SEASON HIGHLIGHTS 2014

BROADCAST PARTNER TELEVISION SBS
Sydney Gay and Lesbian Mardi Gras proudly partnered with SBS2 to present the broadcast of the 2015 Parade. The broadcast featured highlights of the Parade and content captured throughout the Festival and was shown on television the Sunday night following the Parade.

SBS2 also presented the broadcast as video on demand content and also globally simulcast the Parade.

HOLDING HANDS FOR SOCHI AT FAIR DAY
Solidarity with our Russian lesbian, gay, bisexual, transgender, queer and Intersex communities was a recurring theme this year across the Festival, beginning with a spectacular gesture at Fair Day. Tens of thousands of people joined hands to show support for Russian LGBTQI people, to coincide with the Opening Ceremony of the Winter Olympics in Sochi.

This was the world’s largest contribution to Pride House International’s Same Sex Hand Holding Initiative photo project.

ANZ ENGAGED AS FIRST PRINCIPAL PARTNER
Long-time supporter of Mardi Gras, ANZ, became SGLMG’s first Principal Partner, increasing its Investment and support of the organisation. ANZ have made a commitment of three years, taking the partnership into its 10th year in 2016. In its first year as Principal Partner, ANZ hosted the festival program launch, produced a Parade float and created GAYTMs, which attracted international media coverage and were awarded the Grand Prix at the Cannes Lions Festival awards.

ANZ was also awarded fifth place in Pride In Diversity’s Australian Workplace Equality Index.

PARADE: A PLATFORM FOR COMMUNITY EXPRESSION
Political statements and satire were front and centre in the Parade, with Ethel Yarwood’s Operation Border Security: Turn Back the Floats setting the tone. Solidarity with LGBTQI Russians was prominent with Putin on the Ritz, To Russia With Love, and Putin the Heartless featuring a giant puppet Putin. There was a visible Intersex presence in the Parade for the first time, and People With Disabilities Australia represented and celebrated LGBTQI people with disabilities.

Photo by Allan Vella courtesy of Ethel Yarwood Enterprises.

MARDI GRAS COMES TO DARLING HARBOUR
The magic of Mardi Gras came to Darling Harbour for the first time in 2014 with the biggest ever Little Black Dress Run raising over $46,000 for Camp Goodtime, 2 weeks of pop-up performances by Sydney’s best drag artists, lifesized ‘Mardi Gras Me’ photo cutouts, family fun activities, and culminating in the spectacular ‘Cher The Love’ on the HMAS Vampire. Cher herself even endorsed it with a fabulous tweet!

US AMBASSADOR ATTENDS PARADE
US Ambassador to Australia, John Berry, made history as the first Ambassador to attend the Sydney Gay and Lesbian Mardi Gras. Ambassador Berry and his husband Curtis Yee took in the spectacle of the 2014 Parade describing the experience as “a powerful statement about human dignity and diversity.”

Photo by Lyn Mills courtesy of US Embassy.

BRIDGECLIMB: MARDI GRAS DISCO CLIMB
Mardi Gras partnered with Sydney Harbour BridgeClimb to develop a unique experience, the Mardi Gras Disco Climb. Climbers took in the beauty of Sydney’s harbour and skyline as they ascended, before letting out their inner disco diva (mirror ball and all) while dancing to gay anthems and more on the very top of the bridge.

Hundreds of climbers all took away a souvenir video as a memento of their unforgettable experience.

Gender Trailblazers: Cate and Chaz
Global LGBTQI icon Chaz Bono and Australian Lieutenant Colonel Cate McGregor OAM shared their different yet truly inspiring stories of gender transition in conversation with Dr. Elizabeth Riley, one of Australia’s leading authorities on gender variance.

Chaz and Cate each shared deeply personal stories of their personal journeys in one-on-one interviews with Dr Riley, before participating in an extended question and answer session with the audience.
LET YOUR COLOURS BURST!

WOMEN SAY SOMETHING AT SYDNEY TOWN HALL

Over 800 women (and men) came together for a night of celebration and achievement at the gala Women Say Something event, at Sydney Town Hall. Presented in partnership with IVF Australia, the theme of Dancing on the Ceiling provided breath taking high production value shows and explored the success and challenges of over 20 prominent women from all our communities in a variety of formats. Highlights included The Hon. Louisa Wall from NZ, Tracey Spicer, Olympian Nat Cook, The Lord Mayor Clover Moore, Jean Kittson, Lieutenant Colonel Cate McGregor and Marcia Hines.

BROADCAST PARTNER RADIO 2DAYFM

We were thrilled to welcome 2DayFM as our official commercial radio partner for 2014 and 2015. To show their support of the festival, the station changed their logo to '2GayFM'. The station, part of the Austereo Network, broadcast a Parade night radio show, which featured live crosses to the Parade and Breakfast with the Stars hosts, Sophie Monk and Jules Lund, who were on Parade floats. 2DayFM also promoted The Flinders Seats and the Party to their listeners.

QUEEN ELIZABETH: HAPPY MARDI GRAS!

As the sun rose on the morning of the Parade, Cunard's grand dame Queen Elizabeth sailed into Sydney Harbour with drag superstar Vanity Faire perched atop the vessel on a giant stiletto, in a billowing gown with a 60-metre train wishing everyone a Happy Mardi Gras! Sydney Harbour Bridge took part in the festivities with a giant pride flag unfurled on her south pylon. Huge thanks to our friends at Carnival Cruises and Destination NSW.

Photo by James Morgan courtesy of Carnival Australia

COURTNEY ACT: OUR MG GLOBAL AMBASSADOR

Drag superstar Courtney Act/Shane Jenek was appointed as the inaugural Sydney Gay and Lesbian Mardi Gras Global Ambassador, representing the spirit of Mardi Gras internationally. Courtney led the 2014 Parade with the showstopping 'Love Train' dress walking the most fabulous runway in the world, performed a spectacular midnight show at Mardi Gras Party, and wowed audiences at Sydney Theatre with a full-scale reworking of her cabaret Boy's Like Me.

STRICTLY MARDI GRAS PARADE SPECTACULAR

In celebration of the premiere of Baz Lurhmann's Strictly Ballroom The Musical, Mardi Gras Creative Team, in Partnership with Destination NSW, created the spectacular closing float for the Parade around the core message of Strictly Ballroom; “A life lived In fear Is a life half lived”. The show stopping “Strictly Mardi Gras” float stopped In Taylor Square to perform a rendition of Love Is In The Air to close the Parade in an explosion of glitter and fireworks.

LIVING OUR VALUES WITH I-CARE

I-CARE describes the values of our organisation. We strive to be an organisation that treats each other, serves our clients and customers and does our work with integrity, creativity, accountability, respect and equity.

I-CARE is the guiding principle behind a 3-year plan to make our organisation a better place to work, volunteer and do business through valuing and promoting honesty and trust, creativity and innovation, and treating people with civility, respect and fairness.

DAY FOR NIGHT AT CARRIAGEWORKS

Australia's preeminent producer and champion of queer performance, Performance Space, joined forces with Carriageworks and Mardi Gras to present the inaugural Day for Night, a durational performance art experience featuring specially commissioned works by artists including Lillian Starr, Justin Shoulder, Martin del Amo and Hissy Fit, with a score composed by Stereogamous. Day for Night culminated in a packed T-Dance which filled Carriageworks with queer celebration.

MARDI GRAS ACCORD AND FAIR PLAY

Following community concerns and complaints about policing at Mardi Gras 2013, SGLMG, ACON, ICLC and GLRL jointly released a series of recommendations to improve policing at LGBTQI events. Many of the operational recommendations were negotiated into a formal Accord between SGLMG and the NSW Police Force, and augmented by the Fair Play Initiative which provided education, rights information and legal resources to patrons. As a result of these measures, there were no recorded complaints about policing at 2014 Mardi Gras events.
This year, the board’s focus was on engaging the powerful passion of our community, keeping Mardi Gras relevant and sustainable for the future. We had some great successes, tried a few new things and suffered a few disappointments. But without taking some risks and investing in our community just as passionately as they invest in Mardi Gras, we won’t survive to serve future generations as a platform of expression and a beacon of hope for LGBTQI communities here and around the world.

We empowered each member of the board to take on a significant piece of work this year and these projects and initiatives are making a difference. Here are some examples of our work this year:

- Roll out of the I-CARE program through the People and Culture Committee, firmly basing all of our work and interactions with each other on the principles of Integrity, Creativity, Accountability, Respect and Equality
- Establishment of the Members & Community group comprising women, youth, TIQ (trans, intersex, queer), ethnic, indigenous, and non-metro members of our communities
- Development of a governance framework as a whole that includes policy and job description, committee skills and needs selection criteria
- Bringing Mardi Gras Arts (MGA) to life with its Donor Gift Recipient (DGR) status in place to launch fundraising campaigns to sustain our creative workshop and more
- Designing and implementing sound financial controls and business modelling tools to accurately forecast and manage budgets
- Strategic transformation of the business to bring a sustainable future vision to life

We had some great successes:

- The Parade was at capacity in participation with brilliant entries of political and personal expression – the heart and soul of Mardi Gras
- The Party felt good and the investment in the creative and the atmosphere was well received
- Laneway was as vibrant as ever and reached new levels of attendance
- Women Say Something filled Sydney Town Hall with a massive line-up of impressive thought leaders
- Gender Trailblazers, a new event reaching out to our Transgender community through LT. Col. Cate McGregor and Chaz Bono.
- Revolver explored a new format for women’s cabaret
- Darling Harbour was besieged with Little Black Dresses, a Cher-a-thon and dancing sailors and even elicited a tweet of support from Cher herself
- Carnival’s Queen Elizabeth cruise ship entered Sydney Harbour with a pink stiletto and a Mardi Gras banner waving from the top along the length of the ship

We also have plenty of challenges ahead to face and conquer. Our loss this year was disappointing, but we understand that our investment in engaging new audiences doesn’t produce overnight results. We now have stronger financial governance processes in place than ever before that allow us to make educated decisions around profitability whilst ensuring we build on our audience experience and participation year on year.

An organisation that has been around for 36 years has to change around for 36 years has to change. An organisation that honours its past future.

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CEO REPORT

Michael Rolik

FOR THIS FINANCIAL YEAR WE ARE REPORTING A LOSS OF $177,644 OR 10% OF GROSS PROFIT AND 9% OF TOTAL EXPENSES. THIS IS A DISAPPOINTING RESULT AND A STEP BACK ON LAST YEAR’S PROFIT RESULT OF $45,693. OUR AIM WAS TO DELIVER A PROFIT IN LINE WITH OUR LONG TERM TRAJECTORY RANGE OF 5-10% OF GROSS PROFIT ON REVENUE GROWTH OF 3% PER YEAR.

The 2014 Season ticket sales and fees were below budget by $526,199. Box office performance exceeded budget for The Laneway and Sunset Cruise. The remainder of the box office fell below our budgets for Harbour Party, Diamond Club, Flinders Seats, Queer Thinking and Women Say Something. With the exception of Harbour Party, all of the above events enjoyed improvement in guest satisfaction scores in the post event performance surveys. SGL MG total revenues improved by $454,005 on 2013 levels a 11% increase to $4,777m. Growth was largely due to increased sponsorship (up $400,100 on 2013). There was a modest decrease in ticket revenue of $14,421 on 2013 levels. This net decrease is largely due to an increase in sales from producing the new Flinders Seats viewing product countered by a near corresponding decrease in Party revenue.

