



SYDNEY  
GAY AND LESBIAN  
MARDI GRAS

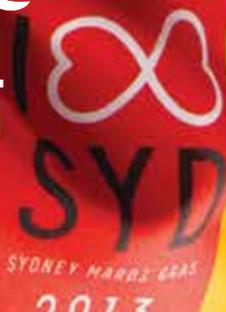


SYDNEY GAY AND LESBIAN MARDI GRAS

# GENERATIONS OF LOVE

35TH ANNIVERSARY FESTIVAL

ANNUAL REPORT 2013



# SEASON HIGHLIGHTS FROM OUR



## GENERATIONS OF LOVE

2013 marked the 35th Anniversary of Mardi Gras, and we honoured and celebrated the bravery and passion of our pioneers whilst looking to the future, under the banner of Generations of Love. The creative direction across the Season drew inspiration from our incredible legacy of 35 years of creativity and artistry.



## 35TH ANNIVERSARY PARADE

The 2013 Parade saw a series of unforgettable moments, including the Australian Armed Forces marching for the first time in uniform, in recognition of the service of LGBTQI personnel. The Chiefs of Parade Julie McCrossin and Ron Austin passed the pride flag to the next generation in a touching symbolic moment at Taylor Square.



## WOMEN SAY SOMETHING

Over 1000 women attended four sold out events across the year, including an interstate sojourn to Midsumma in Melbourne. During Mardi Gras 2013, Women Say Something: Generations of Women at Paddington Town Hall featured panelists including Lord Mayor Clover Moore, Senator Christine Milne, and UK actress Heather Peace.



## MARDI GRAS MUSEUM PROJECT

We celebrated the rich and colourful history of Sydney Gay and Lesbian Mardi Gras with an exhibition entitled Celebrating 35 Years, which drew upon a diverse array of archival material from public and private collections to explore the key themes, events and wonderful personalities that helped shape Mardi Gras into what it is today.



TOGETHER WE INSPIRE THE  
BY CELEBRATING THE POWER

# 35TH ANNIVERSARY FESTIVAL



## MARDI GRAS HAS A KIKI

We hosted an official after party for Scissor Sisters, Klub Kiki, to celebrate the end of their Australian tour, at which they treated the crowd to a surprise performance. In collaboration with Rock Your Box we produced a choreographed flashmob video, Mardi Gras Has a Kiki, which has become THE most watched video ever on our YouTube channel.



## THE SGLMG FESTIVAL 2013

The 2013 Festival was bursting with over 100 diverse events, featuring performing artists such as Megan Mullally, Tina Arena and Justin Vivian Bond, community events including the launch of the Carmen Rupe Memorial Trust, and a vibrant visual arts program including Francis Bacon: Five Decades at the Art Gallery of NSW.



## SOLD OUT EVENTS IN 2013

Harbour Party '13, headlined by house legend DJ David Morales alongside Moto Blanco, Ricki Lee, Peyton and more, was a resounding success despite the wild weather. The Laneway was the hottest ticket in town once again, with a diverse array of DJs and performers including DJ Crystal Pepsi (Jake Shears) and the triumphant return of the legendary Mitzi Mackintosh.

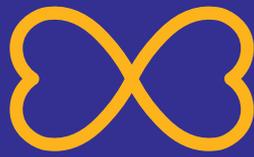


## INFINITE LOVE PENDANTS

Sydney bespoke jeweller Jason Moss was originally commissioned to create a unique piece of jewellery inspired by our infinite hearts logo, as a thankyou gift to Kylie Minogue in recognition of her contribution to the 2012 season. Jason subsequently designed a capsule collection of pendants for public sale, with 20% of the proceeds being donated to SGLMG.



WORLD TO LOVE EACH OTHER  
AND BEAUTY OF DIVERSITY



**A HUGE**

**THANK  
YOU!**

**TO OUR MEMBERS, VOLUNTEERS,  
INTERNS, STAFF, CONTRACTORS,  
SUPPLIERS AND PARTNERS WHO  
MAKE MARDI GRAS HAPPEN!**

ALSO TO THE MANY PERFORMERS, INDIVIDUALS AND VENUES WHO GENEROUSLY DONATE THEIR TIME AND EXPERTISE, OUR SPONSORS, BUSINESS PARTNERS AND SUPPLIERS, OUR FOUNDING ORGANISATIONS AND THE MANY OTHER COMMUNITY ORGANISATIONS WE PARTNER WITH, OUR MEDIA PARTNERS AND ALL THE COMMUNITY MEDIA WHO SUPPORT US, THE HARD WORKING MEN AND WOMEN IN THE EMERGENCY SERVICES WHO SUPPORT OUR EVENTS, OUR FRIENDS IN GOVERNMENT AND AT THE CITY, AND, OF COURSE, ALL THE GENERATIONS OF LOVE WHO PAVED THE WAY FOR US.

**WITHOUT ALL OF YOU,  
SYDNEY GAY AND LESBIAN MARDI GRAS  
WOULD SIMPLY NOT BE POSSIBLE.**

WE CAN'T WAIT TO SEE YOU ALL AGAIN IN 2014!

**WITH SINCERE THANKS AND INFINITE LOVE  
THE BOARD OF SYDNEY GAY AND LESBIAN MARDI GRAS**

FOR A FULL LIST OF PRODUCTION TEAM MEMBERS AND COMMITTEES PLEASE REFER TO PAGE 24



# CO-CHAIR'S REPORT

## CO-CHAIR'S REPORT

Siri Kommedahl

THE 2012/13 FINANCIAL YEAR SAW THE ORGANISATION RETURN TO PROFIT FOR THE FIRST TIME IN THREE YEARS. THIS WAS A RESULT OF THE CONTINUING FOCUS ON RESPONSIBLE FINANCIAL MANAGEMENT AND OVERSIGHT FROM THE FINANCE COMMITTEE, THE BOARD AND THE STAFF. THE BUDGETING AND FORECASTING PROCESS HAS BEEN REFINED FURTHER FOR NEXT YEAR AND GIVES US CONFIDENCE THAT WE HAVE TURNED THE CORNER ON DELIVERING STRONG POSITIVE RESULTS FOR THE NEAR FUTURE.

Our season theme, **Generations of Love** showcased our beginnings through the 35 years that followed that were filled with political statements, community support and celebrations of who we are and our freedom to express that identity. Julie McCrossin and Ron Austin represented the 78ers, our community elders, as our Chiefs of Parade this year, passing the baton on to the upcoming generations. While we have come a long way since 1978, there are still battles to be won in the struggle to achieve equality and freedom from persecution in any form for LGBTIQ Australians.

The temporary **Mardi Gras Museum** at 104 Oxford St provided the perfect venue to showcase this rich 35 years of history and historic moments as well as the fun and celebration that are synonymous with Sydney Gay and Lesbian Mardi Gras. Over 6500 people came through the **Museum**, and we are exploring options for a similar space for exhibitions and community events in the coming year.

The season launched on a bright beautiful Sunday with **Fair Day**, attracting high attendance and good support for the special women's and youth hubs to bring people together to socialise and enjoy family, friends and dogs.

**Women Say Something** moved to Paddington Town Hall with two thought provoking panels and a full house of women and supporters.

**Queer Thinking** was as interesting and diverse as ever and our new event, the **Battle on the Bent Track** captured the attention of many new roller derby fans.

The rain may have kept some people away from **Harbour Party '13**, but the revellers that did attend enjoyed the best outdoor party views in Sydney with a line up of talented and internationally acclaimed DJs.

Then on to the **Parade**, with the Australian Armed Forces marching for the first time in uniform, themes of marriage equality weaving through the broad range

of messages from our community including the 300 strong **Generations Of Women** float showcasing our female pioneers and leaders in the LGBTIQ community. Our creative consultants Ignatious Jones, Gary Leeson and Jane Becker brought out the best for all the enthusiastic viewers along the **Parade** route culminating in the **Marry The Night** spectacular final float.

Those continuing on to **Party** were entertained by Loreen, Heather Small, a seldom-seen side of Delta Goodrem, Jake Shears and our own Mitzi Macintosh along with a stellar line-up of internationally acclaimed DJs.

And to round out the three sensational weeks of **Festival** and **Parade**, we had our last hurrah at **The Laneway** with the last performances from our special guests.

While there was much to herald in the 2013 season, the organisation and the Board as a team faced many challenges this year from community engagement to policing issues to our short lived Rainbow Crossing at Taylor Square.

The Board recognises the importance of community consultation and engagement to build trust in the organisation and shape its future together. Lou-Anne Lind, an independent consultant lead a series of community consultations in the form of forums and a survey. With the resulting research published, we called an Extraordinary General Meeting for the members to vote on the future names of the **Festival** and **Parade**. The result of this vote was that the company, **Festival and Parade** names be **Sydney Gay and Lesbian Mardi Gras**.

Distressing and confrontational interactions between some Police officers and Mardi Gras attendees lead to a coalition of community groups coming together to talk in a collective voice to governing bodies at the highest level. This work will continue until satisfactory progress is enacted.

We are now focussed on building the vision for the next three years.

And while the Rainbow Crossing at Taylor Square was beautiful and created so many great Facebook posts, it was sadly removed. But the grass roots DIY Rainbow movement that sprouted from that decision has ensured that rainbows have popped up everywhere, making our neighbourhoods more colourful and gay.

In early May, we said goodbye and passed on a multitude of thanks to Peter Urmson, after three years as a SGLMG board director serving as Chair, Co-Chair and leader of many new initiatives. Among his achievements, Pete progressed the engagement and voice of young people and women in our events, led the year of Infinite Love and Kylie Minogue and launched the **Mardi Gras Museum** to showcase our 35 years of history. Pete's high level engagement with state and city government as well as his persistent and untiring campaigning for the LGBTIQ community takes us another big step forward towards equality and fairness for all.

We are now focussed on building the vision for the next three years. There are exciting possibilities to explore to keep Sydney Gay and Lesbian Mardi Gras relevant, engaging and fun in ways that appeal to all ages and genders. We look to share this vision with our Members and take the transformational journey together to make memories, express our views, insist on equality and to celebrate all that is brilliant about our LGBTIQ community.

## WITH THANKS



And finally – some well deserved thanks...

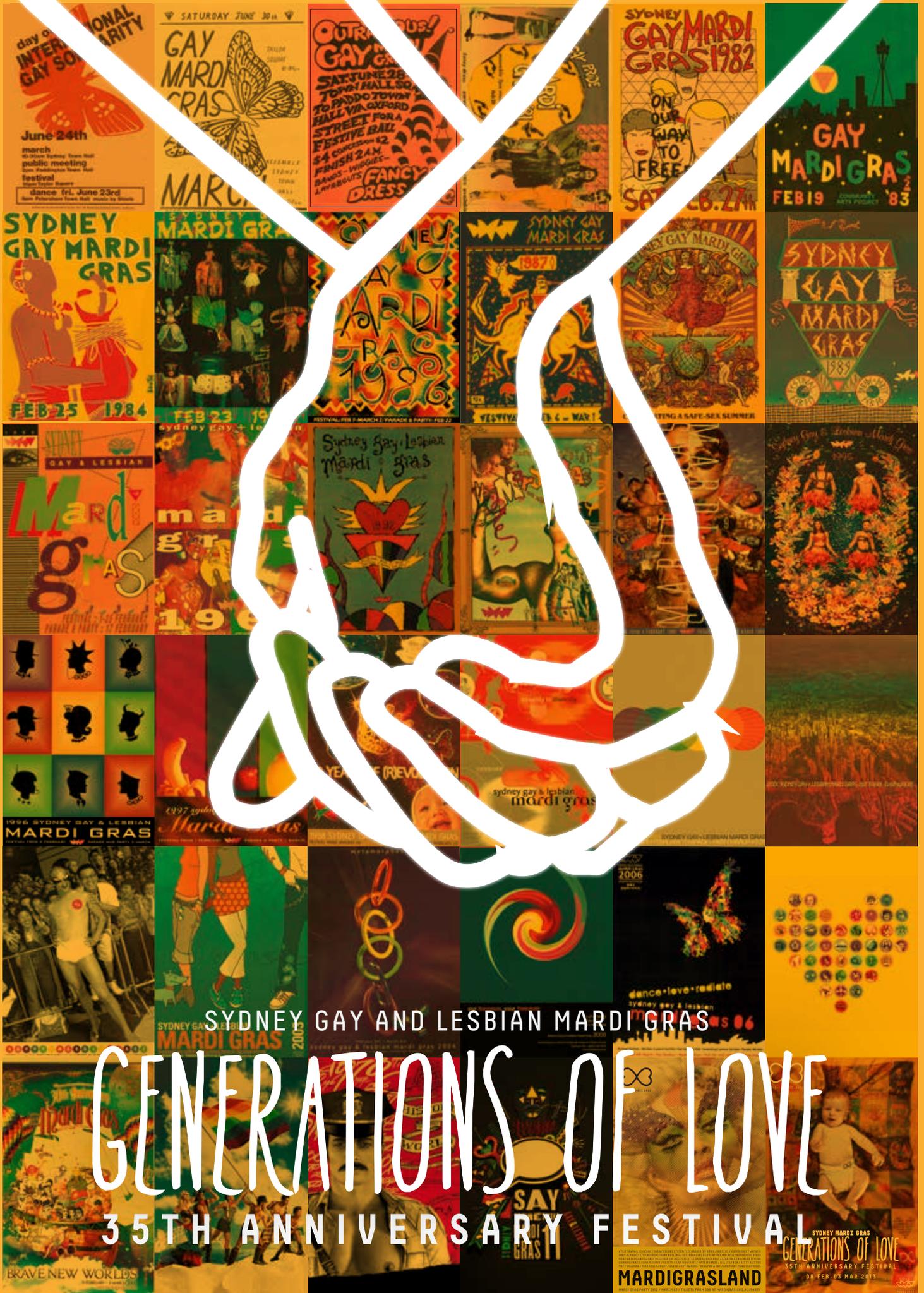
There is an amazing Mardi Gras team made up of the board, the staff and the volunteers that work hard and with great passion to make each season better than the last. I thank each one of my fellow board members and the board associates who bring their knowledge, vision, time and

endless energy to the work we need to do all through the year.

Thank you also to Michael Rolik, CEO for his dedication and leadership along with his talented, creative and innovative team who make the vision come to life. To our volunteers, sponsors, partners, supporters,

government agencies and suppliers who make all of this possible – we couldn't do it without you. And finally a big thank you to our members who believe in Sydney Gay and Lesbian Mardi Gras and participate in its future.

- Siri Kommedahl, Co-Chair.



SEASON CREATIVE CONCEPT & DEVELOPMENT: LEWIS OSWALD. FEATURING A GENERATION OF MARDI GRAS' ARTISTIC TREASURES

MODEL: EDAN | JEWELLERY: JASON MOSS | PHOTOGRAPHER: JOHN MCRAE

## CEO'S REPORT

Michael Rolik

FOR THIS FINANCIAL YEAR WE ARE REPORTING A MODEST PROFIT OF \$45,693 OR 3% OF GROSS PROFIT AND 1% OF TOTAL EXPENSES. THIS IS THE FIRST PROFIT RESULT SINCE 2009 AND IS IN LINE WITH OUR LONG TERM TRAJECTORY TO RETURN TO A PROFIT LEVEL IN THE RANGE OF 5-10% OF GROSS PROFIT ON REVENUE GROWTH OF 3% PER YEAR.

Since the inherited **Parade / Party** split in 2010 that resulted in a loss of \$575,627, the we have clawed back this loss each year as follows:

- 2011 – improvement on year prior by \$441,949 (loss of \$133,678)
- 2012 – improvement on year prior by \$60,621 (loss of \$73,057)
- 2013 – improvement on year prior by \$118,750 (profit of \$45,693)

The 2013 Season was a year of consolidation for the **Mardi Gras Party**, however the remainder of the box office broke records for **Women Say Something, Harbour Party '13, The Laneway, Sunset Cruise** and **Queer Thinking**.

In 2012/2013, SGLMG turnover improved on 2012 levels (4% increase to \$3.969m). Growth was above expectation in all events, with the exception of **Mardi Gras Party**, and this is reflected in the overall box office result.

Paid attendances were 44,864 (down from 47,754 in 2012) with total box office of \$2.10m (down 3% from \$2.16m in 2012).

Overall **Parade** attendances were up by 18% on 2012.

The 2013 **Mardi Gras Party** saw a drop in attendances to 12,000 tickets (from 14,700 in 2012 when Kylie Minogue performed). A new creative vision for the **Mardi Gras Party** is underway for 2013 and beyond with a talented and passionate creative team. Watch this space!

The year was both fruitful and demanding for SGLMG. We operated through a fourth consecutive year of above average rainfalls affecting our events, a very high Australian dollar, rising costs and increasingly onerous compliance requirements. Some of the unexpected challenges were the number of concerning incidents relating to Police conduct that we are working to address and systems implementation issues associated

with upgrades to our Membership, ticketing and volunteer management systems.

In 2012 we employed a full time in-house Event Producer to provide oversight, better management and creative improvement to our major events. As a result we were able to bring **Harbour Party** production in house, sell it out, realise greater supply efficiencies and deploy resources more effectively across our events. We will continue this approach with other major events in the year ahead.

We recently restructured our administration area, introducing the position of full time Business Services Manager who will complete a strategic review to focus on delivering improvement in communications to members, improved ticketing systems, address the high number of enquiries and last years systems issues. We also employed a seasonal Financial Controller to provide essential oversight and finance administration and control during our most hectic period.

We launched the brand of **Mardi Gras Travel** entering the retail travel market with the aim of converting the high number of enquiries to our website into new revenues for the organisation.

Partnership continue to play a key role in the organisations success not just from financial investment but also in creating new assets, provision of contra and marketing support. I'd like to thank all of our sponsors, supporters, Destination NSW and City of Sydney and the many suppliers, businesses, individual and volunteers that generously donate time and favourable financial terms – we could not put on **Mardi Gras** without your help.

Looking ahead, our priorities for the 2014 season are to secure a larger community workshop space, implement the full set of recommendations from regarding Policing at our events,

Looking ahead, our priorities for the 2014 season are to secure a larger community workshop space, implement the full set of recommendations from regarding Policing at our events, continue to grow women & youth participation from direct internal involvement, assessment of new, more profitable venues, implementing DGR, increasing our revenue contribution from Membership and improving outcomes with our volunteer and people and **Mardi Gras Party** by investing resources in these areas.

continue to grow women & youth participation from direct internal involvement, assessment of new, more profitable venues, implementing Deductable Gift Recipient (DGR), increasing our revenue contribution from Membership and improving outcomes with our volunteer and people and **Mardi Gras Party** by investing resources in these areas.

## WITH THANKS



I would like to thank our members, committees, sponsors, partners, supporters, suppliers, government agencies, the Board, and our fabulous volunteers.

In particular my sincere thanks and gratitude to my talented and

committed team of staff, skilled volunteers and seasonal contractors who make all of this possible – thank you!

I'd also like to thank outgoing staff from the last year for their contribution throughout Season 2013, including Paul Hanson,

Sam Sweedman, Brenden Spencer, Gordon Wheatley and Angela Costa.

