this where possible. Packs can include t-shirts or other supplies volunteers may need for the day.
Managing stakeholder opposition	• Make disclaimers on social media, negative comments will not be tolerated, and users will be blocked. • Ensure all community perspectives are listened to and hold community forums or community reference groups. • Actively anticipate which community members or groups who may be opposed to the event, engage with them and listen to their concerns if possible. • Involve as many diverse groups as possible in the event, such as local religious groups, cultural groups or other community groups. • Address internal concerns from the LGBTQI+ communities, consider how political elements will be received.
Planning and task management	• Allocate specific roles and tasks to individuals. • Create working groups. • Hold regular meetings with volunteers - consider online meeting methods to share and manage documents and meetings.
Management of council requirements and bureaucratic processes	• Approach council and ask what responsibilities are required of the committee regarding road closures, police liaising, traffic management. • Seek public liability insurance. Stakeholders involved in the event organisation may be able to help with this. • Have a key contact within the council or someone with local council knowledge on the committee. • Find out the security requirements for the event and whether a police presence will be required.
Staging the event	• Find as many resources that can be donated. • Seek an individual or volunteer who can network with local entertainers, • Seek donations of food and beverage services. • Ensure there are enough bins for waste management and recycling and ensure there is someone to manage the waste once the event is finished.
Promoting the event	• Ensure community members outside the LGBTQI+ communities hear of the event • Seek a possible media partner. • Use local radio and newspaper, ask if they can promote the event. • Ask sponsors to promote the event through media releases or internal promotion.

During the event	
Managing volunteers and staff	• Ensure volunteers are not overworked, allow for breaks • Organise radio communications between key volunteers, especially if it is a large event.
Promoting the event	• Ensure social media is active on the day. • Have local radio stations broadcast from the event.
Managing the timing of activities	• Limit the number of timed performances to ensure the event does not run late; volunteer stage managers can help with larger events with multiple acts. • Radio communications between stage managers and key volunteers/organisers.
After the event	
Evaluating the event	• Assess what kind of data is required for acquittal reports and collect data through digital surveys distributed to patrons. • If conducting a survey, add a section to allow respondents to give written feedback. This will mean the committee has direct quoted to present to tourism bodies, local council, and sponsors. • If it is a small event, informal feedback through social interactions may be more appropriate. This can be done on the day or after the event.
Reflecting upon the event	• Conduct a debrief meeting – allow volunteers, committee and staff members enough rest time between the event and meeting. • Ensure all key stakeholders attend the meeting, including volunteers. • Disseminate feedback in order to plan the next event. • Ensure there are informal conflict strategies in-place as tensions can be high after the event.
Reporting to funding bodies and future financial planning	• Disseminate formal feedback for acquittal reports. •
Ensuring the sustainability of the event	• Begin future grant writing as early as possible, delegate this task to an individual(s) with strengths in this area. • Create a digital resource that ensures all event information is available for future committees. This can be in the form of a Google Drive or other cloud-based systems. • Record all activities, meetings, policies, processes, and contacts related to the event.
Engaging in ongoing promotions	• Schedule social media posts throughout the year • Keep a spotlight on LGBTQI+ rights

Adapted from:
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