Paid attendances were 2.08m (down from 2.14m in 2013) with total box office of $2.34m (down 7% from $2.36m in 2013).

The major factors for this underforecasted loss is that our ticket sales & fees this year were below budget by $562K ($350K from Party). This was largely because of:

- In hindsight given the competition and consumer confidence our ticket pricing was too high
- Not being able to secure all our programming choices
- Competing mainstream commercial events being able to offer higher fees to headline talent outpricing Mardi Gras
- The number of local community events has increased
- There are greater overseas competing events and
- The Australian dollar staying high despite hope it would have fallen much more than 2013 levels

The impact of negative publicity of Policing at our events in 2013, despite the implementation of the Mardi Gras Accord was one of several factors in lower sales this year. Despite the good work of signing the MG Accord we believe the community needed to see this in action and this affected some peoples decision to attend our large party events. Due to the length of negotiations and despite best endeavors to have the Accord finalised prior to going on sale in November 2013, the Accord was not signed until February.

This left little time and opportunity to communicate the benefits, particularly to influence the ticket buying and travel choices of visitors and the local community. There were no complaints regarding Police behaviour this year, which is a good step in rebuilding trust.

Despite this setback, we continue with our change program that we have already commenced in the last two years (such as Parade enhancement, growing new revenues from viewing, growing audiences from interstate and internationally) as well as changes we intend to make to our business model over the next two years.

Some of these will be hard decisions. The reliance on Party will be significantly reflected in our model and budgets in 2015 and beyond and Mardi Gras Arts is part of this solution, as are changes to the events we produce (or won’t produce) as well as expenditure reductions.

Actions taken to date:

- In February when we lowered the forecast for ticket sales, we reduced costs by net $150,000; not enough to address the revenue decline of $519,043
- Have realised a $258K reduction in annual staffing in this year’s budget to cover this year’s loss of $177K
- Ongoing improvement in management of volunteers through the I-CARE programme

- Reductions will come from shorter contract terms and greater volunteer involvement in Event & Festival working groups, Marketing, Partnerships, People, Finance & Admin
- We have made structural changes to a number of committees and responsibilities and reaching out soon for greater involvement
- We have consolidated our partnerships management with the addition of a Partnerships manager to protect & grow this key revenue pillar, realise stronger programming, improved partnerships with labels, agencies and promoters to secure quality talent and reduce costs by not outsourcing the delivery of some sponsorships
- The adoption of MGA structure to provide tax benefits to attract donors
- Community business case workshop was held on 14 June 2014
- Business remodelling underway to improve budget models and business cases identify expenditure creep and uncontrolled cost areas
- A “reimagining of MG” strategy workshop will be held at the time of this report going to print to lay out the blueprint for what a sustainable event plan and business model will look like going forward. Changes to business models and a remodel of the Party and Festival as well as revenue diversification and cost reduction programs are key priorities
- Partnerships continue to play a key role in the success of the organisation not just from financial investment but also in creating new assets, provision of contra and marketing support.

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 Liza Bahamondes, Brad Wright and James Bennett.

Michael Rolik, CEO.
1. FINANCIAL VIABILITY, GROWTH AND SUSTAINABILITY

Our goals and associated actions are:

1.1 A culture of sustainability governs all financial and asset management practices
- Acceptable returns on investment are achieved for all events
- The organisation has commenced a practice of triple bottom line accounting (financial, social, environmental)
- Adequate financial reserves are retained
- A modest operating surplus is targeted annually
- Develop an asset management strategy that secures the necessary infrastructure to realise sustainable events and growth objective

1.2 An effective process is in place for responsible budget
- A medium-term approach is taken to budgeting
- Ensure a strong culture of budget control is in place

1.3. Ongoing commitment to securing additional revenue streams
- Develop a 3-year finance policy and plan that reflects the five pillar revenue approach for NFP events and arts organisations with strategies and goals set for each
- Lobbying strategy in place to secure permanent government funding
- An effective three-year donor strategy is in place to leverage DGR status (once obtained), supported by a fundraising campaign
- Mardi Gras intellectual property is appropriately protected
- Long term accommodation for core operations and activities (including workshop) is secured

2. AUDIENCE EXPERIENCE

Our goals and associated actions are:

2.1 Develop an expanded program of world class events that enhances engagement, participation and the audience experience
- Create a year-round calendar of diverse (financially responsible) events in greater Sydney (and regional NSW) that appeal to specific audience segments
- Establish an affirmative action approach to increase under-representation of the community in programming, workforce and event entrants
- Establish a permanent workshop location

2.2 Continue to seek maximum involvement of the community in the event development process
- Establish an event structure that considers audience analysis, programming and structure of the event program for each audience segment, and that seeks to:
  - Leverage relationships and the membership database to identify paid and volunteer positions
  - Achieve greater involvement of volunteer subject matter experts

2.3 Continue to improve the reputation and value of Parade as the central focus of the events calendar through improved creative and audience engagement experiences
- Finalise and implement draft strategy for viewing Parade
- Create a post-Parade festival for the enjoyment of all Parade viewing audiences beyond the current Mardi Gras Party (and generates new revenues)
- Document a clear strategy for 2017–2018
- Establish a talent acquisition strategy that increases audience

2.4 Increase the sustainability of the events program
- Document a Sustainability Scorecard for each event (commercial / community / developing) that establishes the relative weight of each, taking into account funding, risk profile, financial viability, quality, resource needs and cannibalisation risk
- Work towards carbon positive events
- Demonstrate the value of tangible and intangible supply relationships through a recognition program

3. MEMBERS & COMMUNITY PARTICIPATION

Our goals and associated actions are:

3.1 Ensure membership remains an attractive and meaningful way for the community to engage with the organisation
- Enhance member benefits
- Identify initiatives to grow the membership base, with an initial emphasis on volunteers and event audiences
- Embed the new membership structure
- Invest in adequate resources to sell and service membership and benefit development

3.2 Conduct analysis on the Mardi Gras community and membership to better understand the requirements of each segment
- Develop deeper understanding of the Mardi Gras community and membership requirements in each segment through market segmentation analysis
- Engage and enable community leaders as LGBTQI ambassadors
- Leverage the impact and influence of LGBTQ key influencers and thought leaders within the community

3.3 Formalise the approach to engaging with specific community groups
- Identify key groups and identify the common purpose and objectives for each
- Develop a marketing strategy that links to community groups and memberships
- Proactive and leading voice and position / media comment on a range of public issues relevant to the LGBTQI community
Ensure every element of the community has a genuine "voice" in the organisation of Mardi Gras

Document a year-round calendar of events and engagement opportunities for the community (including third party events)

Visible presence of SGLMG Board and senior workforce at community partner events / engagements

3.4 Consider the merits of a licensing program that enables the Mardi Gras brand to be more widely propagated

Implement a licensing program for third party events with appropriate recognition and obligations

4. PEOPLE & ORGANISATIONAL DEVELOPMENT

Our goals and associated actions are:

4.1 Attract, develop and retain a talented, inclusive workforce

Encourage and enable all members of the community to be part of the workforce

Build relationships with volunteer based organisations to pool resources and access expertise

Establish a structured evaluation, reward and review system for all members of the workforce including volunteers

Build opportunities for members of the community outside of Sydney to participate in the workforce

4.2 Establish and maintain strong systems and processes that support the workforce

Maintain a functional and stable organisation structure

Establish and maintain best practice workforce systems and processes

Develop a culture of building and documenting systems and processes across the organisation

4.3 Develop a strong and supportive community culture within the workforce

Provide opportunities for the workforce to communicate, network and engage with each other and the organisation

Integrate all parts of the workforce to build a positive workplace culture across the organisation

Implement a structured approach to communicating with all parts of the workforce

5. PEOPLE & ORGANISATIONAL DEVELOPMENT

Our goals and associated actions are:

5.1 Ensure the optimal governance structure is in place

Governance principles are clearly documented (roles, structures, people skills and experience, risk oversight)

Establish an annual calendar of governance events

Define and implement annual planning process

Build PMO framework and structure for the organisation

5.2 Conduct ongoing evaluation of the effectiveness of the leadership team

Regularly review the charters of the Board and all committees

Ensure detailed position descriptions are developed for all roles (including volunteer roles)

Conduct performance review of Board and Committees

Complete a skills audit and develop an ongoing talent strategy and succession plan

Set aside budget and invest in Board development, including AICD programs and accreditation where necessary

5.3 Conduct a regular review of the effectiveness of decision-making

Ensure formal delegations of authority are clearly defined

Review matrix of decision-making responsibilities (RACI format)

5.4 Ensure appropriate compliance frameworks are in place

Conduct a regular review of policies and address any gaps on a timely basis

Evaluate and document strategic risks and internal controls framework

Develop legal compliance framework

5.5 Continue to uphold the vision and mission of the organisation

Give visibility and providing opportunities for LGBTQI communities to promote messages of pride, diversity and acceptance

Providing resources and opportunities for our community for creative, artistic, cultural and political expression

Anchoring the Parade in a broader program of cultural and social activities for the enjoyment of our communities, allies and to attract visitors to Mardi Gras

Improving creativity and production values on our events, including bringing the worlds best artists, thinkers and entertainers to Sydney

HOW WE ACHIEVE OUR MISSION AND PURPOSE
PARADE


A series of Parade Ideas Days were held again in the months leading up to the Parade, including, for the first time, a session in Western Sydney. The Parade Ideas Days were well attended, and were an excellent opportunity for Parade entrants to ask questions of our fabulous Parade Creative Consultants, Gary Lesson, Ignatius Jones and Jane Becker, as well as experts including the Parade Producer and Workshop Manager. The intention of these sessions is to help entrants to express themselves in a way that has maximum impact, and the results of this process were clearly evident in the quality of the Parade.

For the first time, a dedicated Parade Entrants Coordinator was engaged as the key contact for all Parade entrants. This direct personal relationship with the Parade Production, Creative and Workshop teams made it easier for entrants to get the support and guidance needed to make their entire Mardi Gras Parade journey as successful and smooth as possible.

Chief of Parade for 2014 was The Polly’s Club, Australia’s largest and oldest gay and lesbian support group, who celebrated their 50th birthday in 2014. The Polly’s Club have a proud history for providing a fun, safe and social outlet for members of the communities they serve, whilst raising funds for worthwhile social events throughout the year.

The Mardi Gras Trans, Intersex and Queer Working Group presented the FantasTIQ float, which celebrated and showcased the diversity that exists in these communities. For the first time, intersex people had a visible presence in the Parade, with both peak bodies Organisation Intersex International (OII) and the Androgen Insensitivity Syndrome Support Group Australia (AISSGA) participating.