– Michael Rolik, CEO.

## BIG GAY WEEKEND

Presented in Partnership with  
Gaydar.com.au

BIG GAY WEEKEND WAS HELD OVER THE WEEKEND OF 27TH THROUGH 29TH SEPTEMBER 2012 AS A FUNDRAISING INITIATIVE FOR THE SGLMG PARADE, THE NSW GAY AND LESBIAN RIGHTS LOBBY, QUEER SCREEN AND HARBOUR CITY BEARS.

2012 was the second year that **Big Gay Weekend** was held as a replacement fundraising activity for the retired Sleaze Ball party.

The weekend kicked off with an intimate after party for Scissor Sisters called **Klub Kiki**, conceived and produced by the Mardi Gras team to celebrate the end of their Australian tour, a Friday night take over of Oxford St, a party at the Oxford Hotel called **We Love Saturday** and a marketing campaign to support events held by other promoters in exchange for donations to SGLMG.

**Big Gay Friday** saw teams of volunteers greeting guests at the doors at participating Oxford St venues, where a cover charge was in place of \$10, with 50% going to the venue and 50% to SGLMG. Despite the rain our community came out and supported the fundraising initiative and Oxford St was buzzing with colour and

entertainment. **Huge thanks to our participating venues: The Oxford Hotel, Stonewall, The Columbian, Kinselas, The Standard and Slide.**

We launched **Parade Big Ideas Day** to help develop & brainstorm ideas for Parade 2013. Another initiative Big Gay Weekend supported was **Shop Local**, an incentive to celebrate our supporting 2010 and Oxford St retailers.

**SGLMG sends a huge thank you to all the participating promoters for their generous support during Big Gay Weekend including the parties Action, Apollo, Diva Fever, Extra Dirty, Rezerection. DILF, The GlitterBall and Bitch.**

Saturday night SGLMG teamed up with the **Harbour City Bears** and **Queer Screen** to produce a fundraising event at the Oxford Hotel called **We Love Saturday**. In retrospect this was not an effective way to raise funds in the



context of a weekend full of other events, and we have taken this learning on board in the planning of future fundraisers.

Despite the hard work of everyone involved and the great events featured, the fundraising result of Big Gay Weekend did not meet our expectations, and we are exploring alternative fundraising initiatives for 2013 and 2014.

## MARDI GRAS HAS A KIKI VIDEO

AS PART OF OUR CELEBRATION OF ALL THINGS SCISSOR SISTERS, WE TEAMED UP WITH DAN MURPHY AND ROCK YOUR BOX TO PRODUCE *MARDI GRAS HAS A KIKI*, AS OUR CONTRIBUTION TO THE WORLDWIDE VIRAL CRAZE SPARKED BY THE OFFICIAL VIDEO FOR *LET'S HAVE A KIKI*.

Featuring a cast of volunteers from our community, led by incomparable divas Joyce Maynge and Decoda Secret, the video was our love letter to Scissor Sisters, and celebrated the vibrancy and diversity of the extended Mardi Gras family.

Directed by Dan Murphy and choreographed by Aaron Farley, the video featuring people from all walks of life, including one very well-behaved baby! The cast were outfitted in a riot of colourful costumes under the creative direction of Lewis Oswald, including some iconic pieces from the Mardi Gras archives.

The cast and crew gave generously of their time, attending numerous rehearsals in the weeks leading up to the shoot. The hard work paid off, because the final product is FABULOUS!

Thanks to everyone who contributed to this project, including Dan Murphy and Rock Your Box, Vincent Rommelaere and Wallaby Way, Aaron Farley, and Oxford Art Factory for their support by kindly donating use of their venue.

**Check it out at [youtube.com/sydneygaymardigras](http://youtube.com/sydneygaymardigras)**

*Mardi Gras Has a Kiki* is the most watched ever piece of content on our official YouTube channel, with over 185,000 views to date.

## KLUB KIKI

KLUB KIKI WAS AN ORIGINAL CONCEPT CONCEIVED AND EXECUTED BY THE MARDI GRAS TEAM, AS A CELEBRATION IN HONOUR OF SCISSOR SISTERS. HELD ON THE THURSDAY NIGHT OF BIG GAY WEEKEND, IT WAS THE OFFICIAL AFTER-PARTY TO CELEBRATE THE END OF SCISSOR SISTERS AUSTRALIAN TOUR.

Oxford Art Factory was the perfect canvas for **Klub Kiki**, which we overlaid with a collage of artwork and imagery from Mardi Gras' history. A motley cast of drag queens and performers were assembled to give Scissor Sisters a taste of Sydney's fabulous underground culture, serving as door hosts, roving performers and live installations, staging "instant drag interventions" on underdressed punters, and just generally making sure everyone was having an amazing time.

Scissor Sisters gave a surprise performance of **Let's Have a Kiki** live onstage, and the reaction

was so rapturous that they came back on and did it all over again! The band then partied the night away with their fans, while DJs Sveta and Dan Murphy kept the dancefloor heaving.

**Klub Kiki** was a resounding success, demonstrating the creative talents of the Mardi Gras team and our community, and showing Scissor Sisters how we have a kiki, Sydney style!

**Special thanks to Mardi Gras icon DJ Sveta for introducing us to DJ Sammy Jo and the Scissor Sisters – without her, none of this would have been possible.**



## FESTIVAL

Liza Bahamondes  
James Rongen-Hall

As a mark of recognition of the importance of Sydney Gay and Lesbian Mardi Gras as a civic and cultural event, the 2013 **Festival** was officially opened with a ceremony at Sydney Town Hall, at which the rainbow flag was jointly raised by the Lord Mayor of Sydney and Mardi Gras Co-Chairs.

This signalled the start of a 3-week festival of over 100 events, designed to engage with the widest possible audience, from Sydneysiders to international visitors, LGBTQI communities and our allies in the broader community. The events in the **Festival** covered a broad spectrum of genres and interests including theatre, music, cabaret, visual art, film, sports, community and social events.

The **Festival** belongs to and is driven by Sydney's LGBTQI communities. The core purpose of the Festival is to create opportunities for members of those communities to express themselves artistically and politically, to engage with each other and the wider community, and to celebrate and highlight the profound contribution LGBTQI people make to the creative and cultural life of our city.

The calibre, quality and depth of our **Festival** program is a credit to

the numerous independent artists, companies, venues, galleries and community organisations which present events as part of the program. The **Festival** operates in a different budgetary and funding environment to comparable major arts festivals, and it is a tribute to the ingenuity, passion and hard work of our communities that the **Festival** continues to build on its reputation.

**Queer Thinking** was again a highlight, building on the success of previous years' events and nearly doubling attendance compared to 2012, with keynote presentations from high profile speakers including queer art collective **Chicks on Speed** and prominent gender theorist Ann Cvetkovich.

Highlights of the arts and cultural program included the sellout **An Evening with Megan Mullally** at Sydney Theatre, the world premiere of a new production by New York trans cabaret artist **Justin Vivian Bond** at Carriageworks, and **Francis Bacon: Five Decades** at the Art Gallery of NSW.

Other highlights in 2013 were **Battle on the Bent Track**, the first ever all-queer national roller derby tournament, and the launch of the **Carmen Rupe**

A highlight of the 2013 Festival was the launch of the Carmen Rupe Memorial Trust, a new community organisation which aims to advance the interests of transgender people.

**Memorial Trust**, a new community organisation which aims to advance the interests of transgender people.

The **Mardi Gras Film Festival** was in fine form in 2013, with an outstanding program curated by Festival Director Jain Moralee. **Much love and gratitude is due to our friends at Queer Screen, who work incredibly hard to highlight and celebrate LGBTQI film and filmmakers with very limited resources.**

**Huge thanks to everybody who contributed to the Festival this year, especially our super-interns Anna Severin and Clare Moore.**

## MUSEUM PROJECT

Produced by Dave Wilson, Nick Henderson, Victor Cabello, Michele Bauer, Benedict Brooke, Adam Bold, Steve Warren, Lewis Oswald, Robin Bayes, Samantha Lawrence, Pete Urmson and Mark Grey

In honour of the 35th anniversary of Mardi Gras, and in line with the season theme of Generations of Love, 2013 saw the debut of the **Mardi Gras Museum** at 104 Oxford St with an exhibition entitled **Celebrating 35 Years**.

Curated by Nick Henderson from the Australian Lesbian and Gay Archives, drawing on a diverse array of archival material from public and private collections, the exhibition covered the key themes, events and wonderful personalities that helped shape Mardi Gras into what it is today.

The **Museum** was officially opened on 29 January 2013 by Lord Mayor Clover Moore.

The **Museum** was a resounding success, attracting over 6500 visitors across the season, giving Mardi Gras a prominent presence on the busy Oxford St strip, and becoming a focal point for engagement, social contact and exchange of ideas within our community. The **Museum** space also played host to a highly successful talks series, **Nights at the Museum**, featuring speakers

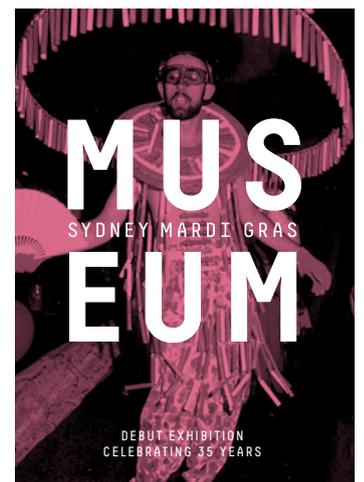
including William Yang, Mazz Image, Ron Muncaster, C. Moore Hardy and Julie McCrossin.

We hope to build on these successes in 2014, and continue to work towards the goal of a permanent showcase of our shared history.

**The Museum** was conceived and realised by a dedicated group of volunteers drawn from our community, led by SGLMG director Dave Wilson, and its success was a testament to their hard work and passion.

**Thanks to Lord Mayor Clover Moore and the City of Sydney, the Australian Lesbian and Gay Archives, and all of the organisations and individuals who contributed to the project.**

**Special acknowledgment is due to Nicholas Henderson for his invaluable assistance in curating the exhibition.**



## WOMEN SAY SOMETHING

Steph Sands

THIS EVENT HAD A PHENOMENAL YEAR OF GROWTH AND SUCCESS PRODUCING FOUR SELL OUT EVENTS. IT HAS GROWN INTO AN INCLUSIVE AND DIVERSE EVENT THAT IS RELEVANT TO ALL WOMEN AND ALL ISSUES.

Over 1000 women have attended a **Women Say Something** event over the 2012-2013 year, the event has hosted over 40 panellists and performers and has had over 10,500 unique views on the YouTube channel which provides content from the events. This is addition to the thousands of women contributing to social media channels throughout the year.

**Women Say Something** is reaching a diverse and wide ranging audience of women in multiple facets on a wide range of issues affecting women today.

The most recent events, all hosted by Kate Monroe, have included:

**Women Say Something 5** – ‘Iron Ladies’: Held on June 28, 2012 at slide and was a sell out event. Panellists included Margie Cummins, Sally Whitwell, Penny Sharpe, Donna Adney, Clementine Ford and Bev Lange

**Women Say Something 6** – ‘Inside & Out’: Held on 1 November, 2012. Sold out in 3 minutes, 3 months in advance of the event. Panellists for this event included Beccy Cole, Tara Moss, Monique Schafter and Naomi Palmer

**Women Say Something: Melbourne** – ‘Should we destroy the joint’ was held during the 2013 Midsumma Festival in Melbourne with 180 women in attendance. For a first time event in a new city, it launched the brand very strongly in Melbourne and provided the opportunity to speak about the upcoming Mardi Gras season and women’s float. There are many requests for Women Say Something to return to

Melbourne on a regular basis. The Melbourne panellists for the event were: Gretel Killeen, Tara Moss, Margie Cummins, Catherine Deveny, Casey Jenkins, Monique Brumby, Joanna Hayter and Lisa Daniel.

**Women Say Something 7** – ‘Generations of Women’ was held during the 2013 Mardi Gras Season and sold out twice. The second sell out was due to increasing capacity with a revised the floor plan. The keynote speaker for the event was the Lord Mayor, Clover Moore who announced WSS will be moving to Sydney Town Hall for the 2014 Mardi Gras Season. Panellists included UK Lipservice Actress Heather Peace, Claudia Karvan, Senator Christine Milne, Monique Brumby C.Moore Hardy, and Stella Young.

A special thank you to all the women who have contributed to the success of this event as a panellist, performer or participant and also to Beccy Cole and Libby O’Donovan for writing the **Women Say Something** theme song, used for the 2013 Mardi Gras float. A big thank you to the core team producing these events: Janine Tennille, Vanessa White, Steph Sands, Belle Lee, Leah Weber, Kate Monroe and Jenny Clarke, and of course all the women who support this event through volunteering on the night or being a part of the event both on the night and through our social media channels.

**Women Say Something returns on August 7 with Women Say Something: Election. Plans for the 2014 Mardi Gras edition are underway.**

Over 1000 women have attended a **Women Say Something** event over the 2012-2013 year, the event has hosted over 40 panellists and performers and has had over 10,500 unique views on the YouTube channel.



## FAIR DAY

Produced by SGLMG Team

Fair Day Main Stage Presented by ANZ, Gaydar Lounge presented by Gaydar.com.au

FAIR DAY WAS AGAIN HELD IN VICTORIA PARK AND IN 2013 WITH ESTIMATED NUMBERS OF AROUND 70,000 PEOPLE IN ATTENDANCE.

**Fair Day** is one of our strongest events and continues to show increased growth in terms of attendance, entertainment offering and stall holders which this year saw just over 200 individual stalls on the site.

2013 saw bar providers change with Hamilton’s Bars and Events contracted to provide all bar services including infrastructure and staffing. Improvements were made to the main bar, location and design of the Gaydar Bar and food area bar and the addition of a quick serve can bar near the main stage.

We programmed a stellar line up of entertainment across the park

including stand out performances by Heather Peace, Angel Tupai, drag queen Rhubarb Rouge and the Sydney Gay and Lesbian Choir to name just a few.

Traditional **Fair Day** activities including Miss Fair Day, Tug of War and the Doggywood competitions were complemented by a redesigned Youth Hub and the inaugural Women’s Hub, increased investment in scenic and more creative sponsor activations including for the first time ANZ ATMs inside the park.

We all know the fun doesn’t stop once everyone leaves the park,

and this year we partnered with the Bank Hotel and the Newtown Hotel to present two official after-events under the banner **After The Fair**. This initiative was a resounding success, with capacity crowds in both venues partying the night away with an array of great entertainment and DJs. **After The Fair** will be back bigger and better in 2014!

**Special thanks to the talented performers who donated their time to bring us an amazing full day of entertainment.**

## INFINITE LOVE PENDANTS

Jason Moss



In 2012 bespoke jeweller Jason Moss was commissioned by Sydney Gay and Lesbian Mardi Gras to create a piece of jewellery to give to Kylie Minogue as a thank you for her contribution to the 2012 **Festival**. The design was an overwhelming success and Kylie loved it.

From this experience Jason proposed that he design a small collection of necklaces incorporating the organisations infinite love logo. Jason donated 20% of the sales of these necklaces to Sydney Gay and Lesbian Mardi Gras.

The necklaces are made in sterling silver and incorporate the Sydney Gay and Lesbian Mardi Gras infinite love symbol. Jason was immediately attracted to the logo and jumped at the opportunity to create with it.

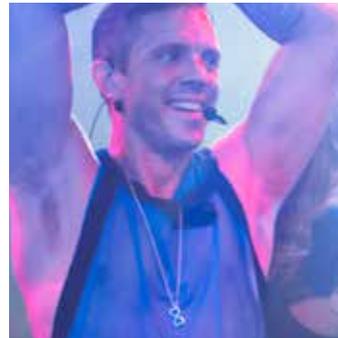
The logo very clearly delivers a strong positive message of love and sameness, it playfully suggests a butterfly and respectfully extends the meaning of the universal symbol of eternity.

Sydney Gay and Lesbian Mardi Gras value the contribution made by Jason and were particularly pleased to see one of Sydney's leading bespoke jewellers interact with the Festival's symbol in such a meaningful and contemporary way.

To find out more about our Jason Moss Infinite Love pendants visit [jasonmoss.com.au](http://jasonmoss.com.au).

**Below: Kylie Minogue, Anna and Jake from the Sister Sisters wearing our Infinite Love Pendants by Jason Moss.**

It was a real thrill to be commissioned to create this pendant for Kylie. Firstly to make a piece of jewellery for Ms. Minogue is every jeweller's dream, and I was also really pleased to be involved with Mardi Gras and in some way contribute to the organisation.



## HARBOUR PARTY '13

Produced by SGLMG Team

Presented in Partnership with [Gaydar.com.au](http://Gaydar.com.au) and The Royal Botanical Gardens

HARBOUR PARTY '13 WAS A SELLOUT SUCCESS, WITH A LINEUP INCLUDING HOUSE LEGEND DAVID MORALES, AND A FRESH SITE DESIGN WHICH MADE THE MOST OF THE SPECTACULAR NATURAL SETTING.

**Harbour Party 13** was produced internally by the SGLMG team, after extensive research into what had and had not worked on this unique site, referencing both community and mainstream events. The original promoters of **Harbour Party** were consulted for advice and insights as well as the Royal Botanical Gardens.

The output was a fresh site design for the event, with the main stage moving to the northern end of the footprint opening up million-dollar views of the harbour and its landmarks, new bar positions were used with increased service points across the site, a greatly enhanced food offering including Sydney Food Trucks, and a much larger central dancefloor area.

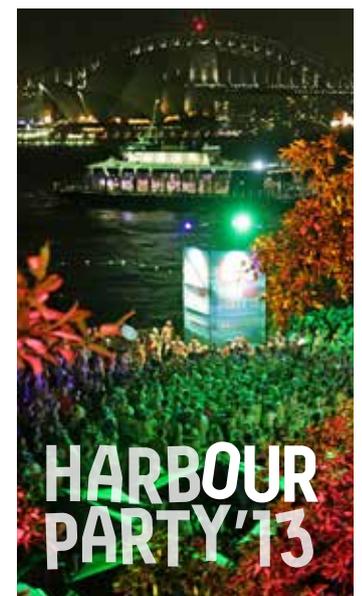
The creative direction of the event was built around highlighting and celebrating the spectacular natural beauty of the site, with more streamlined infrastructure and simple but effective scenic design. The musical programming was centred on a classic house sound, with local DJs GI Jode and Alex Taylor supporting

international headliners Moto Blanco and David Morales.

Australian pop star Ricki Lee performed three of her best-loved tracks to a rapturous reception from the crowd, whilst Ibiza vocalist Peyton popped up during Alex Taylor's set and performed some of his biggest hits.

The production design for the site focused on a large, high quality sound system that was evenly distributed across six towers and an elegant approach to lighting design that ensured that the natural beauty of the gardens was lit up for all to see and enjoy.

During the week leading up to the party a major weather system moved down the east coast of NSW, which resulted in additional infrastructure investment being required and wet weather contingencies being deployed across the site including a large marquee structure that covered the main bar area and the rear portion of the dance floor to ensure a great party no matter what the weather threw at us.



Although there was significant rainfall during bump in and intermittent rain on event day, it didn't dampen our spirits and **Harbour '13** was a huge success.

**Special thanks to the Royal Botanical Gardens, and the Parties volunteer production team.**

# SEASON REVIEW

## PARADE

Produced by SGLMG Team

WITH 112 INDIVIDUAL GROUPS AND 9,686 REGISTERED ENTRANTS THE 35TH ANNIVERSARY PARADE WAS ALWAYS GOING TO BE ONE OF THE BIGGEST ON RECORD AND HAS BEEN HAILED AS ONE OF THE BEST PARADES EVER.



Due to the anniversary year and feedback from partners the decision was made early on to again increase our creative offering and instead of just one creative director three creative consultants were hired to help guide and direct the creative side of the **Parade**.

Ignatius Jones was joined by Gary Leeson and Jane Becker to create the creative team. The team not only designed the three Mardi Gras entries but were available for consultation for all community groups entering in the **Parade**. This creative offering was clearly visible in the increased level of creative displayed in the **Parade** entries.

As well as the additional creative resources there was a new **Parade** management team in 2013. Anthony Russell was welcomed back to the organisation into the position of **Parade** Associate Producer whilst 2012's Volunteer of the Year Award winner Meg Ebelt joined the team as **Parade** Production Coordinator.

Chief of **Parade** was jointly held by 78'ers Ron Austin and Julie McCrossin who in a staged moment at Taylor Square handed a pride flag over to two younger members of our community who then raised the flag in a beautiful theatrical moment.

The first of the three SGLMG entries was the lead entry and consisted of a bus draped in the season creative, flanked by marchers each carrying previous years season creative and the 78'ers travelling inside the bus. The

second entry was a large three-part entry called **Generations of Women** that celebrated the importance of women in our community. The final entry was the last **Parade** entry and named **Marry The Night**, a true spectacle with complex choreography and a show stopping moment at Taylor Square.

There were a number of highly significant **Parade** milestones, including the Australian Armed Forces marching for the first time in uniform, in recognition of the service of LGBTQI personnel. Another significant first came from the students of Macquarie Grammar School, who proudly marched in their school uniforms.

Production standards at Taylor Square were increased by the use of theatrical LED lighting to light the temporary rainbow crossing point that the City of Sydney had installed, LED lighting effects long buildings, fireworks off the roof of Kinselas, coloured vertical flame throwers at street level and increased focus on video screen content and then broadcast at Taylor Square.

We successfully ran another grants program and gave out over 20 grants to organisations to assist with expenses in the build of their **Parade** entries.

The NSW Police, Department of Premier Cabinet & Major Events and other agencies again praised the team for a highly successful operation that saw more road closures for a longer duration of time and increased numbers of spectators along the **Parade** route

There were a number of highly significant **Parade** milestones, including the Australian Armed Forces marching for the first time in uniform, in recognition of the service of LGBTQI personnel. Another significant first came from the students of Macquarie Grammar School, who proudly marched in their school uniforms.

resulting in Oxford St now officially being at capacity.

**Massive thanks to our amazing Volunteers, the Parade Production Team, Medical Team and People and Culture Team.**

**Parade Entrants Expressions of Interest for 2014 will open later this year. Check our website for the latest information.**

## CLUB TROPICANA

Produced by SGLMG Team

CLUB TROPICANA AT TAYLOR SQUARE IS ONE OF THE TWO PREMIUM TICKETED VIEWING AREAS ALONG THE PARADE ROUTE AND WAS A HUGE SUCCESS IN 2013.

**Club Tropicana** takes over the majority of Taylor Square South and is serviced by Kinselas and Lofi venues. The site features a large tiered viewing structure, bars, toilets, entertainment, direct line of site to the large outdoor video screen that has multiple camera feeds and is as close the **Parade** route as you can get.

Production standards were improved in 2013 by the use of

additional theatrical lighting, relocation of the main bar and additional portaloos, which again need to be increased in 2014.

The capacity crowd outside were kept entertained by DJ Josh Kirby whilst DJ David DC kept the VIP's inside entertained until the Parade started. Hosts Kylie Unlikely, Decoda Secret, Rhubarb Rouge and Joyce Maynge welcomed guests and added a

pinch of drag chaos to the fun.

The **Parade** judges were set up at the front of **Club Tropicana** and included Mitzi Macintosh, iOta, Craig Illot and Josh Horner.

**Thanks to Danny Lander and the team from Concept Entertainment Group, Ian Reed and the team from 3200 Lighting and Sound and our friends at mixitup. Massive thanks also to our amazing Volunteers.**

## GLAMSTAND

Produced by Out There Productions

GLAMSTAND IS THE SECOND OF OUR PREMIUM VIEWING AREAS, LOCATED IN LEAFY CENTENNIAL PARKLANDS ON THE CORNER OF MOORE PARK ROAD AND ANZAC PARADE WITH A CAPACITY OF 3,000 PEOPLE.

**Glamstand** offers a range of premium viewing options complete with food and beverage offerings, amenities and great entertainment.

Vanessa Wagner was joined by co-host Matthew Mitcham and kept the audience updated with ongoing commentary. One of Australia's great country singers Beccy Cole

performed lived and celebrity DJ Ruby Rose provided a background soundtrack for the evening.

Many of the guests from the visiting Atlantis Cruise Liner attended **Glamstand** as part of a package deal that we offered which included integrated transport from the cruise liner to the start area of the parade and

the opportunity to walk up the **Parade** route.

**Many thanks to Andy Lopez and Brigitte Jonas and the entire Out There Productions team for their ongoing support in the delivery of Glamstand.**

## MARDIGRASLAND

Produced by SGLMG Team with Fourth Wall Events

MARDIGRASLAND PARTY 2013 WAS SPREAD OVER SEVEN UNIQUE SPACES, EACH WITH ITS OWN MUSICAL STYLE AND THEMATIC FOCUS.

In the RHI, DJs Adam Love, Kitty Glitter, Bimbo Jones (UK), Wayne G (UK) and Dan Murphy kept the energy high all night.

Performances included a community show featuring Mardi Gras legend Mitzi Macintosh, a specially created mini-concert by Delta Goodrem with creative direction by Squared Division and musical direction by Steve Anderson, a performance by UK vocalist Heather Small including all the much-loved M People classics, and a closing performance by Zoe Badwi of **Torches**, her theme song for Mardi Gras 2013.

The Hordern showcased a more sophisticated progressive sound, and featured DJs Mike Kelly (GER), DJ Sveta, DJ Crystal Pepsi (aka Jake Shears from Scissor Sisters), Chip, and ARIA Award-winners Feenixpawl. The Presets performed their full-production festival show and blew the roof off the Hordern to a capacity crowd of 5,000 people.

The Dome was programmed with a more underground/queer audience in mind, and featured DJs Nina Las Vegas, Baby Bear and Matt Vaughan. Live performances were by Stereogamous featuring Shaun J Wright on vocals, Garçon Garçon,

and New York electro collective Hi Fashion.

Dance music through the decades was celebrated in Hifi, with each of the four DJs playing classic tunes from a particular decade. Stephen Allkins kicked off with 70s disco and funk classics, DJ Fat Cat explored the 80s, Paul Holden brought back memories with anthems of the 90s, and DJ Ruby closed to a packed house playing the best of the 00's. Live performances were from the cast of La Soiree and Paulini.

The recently refurbished pub PJ Gallagher's played host to the Gaydar Lounge, and proved a popular place to relax and have a drink whilst listening to the DJ Spin Off competition winners DJ Anvi and Magnus, followed by DJs Jim Jam and Sista P.

Sake Bar provided a new space on the party site, a Japanese-inspired Sake bar where DJs Dom Da Sousa, Frankie Shin, Du Jour and Johny Blue Boy all played.

Finally in the Forecourt DJs Beth Yen and Alex Taylor treated guests to uplifting house as they entered and left the party site.

Lighting design across the site was by Richard Neville, supported

Massive thanks goes to our amazing Volunteers, the Party Production Team, Medical Team, ACON and Fourthwall Events for helping us deliver another massive Mardi Gras Party.

Alex Grierson and the wider Mandylights team.

Bespoke overhead scenic elements in the Hordern were created by Peter Sykes from Psyklonic Visual Effects, whilst the scenic design in the dome was created by Wildsets.

Massive thanks our amazing Volunteers, the Party Production Team, and People and Culture Team. Medical Team, ACON and Fourthwall Events for helping us deliver another massive Mardi Gras Party.



## THE LANEWAY

Produced by SGLMG Team

THE LANEWAY EVENT IN 2013 SOLD OUT 6 WEEKS BEFORE THE DAY SHOWING THAT THIS IS TRULY A POPULAR AND IN DEMAND EVENT IN THE SEASON CALENDAR.

Our experience with **The Laneway** in 2012 led to additional event management resources being applied to the planning and management of the event, a greater focus placed on site wide programming, and a better planned liquor license in place.

Upstairs at the Beresford remains an extremely popular space and is still a challenge to manage in relation to upstairs capacity restrictions.

Four dance spaces were used between the Beresford and Flinders Hotels including Upstairs at the Beresford, Beresford Courtyard, Hill St and the Flinders Hotel.

Upstairs at the Beresford local DJ's Jake Kilby, Matt Effect and Oxford Hustlers played whilst DJ Shigeki was flown in from Singapore for a guest spot. 2012 *XFactor* Winner Samantha Jade performed live to a packed room.

Downstairs in the Courtyard house music was the flavour with DJ's Tommy Kelly, GI Jode, Feminen, Kate Monroe and Alex Taylor all DJ'ing.

Outside, Hill St had a more classic **Laneway** feel with popular tracks that represent the history of the **Laneway** parties provided by DJ's Sean Manly, Greg Boladian with Guest Vocalist Gemma Wood and Dan Murphy. Mitzi Macintosh

caused Drag Chaos performing right in the middle of the lane.

The Flinders Hotel provided a space for a more eclectic sound with DJ's Ariane, Romy, HIMM, Crystal Pepsi (aka Jake Shears) and Sveta all playing.

In 2014 we hope to be able to start the party a little later in the day and stay open until the end of the Beresford's trading license at 1am.

Thanks to our amazing Volunteers, the Party Production Team, Medical Team, and People and Culture Team. and to The Beresford and Flinders Hotels.

SYDNEY MARDI GRAS  
**THE LANEWAY**  
THE OFFICIAL 2013 CLOSING PARTY

## VOLUNTEERS

Darren Bruce and Janet Peters

2013 WAS A YEAR MIXED WITH SUCCESSES AND CHALLENGES FOR THE VOLUNTEERING PROGRAM.

Many achievements were realised over 2012/13 including:

- Restructure of the Volunteers Team into a People & Culture Team involving a mixture of skilled human resources professionals and volunteer managers
- Implementation of a new volunteer management system, **My Mardi Gras**, replacing the Prowise system after five years of solid service to the organisation
- Introduction of a volunteer care team designed to keep our volunteers hydrated, nourished and safe while donating their time, including the enormous logistical operation of providing a light meal for volunteers on the **Parade** route

- Introduction of a centralised internship program involving a coordinated communications campaign and assessment centres resulting in a talented group of interns across events, artist management, festival, marketing and public relations

Despite our achievements, the organisation was faced with lower volunteer numbers relative to increased numbers of positions that was exacerbated further by a number of organisational challenges. Feedback provided by our volunteers strongly indicates that there is room for improvement across the entire volunteering program and the organisation is committed to ensuring that our volunteer experience is markedly improved in the short term.

There is room for further improvement across the entire volunteering program and the organisation is committed to ensuring that our volunteer experience continues to get better.



## VANESSA WHITE, VOLUNTEER OF THE YEAR 2013

THE 2013 VOLUNTEER OF THE YEAR WAS AWARDED TO VANESSA WHITE FOR HER WORK ON THE WOMEN'S COMMITTEE



I became involved with Sydney Gay and Lesbian Mardi Gras when I was 21 and a girl never reveals her age, but that's approximately 20 years ago!

I was lucky enough to secure a position on the **Festival** Committee under the guidance of Campion Decent, which was amazing! I completed 2 years on **Festival** committee and Stage Managed a variety of events throughout the years including Festival events and **Fair Day**.

I had a break from Sydney and Mardi Gras and came back in 2008. I have volunteered in a variety of roles, trying new things, meeting new people, gathering new skills.

I have been a **Fair Day** Volunteer, **Parade** Marshal, Stage Manager of **Women Say Something** and most

recently have been a member of the Women's Committee.

There have been many 'memories' and highlights over the years, but the one I am most proud of and one that will be etched in my memory is when I marched up Oxford Street.

This year in the **Generations of Women** Float with approximately 300 women. The float was an initiative of the Women's Committee and I thank all of the amazing women I have worked with on the Women's Committee and the float working group who made the float the success that it was.

I am so honoured and proud to be Mardi Gras Volunteer of the Year and thank all those inspirational trailblazing women before me.

**Happy Mardi Gras!**

I have volunteered in a variety of roles, trying new things, meeting new people, gathering new skills... I hope I can inspire other women to become involved in an organisation that represents all of us...in all our facets...in all the colours of the Rainbow.

## OUR VOLUNTEER WORKFORCE IS OUR LIFE FORCE

SYDNEY GAY AND LESBIAN MARDI GRAS RELIES ON OVER 1,500 VOLUNTEERS TO MAKE OUR WORLD FAMOUS FESTIVAL AND EVENTS THE SUCCESS THAT THEY ARE YEAR AFTER YEAR. WHEN YOU VOLUNTEER WITH US, YOU'LL BE MAKING A DIFFERENCE FOR OUR ORGANISATION AND THE COMMUNITY AS A WHOLE.

## WHY VOLUNTEER WITH US?

We understand that people volunteer with us for all kinds of reasons; some do it for the experience and others to give back to their community.

Volunteering with us is a rewarding experience where you make life-long friends and develop new skills.

Whatever your reason, we're here to help to make your experience a rewarding and memorable one.

## WANT TO GET MORE INVOLVED?

There are a lot of different ways you can get involved and be a part of SGLMG.

### Event Day Opportunities:

Throughout the season we have a huge range of events. You can volunteer for just one or if you have more time available you can volunteer for a few more.

All our volunteer event day opportunities are recruited through [my.mardigras.org.au](http://my.mardigras.org.au). You can register your details and

when events are released you will be able to express your interest.

### Ongoing All-year Opportunities:

We also have ongoing volunteer opportunities in a variety of leadership, professional and skilled roles.

For more information or to see what volunteer opportunities currently exist visit us at [mardigras.org.au/volunteer](http://mardigras.org.au/volunteer) or contact us directly at [volunteers@mardigras.org.au](mailto:volunteers@mardigras.org.au).

## JOIN US AT [MARDIGRAS.ORG.AU/VOLUNTEER](http://MARDIGRAS.ORG.AU/VOLUNTEER)



## MEMBERSHIP

OVER THE PAST 12 MONTHS OUR MEMBERSHIP HAS GROWN 9%, WHICH IS GREAT TO SEE. WE WOULD LIKE TO KEEP INCREASING THIS AND OUR STRATEGIC FOCUS OVER THE NEXT YEAR WILL BE ENHANCING OUR MEMBERSHIP AND GROWING OUR ORGANISATIONAL PARTNERS.

In 2012 we conducted a comprehensive review of Membership, including a series of stakeholder consultations, which led us to develop a new structure which better met the needs of our community. One of the key changes was the creation of a \$15 Membership category for people who wished to be part of the organisation and vote, but were not necessarily interested in other benefits. We intend to continue developing our Membership offering in the coming year to ensure Membership is as relevant, valuable and accessible as possible.

**Members can now choose the package that suits them, from the following options:**

- **Friend** - for people who want to stay connected with the organisation and have a say through voting, but aren't necessarily interested in other benefits
- **Friend with Benefits** - for people who want all the perks, with concessions available for under 25s, full-time students and healthcare card holders
- **Friends Overseas** - for our international supporters
- **Friendly Organisation** - for organisations that want to show their support for Mardi Gras

With the new Membership system coming on board in November 2012 – we had a few teething issues with data migration and the production of Membership cards. The Business Services team would like to apologise for this and ensure our Members we are working on improved systems so this never happens again.

We will continue to develop our Membership program in the lead up to the 2014 season, by enhancing and expanding Member-only benefits including priority access to Mardi Gras events. Our Membership growth strategy over the next 12 months will have a particular focus on the under 30s demographic and other underrepresented groups, through outreach and community engagement initiatives and targeted communications.

In 2012 we conducted a comprehensive review of membership, including a series of stakeholder consultations, which led us to develop a new structure which better met the needs of our community.

MEMBERSHIP BREAKDOWN	NUMBER
FRIENDS WITH BENEFITS	879
FRIENDS	55
FRIENDS WITH BENEFITS 3 YEAR	1,133
CONCESSION FRIENDS WITH BENEFITS	251
UNDER 25 FRIENDS WITH BENEFITS	158
FRIENDLY ORGANISATION	6
FRIENDS OVERSEAS	462
TOTAL MEMBERS	2,944



## JOIN US AT [MARDIGRAS.ORG.AU/MEMBERSHIP](http://MARDIGRAS.ORG.AU/MEMBERSHIP)

Want to show your support and receive member only benefits? What about having a voice in the organisation and access a range of exclusive benefits like pre-sale periods and special offers?

Becoming a Member means you get all the news about SGLMG first, and you are supporting the organisation in staging world class events for the LGBTQI community.

In exchange for supporting Sydney Gay and Lesbian Mardi Gras, we reward you with lots of amazing benefits!

## TOURISM & MARDI GRAS TRAVEL

Michael Rolik

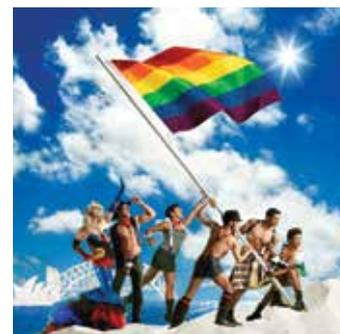


SGLMG is one of Australia's largest event-based tourism earners, attracting in recent years over 23,000 unique visitors from around the country and the world. It is logical extension to develop our business and capture some of the business of travelling to Mardi Gras to help sustain the organisation.

In 2013 we relaunched **Mardi Gras Travel**, an online travel package facility and we appointed Gay Globe Travel, a gay and lesbian wholesale travel company as our registered travel agency fulfilment partner.

Our long term tourism strategy was furthered with the introduction of commissionable ticket schemes for retail, wholesale and ITO tour operators selling travel packages to Mardi Gras, promoting to trade and consumer expos, extending the distribution of our Festival Guide to interstate and international markets.

For more information visit [mardigras.org.au/getting-here](http://mardigras.org.au/getting-here).



# RECOGNISING ACHIEVEMENTS

## SYDNEY GAY AND LESBIAN MARDI GRAS AWARDS 2013

Our yearly **Awards** night is our opportunity to recognise achievements of individuals and organisations who out performed during the season.

The 2013 **Awards** were held Upstairs at the Beresford, thanks to our friends at Merivale.