Highlights included ethel yarwood’s Operation Border Security: Turn Back the Floats, and members of the Australian Defence Forces marching in the Parade for the first time, eliciting a rapturous response from the crowd. A Rainbow Crossing carpet was rolled out across Oxford St at Taylor Square, which brought back to life the temporary Rainbow Crossing that was installed in 2013. This is set to become an annual fixture of the Parade!

The finale of the Parade was the show stopping Strictly Mardi Gras, a colourful tribute to Baz Luhrmann’s Strictly Ballroom The Musical, centred on the key theme of Strictly Ballroom. “A life lived in fear is a life half lived”, the float included a spectacular shimmering mirror ball heart centrepiece, as well as scores of dancers who stopped at Taylor Square to perform a spectacular routine to “I Love is in the Air”.

The Taylor Square Viewing Area was reborn as The Diamond Club, presented in partnership with Principal Partner ANZ. With a new enlarged elevated viewing stand, The Diamond Club was the most glamorous place to view the Parade, right in the buzzing heart of Taylor Square.

A new Parade viewing experience The Flinders Seats, was introduced on Flinders St in 2014. Featuring grandstand seating and all amenities including a shuttle bus from Central Station and hilarious and informative commentary by Trevor Ashley and Rhonda Burchmore. The Flinders Seats was incredibly popular with families and those who wanted to enjoy the Parade without having to negotiate the crowds on the street.

Delta Goodrem gave a special performance at The Flinders Seats as part of the Oral-B float, which was a unique experience that only Flinders Seats patrons enjoyed.

Thanks to our amazing volunteers, the Parade Production, Creative and workshop teams, the Medical Team, and our production partners Concept Entertainment Group (Diamond Club) and for the Flinders Seats, Mothership Events.
Female Day
Proudly Supported by ANZ

FAIR DAY WAS ONCE AGAIN ONE OF THE FESTIVAL’S MOST-LOVED AND HIGHLY ANTICIPATED COMMUNITY CELEBRATIONS.

FESTIVAL
THE FESTIVAL WAS A KALEIDOSCOPIC SHOWCASE OF DIVERSITY IN 2014, WITH CABARET, MUSIC, VISUAL ARTS, QUEERSCREEN’S MARDI GRAS FILM FESTIVAL, SPORT AND COMMUNITY EVENTS SPREAD ACROSS THE THREE-WEEK SEASON.

Performing arts highlights included Pam Ann’s Plane Filthy, a season at Sydney Theatre including Trevor Ashley’s Liza (on an E), Bob Downe’s Bob Sweat and Tears, and Courtney Act’s Boys Like Me. The visual arts program featured cutting edge works including Inverto, a street art project along the backstreets of Darlinghurst featuring black and white photographs of an individual’s physical transition from female to male; and Outing Disability, a photographic exhibition celebrating sexuality, sex and gender diversity in the lives of people with disability. Favourites including as the Mardi Gras Pool Party and Sunset Cruise were joined by new events including Revolver, a new women’s variety event. The festival this year included a host of events aimed at empowering young people and providing platforms for expression, education and inclusiveness. Highlights included the Club Camp queer dance party, Twenty10’s Glitterball dance party, and The Youth History Walk, which offered a guided tour of sites of cultural significance for LGBTI people within the Kings Cross, Darlinghurst, Surry Hills and Paddington areas.

WOMEN SAY SOMETHING
Presented in Partnership with IVF Australia
THE FIGHT FOR EQUALITY IS UNSTOPPABLE, WHICH IS WHY IT IS SO IMPORTANT THAT MARDI GRAS CONTINUES TO EMBRACE AND ENABLE WOMEN TO HAVE A STRONG VOICE WITHIN THE ORGANISATION, COMMUNITY AND AS A WHOLE. ONE OF THE WAYS IN WHICH THIS OBJECTIVE IS ACHIEVED IS THROUGH THE YEAR LONG EVENT WOMEN SAY SOMETHING (WSS).

Women Say Something (WSS) started with humble beginnings upstairs at the Columbian Hotel in 2011 and this year was held at Sydney Town hall to over 800 people. Presented in partnership with IVF Australia, WSS continues to be a great success story for SGLMG.

Now with a solid 11 events to date and enabling over 100 women from all communities to use their voice, this event continues to provide a year round space for women to gather and reflect on the challenges and successes facing them in today’s world. WSS held three sold out events during the 2013-2014 year.

QUEER THINKING
Queer Thinking once again showcased a full day of diverse sessions spanning ideas, academia, human rights and queer creativity. Trans adult film star and activist Buck Angel shared his moving personal life story and the process of his gender transition from female to male, while challenging the audience’s notion of what makes someone a man or a woman. Prominent queer academic Dr Heather Love traces the roots of sexuality studies in the post-war social sciences, focusing on the concept of “deviance”. Amnesty International shone a light on activism and solidarity in sub-Saharan Africa, Wear it Purple and explored challenging heteronormative cultures in the school environment, and Anton Enua led a session on LGBTI people in sport featuring Olympian J J Wallace.

Thanks to the volunteers, production team and our venue partner the Seymour Centre.

QUEER THINKING: GENDER TRAILBLAZERS
At the inaugural Queer Thinking Gender Trailblazers event at the Seymour Centre, global LGBTIQ icon Chaz Bono and Lieutenant Colonel Cate McGregor OAM, speechwriter to the Chief of the Australian Army, shared their different yet truly inspiring stories of gender transition in conversation with Dr Elizabeth Riley, one of Australia’s leading authorities on gender variance. Chaz and Cate each shared deeply personal stories of their personal journeys in one-on-one interviews with Dr Riley, before participating in an extended Q&A with the audience. Cate McGregor shared her darkest fears and public experiences, from dealing with the Jedi Council and various Australian Defence Force Academy scandals, through to the experience of transitioning while living in the public eye with the support of her former wife Tertia. Chaz Bono shared stories of his life in the public spotlight as the only child of Sonny Bono and Cher, and his later work as an advocate for Transforming Families, a trans focused family support group based in Los Angeles.

Thanks to our volunteers, the Trans Intersex and Queer Working Group, Dr Elizabeth Riley, The Bookshop Darlinghurst, and our venue partner the Seymour Centre.
SEASON REVIEW

MARDI GRAS PARTY

MARDI GRAS PARTY WAS REIMAGINED IN 2014, WITH THE FOCUS ON CREATING AN ALL-ENCOMPASSING EXPERIENCE FROM THE MOMENT YOU STEPPED THROUGH THE GATE, CREATING A PARTY EXPERIENCE UNIQUE TO MARDI GRAS.

The RHI was a kaleidoscopic wonderland, featuring shows by Courtney Act, Tina Arena, Samantha Jade, and a touching ‘Same Love’ closing show featuring Marcia Hines, Adam George and Nathan Mahon leading a community cast against the backdrop of ‘Marry Me’ an Elvis Di Fazio short film, which has since attracted over 1.7m views online. DJs across the night were Adam Love, Dom de Souza, Kitty Glitter and Dan Murphy.

The Hordern was a futuristic tribal multi-sensory journey, with mind-blowing scenery, projections and laser lighting, DJs included Dan Slater, French superstar Leomeo and Melbourne favourite Kam Shafaezi. The Dome was an old-school house party, with Chicago legend Derrick Carter, US house innovator Kim-Ann Foxman, Sveta and Matt Vaughan keeping the dark, sweaty vibes going until dawn.

Harbour Party ‘14 was headlined by Joey Negro with Paul Goodyear and GI Jode, as well as performances by Mary Klanl, Shauna Jensen and Bob Downe. The weather was ideal for Harbour Party, with thousands of partygoers enjoying a day dancing in the sunshine in the world’s most spectacular party location. The musical programming of Harbour Party this year attracted some criticism of being too relaxed.

HARBOUR ’14

Presented in Partnership with GAYDAR.NET

The Laneway was a sell-out success again in 2014, with an extended footprint allowing more room to party the day away at the official closing event of the season.

Israeli hotshot Shahaf Moran brought a taste of Tel Aviv to the event, Singapore’s DJ Shige and US vocalist Whitney Day adding more international flavour.

Upstairs at the Beresford was a hotspot of live dance music, with performances by Mystery Blonde with Kristen Pearson and Katie Underwood, and Jag-B featuring Gemma Wood, DJs Kitty Glitter, Matt Effect, Amanda Loujee, Paul Holden, Sean Manley, Justin Scott and Sveta kept the party going well into the night, as we brought another great season to a close.

Thanks to our amazing volunteers, the Laneway Production team, the Medical team, and our venue partners The Beresford and the Flinders Hotel.

Mikey Trotter, Elvis Di Fazio and Digital Pulse.

For those who wanted a break from the main venues, there was a pop-up drag bar, and a karaoke lounge. There was also the very sexy Bear Garden, featuring larger-than-life landscape of monolithic bear icons.

Huge thanks to the Party Creative Team led by our amazing Creative Consultant Gary Leeson, the Workshop and Production teams, all our Volunteers, the Medical team, and our production partner Fourth Wall Events for helping us to deliver a spectacular Mardi Gras Party.

*Directed by Elvis Di Fazio, produced by Gary Leeson and Fadi Kazmuz.

Watch the ‘Marry Me’ Short Film here: vimeo.com/88080788

THE LANEWAY

HARBOUR '14

Presented in Partnership with GAYDAR.NET
THE MARDI GRAS ACCORD

FOLLOWING COMMUNITY CONCERNS AND AN UNPRECEDENTED NUMBER OF COMPLAINTS ABOUT THE POLICING AT 2013 MARDI GRAS EVENTS, MARDI GRAS TOGETHER WITH ACON, THE INNER CITY LEGAL CENTRE, AND THE GAY AND LESBIAN RIGHTS LOBBY RELEASED A POLICING ADVOCACY AND RECOMMENDATIONS PAPER THAT CONTAINED TWELVE POLITICAL AND OPERATIONAL RECOMMENDATIONS TO IMPROVE POLICING.

Many of the operational reforms were negotiated into an agreement between SGLMG and NSW Police known as the "Mardi Gras Accord" setting out specific actions to make Sydney Gay and Lesbian Mardi Gras safer and more welcoming to our community and guests.

The underpinning principle of the Mardi Gras Accord is the commitment of the NSW Government and NSW Police Force to building the relationship with the LGBTQI community based on mutual respect and understanding. It sets out practices aimed at improving a safe and welcoming environment including targeted education and training for NSW Police and event staff and volunteers, risk assessment initiatives to ensure appropriate levels of policing and event support, and an assurance of fair and equitable enforcement, particularly around alcohol and drug use. After many months of work and consultation, its signing was announced by then NSW Premier Barry O'Farrell in February.

The implementation of Fair Play (a joint initiative between ICLC, ACON & SGLMG) augmented the Mardi Gras Accord, with the community volunteers providing education, rights information and legal support resources and about keeping safe at our events.

As a result of the Mardi Gras Accord, Fair Play and collaborative planning with NSW Police, there were no recorded complaints about policing at 2014 Mardi Gras.

Thanks to ACON, the Gay and Lesbian Rights Lobby, the Inner City Legal Centre and NSW Police for their significant contributions, and spirit of collaboration.