The **Awards** are presented for exceptional achievements in **Workforce, Parade, Harbour**

**Party, Mardigrasland, The Laneway Festival and Fair Day** categories, including Silver, Gold and Volunteer Of The Year, our highest accolade, for outstanding contribution, energy and spirit.

The evening concluded with a special performance by the cast of **Dallas Dellaforce: In Pursuit Of Glamour**.

Congratulations to all of the 2013 Mardi Gras Award winners, especially our Volunteer of the Year 2013, Vanessa White!

## OUR SGLMG AWARD WINNERS

2013

### WORKFORCE AWARDS

Silver

Excellence in Innovation  
**Trudy Sumner**

Excellence in Service  
**Angela Costa**

Excellence in Leadership  
**Chris Johnson**

Excellence in Teamwork  
**Mardigrasland Team led by Katrina King and Fourthwall Events**

Spirit of Mardi Gras  
**George Savoulis**

Bronze

Medical  
**Drew Burgess**

Event Fundraising  
**Elizabeth Cerbelli**

Fundraiser of the Year  
**Sarah Jamieson**

Marketing & Communications  
**Chrissy Flanagan**

People & Culture  
**Amanda Sordes**

Business Services  
**Gordon Wheatley**

SGLMG Lifetime Achievement Awards

**Laura Jamison**  
**Gary Leeson**  
**Steve Warren**  
**Jem Masters**

Achievement Awards

**Lewis Oswald**  
**Eamonn Lorraine**  
**Steve Lowe**  
**Matt Wiaczek**  
**Darren Bruce**  
**Liza Bahamondes**  
**James Rongen-Hall**

Special Commendations

**Michael Douglas**  
**Blake Weti**  
**Meg Ebel**

### WORKFORCE AWARDS

Gold

Volunteer of the Year 2013  
**Vanessa White**

### FAIRDAY AWARDS

Gold

Fair Day Stall of the Year  
**Ambulance Service of NSW**

Silver Awards

Best Commercial Stall  
**Jammin' Jerk**

Best Community Stall  
**ACON**

Best Youth Stall  
**Twenty10**

Bronze

**Matt Clark**

### FESTIVAL AWARDS

Gold

Festival Event of the Year  
**Battle on the Bent Track**

Silver

Best Community Event  
**Carmen Rupe Memorial Trust Official Launch**

Best Sporting Event

**Tennis Sydney**  
**Gay and Lesbian Australasian Tennis Open**

Best Arts Event

**Dallas Dellaforce: In Pursuit of Glamour**

Bronze Awards

**Jo Cuzzi & Patsy Black**

### MARDIGRASLAND AWARD

Bronze

**Eamonn Lorraine & Mark Cassone**

### THE LANEWAY AWARD

Bronze

**Gareth Hooper**

### HARBOUR PARTY '13

Bronze

**Gary Ryan**

### COMMUNITY AWARD

Bronze

Best Window Display  
**Daly Male**

### PARADE AWARDS

Gold

Show Stopping Entry  
**Celebrating 35 Years of Family – Kate Annette**

Show Stopping Entry  
**Caring for You 365 Days of the Year – Gay & Lesbian Association of Doctors and Dentists (GLADD)**

Show Stopping Entry  
**Department of Defence – Serving With Pride**

Show Stopping Entry  
**Macquarie Grammer School – Put Some Love in your Heart**

Show Stopping Entry  
**My Polynesian Love – Carmen Rupe Memorial Trust**

Special Commendations

**Team Sydney**

**Wear It Purple**

**ethel yarwood enterprises**

Silver

Best Choreography  
**Sydney Stingers Waterpolo**

Best Costume  
*(Sponsored by SameSame.com.au)*  
**Darlene's Transsexual Angles**

Best Float Design  
*(Sponsored by Star Observer)*  
**Bring Domestic and Family Violence out of the Closet – NSW Police Force GLL0's**

Best Individual Entry  
**Miss Wagga Wagga**

Bronze

**Adrian Hinder**

**Andy Endycott**

**Todd Backhouse**

**LaToya Johnson**



# COMMITTEES

## AUDIT AND RISK

Liam Buckley

Audit and risk role is to assist the Board in assuring that SGLMG's systems and processes are appropriate to protect the financial health and the reputation of SGLMG. Over the last twelve months the team reviewed SGLMG's financial reporting processes; internal controls; the external audit

process; our process for monitoring and ensuring full compliance with laws and regulations; the budgeting process; updated and monitored the organisational risk register.

The committee will continue to monitor financial management, internal control processes and

oversight of the audit of the annual financial report of Sydney Gay and Lesbian Mardi Gras Limited. The Committee is continuing to work with the Board on its strategic and operational risk framework to assist in developing appropriate management plans or remediation activities as necessary.

## FINANCE

Greg Small

2013 HAS BEEN A BALANCE BETWEEN PROFITABILITY WHILE INVESTING IN OUR SUSTAINABILITY.

MAJOR PROGRESS HAS BEEN MADE THROUGH OUT THE YEAR IN OUR KEY BACKEND PROCESSES LIKE BUDGETING, COST CONTROL AND MANAGEMENT OF OUR CASH.

Key improvements have been seen with financial inductions for all budget owners, management of purchase orders including payments, tracking of expenses though new and improved budget tracking systems and controls around risk through financial assessment.

Notably is the development around our budgeting – reforecasting process that has seen a dramatic improvement throughout the year through the focus of all in the organisation. Conservative revenue forecasts coupled with realistic expenses underpinned the budgeting process. Event and budget contingencies also were introduced to manage the risk

around the events beyond the control of workforce and Board.

It is pleasing to report that the framework for 3 years budgeting is now being developed with a new bottom up budgeting process that should see the continued improvement in this key area.

**While there has been a focus on profitability, we have invested in our medium to long-term sustainability.**

Initiatives included a long overdue investment in computers to ensure that our staff / volunteers have state of the art equipment, investment in our website and for the first time having ticketing options which allowed us to have SGLMG own ticketed events, investment in a staff

through employing a full time Executive Producer and a seasonal Financial Controller each playing their vital part in the big cog and finally investment on an Operations Office to ensure that our events team had a suitable location to work from.

**Where to from here?**

The answer to this is very simple – more of the same. Priorities include continued focus on profitability and building the strategic reserves, realisation of a 3-year budget, further improvements and streamlining of our systems, review of our operating software MYOB and greater financial analysis with development of key guidelines and targets around assessment of opportunities.

## STRATEGIC

Siri Kommedahl

THE STRATEGY COMMITTEE HAS TWO POINTS OF FOCUS – ENSURING THAT ALL ACTIVITIES OF THE ORGANISATION ALIGN WITH THE STRATEGIC DIRECTION SET FOR THE YEAR AND TO DEVELOP SUSTAINABLE STRATEGIC DIRECTION FOR THE FUTURE THAT KEEPS THE ORGANISATION INNOVATIVE, RELEVANT AND ENGAGING.

The Strategy Committee has two points of focus – ensuring that all activities of the organisation align with the strategic direction set for the year and to develop sustainable strategic direction for the future that keeps the organisation innovative, relevant and engaging.

The strategy planning for the next three years is exciting. The redevelopment of the Centennial and Moore Park Trust and Darling Harbour precincts presents new options to consider leading up to our 40th anniversary Festival in 2018

when it is complete. And with a renewed focus on engagement and relevance to the varied segments of our community there is so much potential in our new strategy.

**The next three years will focus on:**

**Finance & Asset Management**

Rigorous financial planning and monitoring activities that enhance the sustainability of the organisation

**Audience Experience**

Sustainable audience engagement and participation through event excellence

**Members & Community**

A multi-faceted approach to engaging with our membership and all segments of our community

**People Engagement**

A culture that values and optimises the contribution of talented paid, volunteer and contract staff

**Corporate Governance**

A framework for best practice leadership and decision making at all levels of the organisation

## WOMEN

Steph Sands

THE MARDI GRAS WOMEN'S COMMITTEE COMPLETED ITS SECOND YEAR OF A THREE YEAR STRATEGY WITH MULTIPLE INITIATIVES THROUGHOUT THE YEAR AND DURING THE 2013 SEASON.

The **Women Say Something** event continued to be popular and successful with out of season events selling out within hours of going on sale. Four events were staged over the 12-13 reporting period including an event in Melbourne for the **Midsumma** festival. The event finished year with the sold out **"Generations of Women"** at Paddington Town Hall during the Mardi Gras season.

The annual **Women in Mardi Gras** drinks was held at The Oxford Hotel with around 60 women attending pre-season and volunteering for a number of Mardi Gras events and working groups. This is in line with continued rise of women participating in the organisation.

**The Women's HUB** at Fair Day was a new concept that was well received. Women Say something had an area with a stall, stage for speakers with also a special 'meet and greet' with international guest, Heather Peace. Dykes on Bikes was also involved with a '101 maintenance' session for your motorbike. Eva Cox was also a special guest as well as pole dancers, **Lemons with a Twist** and ACON providing information and support. Between 2.00pm-4.30pm the area was at capacity.

The committee, with the support of the workshop team, also produced the Mardi Gras Parade entry – **Generations of Women**. A float which documented the history and struggle of women in our community

from 1978, highlighted female trailblazers within the organisation, re-created iconic marching girl costumes and then looked to the future with the Women Say Something entry which was led by panellists Beccy Cole and Margie Cummins. Over 250 women marched with the group which was the biggest float that Mardi Gras has ever produced specifically for women by women. Feedback was overwhelmingly positive from both participants and audience.

The Committee plans to continue into year three of it's over arching strategy which will focus on integrating the participation of women throughout all aspects of the organisation.

## MARKETING

James Rongen-Hall

OUR SEASON THEME FOR 2013 WAS GENERATIONS OF LOVE, WHICH MARKED THE 35TH ANNIVERSARY OF MARDI GRAS BY HONOURING AND CELEBRATING OUR PAST WHILST LOOKING TO THE FUTURE.

Our creative direction for the 2013 Season, conceived by Lewis Oswald, was based on the extraordinary artwork of 35 years of Mardi Gras posters, first overlaid with holding hands, and subsequently in a photographic treatment featuring baby Edan\*, a child from a rainbow family in our community lying on a quilt featuring the patchwork of posters to symbolise how current and future generations draw strength from our rich shared history.

Our Season Guide was released in December 2012, with over 80,000 copies distributed in Sydney and NSW, interstate and internationally, with the support of our Strategic Partner **Destination NSW**.

We worked with digital agency **The Nest** to create our new website, which we launched in November 2012, incorporating feedback from customers, Festival entrants and other stakeholders to create a user-focused online destination for Mardi Gras which will serve the needs of the organisation into the future. This included development of a fully responsive cross-platform mobile site, recognising the increasing shift from desktop computing to mobile devices.

Social media continued to act as a primary channel for engagement with our audience, with growth in our reach across all platforms. Facebook in particular increased from 57,000 to over 64,000 likes over the course of the season. In 2014 we will continue to work to integrate all our online and social media assets, to create a unified and cohesive online presence for the organisation.

We achieved significant publicity for the 2013 Season both within

Australia and internationally, with two highly experienced publicists working with a team of dedicated and talented volunteers and interns to maximise our impact in the crowded media landscape of the summer festival season.

We continued to work closely with our official Media Partners to communicate the breadth of the Festival. **Star Observer** produced an outstanding **FG** guide as a companion to the official Season Guide, **DNA Magazine** featured Mardi Gras in their September travel issue, **SameSame.com.au** featured amongst their coverage a comprehensive guide to every float in the Parade, and **LOTL** and US sister publication **Curve** helped us to highlight everything the Festival had to offer women.

Our areas of focus in 2014 will include continuing development of our online marketing and promotional channels, developing our mainstream media presence, and a recalibration and optimisation of our print marketing strategy to ensure we are staying ahead of shifting trends in media consumption and communicating effectively to the broadest audience possible.

We have identified the need for a concerted effort to grow membership of the organisation, and we will continue to work to embed the principles and value of membership in all of our activities, including an expanded presale program offering SGLMG members advance access to our most sought-after events, as well as enhanced member benefits.

**Thanks to Brenden Spencer, who led the Marketing and**

We commissioned and launched a new website in November 2012, incorporating feedback from customers, Festival entrants and other stakeholders to create a user-focused online destination for Mardi Gras which will serve the needs of the organisation into the future. This included development of a fully responsive cross-platform mobile site, recognising the increasing shift from desktop computing to mobile devices.

**Communications team over the 2013 season, and to all of our staff, contractors, volunteers and interns for their passion and hard work.**

**\*Special thanks to baby Edan's parents, for allowing us to feature Edan's image, name and story in our Generations Of Love Season creative and marketing.**

## BUSINESS SERVICES

James Bennett

AT SYDNEY GAY AND LESBIAN MARDI GRAS BUSINESS SERVICES IS RESPONSIBLE FOR:

- The Membership system
- Our legal requirements
- Our Premises – Oxford street office, The **Mardi Gras Museum** and Workshop
- Our Insurance and finance structure
- Our ticketing requirements
- IT systems and interfaces
- Over the past 12 months SGLMG has had a few changes in the Business Services area – with a change in Business Services manager at the start of our 2013 season, we used a new Ticketing System and brought on a new Membership

system that came with their own challenges.

The ticketing system used during 2013 was great for our Festival events, however we did have some issues with customers receiving their tickets – we are looking at changing this system for the next season, to align directly with our **Maridgrasland** ticketing. It is important that our members and customers can access all ticketing requirements from the same page on our website.

We have invested over the past 12 months in our IT infrastructure and devices –

moving to Mac computers and are looking to enhance this system by using cloud technology for our workforce and Board in the future – we feel it is important that the organisation keeps up with new technological trends, to best serve our members and customers.

**I would like to thank the IT Team, Matt Wiaczek and Aptira for their support and assistance in overcoming these challenges.**

## WORKSHOP

Angela Sinnett

OUR WORKSHOP IN 2013 WAS AGAIN LOCATED AT 10A WATTLE STREET IN PYRMONT A SPACE GENEROUSLY PROVIDED TO US BY THE CITY OF SYDNEY.

Although space was limited the team headed up by Workshop Manager Angela Sinnett produced a number of large custom scenic pieces, costumes and parade entries as well as providing space and advice for community groups involved in the **Parade** both through open days in Newtown and Darlinghurst and at the workshop.

Custom scenic elements were constructed for **Fair Day** and **Mardigrasland** as well as three SGLMG **Parade** entries including the lead float titled **78ers – The First Generation**, a three sectioned entry named **Generations of Women** and a closing choreographed spectacular called **Marry the Night**.

Over 85 costumes were made in house and assets from previous **Parades** were repurposed and reused in an initiative to ensure that the **Parade** becomes more sustainable with time.

Our creative consultants worked extremely closely with the workshop staff with many new suppliers and contractors engaging with the team with spectacular results.

We remain committed to our vision of securing a permanent workshop, which serves the creative and production needs of the organisation and becomes a creative hub for the individuals and groups in our community who make Mardi Gras so spectacular.

Over 85 costumes were made in house and assets from previous Parades were repurposed and reused in an initiative to ensure that the Parade becomes more sustainable with time.

## MEDICAL

Jem Masters

THE MEDICAL TEAM IS PROUD AND VALUES THE VOLUNTEERS WHO HAVE OVER THE MARDI GRAS SEASON ENSURED THE SAFETY OF PATRONS AT NUMEROUS EVENTS.

The team is comprised of around 200 professional and competent medical volunteers with a range of skills and experience to provide a pre-hospital medical service for SGLMG.

During the last year Mardi Gras medical has provided first-line medical services at all large events sponsored by Mardi Gras, in addition the team has supported Sydney Leather Pride at its fundraiser.

Medical has assessed and treated just over 400 patrons at the community events and on the

**Parade** route. This has ensured that all guests and patrons of Mardi Gras events have been able to enjoy the celebrations and festivities that is Sydney Gay and Lesbian Mardi Gras, without having seek medical attention off site.

Over the season there were minimal medical emergencies and only a few patrons required more complex care. The medical team has valued the support and commitment of NSW Ambulance Service and the local hospitals, in return are committed to providing support to the team as required.

Mardi Gras medical has over the past year, promoted health initiatives locally, interstate and globally, by promoting the drugs metre website and application, to ensure patrons understand the implications and risks.

**The medical team acknowledges the support and commitment of the Board, Staff and Volunteers of SGLMG, for this service and the ongoing care of patrons attending Mardi Gras events.**

## EVENT FUNDRAISING

John Hannaford

THE 2013 SEASON SAW THE INTRODUCTION OF THE EVENT FUNDRAISING POLICY, GOVERNING THE FUNDRAISING ACTIVITIES OF SYDNEY GAY AND LESBIAN MARDI GRAS.

A new fundraising policy was created to help ensure that all fundraising activities undertaken by the organisation remain compliant with the changing regulations governing fundraising.

The scope of the Event Fundraising Team was expanded to provide assistance and advice to other teams within the organisation in their fundraising efforts during season. Fundraising occurred at the **Women Say Something** event at Paddington Town Hall, the **Universal Gaytime fundraiser** for the **Mardi Gras Museum** as well as at the **Mardi Gras Museum**, netting a surplus of \$71,617.

The Event Fundraising Team managed guest donations at **Fair Day 2013** and again successfully ran the **Fair Day** raffle. The generous donations of prizes from Sydney Gay and Lesbian Mardi Gras sponsors allowed the 2013 raffle to be one of the most successful raffles run at Fair Day. **A team of no fewer than 50 fundraising volunteers welcomed our generous guests to Fair Day 2013.**

**The Event Fundraising Team during 2013 season consisted of Justine Bedser, Jimmy Buck and John Hannaford. Contributions were also provided before season by Wayne Martin and Blake Weti.**

The generous donations of prizes from Sydney Gay and Lesbian Mardi Gras sponsors allowed the 2013 raffle to be one of the most successful raffles run at Fair Day.

## COMMUNITY ENGAGEMENT

Amanda Keeling

Engaging with our community was a core focus for SGLMG last year, so a special committee was formed to explore ideas on broad reaching strategies to identify the many interest groups where people gather. The Members and

Community Advisory Group was also formed specifically to work with this committee on addressing the community sentiment resulting from the changes in the names of the **Parade** and **Festival**.

Going forward the focus on community engagement will continue focussing on young people, women, members and other supporters.

## SUPPORTING OUR COMMUNITY

SGLMG HELPS OTHER COMMUNITY GROUPS THROUGHOUT THE YEAR, ALLOWING USE OF OUR FACILITIES, DONATING EVENT TICKETS FOR FUNDRAISING OR BY DIRECT CASH DONATIONS AND CONTRA SUPPORT. ORGANISATIONS AND GROUPS THAT RECEIVED SUPPORT FROM SGLMG DURING THE 2012-2013 FINANCIAL YEAR ARE LISTED BELOW:

### Cash donations:

- Gay & Lesbian Rights Lobby - \$15,000 plus proceeds from Harbour Party cloak room

**A total of over \$3,374 in complimentary tickets to Harbour Party, Club Tropicana and Mardi Gras Party tickets were donated by SGLMG for its own fundraising purposes as follows:**

- Women Say Something auction
- Fair Day donation raffle
- myGayTrip marketing promotion
- Mr and Mrs Fair Day

**A total of over \$7,242 in complimentary tickets to Harbour Party, Club Tropicana and Mardi Gras Party tickets were donated for fundraising purposes to the following organisations:**

- ACON
- Slave Auction Naked Barber
- Coast Out
- Lifesavers with Pride trivia night
- Aurora fundraising auction dinner
- Dykes on Bikes raffle
- Adelaide Gay Periodic survey
- Tasmanian Pride raffle
- Hats Off
- Human Rights Campaign auction gala

**A total of over \$9,202 in complimentary tickets to Harbour Party, Club Tropicana and Mardi Gras Party tickets were provided to the following organisations as hospitality for in-kind marketing and support services:**

- ACON
- Twenty 10
- Bobby Goldsmith Foundation
- Sydney Convicts
- Gay and Lesbian Counselling Service
- Pride History Group
- Queerscreen
- Harbour City Bears
- Gay and Lesbian Rights Lobby

**SGLMG provided direct support for the 2013 Festival to the following organisations:**

- Jurassic Lounge – Queer Culture Night at The Australian Museum
- Carmen Rupe Memorial Trust
- Battle on the Bent Track
- Love Me
- Justin Vivian Bond is Mx America

**All Youth Festival events have their fee waived. The following organisations were part of this year's program:**

- Generationnext MCA
- Twenty 10's Glitter Ball
- ACON's Young Women's project event Birds and the Birds
- ACON's Young Men's project event PRO.GEN.Y
- Almost Famous Open Mic Night

**SGLMG provided direct support for 2013 Fair Day Youth Hub to the following organisations:**

- Community Brave Foundation
- Campout
- MCA generationnext

**SGLMG provided direct support to the following organisation for the Mardi Gras Parade:**

- DEFGLIS
- Kirketon Road Centre
- Stanford House
- Sweeties from the Sea from Little Conwong

**SGLMG donated in total over \$8,000 to the Parade Community Grants program to the following organisations:**

- Aqualicious Aussie Masters Swimming Float
- Canterbury Bankstown LGBT Float
- Crush Women's Touch Float
- Kate and Annette Parade float
- Pride in Diversity Float
- Queer Animal Liberation Float

- Save Wikileaks Assange Coalition Float
- Wear it Purple Float
- WILMA Women's Health float
- Harbour City Bears float
- Sydney Leather Pride float
- Village Puppets float
- Sydney Homotones float
- The Wayside Chapel float
- Gay & Lesbian Rights Lobby float
- Rainbow Visions Hunter float
- Coffs Harbour LGBTIQI Group float grant

**SGLMG reimbursed in total over \$1,500 to the Parade Entrants Ticketing Scheme (PETS) program to the following organisations:**

- Lifesavers with Pride
- Free Gay and Happy
- Sydney Convicts Rugby
- Sydney Stingers

**Sydney Gay & Lesbian Mardi Gras is a member of the following organisations:**

- Gay and Lesbian Tourism Australia (GALTA)
- International Gay and Lesbian Tourism Association (IGLTA)
- Sydney Gay and Lesbian Business Association (SGLBA)

## BGF BAKE OFF

- **SGLMG Cake**  
– Our cake entry for the BGF Bake Off raised over \$500 together with a framed Scott Elk limited art print from the SGLMG archives.



## SUPPORTING MARDI GRAS EVENT THANKS

SGLMG WOULD LIKE TO ACKNOWLEDGE AND THANK THE FOLLOWING EVENT SUPPLIERS FOR THEIR ONGOING SUPPORT, ADVICE AND GENEROUS DISCOUNTS.

- Bay Leaf Catering
- BLM Production Services
- Butlers Events and Staging
- Bump Productions
- Coates Hire
- Fourth Wall Events
- Hamilton's Hospitality
- Innovative Production Services
- ISEC Security
- Mandylights
- Norwest Productions
- Onsite Rental Group
- Oracle Lasers
- PremiAir Hire
- PRG - Production Resource Group
- Riedel Communications
- Show Support
- Splashdown
- Stage and Screen Travel Services
- Staging Rentals
- TDC Video Equipment Solutions
- TFH Hire Services
- Unique Protection
- Who Dares Traffic Management
- 32 Hundred Lighting and Sound

## OUR SINCERE THANKS & APPRECIATION

### STATEGIC PARTNERS



### MAJOR PARTNERS



### MEDIA PARTNERS



### OFFICIAL SUPPORTERS & SUPPLIERS



### OFFICIAL RETAIL SUPPORTERS



## PARTNERSHIPS

Greg Segal, Peita Dixon, mixitup

THIS YEAR HAS SEEN SUBSTANTIAL DEVELOPMENTS IN SPONSORSHIP ALLIANCES FOR SYDNEY GAY AND LESBIAN MARDI GRAS.

Commercial and government partnerships totalled \$1.25m, an 11% increase on 2012, representing 29% of operating budget. Specifically commercial partnership investment increased by 12% and government by 9.5%.

Total support by way of products and services was valued at \$349,399, representing savings on expenditure of 9%.

Our partners embrace and support our aims and objects and by preserving the integrity of our events and involving our sponsors in a meaningful way, SGLMG ensures the best possible outcomes for our community and our sponsors.

Sponsorship continues to play an important role in providing support for our events, day to day operations by supplementing event and membership income. Mardi Gras offers our partners a powerful medium to communicate and demonstrate corporate leadership messages of acceptance, diversity and celebration to a wider community.

SGLMG also offers great benefits that see our key partners returning year after year.

**Destination NSW** continued their investment with valuable funding directed towards developing the creative quality of the Parade in areas such as workshop, floats and professional creative resources, as well as in assisting with international marketing.

The **City of Sydney**, one of our longest standing supporters of SGLMG, increased its level of support this year making a major statement about the important role and commitment of local government to the LGBTQI communities. In addition to cash support and in-kind support in areas such as venue hire fees and generous rental waiver of a temporary work shop space, the City selected the 35th anniversary Festival for its annual summer floral displays spreading a blooming Mardi Gras across the City. For a brief but beautiful moment in time, the rainbow.

**ANZ** returned as Major Partner for the seventh consecutive year, returning with another stunning Parade float, installing a very handy mobile ATM at Fair Day in addition to sponsoring the Main Stage.

**Optus** became a Major Partner, with this year's Parade float celebrating the diversity within their employee network. Optus also amped up the reception at Fair Day with extra mobile phone tower.

**Finlandia Vodka** sponsored us for the second year, building on their presence this year and by offering a selection of amazing cocktails at Fair Day, Harbour Party and at our VIP Party.

**Google** returned as a Major Partner for the third consecutive year, using a Fair Day stall to inform the community on internal diversity policies at Google, and share what jobs are currently available for applications.

**Gaydar.com.au** delivered more value to event attendees this year with Gaydar Genius. Gaydar Genius offered guests free phone recharge, and worked alongside Gaydar's fantastic promotion to win a trip overseas by sharing your photo on social media.

Another new Major Partner in 2013 was **Air Asia** who created a custom "Lightbow" application for your phone – users could be seen up and down the parade route waving their phones in the air, glowing rainbow. Air Asia also offered free flights for two as a prize for the SGLMG raffle at Fair Day.

**Beyondblue** were also welcomed as a new supporter in 2013. The Beyondblue Stop.Think.Respect campaign aimed at improving the Australian community's understanding of discriminatory behaviour and the impact it can have on the mental health of GLBTQI communities. Beyondblue also hosted their inaugural session at Queer Thinking.

We also partnered with **Coopers Beer, V Energy Drink, Mt Franklin Water** and **Hungerford Hill Wines** in 2013, to offer a new and improved range of beverage options at our event bars. V Energy also handed out free energy drinks to parade entrants in Start Area, when energy is most needed.

And we welcomed back **Atlantis Events** to the family as well as over 2,000 international visitors on the second cruise to Sydney, many of whom enjoyed a super star welcome as they walked up the Parade route to take their seat at Glamstand and party with us at Mardigrasland.

We thank all of our sponsors for their valuable support and look forward to building our relationships in the coming years.



## BOARD

See page 29 for Board Directors

### Company Secretary

Peter Munro (resigned May 2013), Janet Peters (appointed May 2013)

### Board Associates

Michele Bauer, Brandon Bear (appointed June 2013), Andy Guy (resigned February 2013), Jason Hair (resigned May 2013), Craig Richards (appointed June 2013)

## TEAMS

### Audit & Risk

Liam Buckley (Chair), Stacey Dowson, Gerard Gooden (resigned), Phil Kershaw, Patricia Lam (resigned), Steph Sands, Pete Urmson (resigned)

### Accreditation & Front of House Management

Eamonn Lorraine, Steven Lowe,

### Awards Night

Darren Bruce, Frank Iannilli, Craig Maroun, Blake Weti, Brad Wright

### Business Services

James Bennett, Frank Clarke, Angela Costa, Paul Hanson (resigned), Gordon Wheatley, Matt Wiaczek

### Costumes

Matthew Aberline, Leah Benson, Nigel Shaw, Angela Sinnett

### Community Engagement

Amanda Keeling (Chair), Ashley Anderson-Buick, Ben Grill, Janet Horton, Derrick Sargo, Danielle Warby

### Event Fundraising

John Hannaford (Acting Manager), Jimmy Buck, Justine Bedser, Blake Weti (resigned), Wayne Martin (resigned), Brad Wright

### Fair Day

Antony Read, Ghaith Al-Badri, Matthew Clarke, Eamonn Lorraine, Steven Lowe, Louise Menicou, Blake Weti, Mike Whalley, Brad Wright

### Festival

Liza Bahamondes, Clair Moore, Dan Murphy, James Rongen-Hall, Anna Sewerin, Sam Sweedman

### Finance

Greg Small (Chair), James Bennett, Lloyd Butler, Michael Douglas, Irene Gardner, Damon Hartley, Damien Hodgkinson, Phil Kershaw, Michael Rolik, David Wilson

### Information Technology

Barry Taylor, Mark Cassone, Daniel Marshall (resigned), Matt Santon-Rutherford (resigned), Ben Waugh (resigned)

### Marketing & Communications

Elisha Brinnand, Timothy Fitzgerald, Chrissie Flanagan, Allan Hunt, Lewis Oswald, James Rongen-Hall, Karen Maravillas, Brenden Spencer, Sawyer Trice, Erica Roberts, Emmica Schlobohm, Katherine Sherrie, Claire Vince

### Medical

Jem Masters (Manager), Drew Burgess, Michael Davies, Zintis Duckmanton, Rita Farrugia, Chris Hughes-Gage, Michael Novy, Alan O'Riordan, Robert Whitworth, Hayley Wyndham

### Membership

Lazaro Hernandez (resigned), David Quinn (resigned)

### Member & Community Advisory Group (MCAG)

Morgan Carpenter, Jonny Bastin, Nigel Calcutt, Liz Dods, Murray Hood, Nicholas Hutchings, Rebecca Reynolds, Steph Sands, Paul Truscott

### Mardi Gras Museum

David Wilson, Robin Bayes, Michele Bauer, Adam Bold, Benedict Brooke, Victor Cabello, Mark Gray, Nick Henderson, Samantha Lawrence, Lewis Oswald, Pete Urmson, Steve Warren

### My Mardi Gras

Steve Knight, John Kininjew, Trudy Sumner

### Nominations & Governance

Samantha Lawrence (Chair), Darren Bruce (appointed June 2013), Jason Hair (resigned May 2013), Siri Kommedahl, James McGibbons (appointed June 2013), Janet Peters (appointed June 2013), Paul Savage

### Parade

Jane Becker, Micheal Do, Kurt McCowen, Cameron Dorrington, James Dowson, Meg Ebelt, Lance Heng, Adrian Hinder, Laura Jamieson, Ignatius Jones, James Keldoulis, Gary Leeson, Joel McKinnon, Emily O'Meara, Janet Peters, Anthony Russell, Dave Stevenson, Pen Walker, Stewart White, Brad Wright

### Project Manager Board Committees

Mark Barbour

### Program Management Office

Matt Wiaczek

### Parties (Harbour, Laneway, Mardigrasland)

Angela Bekesi, Cameron Byrnes, Lisa Campany, Mark Cassone, Nathan Dann, Dan Dunlop, Peter McFarlane, Christian Frykberg, Sveta Gilerman, Leah Howard, Gareth Hooper, Danny Lander, Eamonn Lorraine, Katrina King, Craig Maroun, Jem Masters, Louise Menicou, Liam Miller, Tim Moyes, Craig Richards, Sam Sweedman, Georg Tamm, David Twyman, Blake Weti, Brad Wright

### People & Culture Volunteer Management

Darren Bruce, Janet Peters, Ghaith Al-Badri, Angela Bekesi, Justin Brookes, Abby Fields, Jaclyn Hewitt, Frank Iannilli, Latoya Johnson, Mitchell Lee, Helen Papadomanolakis, Josh Pearson, Craig Richards, Georg Tamm

### Volunteer Development

Chris Johnson, Manny Paysan, Kirsty Smith

### Organisation Development

Nick Ellem, Jen Carlin

### People Care & Services

Ethan Bone, Amanda Sortes

### People Recruitment

Gareth Hooper, Lisa Blades, Tim Wood

### Sponsorship & Partnerships

Greg Segal, Peita Dixon, Olivia Drake, Sarah Grant

### Strategic

Siri Kommedahl (Chair) Michele Bauer, James Bennett, Darren Bruce (appointed June 2013) Phil Kershaw, Michael Rolik, Paul Savage, Pete Urmson (resigned)

### Telephone

Greig Sheridan

### Women

Steph Sands (Chair), Liza Bahamondes, Fran Bowron, Siri Kommedahl, Belle Lee, Louise Menicou, Sam Turner, Janine Tennille, Sandeep Virdi, Vanessa White

### Women Say Something

Steph Sands, Jenny Clarke, Belle Lee, Kate Monroe, Janine Tennille, Leah Weber, Vanessa White

### Workshop

Angela Sinnett, Ciaran Alcorn, Jane Becker, Gavin Murphy, Graham Reed

### Young People's Committee

Paul Savage (Chair), Brandon Bear (appointed June 2013), Andy Guy (resigned February 2013), Jason Hair (resigned May 2013), James McGibbons (appointed June 2013)

## STAFF

### Employed in the 12/13 year period:

Liza Bahamondes	Festival Program Manager
James Bennett	Senior Manager Business Services (appointed January 2013)
Paul Hanson	Finance & Operations Manager (resigned January 2013)
Lewis Oswald	Brand & Creative Manager CEO
Michael Rolik	Festival Associate Producer and Marketing Manager
James Rongen-Hall	Senior Manager, Marketing & Communications (position redundant)
Brenden Spencer	Festival Program Manager (resigned September 2012)
Sam Sweedman	Event Producer
Brad Wright	

## CONTRACTORS

### Employed during the 12/13 year period:

Jane Becker	Creative Consultant
Angela Costa	Executive Assistant
Nathan Dann	Talent & Entertainment Manager
Michael Douglas	Financial Controller
Meg Ebelt	Parade Production Coordinator
Leah Howard	Live Creative Consultant
Ignatius Jones	Creative Consultant
Katrina King	Mardigrasland Associate Producer
Danny Lander	Technical Production Manager
Gary Leeson	Creative Consultant
Craig Maroun	Production Manager
Anthony Russell	Parade Associate Producer
Ignatius Jones	Parade Creative
Antony Read	Fair Day Associate Producer
Katherine Sherrie	Digital & Social Media Manager
Sawyer Trice	Digital & Social Media Manager
Claire Vince	Publicity Manager
Blake Weti	Production Coordinator Fair Day, Harbour, Laneway
Gordon Wheatley	Administration Officer

## INTERNS

### Engaged during the 12/13 year period:

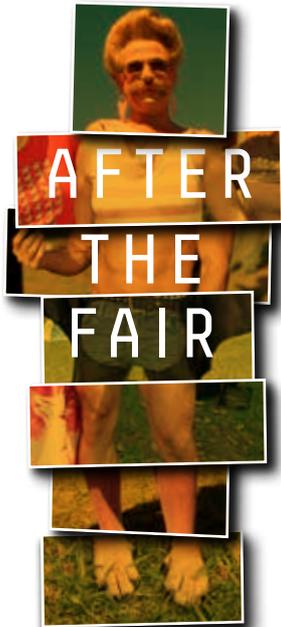
Cameron Byrnes, Lisa Campany, Micheal Do, Christian Frykberg, Kurt McCowen, Clair Moore, Anna Sewerin, Timothy Fitzgerald, Elisha Brinnand, Allan Hunt, Karen Maravillas

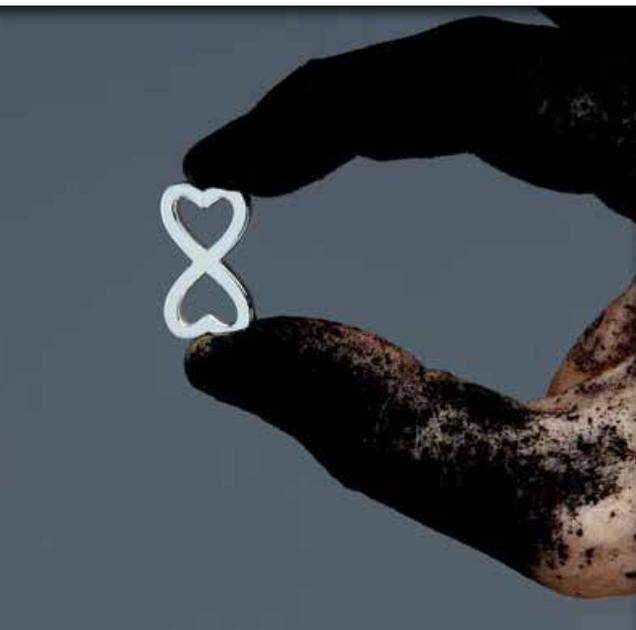
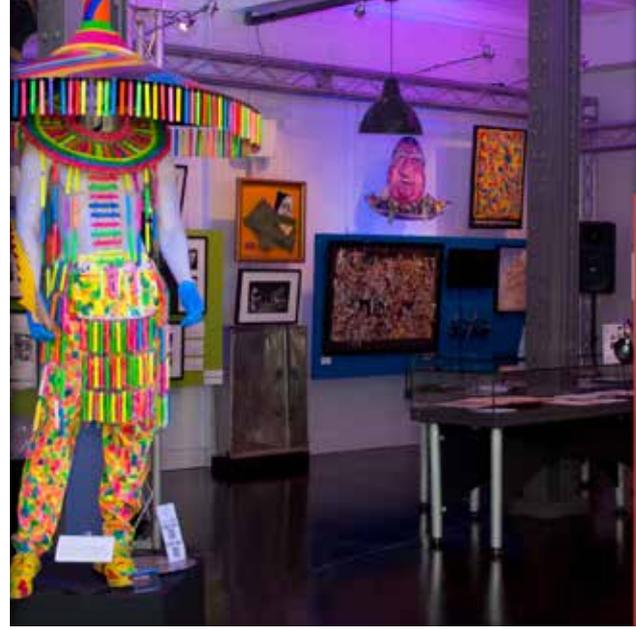
## WORK EXPERIENCE

### Engaged during the 12/13 year period:

Natalie

Mardi C  
Volunteer







SYDNEY GAY AND LESBIAN  
MARDI GRAS LTD

FINANCIAL REPORT

ABN 87 102 451 785  
FOR THE YEAR ENDED  
31 MARCH 2013

**TREASURER'S  
REPORT**

This year it is with great pleasure that I can announce that Sydney Gay and Lesbian Mardi Gras Ltd (SGLMG) returned to net profit in 2013 with a profit of \$45,693.