Members can 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
- **Friend Overseas** - for our international supporters
- **Friendly Organisation** - for organisations that want to show their support for Mardi Gras

<table>
<thead>
<tr>
<th>MEMBERSHIP BREAKDOWN</th>
<th>2013 NUMBER</th>
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<tbody>
<tr>
<td>FRIENDS WITH BENEFITS</td>
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<tr>
<td>TOTAL MEMBERS</td>
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One of our major initiatives into the 2015 season will be to continue to develop our membership program by expanding and enhancing member only benefits.

A full membership review is currently under way to address ways to increase the number of memberships and ensure that membership remains relevant, valuable, accessible and worthwhile.

Your ideas and suggestions are always welcome. Please email membership@mardigras.org.au with any feedback you wish to provide on the membership structure and benefits of SGLMG.

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

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?

Join us at mardigras.org.au/membership

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.
With over 1500 volunteers being a part of our family we focussed on the following achievements of the past year.

- We rolled out of the ICARE initiative, which endeavours to create a better working environment for the entire Mardi Gras workforce
- We introduced a full time Volunteer Manager role who’s main focus was to improve the experiences and interactions for all volunteers across the entire organisation
- We achieved a 95% fill rate of volunteers across all our events
- We improved the user interface on the volunteer created My Mardi Gras portal system
- We implemented a dedicated volunteer catering team, that catered to the needs of all volunteers and crew members across the various events
- We once again held, the Volunteer Thank You and Awards night which honoured and celebrated the contribution of some of the incredible volunteers who donate their time so passionately to SGLMG

In acknowledging and celebrating all of these and many more achievements, there is still definitely room for improvement across a number of areas including recruitment and allocation of roles, recognition and briefing/training.

SGLMG is committed to listening to the voices of our volunteers and creating positive and sustainable change in the volunteer experience at SGLMG.

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. 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 or contact us directly at volunteers@mardigras.org.au.

JOIN US AT MARDIGRAS.ORG.AU/VOLUNTEER

This year the Volunteer of the Year was awarded to Trudy Sumner. Trudy is a creator and an innovator and has been largely responsible for the success of our volunteer and membership system – My Mardi Gras.

Trudy worked tirelessly throughout the season and beyond to ensure that all of our IT systems were up and ready to go. Aside from all of her amazing behind the scenes efforts, Trudy was also present at all of our major events looking after all of our volunteer sign ins and outs.

Trudy’s contribution to the organisation has been invaluable and has helped positioned us for an even more incredible 2015 season. Thank you Trudy and Congratulations!

Image: Our Volunteer of the Year 2013, Vanessa White (right) presents Trudy with her award.
Cash donations:
- Gay & Lesbian Rights Lobby - $15,000 plus proceeds from Harbour Party cloak room
- A total of over $1,200 in complimentary tickets to Harbour Party, Diamond Club, Flinders Seats and Mardi Gras Party tickets were donated by SGLMG for its own fundraising purposes as follows:
  - Fair Day donation raffle
  - Mr and Mrs Fair Day

A total of over $12,000 in complimentary tickets to Harbour Party, Diamond Club, Flinders Seats 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
- Hats Off
- Cube Night Club
- Marriage Equality Fundraiser
- Museum Auction
- OutStanding Short Story Competition

A total of over $15,000 in complimentary tickets to Harbour Party, Diamond Club, Flinders Seats 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
- Pride History Group
- Queerscreen
- Gay and Lesbian Rights Lobby
- Harbour City Bears
- Gay & Lesbian Counselling Service (GLCS)
- Sydney Leather Pride
- Midsummer

SGLMG provided direct support for the 2014 Festival to the following organisations:
- Performance Space for Day For Night
- Platform72
- Vitalstatistix Theatre Company
- Object Australian Design Centre
- Australian Same-Sex Dance Association

All Youth Festival events have their fee waived. The following organisations were part of this year’s program:
- Twenty 10’s Glitter Ball and Diversitea
- PACT Youth Theatre’s A Boy and a Bean
- ACON’s Young Women’s project event Claude
- ACON Young Men’s project event ProGen-Y
- ACON Young Peoples History Walk
- Club Camp’s CampOut
- Queer Theory Reading Group

SGLMG donated in total $14,852 to the Parade Community Grants program to the following organisations:
- Australian Youth Band
- Macquarie Grammar School
- Central Coast Rainbows
- Bobby Goldsmith Foundation
- The Albion Centre
- Newtown Neighbourhood Centre
- Two Sicilys
- DAYENU
- People with Disabilities Australia
- Inner City Legal Centre
- Rainbow Recovery Club
- Vagine Regime
- WILMA
- Tina & Her Turners
- Pride in Diversity
- Canterbury/Bankstown District LGBTIQ Community Group
- Sydney Gaymers
- URUMBE
- Kate and Annette
- Village Puppets

SGLMG reimbursed in total $690 to the Parade Entrants Ticketing Scheme (PETS) program to the following organisations:
- Sydney Stingers
- Sydney Convicts Rugby

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)
- Arts Hub
- Brand X
- Australian Lesbian and Gay Archives

SUPPORTING OUR COMMUNITY

SGLMG helps other community groups throughout the year by sharing the use of our facilities, donating event tickets for fundraising or by direct cash donations and/or contra support.
Major Events Team 2014

Brad Wright  Major Events Producer
Sam Hartland  Volunteer Manager
Craig Maroun  Production Manager
Danny Lander  Event Manager
Daniella Caisio  Production Coordinator
Brad Hankey  Events Volunteer
Christian Frykberg  Production Coordinator

Parade Team 2014

Jane Becker  Creative Consultant
Micheal Do  Production Co-ordinator
Emily Santiago  Production Co-ordinator
Cameron Dorrington  Operations Manager
Meg Ebelt  Production Manual
Lance Heng  Rainbow Zone Asst Manager
Adrian Hinder  Community Manager
Louis Hudson  Community Asst Manager
Laura Jamieson  Entertainers manager
Ignatius Jones  Creative Consultant
James Keldoulis  Audience assistant manager
Gary Leeson  Creative Consultant
Joel McKinnon  Audience Manager
Anthony Russell  Parade Producer
Dave Stevenson  Operations Assistant Manager
Stewart White  Rainbow Zone Manager
Matthew Woolaston  Production Manual
George Savoulis  Designer
Frank Iannilli  Communications

Mardi Gras Party Team 2014

Katrina King  Mardi Gras Party Producer
Grant Pisani  Fourthwall
Crispen Wilkins  Fourthwall
Gary Leeson  Creative Consultant
George Savoulis  Designer
Angela Sinnett  Workshop Manager
Svetla Gierman  Hi Fi Programmer
Lillian Starr  Hi Fi Programmer
Angela Bekeski  Party Volunteer Coordinator

Medical Team 2014

Jem Masters  (Medical Manager), Drew Burgess  (Medical Advisor), Michael Davies, Chris Hughes-Gage, Michael Novy, Alan O’Riordan, Robert Whithworth, Hayley Wyndham, Rita Farrugia, Zints Duckmanton.

Women Say Something

Steph Sands  (Chair/Artistic Director), Jenny Clarke, Belle Lee  (Guest Services), Kate Monroe  (Content Team), Ephemary Morgan  (Video/grapher), Vanessa White  (Stage Manager), Aquilla Wolf-Wild  (Content Team), Megan McPherson  (Content Team), Peta Miller  (Content Team), Michele Hopkins  (Content Team), Maree Porter  (Guest Services), Isobel Connell  (Guest Services), Lynette Smith  (Content Team), Nikki Fachchin  (Content Team).

Workshop 2014

Angela Sinnett  (Workshop Manager), Leah Benson  (Workshop Artist), George Savoulis  (Designer), Ciaran Alcorn  (Workshop Artist), Graham Reed  (Workshop Artist), Simon Stratten  (Workshop Artist), Nic Aplin  (Workshop Artist).

Volunteers Team 2014

Sam Hartland  (Volunteer Manager), Frank Iannilli  (Event Volunteer Coordinator-Fair Day), Shane Farr  (catering Coordinator), Todd Backhouse  (Harbour Event Volunteer Coordinator), David Twyman.

Information Technology

APTRIA  (Server/Internet), Trudy Sumner  (My Mardi Gras Manager), John Kininjew  (My Mardi Gras), Greg Sheridan  (Phones), Mark Cassone, Barry Taylor.

Learning and Development Group

Chris Johnson, Graham Barber.

Recruitment Working Group

Lisa Blades  (Recruitment Coordinator), Tim Wood  (Recruitment Coordinator).

Finance & Admin Working Group

Irene Gardiner  (Finance & Admin Manager), Mitchell Price  (Executive Officer), Graham Barber  (Property).

Members & Community Working Group

Paul Savage  (Board Sponsor), Fran Bowron.

Intersex & Transgender Working Group

Kelly Glanney  (Chair), Paul Savage  (Board Sponsor), Fran Bowron, Joey Knight, Mike Babbi, Jessica Su Tang, Cameron Darling, Caitlin Hall, Ralph Tojia Massey, Morgan Carpenter, Phineaus Hartson, Kylie Power, Myles Ryder, Joshua Stewart, Melissa Star.

Young People’s Working Group

Brandon Bear  (Chair of Committee), Fran Bowron, James MacGibbon, Blake Wett.

Sponsorships & Partnerships

Sam Swoodman  (Partnerships Manager), Greg Segal  (mixitup), Peita Dixon  (mixitup), Ellie Portch  (mixitup), Roxanne Bollen  (mixitup), Ben Mulcahy  (Pink Media Group), Tyson Young  (Pink Media Group), Philip Georgiou  (Pink Media Group).

STAFF

Brought to you by

SGLMG BOARD

For a full list of Directors please refer to page 23

Board Associates

Kelly Glanney  Board Associate
Aidan Read  Board Associate
Brandon Bear  Board Associate

Company Secretary

Janet Peters

MARDI GRAS ARTS BOARD

Michelie Bauer  Director
Darren Bruce  Director
Damon Hartley  Director
Janet Peters  Company Secretary

TEAMS

Audit & Risk Committee

Liam Buckley  (Chair of Committee), Stacey Dowson  (Independent Member), Siri Kommedahl  (Director), Craig Limkin  (Independent Member), Steph Sands  (Independent Member).

Finance Committee

Damien Hodgkinson  (Chair of Committee), Irene Gardiner  (Finance & Administration Manager), Siri Kommedahl, Aidan Read, Michael Rolik.

Nominations and Governance Committee

Samantha Lawrence  (Chair of Committee), Brandon Bear, Darren Bruce, James MacGibbon, Janet Peters.

People & Culture Committee

Darren Bruce  (Chair of Committee), LayToya Johnson, Chris Kerle, Sam Hartland, Craig Richards, Paul Savage  (Board Sponsor), Chris Johnson  (Learning and Development), Nick Eillem  (Learning and Development).

Strategy Committee

Siri Kommedahl  (Chair of Committee), Michele Bauer, Darren Bruce, Aidan Read, Michael Rolik, Damien Hodgkinson, Paul Savage.

Women’s Committee

Sam Turner  (Chair of Committee), Steph Sands, Amanda Keeling, Belle Lee, Louise Menicou, Paul Savage  (Board Sponsor), Janine Tennille, Vanessa White.

Accreditation

Eamonn Lorraine  (Manager), Steven Lowe

Fundraising Team

John Hannaford  (Manager)

Festival Team

James Rongen-Hall  (Festival Producer), Liza Bahamondes  (Program Manager), Tammy Brennan, Julie Grayland.

Fair Day Team 2014

Matthew Clark  (Stalls Coordinator), Eamonn Lorraine, Steven Lowe  (Stalls Assistant), Louise Menicou  (Audience Experience Coordinator), Frank Iannilli  (Volunteer Coordinator), Mike Whalley  (Food Stalls Coordinator), Craig Maroun, Daniella Caisio.

Harbour and Laneway Team 2014

Mark Cassone, Eamonn Lorraine, Tim Moyes, Todd Backhouse  (Harbour Volunteer Coordinator), Craig Maroun  (production Manager), Daniella Caisio  (Production Coordinator), George Tamm  (Harbour Assistant Volunteer Coordinator), David Twyman.
Our 2014 Award Winners

Our Lifetime Achievement Award Winners

Congratulations and thank you to our amazing lifetime achievement award winners. Mardi Gras asked each of them why Mardi Gras matters? Here's what they had to say:

Ron Muncaster: “Mardi Gras matters to me for the creativity that we gay people have and if we can show the heterosexual community something that they like, it will help bridge that gap between them and us. I love to see the smiling faces in the crowd and the applause. It’s a real buzz!”

Liz Dods: “What matters to me about Mardi Gras is the Parade, for me it is all about the Parade. The Sydney Gay and Lesbian Mardi Gras Parade is a celebration of LGBTIQ communities in all their spectacular diversities. It says we are out and proud and free to be who we are.”

Steph Sands: “We still have a long way to go before everyone is accepted without judgement. This applies within our own community just as much as outside of it. Until we have true acceptance and equality without judgement, Mardi Gras continues to remain relevant and important for all.”

Jane Becker: “Why does Mardi Gras matter? Because our place in the world is not yet unquestioned, and everyone needs a place to express themselves safely and with the full freedom of creativity.”

Kevin ‘Kabi’ Rigby: “Kabi has been an incredible contributor to Mardi Gras with 26 years of Parade entries and Party costumes, as well as creative input to community floats. In 2011, Kabi was responsible for one of most engaging Season themes with his creative concept: “Say Something”.

Ignatius Jones: “While many of the rights we fought for have been won, many haven’t. And while a single child feels it necessary to live in anguish or even kill themselves because of the way they were born, Mardi Gras matters. But even more important, Mardi Gras is a constant reminder that no matter who we are – straight, gay, black, disabled, blond, you name it – we have a right to be accepted as who we are and who we want to be. And be applauded for having the courage to say so in such a witty, wonderful, fabulous way.”

The extended Mardi Gras family including volunteers, Parade entrants, Fair Day and Festival participants, staff, board and community supporters came together at The Beresford to celebrate the 2014 season at the Mardi Gras Awards. The night started with thankyou drinks for the volunteers who make Mardi Gras a reality, and the announcement of the workforce awards including Trudy Sumner as Volunteer of the Year. Then the Fair Day, Festival and Parade awards were announced, including the inaugural Ron Austin Award for Most Fabulous Parade Entry, created in honour of Ron’s role as one of the pioneers of Mardi Gras, which was awarded to Tina and her Turners.

Performances by Jag-B featuring Gemma Wood and Matt Mitcham rounded out a fantastic night celebrating the passion, creativity and dedication of the many people and organisations who make Sydney Gay and Lesbian Mardi Gras 2014 burst with all the colours of the kaleidoscope.

Workforce Awards

Volunteer Of The Year
Trudy Sumner

I-Care Award
Gabby Canette

Excellence in Innovation
Mardi Gras Party Creative Team

Excellence in Service
Mitchell Price

Excellence in Leadership
Sam Hartland

Excellence in Teamwork
Mardi Gras Medical Team

Achievement Awards
Craig Maroun
John Kliniejew
Angela Silnnett
Ignatius Jones
SGLMG Lifetime Achievement Awards
Steph Sands
Kevin ‘Kabi’ Rigby
Ron Muncaster
Jane Becker
Ignatius Jones
Liz Dods

Fairday Awards
Best Fair Day Commercial Stall
Digital Camera Warehouse

Best Fair Day Community Stall
Inspire Foundation

Best Fair Day Youth Stall
Wear It Purple

Festival Awards
Best Community Event
“Make Play Workshops
Object Australian Design Centre”

Best Visual Arts Event
“Toy With Me
Richard Hedger”

Best Performing Arts Event
“A Boy And A Bean
Nick Atkins”

Festival Event Of The Year
“Day For Night
Richard Hedger”

Festival Performance Space

Festival Awards
Best Parade Choreography
Dr Mark’s Marching Academy

Best Parade Costume Design
That’s Together

Best Parade Float Design
Sea Of Love

Best Parade Individual Entrant
Exterminate Homophobia
Kathy Sant And Jenny Mann

Ron Austin Award For Fabulous Parade Entry
Tina And Her Turners

Fundraising Award
Fundraising Person Of The Year
Blayke Fisher

Community Award
Best Window Display
Garb

Craig Craig

Community Awards

Best Parade Entry
Ron Austin Award For Fabulous Parade Entry
Hot Kandi

Best Parade Individual Entrant
Exterminate Homophobia
Kathy Sant And Jenny Mann

Festival Event Of The Year
“Day For Night
Richard Hedger”

Festival Performance Space

Festival Awards
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Dr Mark’s Marching Academy

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Fundraising Person Of The Year
Blayke Fisher

Community Award
Best Window Display
Garb

Craig Craig
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<th>MAJOR PARTNERS</th>
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<tr>
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<td>ANZ</td>
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<td>Destination NSW</td>
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SGLMG’s partnership agencies delivered $892,500 of commercial partnership investment in 2014. When combined with government investment from Destination NSW and City of Sydney, SGLMG attracted a total of $1,648,500 in funding, sponsorship and partnership investments, a 32% increase on 2013.

New partnerships included Fitness First, Durex, IVF Australia, Rock Beauty London, Relationships Australia, Oral B, along with broadcast partners, SBS2 and 2DayFM.


Destination NSW and City of Sydney continued their solid partnerships with SGLMG. In 2014, Destination NSW increased its investment for a further three years, specifically in the Parade, to ensure the event will continue to grow. Destination NSW also featured its own float in this year’s Parade, Strictly Mardi Gras, which was one of the largest floats ever in Mardi Gras history.

The City of Sydney maintained its investment for 2014 and provided additional contra support, as well as committing to a major public art project to commemorate the 40th Anniversary of Mardi Gras in 2018.

A new role, Partnerships Manager, was created to manage the increase in partnerships, including music labels, entertainment agencies and relationships with government and to identify new opportunities and revenue streams.

The outlook for 2015 is positive, with a number of partnerships being multi-year deals and engagement with our sponsors increasing.

We work closely with a range of trusted business partners and suppliers to bring Mardi Gras to life each year. We work with our production partners to deliver the highest quality production and patron experience at all of our events, including Butlers Events and Staging, TFH, PRG, Norwest, Coates, Fourth Wall Events, Botanic Gardens Trust, Stage and Show Services, TDC, Mothership Events, 32Hundred, Riedel, I-SEC and Concept Entertainment Group.

Our communications agency Cardinal Spin help us to really communicate the Mardi Gras message to millions around the world. Avant Card work with us to create and distribute the official print Season Guide throughout Australia and internationally and our digital creative agency Holler help us engage with our audiences on the platforms that are most relevant to them, to guide our continuing journey into the digital future.
FINANCIAL REPORT

ABN 87 102 451 785
FOR THE YEAR ENDED
31 MARCH 2014
There is no other way to describe this year’s deficit result of $177,644 as anything other than extremely disappointing. SGLMG had budgeted for a surplus of $198,081 driven off the back of its stronger performance in 2013. However ticket sales for Party failed to reach last year’s revenue number of $1.54M.

This is my first report as Treasurer having been appointed on 16 May 2014. Firstly I want to thank Phil Kershaw for his work overseeing SGLMG finances since 2010.

In late January signs that the organisation would yield a surplus were positive with attendance numbers at Fair Day, and pre sales of Harbour Party in line with forecasts. However, by mid February it was evident that ticket sales across both the Festival and Party were below forecast and remedial action was necessary to reduce costs.

SGLMG did not over budget on ticket sales, the budget for ticket sales planned for CPI increases for current events and some new events such as Flinders Street viewing stands, SGLMG did not anticipate ticket sales being off budget by $526,199.

Cost reductions across all events amounting to $251,565 were initiated to bring expenses in line with reduced revenue projections. These expense reductions resulted in a net decrease in expenses against budget of $519,043. While there are significant financial highlights this year, one thing should be made extremely clear, the main Party while profitable at a gross profit level no longer provides the financial returns necessary to meet its contribution to overheads.
OVERHEAD ALLOCATION TO EVENTS

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<th>AREA*</th>
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<tr>
<td>SUB-TOTAL</td>
<td>1,400,500</td>
<td>(1,350,458)</td>
<td>50,042</td>
<td>(322,729)</td>
</tr>
<tr>
<td>CELEBRATION</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PARTY</td>
<td>1,366,277</td>
<td>(1,240,047)</td>
<td>126,230</td>
<td>(222,793)</td>
</tr>
<tr>
<td>HARBOUR</td>
<td>539,168</td>
<td>(515,667)</td>
<td>23,501</td>
<td>(103,837)</td>
</tr>
<tr>
<td>LANEWAY</td>
<td>176,328</td>
<td>(99,494)</td>
<td>76,834</td>
<td>(39,073)</td>
</tr>
<tr>
<td>SUB-TOTAL</td>
<td>2,081,773</td>
<td>(1,855,209)</td>
<td>226,564</td>
<td>(365,703)</td>
</tr>
<tr>
<td>FESTIVAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FAIR DAY</td>
<td>527,823</td>
<td>(262,942)</td>
<td>264,880</td>
<td>(105,859)</td>
</tr>
<tr>
<td>FESTIVAL PROGRAMME</td>
<td>528,027</td>
<td>(393,729)</td>
<td>134,297</td>
<td>(140,817)</td>
</tr>
<tr>
<td>SUB- TOTAL</td>
<td>1,055,850</td>
<td>(656,672)</td>
<td>399,178</td>
<td>(246,476)</td>
</tr>
<tr>
<td>COMMUNITY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBERSHIP</td>
<td>243,449</td>
<td>(20,809)</td>
<td>222,640</td>
<td>(141,159)</td>
</tr>
<tr>
<td>SUB-TOTAL</td>
<td>243,449</td>
<td>(20,809)</td>
<td>222,640</td>
<td>(141,159)</td>
</tr>
<tr>
<td>TOTAL</td>
<td>4,781,572</td>
<td>(3,883,148)</td>
<td>898,424</td>
<td>(1,076,067)</td>
</tr>
</tbody>
</table>

LOOKING FORWARD

In order to provide a clearer understanding of the performance of each activity undertaken by SGLMG we have allocated sponsorship, marketing and administration overheads to the activities to which they relate. As a result we have a better understanding of the financial performance of the organisation across its events in order to make better management decisions about which activities to invest in and where cost reductions should be made.