We produced a fantastic Season, Parade, Party and Harbour Party, capitalising on the re-establishment of the Mardi Gras brand in 2012 as a LGBTQI iconic event that people come from near and far to enjoy and celebrate.

Ticket sales were strong for Harbour Party and Laneway with both of these events becoming sell out events whilst Mardi Gras Party was lower than 2012, but in line with expectations. Fair Day had a great result despite being impacted somewhat by wet weather as the rain set in later in the day, but Harbour Party was the event that experienced

significant rainfall that kept a lot of ticketholders away, whilst those that attended had an incredible experience on the edge of Sydney's fabulous Harbour!

The continued turnaround from 2010 has been remarkable as we rebuilt after the split of 2010 in difficult economic times. The return to profitability despite lower Party revenue is an

incredible achievement in itself and is indicative of the tireless work that has been undertaken to ensure that the business model of our company is sustainable over the longer term, regardless of the size of each particular event.

The staff, volunteers and working groups must be congratulated for their achievements in a difficult environment.

**BREAKDOWN**

\* Each area includes a variety of income and expense types, the consolidated income statement shows the individual income and expense types.

\*\* Not including donations

AREA*	REVENUE (\$) 2013	EXPENSE (\$) 2013	RESULT (\$) 2013	REVENUE (\$) 2012	EXPENSE (\$) 2012	RESULT (\$) 2012
FESTIVAL**	104,263	120,342	(16,079)	87,151	129,464	(42,313)
FAIR DAY	195,817	182,227	13,590	165,921	183,103	(17,182)
PARADE	180,489	645,542	(465,053)	196,530	747,509	(550,979)
PARTIES	1,897,900	1,535,220	362,680	2,033,235	1,515,350	517,885
LANEWAY	83,820	48,608	35,212	77,899	53,037	24,862
SPONSORSHIP & GRANTS	1,248,400	188,077	1,060,323	1,132,860	149,094	983,766
CONTRA	349,399	349,399	-	355,697	355,697	-
MUSEUM	46,304	45,104	1,200	-	-	-
MEMBERSHIP	73,855	19,299	54,556	77,298	12,662	64,636
OTHER REVENUE/ OVERHEADS	151,570	1,152,306	(1,000,736)	75,877	1,129,609	(1,053,732)
<b>TOTALS</b>	<b>4,331,817</b>	<b>4,286,124</b>	<b>45,693</b>	<b>4,202,468</b>	<b>4,275,525</b>	<b>(73,057)</b>

**LOOKING FORWARD**

As has been the case for the last four years, the next couple of years continue to be critical to the operations of SGLMG. We have stabilised the business model and proven that we can make a profit in a difficult economic environment with a smaller than average Party, now it is time to launch forward and capitalise on the strong base that we have established over the last 3 years.

A weaker economy will continue to impact SGLMG attendance by both locals, interstate and overseas visitors and will make it challenging to rebuild reserves quickly. We expect a weak

economic outlook to coincide with continued competition, increased costs and long-term challenges in attendance for major parties, but we have the model in place now that can generate a profit in that type of environment and we are exceptionally well placed to generate a significant profit applying that model to an economic environment that emerges from the hangover of the GFC.

In the short term, we will need to continue to be focussed on our expenses and promote the best events and talent in order to enhance our revenue opportunities. In the longer term,

we will need to grow and increase our profitability and entertain significant changes to our blue ribbon events that will change the dynamics of our current business model and lead us to a strong 40th Anniversary Season, Parade and Party in 2018.

Finally I would like to thank the many people and organisations who contributed to the 2013 Parade, Party and Season and we look forward to you supporting our Parade, Party and Season in the future.

It is only from your continuing long term financial support of our events that our Parade, Party and Season are able to exist.

**PARTIES**

PARTIES	REVENUE (\$) 2013	EXPENSE (\$) 2013	RESULT (\$) 2013	REVENUE (\$) 2012	EXPENSE (\$) 2012	RESULT (\$) 2012
HARBOUR	357,761	382,832	(25,071)	341,792	313,599	28,193
MG PARTY	1,540,139	1,152,388	387,751	1,691,443	1,201,751	489,691

**DIRECTORS’  
REPORT**

The Directors present their report together with the financial report of Sydney Gay and Lesbian Mardi Gras Ltd (“SGLMG”) (formerly New Mardi Gras Ltd) and its subsidiary (together referred to as “the Group”) for the year ended 31 March 2013 and auditor’s report thereon.

**LIST OF DIRECTORS AND  
TERM OF OFFICE**

A – Number of meetings held during the time the director held office during the year

B – Number of meetings attended  
Directors have been in office since the start of the year to the date of this report unless otherwise stated.

Name	Appointed	Retired	Board Meetings	
			A	B
PHILLIP KERSHAW	15 JULY 2010		18	15
DAMON HARTLEY	21 AUGUST 2010		18	18
DAVID WILSON	21 AUGUST 2010		18	18
SIRI KOMMEDAHL	7 AUGUST 2011		18	17
PAUL SAVAGE	7 AUGUST 2011		18	15
AMANDA KEELING	25 AUGUST 2011		18	14
GREG SMALL	18 AUGUST 2012		11	11
SAMANTHA LAWRENCE	25 MAY 2013		-	-
PETER URMSON	21 AUGUST 2010	30 APRIL 2013	18	16
LIAM MILLER	7 AUGUST 2011	18 AUGUST 2012	7	5

**INFORMATION ON DIRECTORS**

None of the current directors, who were directors during this financial year of SGLMG, are currently directors of any publicly listed companies, nor have they had any such roles in the last 3 years.

NAME	QUALIFICATIONS	EXPERIENCE	SPECIAL RESPONSIBILITIES
PHILLIP KERSHAW	BBus (Accounting and Bus Law) Grad Dip Applied Finance and Investment Chartered Accountant	Board member for 3 years. Chartered Account for 20 years. Experience at Deloittes and industry as a CFO and Director of publicly listed companies	Treasurer Finance Committee Audit & Risk Committee Strategy Committee
DAMON HARTLEY	Adv Dip Event Management Cert IV Training & Assessment	Board member for 3 years. Teacher in the VET Sector and works in the live event production sector	Finance Committee
DAVID WILSON	BComm Finance/IT, MComm Organisational Behaviour/IT	Board member for 3 years. Diverse IT experience working for major US Corporates and Local Councils	Finance Committee Museum Committee Chair
PAUL SAVAGE	BA (Hons) Finance MSc Human Resource Management	Board member for 2 years. Australia and New Zealand leader for strategy and human capital management consulting business	Deputy Co-Chair Nominations and Governance Committee Strategy Committee
SIRI KOMMEDAHL	AAS Software Development	Board member for 2 years. New business, digital strategy and executive management in Australia, US, Asia. ACON Board 4 years.	Co-Chair Membership Working Group Nominations and Governance Committee Strategy Committee
AMANDA KEELING	MComm Communications Studies, BA (Hons) Arts, Dip of Project Management	Board member for 2 years. Currently working as a media and communications freelance consultant.	Community Engagement Committee
GREG SMALL	BA Business, Associate Diploma Business, Cert IV Front Line Management	Board member for 1 year in this current term and 3 previous years to 2009. Manages supply chain logistics operations in Australia and overseas	Deputy Co-Chair Finance Committee Chair
SAMANTHA LAWRENCE	BA (Hons) Archaeology, MBA, Dip Applied Corporate Governance (currently studying)	Commenced as a board member on 25 May 2013. Experienced governance professional both in Government and Financial Services.	Nominations and Governance Committee Chair

**SHORT-TERM AND LONG-TERM OBJECTIVES**

The entity's short-term objectives are to:

- Continue to organise and co-ordinate events of celebration, commemoration and protest and engage in other activities as part of the gay, lesbian, transgender, bisexual, queer and intersex community;
- Consistently achieve events excellence;
- Return the consolidated entity to profitability;
- Increase the reserves of the consolidated entity to ensure long term sustainability.

The entity's long-term objectives are to continue to:

- Organise and co-ordinate events of celebration, commemoration and protest; and engage in other activities as part of the gay, lesbian, transgender, bisexual, queer and intersex community;
- Increase visibility;
- Increase visitation;
- Consistently achieve events excellence;
- Establish consistent profitability;
- Enhance events to ensure long term sustainability;
- Increase the reserves of the consolidated entity to ensure long term sustainability.

**STRATEGIES**

To achieve its stated objectives, the Group has adopted the following strategies:

- Increase artistic and production excellence;
- Better involvement from and consultation with our members and community;
- Open and considered processes to recruit and retain talented people;
- Better decision making, planning and budgeting at all levels of the organisation;
- Rigorous financial planning, monitoring, risk mitigation and cost control.

**PRINCIPAL ACTIVITIES**

The principal activities of the Group during the year were the organisation and co ordination of an annual LGBTQI cultural and arts festival which produced events of celebration,

commemoration and protest as a key part of advancing the community development and promoting the health and wellbeing of the gay, lesbian, bisexual, transgender, queer and intersex community.

No significant change in the nature of these activities occurred during the year.

**HOW THE ACTIVITIES ASSISTED IN ACHIEVING OBJECTIVES**

The staging of the 2013 Sydney Gay and Lesbian Mardi Gras Season achieved:

- The organisation and co-ordination of events of celebration, commemoration and protest as part of the gay, lesbian, transgender, bisexual, queer and intersex community;
- Excellence in events with a number of sold out events;
- Returned the consolidated entity to profitability;
- Increased the reserves of the entity.

**KEY PERFORMANCE MEASURES**

The Group measures its performance through the use of both quantitative and qualitative benchmarks to assess the financial sustainability of the Group and whether the Group is achieving its short-term and long-term objectives.

The Group undertakes a number of surveys which assist in the measurement of a number of key performance measures, including:

- Attendance statistics;
- Unique visitation statistics;
- Financial impact;
- Satisfaction levels;
- Volunteer numbers;
- Member numbers.

The Group also undertakes the measurement of the profitability and key financial ratios of each of the events that the Group stages during the year.

Overall, the Board has been pleased with the level of achievement of these objectives during the current financial year, and will continue to monitor and review the objectives in the future.

**PUBLIC COMPANY LIMITED BY GUARANTEE**

The entity, SGLMG, is incorporated under the *Corporations Act 2001* and is an entity limited by guarantee. If the entity is wound up, the constitution states that each member is required to contribute a maximum of \$1 each towards meeting any outstanding obligations of the entity. Based on the number of members as at 31 March, 2013, the total amount that members of SGLMG are liable to contribute if SGLMG is wound up is \$2,944 (2012: \$2,695).

**AUDITOR'S INDEPENDENCE DECLARATION**

A copy of the auditor's declaration under section 307C of the *Corporations Act 2001* in relation to the audit for the financial year is provided with this report.

The company was not a party to any such proceedings during the year.

Signed in accordance with a resolution of the Board of Directors:

Director

Director




Siri Kommedahl

Phillip Kershaw

Dated this 4th day of July 2013

**AUDITOR'S INDEPENDENCE DECLARATION**

to the Directors of Sydney Gay and Lesbian Mardi Gras Ltd

In relation to our audit of the consolidated financial report of Sydney Gay and Lesbian Mardi Gras Ltd for the financial year ended 31 March 2013, I declare that to the best of my knowledge and belief, there have been:

- (i) No contraventions of the auditor independence requirements of the *Corporations Act 2001* in relation to the audit; and
- (ii) No contraventions of any applicable code of professional conduct in relation to the audit.

**PEROYS AUDIT & ASSURANCE**



Terry Borella

Partner

Peroys Audit & Assurance

Sydney, Dated this 4th day of July 2013



## **INDEPENDENT AUDIT REPORT TO THE MEMBERS OF SYDNEY GAY AND LESBIAN MARDI GRAS LIMITED**

### **SCOPE**

#### **THE FINANCIAL REPORT AND DIRECTORS' RESPONSIBILITY**

We have audited the consolidated financial report of Sydney Gay and Lesbian Mardi Gras Ltd (the "Group"), which comprises the consolidated statement of profit and loss, consolidated statement of comprehensive income, consolidated statement of financial position, consolidated statement of changes in equity, consolidated statement of cash flows, consolidated statement of significant accounting policies, other explanatory notes and the directors' declaration for the year ended 31 March, 2013.

The directors of the Group are responsible for the preparation and fair presentation of the

consolidated financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Act 2001. This includes responsibility for the establishment and maintenance of adequate accounting records and internal controls that are designed to prevent and detect fraud and error and to assist in the preparation and fair presentation of the financial report that is free from material misstatement. The directors are also responsible for selecting and applying the accounting policies and accounting estimates inherent in the consolidated financial report.

### **AUDIT APPROACH**

We have conducted an independent audit in order to express an opinion to the members of the Group. Our audit was conducted in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The nature of an audit and the procedures selected are influenced by factors such as the use of professional judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error, selective testing, the inherent limitations of internal controls, and the availability of persuasive rather than conclusive evidence. Therefore an audit cannot guarantee that all material misstatements have been detected.

Whilst we have considered the effectiveness of management's internal controls when

determining the nature and extent of our procedures, our audit was not designed to provide assurance on internal controls or expressing an opinion on the effectiveness of the Group's internal controls. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

We formed our audit opinion on the basis of these procedures, which included:

- Examining, on a test basis, information to provide evidence supporting the amounts and disclosures in the financial report
- Assessing the appropriateness of the accounting policies, and disclosures used and the reasonableness of significant accounting estimates made by the directors as well as the overall presentation of the financial report
- Reading the other information in the Annual Report to determine whether it contains any material inconsistencies with the financial report.

### **AUDIT APPROACH (CONTINUED)**

Our audit did not involve an analysis of the prudence of business decisions made by the directors or management of the Group.

the above basis and we believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

The audit opinion expressed in this report has been formed on

### **INDEPENDENCE**

In conducting our audit, we have complied with the independence requirements of the *Corporations Act 2001*.

### **AUDIT OPINION**

In our opinion:

The financial report of the Group is in accordance with the Corporations Act 2001, including:

- (i) giving a true and fair view, in all material respects, of the financial position of the Group's financial position as at 31 March, 2013, and its financial performance and cash flows for the year ended on that date; and
- (ii) complying with the Australian Accounting Standards (including the Australian Accounting Interpretations) and the *Corporations Regulations 2001*.

We also report that:

- (i) the consolidated financial statements show a true and fair view of the financial result of fundraising appeals conducted during the year;
- (ii) the accounts and associated records have been properly kept during the year in accordance with the Charitable Fundraising Act 1991 and the Regulations;
- (iii) money received as a result of fundraising appeals conducted during the year has been properly accounted for and applied in accordance with the Charitable Fundraising Act 1991 and the Regulations; and
- (iv) at the date of this report, there are reasonable grounds to believe that the Group will be able to pay its debts as and when they fall due.

### **DESCRIPTION OF EMPHASIS OF MATTER**

Without qualification to the opinion above, attention is drawn to the fact that, as is common for organisations of this type, The Group derives a portion of its cash income from functions, subscriptions, and fundraising and it is not practicable for The Group to maintain an effective system of internal control over such transactions until their initial entry in the accounting records and bank accounts. Accordingly, our audit in relation to those activities was limited to amounts recorded and we have been unable to independently verify whether the amounts received from these sources have been properly accounted for.

### **PEROYS AUDIT & ASSURANCE**



Terry Borella

Partner

Peroys Audit & Assurance

Sydney, Dated this 4th day of July 2013

**PEROYS**  
audit & assurance

**CONSOLIDATED  
STATEMENT OF  
PROFIT AND LOSS  
FOR THE YEAR  
ENDED 31 MARCH  
2013**

The consolidated statement of profit and loss should be read in conjunction with the accompanying notes.

	(\$) 2013	(\$) 2012
TICKET SALES	2,098,430	2,164,126
SPONSORSHIP	1,248,400	1,128,400
MEMBERSHIP INCOME	73,519	75,847
STALLHOLDER FEES	112,950	90,618
SALE OF GOODS	100,090	81,909
LICENCE FEES	75,141	84,112
FESTIVAL REVENUE	104,263	87,151
CONTRA REVENUE	349,399	355,697
PARADE ENTRY FEES	19,054	25,282
DONATIONS	77,925	77,880
GRANT INCOME	4,000	5,000
OTHER INCOME	55,422	12,550
	<b>4,318,593</b>	<b>4,183,572</b>
<b>COST OF SALES</b>	<b>2,745,380</b>	<b>2,841,884</b>
<b>GROSS PROFIT</b>	<b>1,573,213</b>	<b>1,341,688</b>
OCCUPANCY COSTS	41,844	40,887
EMPLOYEE BENEFITS EXPENSE	563,075	441,598
AMOUNTS PAID TO CONTRACTORS	84,851	134,758
INSURANCE	64,429	74,764
AMORTISATION OF INTANGIBLE SOFTWARE	12,889	11,345
DEPRECIATION OF PROPERTY, PLANT AND EQUIPMENT	31,016	27,868
LOSS DUE TO WRITE-OFF OF WEBSITE	13,575	-
TRADE DEBTOR IMPAIRMENT	3,052	-
OPERATING LEASE RENTAL EXPENSES	31,954	56,188
MARKETING & COMMUNICATIONS	314,264	297,038
PROFESSIONAL FEES	20,942	45,045
CONTRA EXPENSES	246,654	208,319
DONATIONS	25,247	24,113
OTHER EXPENSES	84,346	65,288
	<b>1,538,138</b>	<b>1,427,211</b>
<b>RESULTS FROM OPERATIONS</b>	<b>35,075</b>	<b>(85,523)</b>
INTEREST INCOME	13,225	18,896
FINANCE COSTS	(2,607)	(6,430)
<b>NET FINANCE INCOME</b>	<b>10,618</b>	<b>12,466</b>
<b>NET PROFIT / (LOSS) BEFORE INCOME TAX EXPENSE</b>	<b>45,693</b>	<b>(73,057)</b>

**CONSOLIDATED  
STATEMENT OF  
COMPREHENSIVE  
INCOME  
FOR THE YEAR  
ENDED 31 MARCH  
2013**

The consolidated statement of comprehensive income should be read in conjunction with the accompanying notes.

	(\$) 2013	(\$) 2012
PROFIT / (LOSS) BEFORE INCOME TAX EXPENSE (INCOME TAX BENEFIT)	45,693	(73,057)
INCOME TAX BENEFIT (INCOME TAX EXPENSE)	-	-
<b>PROFIT / (LOSS) FOR THE YEAR ATTRIBUTABLE TO MEMBERS OF THE ENTITY</b>	<b>45,693</b>	<b>(73,057)</b>
OTHER COMPREHENSIVE INCOME	-	-
INCOME TAX BENEFIT (INCOME TAX EXPENSE)	-	-
OTHER COMPREHENSIVE INCOME, NET OF TAX	-	-
<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR, NET OF TAX</b>	<b>45,693</b>	<b>(73,057)</b>
<b>TOTAL COMPREHENSIVE INCOME ATTRIBUTABLE TO MEMBERS OF THE ENTITY</b>	<b>45,693</b>	<b>(73,057)</b>

**CONSOLIDATED  
STATEMENT  
OF FINANCIAL  
POSITION  
AS AT 31 MARCH  
2013**

The consolidated statement of financial position should be read in conjunction with the accompanying notes.