PARADE

Overall Parade lost $272,687 in 2014 compared to $125,078 in 2013. This loss relates principally to the investment in workshop, which operated at a deficit of $283,155 in 2014 an increase of $62,210 on 2013, largely due to real costs of property lease where previously we secured inkind premises from surplus City of Sydney properties (these are no longer available).

The investment in workshop is designed to improve the quality of parade entrants and to assist...
community groups participating in the Parade.
While direct revenue from parade entrants is immaterial, the majority of sponsorship $877,000 in 2014 directly related to the Parade, and as such we can show that the financial position of the Parade was in surplus $82,185 in 2014.
This year over 10,000 people participated in the Parade with audience numbers along Oxford Street at similar levels to last year.
We are increasing the number of viewing stands along the parade route in order to improve revenue and accommodate the changing audiences watching the parade both along Oxford Street and through our broadcast partners.
Revenue from Parade viewing stands was $440,721 in 2014 up significantly from $237,521 in 2013 however generated a loss of $71,716. It is expected that this will improve and become profitable over the next 2 years.
Surpluses generated from both the Parade and the viewing stands will continue to be reinvested in Parade content.

CELEBRATION
Revenue from Party has continued to decline while costs have risen.
While the party is largely produced by an independent producer once management overhead and marketing are allocated the true return on these events was a deficit of $139,139 compared to a surplus of $51,079 in 2013.
The main Party is the event most subject to competition not just from other community events but mainstream music festivals.
Music and celebration are not unique to our community, we may have been first, but we are no longer alone.
While the net return from Laneway has improved steadily over the last 3 years, the financial position of Harbour Party has not.
All the parties contributed positively at a gross profit level, however they do not cover their share of overhead costs and personnel.
We have reduced personnel overhead by $250,000 across all activities but this would not change the overall position across the party events and a new business model will need to be developed.

FESTIVAL
Festival has grown to become a core focus of the SGLMG calendar appealing to the diverse groups that make up our community. However the varying size of each event means that some are not independently sustainable and require significant financial and management support from SGLMG to be realised.
The net overall position on Festival including Fair Day with specified sponsorship is in surplus $152,701 after management personnel and overhead allocations.

COMMUNITY
SGLMG invests significantly in its community, its volunteers and its members. This investment is not reflected in financial terms but represents the commitment that the organisation makes to improving the position of the GLBTIQ community.
These include the costs of reporting to members, negotiations with government and representation to events to promote LGBTQI issues both here and overseas.

THE 3 YEAR STRATEGIC PLAN AND SOLVENCY
While SGLMG has spent significant time and energy focusing on their strategic planning over the longer term they have not focused on ensuring that they have a comparable financial strategy that supports those strategies to create a sustainable financial model.
Financial planning has been limited to year to year budgets which do not facilitate the ability of the organisation to plan and assess investment risk and return both on a working capital and profitability basis over time.
SGLMG remains solvent and has sufficient reserves to manage a turnover. Despite this year’s financial loss, reserves remain strong which should give SGLMG time in which to formulate and execute a transformation, which changes its current business model and stops the decline that has been in place.
Working capital and cash flow are being managed to reduce business risk and ensure there is sufficient funding to meet all our obligations.

CONCLUSION
A financial turnaround of the organisation will not happen over a short period... those changes will not come without pain and a need for the membership to recognise that we cannot continue on the same financial path.

TREASURER’S REPORT (CONT)
The Directors present their report together with the financial report of Sydney Gay and Lesbian Mardi Gras Ltd (“SGLMG”) and its controlled entity Mardi Gras Arts Ltd (together referred to as “the Group”) for the year ended 31 March 2014 and Auditor’s report thereon.

LIST OF DIRECTORS AND TERM OF OFFICE

The names of the directors in office at any time during or since the end of the year are:

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.

<table>
<thead>
<tr>
<th>Name</th>
<th>Appointed</th>
<th>Retired</th>
<th>Board Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PHILLIP KERSHAW</td>
<td>15 JULY 2010</td>
<td>24 JULY 2013</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>DAMON HARTLEY</td>
<td>21 AUGUST 2010</td>
<td>24 APRIL 2014</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td></td>
<td>30 APRIL 2013</td>
<td>22</td>
</tr>
<tr>
<td>PETER URMSON</td>
<td>21 AUGUST 2010</td>
<td>24 JULY 2013</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>DAVID WILSON</td>
<td>21 AUGUST 2010</td>
<td>25 JULY 2013</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>24 JULY 2013</td>
<td>6</td>
</tr>
<tr>
<td>SIRI KOMMEDAHL</td>
<td>7 AUGUST 2011</td>
<td>25 JULY 2013</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>PAUL SAVAGE</td>
<td>7 AUGUST 2011</td>
<td>25 JULY 2013</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>AMANDA KEELING</td>
<td>25 AUGUST 2011</td>
<td>31 AUGUST 2013</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>GREG SMALL</td>
<td>18 AUGUST 2012</td>
<td>24 JULY 2013</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>SAMANTHA LAWRENCE</td>
<td>25 MAY 2013</td>
<td>19 AUGUST 2012</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>CRAIG RICHARDS</td>
<td>31 AUGUST 2013</td>
<td>15 AUGUST 2012</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>FRAN BOWRON</td>
<td>31 AUGUST 2013</td>
<td>14 JANUARY 2014</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>IRENE GARDINER</td>
<td>31 AUGUST 2013</td>
<td>19 JANUARY 2014</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>PHILLIP KERSHAW</td>
<td>31 AUGUST 2013</td>
<td>19 JANUARY 2014</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>MICHELE BAUER</td>
<td>13 FEBRUARY 2014</td>
<td>7 AUGUST 2013</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>DARREN BRUCE</td>
<td>13 FEBRUARY 2014</td>
<td>15 AUGUST 2013</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>DAMIEN HODGKINSON</td>
<td>16 MAY 2014</td>
<td>15 AUGUST 2013</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualifications</th>
<th>Experience</th>
<th>Special Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Siri Kommedahl</td>
<td>AAS Software Development</td>
<td>Board member for 3 years. New business, digital strategy and executive management in Australia, US, Asia, ACON board 4 years</td>
<td>Co-Chair Finance Committee Strategy Committee</td>
</tr>
<tr>
<td>Paul Savage</td>
<td>BA (Hons) Finance MSc Human Resource Management</td>
<td>Board member for 3 years. Australia and New Zealand leader for strategy and human capital management consulting business</td>
<td>Co-Chair People &amp; Culture Committee Strategy Committee, Women’s Committee, TIQ Committee</td>
</tr>
<tr>
<td>Fran Bowron</td>
<td>BA (Political Theory &amp; Sociology) Masters of Technology Management Masters of Human Rights Law and Policy Certified MSP (Managing Successful Programs) Practitioner</td>
<td>Board member for 1 year Women’s Committee 1 year WIC Board for 2 years Contract project and programme manager in public and private sector</td>
<td>Members and Communities Working Group</td>
</tr>
<tr>
<td>Craig Richards</td>
<td>BA (English, Language and Literature) Dip Event Management Cert IV Training &amp; Assessment</td>
<td>Board member for 1 year. Co-Developer of I-CARE</td>
<td>People &amp; Culture Committee</td>
</tr>
<tr>
<td>Samantha Lawrence</td>
<td>BA (Hons) Archaeology, MBA</td>
<td>Board member for 1 year. Experienced governance professional both in Government and Financial Services</td>
<td>Nominations and Governance Committee Chair</td>
</tr>
<tr>
<td>Darren Bruce</td>
<td>MHRM BA Information Systems Cert IV Business (Frontline Management)</td>
<td>Board member for 6 months. Human Resource management in Public Sector Co-Developer of I-CARE</td>
<td>People &amp; Culture Chair Nominations &amp; Governance Committee Strategy Committee</td>
</tr>
<tr>
<td>Michele Bauer</td>
<td>Masters in Arts Administration Secondary Teaching degree History and Humanities degree</td>
<td>Board member for 6 months Mardi Gras Arts Director Production Manager for Victorian Opera</td>
<td>Strategy Committee IP/MGA company restructure working group</td>
</tr>
<tr>
<td>Damien Hodgkinson</td>
<td>Registered Liquidator Insolvency Practitioner Chartered Accountant</td>
<td>Board member for 2 months. Chartered accountant for 27 years. Managing Director of DEM Australasia</td>
<td>Treasurer Finance Committee</td>
</tr>
</tbody>
</table>
AUDITOR’S INDEPENDENCE DECLARATION

A copy of the Auditor’s Independence Declaration under section 307C of the Corporations Act 2001 in relation to the audit for the financial year is provided with this report.

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

Director

Siri Kommedahl

Director

Damien Hodgkinson

Dated this 17th day of July 2014
Auditor’s Independence Declaration to the Directors of Sydney Gay and Lesbian Mardi Gras Limited

In relation to our audit of the financial report of Sydney Gay and Lesbian Mardi Gras Limited for the financial year ended 31 March 2014, to the best of my knowledge and belief, there have been no contraventions of the auditor independence requirements of the Corporations Act 2001 or any applicable code of professional conduct.

Ernst & Young
680 George Street
Sydney NSW 2000 Australia
GPO Box 2646 Sydney NSW 2001

Tel: +61 2 9248 5955
fax: +61 2 9248 5959
ey.com

Daniel Cunningham
Partner
17 July 2014
Independent auditor's report to the members of Sydney Gay and Lesbian Mardi Gras Limited

Report on the financial report

We have audited the accompanying financial report of Sydney Gay and Lesbian Mardi Gras Limited, which comprises the consolidated statement of financial position as at 31 March 2014, the consolidated statement of comprehensive income, the consolidated statement of changes in equity and the consolidated statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the directors' declaration of the consolidated entity comprising the company and the entities it controlled at the year's end or from time to time during the financial year.

Directors' responsibility for the financial report

The directors of the company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards - Reduced Disclosure Requirements and the Corporations Act 2001 and for such internal controls as the directors determine are necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance about 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 procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal controls relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity'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 believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit we have complied with the independence requirements of the Corporations Act 2001. We have given to the directors of the company a written Auditor's Independence Declaration, a copy of which is included in the directors' report.
Opinion

In our opinion, the financial report of Sydney Gay and Lesbian Mardi Gras Limited is in accordance with the Corporations Act 2001, including:

(a) giving a true and fair view of the financial position of the consolidated entity at 31 March 2014 and of its performance for the year ended on that date; and

(b) complying with Australian Accounting Standards – Reduced Disclosure Requirements and the Corporations Regulations 2001.

Report on the requirements of the NSW Charitable Fundraising Act 1991 and the NSW Charitable Fundraising Regulations 2008

We have audited the financial report as required by Section 24(2) of the NSW Charitable Fundraising Act 1991. Our procedures included obtaining an understanding of the internal control structure for fundraising appeal activities and examination, on a test basis, of evidence supporting compliance with the accounting and associated record keeping requirements for fundraising appeal activities pursuant to the NSW Charitable Fundraising Act 1991 and the NSW Charitable Fundraising Regulations 2008.