	NOTES	(\$) 2013	(\$) 2012
<b>CURRENT ASSETS</b>			
CASH AND CASH EQUIVALENTS	7	880,728	1,566,516
TRADE AND OTHER RECEIVABLES	8	371,288	505,095
INVENTORIES	9	6,963	-
OTHER CURRENT ASSETS	10	90,331	74,214
<b>TOTAL CURRENT ASSETS</b>		<b>1,349,310</b>	<b>2,145,825</b>
<b>NON CURRENT ASSETS</b>			
PROPERTY, PLANT AND EQUIPMENT	11	92,116	68,445
INTANGIBLE ASSETS	12	49,791	45,231
<b>TOTAL NON CURRENT ASSETS</b>		<b>141,907</b>	<b>113,676</b>
<b>TOTAL ASSETS</b>		<b>1,491,217</b>	<b>2,259,501</b>
<b>CURRENT LIABILITIES</b>			
TRADE AND OTHER PAYABLES	13	596,170	1,395,665
OTHER CURRENT LIABILITIES	14	20,708	35,190
<b>TOTAL CURRENT LIABILITIES</b>		<b>616,878</b>	<b>1,430,855</b>
<b>TOTAL LIABILITIES</b>		<b>616,878</b>	<b>1,430,855</b>
<b>NET ASSETS</b>		<b>874,339</b>	<b>828,646</b>
<b>EQUITY</b>			
RETAINED EARNINGS		874,339	828,646
<b>TOTAL EQUITY</b>		<b>874,339</b>	<b>828,646</b>

**CONSOLIDATED  
STATEMENT OF  
CHANGES IN  
EQUITY FOR THE  
YEAR ENDED 31  
MARCH 2013**

	NOTES	(\$) 2013	(\$) 2012
<b>TOTAL EQUITY AT THE BEGINNING OF THE FINANCIAL YEAR</b>		<b>828,646</b>	<b>901,703</b>
TOTAL COMPREHENSIVE INCOME ATTRIBUTABLE TO MEMBERS OF THE ENTITY		45,693	(73,057)
<b>TOTAL EQUITY AT THE END OF THE FINANCIAL YEAR</b>		<b>874,339</b>	<b>828,646</b>

The above consolidated statement of changes in equity should be read in conjunction with the accompanying notes.

**CONSOLIDATED  
STATEMENT OF  
CASH FLOWS  
FOR THE YEAR  
ENDED 31 MARCH  
2013**

The consolidated statement of financial position should be read in conjunction with the accompanying notes.

	NOTES	(\$) 2013	(\$) 2012
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>			
RECEIPTS FROM CUSTOMERS (INCLUSIVE OF GOODS AND SERVICES TAX)		4,456,622	4,110,352
PAYMENTS TO SUPPLIERS AND EMPLOYEES (INCLUSIVE OF GOODS AND SERVICES TAX)		(5,069,815)	(3,834,599)
INTEREST RECEIVED		13,116	18,896
<b>NET CASH FROM (USED IN) OPERATING ACTIVITIES</b>	22	<b>(600,077)</b>	<b>294,649</b>
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>			
PAYMENT FOR PROPERTY, PLANT & EQUIPMENT		(54,687)	(15,753)
PAYMENT FOR INTANGIBLE ASSETS		(31,024)	(15,987)
<b>NET CASH USED IN INVESTING ACTIVITIES</b>		<b>(85,711)</b>	<b>(31,740)</b>
<b>NET INCREASE (DECREASE) IN CASH HELD</b>		<b>(685,788)</b>	<b>262,909</b>
CASH AT BEGINNING OF FINANCIAL YEAR		1,566,516	1,303,607
<b>CASH AT END OF FINANCIAL YEAR</b>		<b>880,728</b>	<b>1,566,516</b>

## **NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2013**

### **NOTE 1: REPORTING ENTITY**

Sydney Gay and Lesbian Mardi Gras Ltd (the 'Group' and 'SGLMG') is a company limited by guarantee domiciled in Australia. The Group address and contact details are:

**Suite 6, 94 Oxford Street,  
Darlinghurst NSW 2011**  
**T: 02 9383 0900**  
**F: 02 9383 0966**  
**E: reception@mardigras.org.au**  
**W: www.mardigras.org.au**

The consolidated financial statements of the Group as at and for the year ended 31 March 2013 comprise the Company and its subsidiary (together referred to as the 'Group' and individually as 'Group entities'). The Group is a not-for-profit group and is primarily involved in event management and the production and co-ordination of the Sydney Gay and Lesbian Mardi Gras Festival.

The principal accounting policies adopted in the preparation of these consolidated financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated. The consolidated financial statements are for the entity consisting of SGLMG and its subsidiary Mardi Gras Arts Limited.

### **NOTE 2: BASIS OF PREPARATION**

#### **(i) Statement of Compliance**

These general purpose consolidated financial statements have been prepared in accordance with Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board and the *Corporations Act 2001*. SGLMG is part of a not-for-profit group for the purpose of preparing the consolidated consolidated financial statements.

The consolidated financial statements of SGLMG comply with Australian Accounting Standards – Reduced Disclosure Requirements as issued by the Australian Accounting Standards Board (AASB) and requirements of the NSW Charitable Fundraising Act and Regulations.

The consolidated financial statements were authorised for issue by the Board of Directors on 4th July, 2013.

#### **(ii) Basis of measurement**

These consolidated financial statements have been prepared under the historical cost convention, as modified by the revaluation of available-for-sale financial assets, financial assets and liabilities (including derivative instruments) at fair value through profit or loss, certain classes of property, plant and equipment and investment property.

#### **(iii) Functional and presentation currency**

Items included in the consolidated financial statements of SGLMG are measured using the currency of the economic environment in which the entity operates ('the functional currency'). The consolidated financial statements are presented in Australian dollars, which is SGLMG's functional and presentation currency.

#### **(iv) Use of estimates and judgements**

The preparation of consolidated financial statements requires the use of certain critical accounting estimates. It also requires judgement in the process of applying SGLMG's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the consolidated financial statements, are disclosed in note 6.

#### **(v) Comparative figures**

Comparative figures have been adjusted to conform with changes in presentation for the current financial year. Comparative figures do not include the subsidiary as it was incorporated on 4th June, 2012

### **NOTE 3: SIGNIFICANT ACCOUNTING POLICIES**

The accounting policies set out below have been applied consistently to all periods presented in these consolidated financial statements, and have been applied consistently by the Group.

#### **(a) Consolidations**

SGLMG incorporated a subsidiary, Mardi Gras Arts Limited, on 4th June 2012. This consolidated financial report reports the consolidated results of both entities.

#### **(b) Foreign currency**

##### **Foreign currency transactions**

Foreign currency transactions are translated into the functional currency using the exchange rates prevailing at the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation at year end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in profit or loss, except when they are

deferred in equity as qualifying cash flow hedges and qualifying net investment hedges or are attributable to part of the net investment in a foreign operation.

Foreign exchange gains and losses that relate to borrowings are presented in the income statement, within finance costs. All other foreign exchange gains and losses are presented in the income statement on a net basis within other income or other expenses.

#### **(c) Financial instruments**

The Group initially recognises loans and receivables on the date that they are originated. Non-derivative financial assets are split into the following categories:

- financial assets at fair value through profit or loss,
- held-to-maturity financial assets,
- loans and receivables and
- available-for-sale financial assets.

#### **(i) Non-derivative financial assets**

##### **Loans and receivables**

Loans and receivables are financial assets with fixed or determinable payments that are not quoted in an active market. Such assets are recognised initially at fair value plus any directly attributable transaction costs.

Loans and receivables comprise cash and cash equivalents and trade and other receivables.

##### **Cash and cash equivalents**

For the purpose of presentation in the consolidated statement of cash flows, cash and cash equivalents includes cash on hand, deposits held at call with financial institutions, other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value, and bank overdrafts.

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2013**

**NOTE 3:  
SIGNIFICANT  
ACCOUNTING  
POLICIES  
(CONTINUED)**

**Trade receivables**

Trade receivables are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method, less provision for impairment. Trade receivables are generally due for settlement within 30 days. They are presented as current assets unless collection is not expected for more than 12 months after the reporting date.

Collectability of trade receivables is reviewed on an ongoing basis. Debts which are known to be uncollectible are written off by reducing the carrying amount directly. An allowance account (provision for impairment of trade receivables) is used when there is objective evidence that SGLMG will not be able to collect all amounts due according to the original terms of the receivables. Significant financial difficulties of the debtor, probability that the debtor will enter bankruptcy or financial reorganisation, and default or delinquency in payments (more than 30 days overdue) are considered indicators that the trade receivable is impaired. The amount of the impairment allowance is the difference between the asset's carrying amount and the present value of estimated future cash flows, discounted at the original effective interest rate. Cash flows relating to short-term receivables are not discounted if the effect of discounting is immaterial.

The amount of the impairment loss is recognised in profit or loss. When a trade receivable for which an impairment allowance had been recognised becomes uncollectible in a subsequent period, it is written off against the allowance account. Subsequent recoveries of amounts previously written off are credited against other expenses in profit or loss.

**(ii) Non-derivative financial liabilities**

All other financial liabilities are recognised initially on the trade date, which is the date that the Group becomes a party to the contractual provisions of the instrument. The Group derecognises a financial liability when its contractual obligations are discharged, cancelled or expire.

Other financial liabilities comprise loans and borrowings, bank overdrafts and trade and other payables.

**Trade and other payables**

These amounts represent liabilities for goods and services provided to the Group prior to the end of financial year which are unpaid. The amounts are unsecured and are usually paid within 30 days of recognition. Trade and other payables are presented as current liabilities unless payment is not due within 12 months from the reporting date. They are recognised initially at their fair value and subsequently measured at amortised cost using the effective interest method.

**(d) Property, plant and equipment**

Items of property, plant and equipment are measured at historical cost less accumulated depreciation. Cost includes expenditure that is directly attributable to the acquisition of the items. Cost may also include transfers from equity of any gains or losses on qualifying cash flow hedges of foreign currency purchases of property, plant and equipment.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Group and the cost of the item can be measured reliably. The carrying amount of any component accounted for as a separate asset is derecognised when replaced. All other repairs and maintenance are charged to profit or loss during the reporting period in which they are incurred.

Items of property, plant and equipment are depreciated from the date that they are installed and are ready for use, or in respect of internally constructed assets, from the date that the asset is completed and ready for use.

Depreciation is calculated to write off the cost of property, plant and equipment less their estimated residual values using the straight-line basis over their estimated useful lives. Leased assets are depreciated over the shorter of the lease term and their useful lives unless it is reasonably certain that the Group will obtain ownership by the end of the lease term.

The estimated useful lives for the current and comparative years of significant items of property, plant and equipment are as:

- Leasehold improvements 5 years
- Plant and equipment 4 or 5 years

The assets' residual values and useful lives are reviewed, and

adjusted if appropriate, at the end of each reporting period. An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

**(e) Intangible assets**

**(i) Trademarks and licences**

Trademarks and licences have a finite useful life and are carried at cost less accumulated amortisation and impairment losses. Amortisation is calculated using the straight-line method to allocate the cost of trademarks and licences over their estimated useful lives, which vary from 10 to 30 years.

**(ii) Software including website: [www.mardigras.org.au](http://www.mardigras.org.au)**

Acquisition costs incurred in developing the Website and acquiring software and licenses that will contribute to future period financial benefits through revenue generation and/or cost reduction are capitalised to software. Amortisation is calculated on a straight-line basis over periods of 3.7 years.

**(f) Inventories**

Inventories are measured at the lower of cost and net realisable value. The cost of inventories is based on the first-in first-out principle, and includes expenditure incurred in acquiring the inventories, production or conversion costs, and other costs incurred in bringing them to their existing location and condition.

Net realisable value is the estimated selling price in the ordinary course of business, less the estimated costs of completion and estimated costs necessary to make the sale.

**(g) Impairment**

The carrying amounts of the Group's non-financial assets and inventories are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists, then the asset's recoverable amount is estimated. An impairment loss is recognised if the carrying amount of an asset or cash-generating unit (CGU) exceeds its recoverable amount.

**(h) Employee benefits**

**(i) Short-term employee benefits**

Liabilities for wages and salaries, including non-monetary benefits, annual leave and accumulating sick leave expected to be settled within 12 months after the end of the period in which the employees

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2013**

**NOTE 3:  
SIGNIFICANT  
ACCOUNTING  
POLICIES  
(CONTINUED)**

render the related service are measured at the amounts expected to be paid when the liabilities are settled. All short-term employee benefit obligations are presented as Trade and Other payables.

**(ii) Termination benefits**

Termination benefits are payable when employment is terminated before the normal retirement date, or when an employee accepts voluntary redundancy in exchange for these benefits. The Group recognises termination benefits when it is demonstrably committed to either terminating the employment of current employees according to a detailed formal plan without possibility of withdrawal or to providing termination benefits as a result of an offer made to encourage voluntary redundancy. Benefits falling due more than 12 months after the end of the reporting period are discounted to present value.

**(iii) Retirement benefit obligations**

Contributions payable by the Group to an employee superannuation fund are recognised in the statement of financial position as a liability, after deducting any contributions already paid and in the income statement as an expense as they become payable. Prepaid contributions are recognised as an asset to the extent that a cash refund or a reduction in the future payment is available.

**(i) Revenue recognition**

**(i) Sale of goods – retail**

The Group sells tickets to events directly and through third party ticket agencies. Revenue from the sale of tickets to events is recognised upon delivery of the service to the customer. Third party ticketing agencies usually remit ticket money within 14 days of the event being held. Revenue from the sale of other goods to customers is recorded on delivery of the goods to customers.

**(ii) Membership subscriptions**

Revenue from members' subscriptions revenue is recognised at the point in time when substantially all of the benefits are received by the members. Revenue is recognised when the Sydney Gay & Lesbian Mardi Gras Season occurs, at which time members are able to receive the benefit of discounted tickets to events. Deferred membership revenue is carried forward for 3 year memberships extending to seasons 2014 and 2015.

**(iii) Donations**

Revenue from donations is recognised when the Group receives donations or where the Group has an unconditional commitment from the donor.

**(iv) Contra revenue and expense**

Revenue from contra revenue and expenditure is recognised when the Group receives "in kind" goods and services. When the contribution does not represent an asset at balance date, the Group recognises an expense and associated revenue for these "in kind" goods and services in the financial report. Where the "in kind" goods and services represent an asset at balance date, both the asset and revenue are recognised in the consolidated financial report.

**(v) Sponsorship income**

Sponsorship income in respect of an event is recognised on the day that the event occurs. Sponsorship not directly related to events is recognised over the period to which it relates.

**(vi) Other revenue**

Other revenue is recognised when the right to receive the revenue has been established.

**(j) Government grants**

Grants from the City of Sydney and NSW Government are recognised at their fair value where there is a reasonable assurance that the grant will be received and the Group will have complied with any conditions associated with the grant. Grants that compensate the Group for expenses incurred are recognised in profit or loss as other income on a systematic basis in the same periods in which the expenses are recognised.

**(k) Leases**

**(i) Leased assets**

Assets held by the Group under leases which transfer to the Group substantially all the risks and rewards of ownership are classified as finance leases. Leases in which a significant portion of the risks and rewards of ownership are not transferred to the Group as lessee are classified as operating leases (Note 21).

**(ii) Lease payments**

Payments made under operating leases (net of any incentives received from the lessor) are charged to profit or loss on a straight-line basis over the period of the lease.

**(l) Income tax**

No income tax expense or revenue for the period has been recorded (Note 5).

**(m) Finance income and finance costs**

Finance income comprises interest income on funds invested. Interest income is recognised as it accrues in profit or loss, using the effective interest method. Finance costs comprise bank fees and interest on loans and short term funding.

**(n) Going Concern**

The Group will always be reliant on the support for its events from investors, sponsors, members and non members. The directors believe that through tight budgetary controls and effective cash management, the Group will continue to operate and provide services to its members, non members and the community as a whole.

**(o) Segment reporting**

Only one segment result is reported to the SGLMG CEO. This is the Sydney Gay and Lesbian Mardi Gras Festival. There are no unallocated events.

**(p) New accounting standards and interpretations**

A number of new standards, amendments to standards and interpretations are effective for annual periods beginning after 1 April 2013, and have not been applied in preparing these consolidated financial statements. Those which may be relevant to the Group are set out below. The Group does not plan or is not allowed to adopt these standards early.

**(i) AASB 9 Financial Instruments (2010), AASB 9 Financial Instruments (2009)**

AASB 9 (2009) introduces new requirements for the classification and measurement of financial assets. Under AASB 9 (2009), financial assets are classified and measured based on the business model in which they are held and the characteristics of their contractual cash flows. AASB 9 (2010) introduces additions relating to financial liabilities. The IASB currently has an active project that may result in limited amendments to the classification and measurement requirements of AASB 9 and add new requirements to address the impairment of financial assets and hedge accounting. AASB 9 (2010 and 2009) are effective for annual periods beginning on or after 1 January 2015 with early adoption

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2013**

**NOTE 3:  
SIGNIFICANT  
ACCOUNTING  
POLICIES  
(CONTINUED)**

permitted. The adoption of AASB 9 (2010) is expected to have an impact on the Group's financial assets, but no impact on the Group's financial liabilities.

**(ii) AASB 10 Consolidated financial statements, AASB 11 Joint Arrangements, AASB 12 Disclosure of Interests in Other Entities (2011)**

AASB 10 introduces a single control model to determine whether an investee should be consolidated.

AASB 11 confirms that the structure of the joint arrangement, although still an important consideration, is no longer the main factor in determining the type of joint arrangement and therefore the subsequent accounting.

AASB 12 brings together into a single standard all the disclosure requirements about an entity's interests in subsidiaries, joint arrangements, associates and unconsolidated structured entities.

The Group is currently assessing the accounting and disclosure requirements for interests in subsidiaries, interests in joint

arrangements and associates and unconsolidated structured entities in comparison with the existing disclosures. These standards are effective for annual periods beginning on or after 1 January 2013 with early adoption not permitted by not-for-profits.

**(iii) AASB 13 Fair Value Measurement (2011)**

AASB 13 explains how to measure fair value and aims to enhance fair value disclosures. The Group has yet to determine which, if any, of its current measurement techniques will have to change as a result of the new guidance. It is therefore not possible to state the impact, if any, of the new rules on any of the amounts recognised in the consolidated financial statements. However, application of the new standard will impact the type of information disclosed in the notes to the consolidated financial statements. The Group does not intend to adopt the new standard before its operative date, which means that it would be first applied in the annual reporting period ending 31 March 2014.

There are no other standards that are not yet effective and that are expected to have a material impact on the entity in the current or future reporting periods and on foreseeable future transactions.

**(q) Goods and services tax (GST)**

Revenues, expenses and assets are recognised net of the amount of GST except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payables are stated inclusive of the amount of GST receivable from, or payable.

The net amount of GST recoverable from or payable to the ATO is included as part of receivables or payables in the statement of financial position.

Cash flows are presented on a gross basis. The GST components of cash flows arising from investing or financing activities, which are recoverable from or payable to the ATO are presented as operating cash flows included in receipts from customers or payments to suppliers.

**NOTE 4:  
FINANCIAL RISK  
MANAGEMENT**

The Group's activities expose it to a variety of financial risks: market risk (including currency risk, interest rate risk and price risk), credit risk and liquidity risk. The Group's overall risk management program focuses on the unpredictability of financial markets and seeks to minimise potential adverse effects on the financial performance of the Group.

The Group does not use derivative financial instruments because the Group does not have direct interest rate risk, borrowings and direct currency exposures for overseas artists are minimal and limited in terms of timing and as such, they are not hedged and they are converted to foreign currency at the date of payment of the fees.

**NOTE 5:  
INCOME TAX**

The Group has sought and received independent advice confirming that the Group is income tax exempt for the periods ended 30 June 2003, 2004 and 2005, and continued to self assess for the years ended 30 June 2006, 30 June 2007, for the nine months ended 31 March 2008, and the years ended 31 March 2009, 31 March 2010, 31 March 2011, 31 March 2012 and 31 March 2013.

**NOTE 6:  
CRITICAL  
ACCOUNTING  
ESTIMATES AND  
JUDGMENTST**

Estimates and judgments are continually evaluated and are based on historical experience and other factors, including expectations of future events that may have a financial impact on the entity and that are believed to be reasonable under the circumstances.

The Group does not believe that any significant judgments, estimates and assumptions have been made in applying accounting policies that will impact upon amounts recognised in the consolidated financial statements.

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2013

NOTE 7:  
CASH AND CASH  
EQUIVALENTS

	(\$) 2013	(\$) 2012
CASH ON HAND	317	300
CASH AT BANK	880,411	1,566,216
	880,728	1,566,516

(a) Reconciliation to cash at the end of the year

The above figures agree to cash at the end of the financial year as shown in the statement of cash flows.

(b) Risk exposure

The group's exposure to interest rate risk is discussed in note 4. The maximum exposure to credit risk at the end of the reporting period is the carrying amount of each class of

cash and cash equivalents mentioned above.

NOTE 8:  
TRADE AND OTHER  
RECEIVABLES

	(\$) 2013	(\$) 2012
TRADE RECEIVABLES	224,923	311,355
OTHER RECEIVABLES	146,365	193,740
	371,288	505,095

(a) Impaired receivables

As at 31 March 2013, only one debt was considered partially impaired and a provision for impairment of \$3,052 was raised.

(b) Past due but not impaired

As at 31 March 2013, trade receivables of \$27,185 (2012 – \$197,460) were past due but not impaired. These relate to a number

of independent customers for whom there is no recent history of default. The ageing analysis of these past due trade receivables is as follows:

	(\$) 2013	(\$) 2012
UP TO THREE MONTHS	19,985	196,610
OVER 3 MONTHS / UNDER 6 MONTHS	7,200	850
	27,185	197,460

(c) Not past due and not impaired

The current trade receivables of \$197,738 (2012 – \$113,895) and current other receivables of \$146,355 (2012 – \$193,740) are not past due. Based on the

credit history, it is expected that these amounts will be received when due. The Group does not hold any collateral in relation to these receivables.

(d) Other receivables

These amounts generally arise from transactions which have not been invoiced as at year end, but accrued to match revenues with expenses incurred.

NOTE 9:  
INVENTORY

	(\$) 2013	(\$) 2012
INVENTORY - AT COST	6,963	-

Inventory comprises prints and the 35 years card stock prints.

NOTE 10:  
OTHER CURRENT  
ASSETS

	(\$) 2013	(\$) 2012
PREPAYMENTS	61,393	49,534
BONDS & DEPOSITS	28,938	24,680
	90,331	74,214

(a) Impaired other current assets

As at 31 March 2013, no other current assets were impaired.

(b) Past due but not impaired

As at 31 March 2013, no other current assets were past due.

(c) Other current assets

Prepayments include annual policies of insurance which are amortised over the life of the policy. Bonds & Deposits are non interest bearing and represent security deposits.

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2013**

**NOTE 11:  
PROPERTY PLANT  
AND EQUIPMENT**

	(\$) 2013	(\$) 2012
<b>PROPERTY, PLANT AND EQUIPMENT</b>		
<b>PLANT AND EQUIPMENT</b>		
COST OR FAIR VALUE	147,199	92,512
ACCUMULATED DEPRECIATION	(73,790)	(58,340)
	<b>73,409</b>	<b>34,172</b>
<b>LEASEHOLD PROPERTY</b>		
COST OR FAIR VALUE	77,827	77,827
ACCUMULATED DEPRECIATION	(59,120)	(43,554)
	<b>18,707</b>	<b>34,273</b>
<b>TOTAL PLANT AND EQUIPMENT</b>	<b>92,116</b>	<b>68,445</b>

**Movements in Carrying Amounts**

Movement in the carrying amounts for each class of property, plant and equipment between the beginning and the end of the current financial year.

	(\$) PLANT & EQUIPMENT	(\$) LEASEHOLD PROPERTY	(\$) TOTAL
<b>2013</b>			
OPENING NET BOOK AMOUNT	34,172	34,273	68,445
ADDITIONS	54,687	-	54,687
DEPRECIATION CHARGE	(15,450)	(15,566)	(31,016)
<b>CLOSING NET BOOK AMOUNT</b>	<b>73,409</b>	<b>18,707</b>	<b>92,116</b>
<b>2012</b>			
OPENING NET BOOK AMOUNT	30,722	49,838	80,560
ADDITIONS	15,753	-	15,753
DEPRECIATION CHARGE	(12,303)	(15,565)	(27,868)
<b>CLOSING NET BOOK AMOUNT</b>	<b>34,172</b>	<b>34,273</b>	<b>68,445</b>

**NOTE 12:  
INTANGIBLE  
ASSETS**

	(\$) 2013	(\$) 2012
<b>INTANGIBLE ASSETS</b>		
<b>SOFTWARE</b>		
COST OR FAIR VALUE	38,978	50,156
ACCUMULATED AMORTISATION	(9,009)	(24,554)
	<b>29,969</b>	<b>25,602</b>
<b>TRADEMARKS AND DOMAIN NAMES</b>		
COST OR FAIR VALUE	22,092	20,729
ACCUMULATED AMORTISATION	(2,270)	(1,100)
	<b>19,822</b>	<b>19,629</b>
<b>TOTAL INTANGIBLE ASSETS</b>	<b>49,791</b>	<b>45,231</b>

**Movements in Carrying Amounts**

Movement in the carrying amounts for each class of intangible assets between the beginning and the end of the current financial year.

	(\$) SOFTWARE	(\$) TRADEMARKS & DOMAIN NAMES	(\$) TOTAL
<b>2013</b>			
OPENING NET BOOK AMOUNT	25,602	19,629	45,231
ADDITIONS	29,660	1,364	31,024
DISPOSAL	(13,575)	-	(13,575)
AMORTISATION CHARGE	(11,718)	(1,171)	(12,889)
<b>CLOSING NET BOOK AMOUNT</b>	<b>29,969</b>	<b>19,822</b>	<b>49,791</b>
<b>2012</b>			
OPENING NET BOOK AMOUNT	24,832	15,757	40,589
ADDITIONS	11,138	4,849	15,987
AMORTISATION CHARGE	(10,368)	(977)	(11,345)
<b>CLOSING NET BOOK AMOUNT</b>	<b>25,602</b>	<b>19,629</b>	<b>45,231</b>

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2013**

**NOTE 13:  
TRADE AND OTHER  
PAYABLES**

	(\$) 2013	(\$) 2012
TRADE PAYABLES	433,722	1,079,851
GOODS & SERVICES TAX (NET)	13,008	55,878
OTHER PAYABLES	149,440	259,936
	<b>596,170</b>	<b>1,395,665</b>

**NOTE 14:  
OTHER CURRENT  
LIABILITIES**

	(\$) 2013	(\$) 2012
MEMBERSHIP SUBSCRIPTIONS PAID IN ADVANCE	20,708	35,190
	<b>20,708</b>	<b>35,190</b>

**NOTE 15:  
MEMBER  
GUARANTEE**

SGLMG is incorporated with the liability of members limited by guarantee. In accordance with the SGLMG constitution, the

liability of each member / friend is limited to \$1.00 in the event SGLMG is wound up. All Friends memberships are of 1 year

duration unless otherwise stated. The number of members at the end of the financial year was:

	(No) 2013	(No) 2012
FRIENDS WITH BENEFITS	879	791
FRIENDS	55	-
FRIENDS WITH BENEFITS 3 YEAR	1,133	1,181
CONCESSION FRIENDS WITH BENEFITS	251	183
UNDER 25 FRIENDS WITH BENEFITS	158	192
FRIENDLY ORGANISATION	6	4
FRIENDS OVERSEAS	462	344
	<b>2,944</b>	<b>2,695</b>

**NOTE 16:  
KEY MANAGEMENT  
PERSONNEL**

	(No) 2013	(No) 2012
KEY MANAGEMENT PERSONNEL COMPENSATION		
KEY MANAGEMENT PERSONNEL COMPENSATION	-	-

All directors provide their services on a voluntary basis and do not, other than for reimbursement of approved expenses incurred, receive remuneration from the Group. The directors were

considered to be the only Key Management Personnel of the Group because they are the only persons having authority and responsibility for planning, directing and controlling the

activities of the Group. Key decisions in respect of planning, directing and controlling are only made by the Board of Directors.

**NOTE 17:  
CONTINGENCIES**

On 23 February, 2013 the Group held Harbour Party 2013, an outdoor event that was severely impacted by rain which resulted in a number of ticket holders not attending the event and therefore not contributing to the profitability of the bar. In addition, we spent additional funds to provide wet weather cover to allow the event to proceed. The additional costs and the loss

of profit are the subject of an insurance claim.

At the date of the signing of the annual report, the insurer has not yet confirmed indemnity. This decision will determine whether an insurance claim is payable to the Group or not.

At the reporting date, whilst it is probable that the future economic benefits of the insurance claim will

flow to the Group, it is not certain, therefore it is considered to be a contingent asset, and as a result, has not been recorded in the financial statements.

The amount of the insurance claim, which would be subject to review by loss adjusters, is \$50,000.

As at 31 March 2012, there were no contingent assets or liabilities.

**NOTE 18:  
REMUNERATION OF  
AUDITOR**

	(\$) 2013	(\$) 2012
AUDIT SERVICES		
AUDIT OF THE FINANCIAL REPORT	20,000	22,061

The current Audit fee was \$20,000, up from \$17,500 in respect of the year ended 31

March, 2012. March 2011 was more than the amount accrued during that year and as such,

\$4,561 was expensed during the year ended 31 March, 2012.

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2013**

**NOTE 19:  
EVENTS AFTER  
BALANCE SHEET  
DATE**

There have been no items of significance subsequent to 31 March 2013, and as at the date of this report that would impact the results as outlined in this consolidated financial report.

The members of the company passed resolutions to change the company name from New Mardi Gras Ltd to Sydney Gay and Lesbian Mardi Gras Ltd at a meeting of the members on 25 May, 2013.

**NOTE 20:  
RELATED PARTY  
TRANSACTIONS**

A related party transaction is a transfer of resources, services or obligations between a reporting entity and a related party.

One director was reimbursed for material costs incurred on behalf of the Group, the value of which was determined to be at arms length value.

- David Wilson was reimbursed for the cost of goods and services purchased for the Mardi Gras Museum totalling \$12,411.

**NOTE 21:  
COMMITMENTS**

Non-cancellable operating lease commitments

SGLMG leases an office under a non-cancellable operating lease expiring within 2 years. Increases in lease commitments occur in line with a fixed percentage review of 4% at each anniversary of the commencement date being 1 March 2009.

Commitments for minimum lease payments in relation to non-cancellable operating leases are payable as follows:

	(\$) 2013	(\$) 2012
WITHIN ONE YEAR	41,596	20,699
LATER THAN ONE YEAR AND NOT LATER THAN FIVE YEARS	61,476	19,668
	<b>103,072</b>	<b>40,367</b>

SGLMG negotiated a rent reduction effective 1 December 2012 and that is effective for the remainder of the lease at 94 Oxford Street.

**NOTE 22:  
GROUP ENTITIES**

MARDI GRAS ARTS LIMITED

COUNTRY OF INCORPORATION	2013	2012
AUSTRALIA	100%	-

Mardi Gras Arts Limited was incorporated on 4th June 2012. SGLMG is the sole member of Mardi Gras Arts Limited.

**NOTE 23:  
RECONCILIATION  
OF PROFIT /  
(LOSS) TO NET  
CASH INFLOW  
FROM OPERATING  
ACTIVITIES**

	(\$) 2013	(\$) 2012
PROFIT/(LOSS) FOR THE YEAR	45,693	(73,057)
DEPRECIATION AND AMORTISATION	43,905	39,213
LOSS ON DISPOSAL OF SOFTWARE	13,575	-
IMPAIRMENT OF TRADE RECEIVABLES	3,052	-
CHANGE IN OPERATING ASSETS AND LIABILITIES:		
DECREASE / (INCREASE) IN TRADE AND OTHER RECEIVABLES	130,755	(129,883)
(INCREASE) / DECREASE IN INVENTORIES	(6,963)	-
(INCREASE) / DECREASE IN OTHER CURRENT ASSETS	(16,117)	1,685
(DECREASE) IN TRADE AND OTHER PAYABLES	(799,495)	613,136
(DECREASE) INCREASE IN OTHER LIABILITIES	(14,482)	(156,445)
<b>NET CASH (OUTFLOW)/INFLOW FROM OPERATING ACTIVITIES</b>	<b>(600,077)</b>	<b>294,649</b>

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2013**

**NOTE 24:  
CHARITABLE  
FUNDRAISING  
ACTIVITIES**

Below is additional information furnished under the Charitable Fundraising Act 1991 and the Office of Charities Fundraising Authorities Conditions.

**INCOME  
STATEMENT  
FOR EACH  
FUNDRAISING  
APPEAL FOR THE  
YEAR ENDED 31  
MARCH, 2013**

	(\$) PROCEEDS	(\$) COSTS	(\$) SURPLUS	(%) MARGIN
<b>FUNDRAISING APPEALS</b>				
FAIR DAY BUCKET COLLECTION	32,985	767	32,218	97.67%
MEDICAL TENT BUCKET COLLECTION	476	-	476	100.00%
WOMEN SAY SOMETHING RAFFLE	1,440	-	1,440	100.00%
WOMEN SAY SOMETHING FUNDRAISING AUCTION	7,700	-	7,700	100.00%
MUSEUM FUNDRAISING AUCTION	17,595	691	16,904	96.07%
MUSEUM FUNDRAISING DINNER	13,842	11,545	2,297	16.59%
MUSEUM RAFFLE	2,320	-	2,320	100.00%
MUSEUM DONATIONS BOX COLLECTION	6,555	-	6,555	100.00%
MUSEUM MERCHANDISE	4,310	2,603	1,707	39.61%
<b>TOTALS FROM ALL FUNDRAISING APPEALS</b>	<b>87,223</b>	<b>15,606</b>	<b>71,617</b>	<b>82.11%</b>

**BALANCE SHEET  
FOR EACH  
FUNDRAISING  
APPEAL AS AT 31  
MARCH, 2013**

	(\$) ASSETS	(\$) LIABILITIES	(\$) NET ASSETS
<b>FUNDRAISING APPEALS</b>			
FAIR DAY BUCKET COLLECTION	4,835	-	4,835
MUSEUM FUNDRAISING AUCTION	1,637	-	1,637
<b>TOTALS FROM ALL FUNDRAISING APPEALS</b>	<b>6,472</b>	<b>-</b>	<b>6,472</b>

**NOTES TO  
FUNDRAISING  
FOR CHARITABLE  
PURPOSES**

During the year ended 31 March, 2013, Sydney Gay and Lesbian Mardi Gras Ltd ("SGLMG") achieved a net surplus of \$71,617 from fundraising activities defined under the Charitable Fundraising Act. SGLMG received income from nine sources of activity:

- Fair Day Bucket Collections; The gross proceeds from these activities are disclosed in Statement of Comprehensive Income (as part of 'Donations' and 'Other Income') and realised \$87,223.
- Medical Tent Bucket Collections;
- Women Say Something Raffle;
- Women Say Something Fundraising Auction;
- Museum Fundraising Auction; The Big Gay Weekend Bucket Collections was cancelled as it was considered to be higher risk for bucket collectors and too expensive to provide an adequate level of security. Funds raised from Fundraising were applied to the production of the Mardi Gras Parade, the production of Women Say Something, the production of the Mardi Gras Museum and other general operational purposes for the production of the Mardi Gras Season 2013.
- Museum Fundraising Dinner;
- Museum Raffle;
- Museum Donations Box Collection;
- Museum Merchandise.

## **DIRECTORS' INDEPENDENCE DECLARATION**

The directors of the company declare that:

1. The consolidated financial statements and notes, as set out on pages 32 - 42 are in accordance with the *Corporations Act 2001* and:

(a) comply with Accounting Standards in Australia and the Corporations Regulations 2001; and

(b) give a true and fair view of the Group's financial position as at 31 March 2013 and of its performance for the year ended on that date.

2. In the directors' opinion there are reasonable grounds to believe that the Group will be able to pay its debts as and when they become due and payable.

3. As an authorised fundraiser:

(a) the Consolidated Statement of Comprehensive Income (income statement) gives a true and fair view of all income and expenditure of the Group with respect to fundraising appeals, and

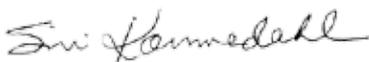
(b) the Consolidated Statement of Financial Position (balance sheet) gives a true and fair view of the state of affairs of the Group with respect to fundraising appeals conducted by the Group, and

(c) the provisions of the Charitable Fundraising Act 1991, the Regulations under the Act and the conditions attached to the authority have been complied with by the Group, and

(d) the internal controls exercised by the Group are appropriate and effective in accounting for all income received and applied by the Group from all of our fundraising appeals.

This declaration is made in accordance with a resolution of the Board of Directors.

Director



Siri Kommedahl

Director



Phillip Kershaw

Dated this 4th day of July 2013

## **CREDITS**

### **Art Direction & Layout**

Lewis Oswald

### **Copywriting & Sub**

**-Editor**

James Rongen- Hall

### **Numbers**

Michael Douglas

### **Images**

Ann-Marie Calilhanna , Federica Ponteggi, Robert Mcgrath, Hamid Mousa, Claire Sargent, Peter Elfes, Hayden Brotchie, Mosman Camera Club, Rod Spark, John McRae, Janie News, Ron Irving, Hans



Sydney Gay and Lesbian Mardi Gras  
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