Because of the inherent limitations of any assurance engagement, it is possible that fraud, error or non-compliance may occur and not be detected. An audit is not designed to detect all instances of non-compliance with the requirements described in the above-mentioned Act and Regulations as an audit is not performed continuously throughout the period and the audit procedures performed in respect of compliance with these requirements are undertaken on a test basis. The audit opinion expressed in this report has been formed on the above basis.

Opinion

In our opinion:

a) the financial report of Company has been properly drawn up and associated records have been properly kept during the financial year ended 31 March 2014, in all material respects, in accordance with:

i sections 20(1), 22(1-2), 24(1-3) of the NSW Charitable Fundraising Act 1991;

ii sections 9(6) and 10 of the NSW Charitable Fundraising Regulations 2008;

b) the money received as a result of fundraising appeals conducted by the company during the financial year ended 31 March 2014 has been properly accounted for and applied, in all material respects, in accordance with the above mentioned Act and Regulations.

Ernst & Young

Daniel Cunningham
Partner
Sydney
17 July 2014
### CONSOLIDATED STATEMENT OF PROFIT AND LOSS

**FOR THE YEAR ENDED 31 MARCH 2014**

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticket Sales</td>
<td>2,084,009</td>
<td>2,098,430</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>1,648,500</td>
<td>1,248,400</td>
</tr>
<tr>
<td>Membership Income</td>
<td>62,086</td>
<td>73,519</td>
</tr>
<tr>
<td>Stallholder Fees</td>
<td>108,293</td>
<td>112,850</td>
</tr>
<tr>
<td>Sale of Goods</td>
<td>110,109</td>
<td>100,090</td>
</tr>
<tr>
<td>Licence Fees</td>
<td>909</td>
<td>75,141</td>
</tr>
<tr>
<td>Festival Revenue</td>
<td>154,429</td>
<td>104,263</td>
</tr>
<tr>
<td>Contra Revenue</td>
<td>402,682</td>
<td>349,399</td>
</tr>
<tr>
<td>Parade Entry Fees</td>
<td>21,527</td>
<td>19,054</td>
</tr>
<tr>
<td>Donations</td>
<td>29,340</td>
<td>77,925</td>
</tr>
<tr>
<td>Grant Income</td>
<td>-</td>
<td>4,000</td>
</tr>
<tr>
<td>Other Income</td>
<td>150,714</td>
<td>55,422</td>
</tr>
<tr>
<td><strong>Gross Profit</strong></td>
<td>1,721,059</td>
<td>1,573,213</td>
</tr>
<tr>
<td><strong>Cost of Sales</strong></td>
<td>3,051,539</td>
<td>2,745,380</td>
</tr>
<tr>
<td><strong>Operating Expenses</strong></td>
<td>1,896,772</td>
<td>1,538,138</td>
</tr>
<tr>
<td><strong>Results from Operations</strong></td>
<td>(175,713)</td>
<td>35,075</td>
</tr>
<tr>
<td><strong>Interest Income</strong></td>
<td>8,973</td>
<td>13,225</td>
</tr>
<tr>
<td><strong>Finance Costs</strong></td>
<td>(10,904)</td>
<td>(2,607)</td>
</tr>
<tr>
<td><strong>Net Finance Income</strong></td>
<td>(1,931)</td>
<td>10,618</td>
</tr>
<tr>
<td><strong>Net Profit / (Loss) Before Income Tax Expense</strong></td>
<td>(177,644)</td>
<td>45,693</td>
</tr>
</tbody>
</table>

### CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

**FOR THE YEAR ENDED 31 MARCH 2014**

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit / (Loss) Before Income Tax Expense (Income Tax Benefit)</td>
<td>(177,644)</td>
<td>45,693</td>
</tr>
<tr>
<td>Income Tax Benefit (Income Tax Expense)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Profit / (Loss) For the Year Attributable to Members of the Group</td>
<td>(177,644)</td>
<td>45,693</td>
</tr>
<tr>
<td>Other Comprehensive Income</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Income Tax Benefit (Income Tax Expense)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Other Comprehensive Income, Net of Tax</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total Comprehensive Income For the Year, Net of Tax</td>
<td>(177,644)</td>
<td>45,693</td>
</tr>
<tr>
<td>Total Comprehensive Income Attributable to Members of the Group</td>
<td>(177,644)</td>
<td>45,693</td>
</tr>
</tbody>
</table>
### Consolidated Statement of Financial Position

**As at 31 March 2014**

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

<table>
<thead>
<tr>
<th>Notes</th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>7</td>
<td>1,110,782</td>
</tr>
<tr>
<td>Trade and Other Receivables</td>
<td>8</td>
<td>586,678</td>
</tr>
<tr>
<td>Inventories</td>
<td>9</td>
<td>8,115</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>10</td>
<td>55,911</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td></td>
<td>1,761,486</td>
</tr>
<tr>
<td><strong>Non Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property, Plant and Equipment</td>
<td>11</td>
<td>107,427</td>
</tr>
<tr>
<td>Intangible Assets</td>
<td>12</td>
<td>61,689</td>
</tr>
<tr>
<td><strong>Total Non Current Assets</strong></td>
<td></td>
<td>169,116</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td></td>
<td>1,930,602</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Notes</th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and Other Payables</td>
<td>13</td>
<td>1,207,833</td>
</tr>
<tr>
<td>Other Current Liabilities</td>
<td>14</td>
<td>26,076</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td></td>
<td>1,233,909</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td></td>
<td>1,233,909</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td>696,693</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Notes</th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Equity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Issued Capital</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Retained Earnings</td>
<td></td>
<td>696,695</td>
</tr>
<tr>
<td><strong>Total Equity</strong></td>
<td></td>
<td>696,695</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Notes</th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Equity at the Beginning of the Financial Year</strong></td>
<td></td>
<td>874,339</td>
</tr>
<tr>
<td><strong>Total Comprehensive Income Attributable to Members of the Group</strong></td>
<td></td>
<td>(177,644)</td>
</tr>
<tr>
<td><strong>Total Equity at the End of the Financial Year</strong></td>
<td></td>
<td>696,695</td>
</tr>
</tbody>
</table>

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

### Consolidated Statement of Changes in Equity for the Year Ended 31 March 2014

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

<table>
<thead>
<tr>
<th>Notes</th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash Flow from Operating Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receipts from Customers (Inclusive of Goods and Services Tax)</td>
<td>23</td>
<td>328,262</td>
</tr>
<tr>
<td>Payments to Suppliers and Employees (Inclusive of Goods and Services Tax)</td>
<td>23</td>
<td>8,973</td>
</tr>
<tr>
<td><strong>Net Cash from (used in) Operating Activities</strong></td>
<td></td>
<td>4,773,306</td>
</tr>
<tr>
<td><strong>Cash Flow from Investing Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payment for Property, Plant &amp; Equipment</td>
<td></td>
<td>(74,574)</td>
</tr>
<tr>
<td>Payment for Intangible Assets</td>
<td></td>
<td>(23,634)</td>
</tr>
<tr>
<td><strong>Net Cash used in Investing Activities</strong></td>
<td></td>
<td>(98,208)</td>
</tr>
<tr>
<td><strong>Net Increase (Decrease) in Cash Held</strong></td>
<td></td>
<td>230,054</td>
</tr>
<tr>
<td>Cash at Beginning of Financial Year</td>
<td></td>
<td>880,728</td>
</tr>
<tr>
<td><strong>Cash at End of Financial Year</strong></td>
<td></td>
<td>1,110,782</td>
</tr>
</tbody>
</table>

The consolidated statement of cash flows for the year ended 31 March 2014 should be read in conjunction with the accompanying notes.
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

NOTE 2: BASIS OF PREPARATION

(a) 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 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 18th July, 2014.

(b) 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 Group operates (‘the functional currency’). The consolidated financial statements are presented in Australian dollars, which is the Group’s functional and presentation currency.

NOTE 3: SIGNIFICANT ACCOUNTING POLICIES

The consolidated financial statements of the Group as at and for the year ended 31 March 2014 comprise the Company and its controlled entity (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 controlled entity Mardi Gras Arts Limited.

(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 2014

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 the Group 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 the 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 the profit or loss.

(5) 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.

(c) 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 own 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.

(a) 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.

(j) Software including www.mardigras.org.au website
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 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.

(i) 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.

(ii) 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 profit and loss 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.

(i) 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 2015 and 2016.

(ii) Donations
Revenue from donations is recognised when the Group receives donations, or where the Group has an unconditional commitment from the donor.

(iii) 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 consolidated 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.

(iv) 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.

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

(i) 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.

(ii) 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).

(iii) 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.

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

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

(v) Going Concern
The Group will always be reliant on the support for its events from investors, sponsors, members and community. 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.

(i) 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.

(j) 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.

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
NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2014

NOTE 3: SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

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 4: FINANCIAL RISK MANAGEMENT


NOTE 5: INCOME TAX

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.

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.
NOTE 7: CASH AND CASH EQUIVALENTS

(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.

<table>
<thead>
<tr>
<th></th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH ON HAND</td>
<td>381</td>
<td>317</td>
</tr>
<tr>
<td>CASH AT BANK</td>
<td>1,110,401</td>
<td>880,411</td>
</tr>
<tr>
<td></td>
<td>1,110,782</td>
<td>880,728</td>
</tr>
</tbody>
</table>

NOTE 8: TRADE AND OTHER RECEIVABLES

(a) Impaired receivables

As at 31 March 2014, no debts were considered impaired.

(b) Past due but not impaired

As at 31 March 2014, trade receivables of $303,154 (2013 - $27,185) 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:

<table>
<thead>
<tr>
<th></th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>UP TO THREE MONTHS</td>
<td>296,103</td>
<td>19,985</td>
</tr>
<tr>
<td>OVER 3 MONTHS / UNDER 6 MONTHS</td>
<td>7,051</td>
<td>7,200</td>
</tr>
<tr>
<td></td>
<td>303,154</td>
<td>27,185</td>
</tr>
</tbody>
</table>

(c) Not past due and not impaired

The current trade receivables of $161,635 (2013 - $197,738) and current other receivables of $120,872 (2013 - $146,365) 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.

<table>
<thead>
<tr>
<th></th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRADE RECEIVABLES</td>
<td>465,806</td>
<td>224,923</td>
</tr>
<tr>
<td>OTHER RECEIVABLES</td>
<td>120,872</td>
<td>146,365</td>
</tr>
<tr>
<td></td>
<td>586,678</td>
<td>371,288</td>
</tr>
</tbody>
</table>

NOTE 9: INVENTORY

Inventory comprises of print material, parade workshop inventory and show production costumes.

<table>
<thead>
<tr>
<th></th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>INVENTORY - AT COST</td>
<td>8,115</td>
<td>6,963</td>
</tr>
</tbody>
</table>

NOTE 10: OTHER CURRENT ASSETS

(a) Impaired other current assets

As at 31 March 2014, no other current assets were impaired.

(b) Past due but not impaired

As at 31 March 2014, 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 2014

NOTE 11: PROPERTY PLANT AND EQUIPMENT

Movement 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.

<table>
<thead>
<tr>
<th></th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROPERTY, PLANT AND EQUIPMENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PLANT AND EQUIPMENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COST OR FAIR VALUE</td>
<td>221,769</td>
<td>147,199</td>
</tr>
<tr>
<td>ACCUMULATED DEPRECIATION</td>
<td>(117,484)</td>
<td>(73,790)</td>
</tr>
<tr>
<td></td>
<td>104,285</td>
<td>73,409</td>
</tr>
<tr>
<td>LEASEHOLD PROPERTY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COST OR FAIR VALUE</td>
<td>77,827</td>
<td>77,827</td>
</tr>
<tr>
<td>ACCUMULATED DEPRECIATION</td>
<td>(74,685)</td>
<td>(59,120)</td>
</tr>
<tr>
<td></td>
<td>3,142</td>
<td>18,707</td>
</tr>
<tr>
<td>TOTAL PLANT AND EQUIPMENT</td>
<td>107,427</td>
<td>92,116</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPENING NET BOOK AMOUNT</td>
<td>73,409</td>
<td>18,707</td>
</tr>
<tr>
<td>ADDITIONS</td>
<td>74,574</td>
<td>-</td>
</tr>
<tr>
<td>DEPRECIATION CHARGE</td>
<td>(43,698)</td>
<td>(15,565)</td>
</tr>
<tr>
<td></td>
<td>(15,566)</td>
<td>(31,016)</td>
</tr>
<tr>
<td>CLOSING NET BOOK AMOUNT</td>
<td>104,285</td>
<td>3,142</td>
</tr>
<tr>
<td></td>
<td>107,427</td>
<td>92,116</td>
</tr>
</tbody>
</table>

NOTE 12: INTANGIBLE ASSETS

Movement 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.

<table>
<thead>
<tr>
<th></th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTANGIBLE ASSETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOFTWARE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COST OR FAIR VALUE</td>
<td>62,613</td>
<td>38,978</td>
</tr>
<tr>
<td>ACCUMULATED AMORTISATION</td>
<td>(19,607)</td>
<td>(9,009)</td>
</tr>
<tr>
<td></td>
<td>43,006</td>
<td>29,969</td>
</tr>
<tr>
<td>TRADEMARKS AND DOMAIN NAMES</td>
<td>22,092</td>
<td>22,092</td>
</tr>
<tr>
<td>COST OR FAIR VALUE</td>
<td>(3,408)</td>
<td>(2,270)</td>
</tr>
<tr>
<td>ACCUMULATED AMORTISATION</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>18,684</td>
<td>19,822</td>
</tr>
<tr>
<td>TOTAL INTANGIBLE ASSETS</td>
<td>61,690</td>
<td>49,791</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPENING NET BOOK AMOUNT</td>
<td>29,969</td>
<td>19,822</td>
</tr>
<tr>
<td>ADDITIONS</td>
<td>23,635</td>
<td>-</td>
</tr>
<tr>
<td>AMORTISATION CHARGE</td>
<td>(10,598)</td>
<td>(1,138)</td>
</tr>
<tr>
<td></td>
<td>(11,738)</td>
<td>(11,738)</td>
</tr>
<tr>
<td>CLOSING NET BOOK AMOUNT</td>
<td>43,006</td>
<td>18,684</td>
</tr>
<tr>
<td></td>
<td>61,689</td>
<td>49,791</td>
</tr>
</tbody>
</table>

Movement in the carrying amounts for each class of intangible assets between the beginning and the end of the current financial year.
NOTE 13: TRADE AND OTHER PAYABLES

<table>
<thead>
<tr>
<th></th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Payables</td>
<td>843,580</td>
<td>433,722</td>
</tr>
<tr>
<td>Goods &amp; Services Tax (Net)</td>
<td>61,068</td>
<td>13,008</td>
</tr>
<tr>
<td>Other Payables</td>
<td>303,184</td>
<td>149,440</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,207,832</td>
<td>596,170</td>
</tr>
</tbody>
</table>

NOTE 14: OTHER CURRENT LIABILITIES

<table>
<thead>
<tr>
<th></th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Subscriptions Paid in Advance</td>
<td>26,076</td>
<td>20,708</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>26,076</td>
<td>20,708</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th></th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends with Benefits</td>
<td>900</td>
<td>879</td>
</tr>
<tr>
<td>Friends</td>
<td>117</td>
<td>55</td>
</tr>
<tr>
<td>Friends with Benefits 3 Year</td>
<td>708</td>
<td>1,133</td>
</tr>
<tr>
<td>Concession Friends with Benefits</td>
<td>173</td>
<td>251</td>
</tr>
<tr>
<td>Under 25 Friends with Benefits</td>
<td>120</td>
<td>158</td>
</tr>
<tr>
<td>Friendly Organisation</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Friends Overseas</td>
<td>252</td>
<td>462</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,273</td>
<td>2,944</td>
</tr>
</tbody>
</table>

NOTE 16: KEY MANAGEMENT PERSONNEL

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

As at 31 March 2014, there were no other contingent assets or liabilities. As at 31 March 2013, a contingent asset existed relating to an insurance claim on the Harbour Party 2013, an outdoor event that was severely impacted by rain. An amount of $37,525 was recognised in Other Income upon the receipt of the monies related to this insurance claim in October 2013. There were no other contingent assets or liabilities as at 31 March 2014.

NOTE 18: REMUNERATION OF AUDITOR

<table>
<thead>
<tr>
<th></th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audit Services</td>
<td>21,250</td>
<td>20,000</td>
</tr>
</tbody>
</table>

The current Audit fee is $20,750. March 2013 was over accrued and as such, $2,000 was written back to the year ended 31 March, 2014. Mardi Gras Arts audit fee of $2,500 has been accrued.
NOTE 19: EVENTS AFTER BALANCE SHEET DATE
There have been no items of significance subsequent to 31 March 2014, and as at the date of this report that would impact the results as outlined in this financial report.

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.

Directors and committee members receive limited attendance benefits to its own events in accordance with SGLMG’s volunteer policy.

Directors receive reimbursement for expenses incurred during the normal carrying out of duties in attending board meetings.

These transactions are carried out on an ‘arms length’ basis. Total reimbursements amounted to less than $400 (2013 $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:

<table>
<thead>
<tr>
<th></th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>WITHIN ONE YEAR</td>
<td>30,569</td>
<td>41,596</td>
</tr>
<tr>
<td>LATER THAN ONE YEAR AND NOT LATER THAN FIVE YEARS</td>
<td>61,138</td>
<td>61,476</td>
</tr>
<tr>
<td></td>
<td>91,707</td>
<td>103,072</td>
</tr>
</tbody>
</table>

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
Mardi Gras Arts Limited was incorporated on 4th June 2012. SGLMG and Damon Hartley are the sole members of Mardi Gras Arts Limited.

COUNTRY OF INCORPORATION
<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSTRALIA</td>
<td>50%</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>($) 2014</th>
<th>($) 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROFIT/(LOSS) FOR THE YEAR</td>
<td>(177,644)</td>
<td>45,693</td>
</tr>
<tr>
<td>DEPRECIATION AND AMORTISATION</td>
<td>70,995</td>
<td>43,905</td>
</tr>
<tr>
<td>LOSS ON WRITE-OFF OF WEBSITE</td>
<td>-</td>
<td>13,575</td>
</tr>
<tr>
<td>TRADE DEBTORS IMPAIRMENT</td>
<td>-</td>
<td>3,052</td>
</tr>
<tr>
<td>CHANGE IN OPERATING ASSETS AND LIABILITIES:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECREASE / (INCREASE) IN TRADE AND OTHER RECEIVABLES</td>
<td>(215,390)</td>
<td>130,755</td>
</tr>
<tr>
<td>(INCREASE) / DECREASE IN INVENTORIES</td>
<td>(1,152)</td>
<td>(6,963)</td>
</tr>
<tr>
<td>(INCREASE) / DECREASE IN OTHER CURRENT Assets</td>
<td>34,420</td>
<td>(16,117)</td>
</tr>
<tr>
<td>(DECREASE) / INCREASE IN TRADE AND OTHER PAYABLES</td>
<td>611,663</td>
<td>(799,495)</td>
</tr>
<tr>
<td>(DECREASE) / INCREASE IN OTHER LIABILITIES</td>
<td>5,368</td>
<td>(14,482)</td>
</tr>
<tr>
<td>NET CASH (OUTFLOW)/INFLOW FROM OPERATING ACTIVITIES</td>
<td>328,260</td>
<td>(600,077)</td>
</tr>
</tbody>
</table>
Below is additional information furnished under the Charitable Fundraising Act 1991 and the Office of Charities Fundraising Authorities Conditions.

### NOTE 24: CHARITABLE FUNDRAISING ACTIVITIES

#### INCOME STATEMENT FOR EACH FUNDRAISING APPEAL FOR THE YEAR ENDED 31 MARCH, 2014

<table>
<thead>
<tr>
<th>FUNDRAISING APPEALS</th>
<th>($) PROCEEDS</th>
<th>($) COSTS</th>
<th>($) SURPLUS</th>
<th>(%) MARGIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAIR DAY BUCKET COLLECTION</td>
<td>24,961</td>
<td>715</td>
<td>24,246</td>
<td>97.14%</td>
</tr>
<tr>
<td>MEDICAL TENT BUCKET COLLECTION</td>
<td>463</td>
<td>-</td>
<td>463</td>
<td>100.00%</td>
</tr>
<tr>
<td>TOTALS FROM ALL FUNDRAISING APPEALS</td>
<td>25,424</td>
<td>715</td>
<td>24,707</td>
<td>97.18%</td>
</tr>
</tbody>
</table>

#### BALANCE SHEET FOR EACH FUNDRAISING APPEAL AS AT 31 MARCH, 2014

<table>
<thead>
<tr>
<th>FUNDRAISING APPEALS</th>
<th>($) ASSETS</th>
<th>($) LIABILITIES</th>
<th>($) NET ASSETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAIR DAY BUCKET COLLECTION</td>
<td>24,961</td>
<td>-</td>
<td>24,961</td>
</tr>
<tr>
<td>TOTALS FROM ALL FUNDRAISING APPEALS</td>
<td>24,961</td>
<td>-</td>
<td>24,961</td>
</tr>
</tbody>
</table>

During the year ended 31 March, 2014, Sydney Gay and Lesbian Mardi Gras Ltd (“SGLMG”) achieved a net surplus of $24,707 from fundraising activities defined under the Charitable Fundraising Act. SGLMG received income from two sources of activity:

- Fair Day Bucket Collections;
- Medical Tent Bucket Collections;

The gross proceeds from these activities are disclosed in Statement of Comprehensive Income (as part of “Donations” and “Other Income”) and realised $25,424.

### NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2014

#### CURRENT ASSETS

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1,759,247</td>
<td>1,349,310</td>
</tr>
</tbody>
</table>

#### TOTAL ASSETS

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1,928,363</td>
<td>1,491,217</td>
</tr>
</tbody>
</table>

#### CURRENT LIABILITIES

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1,231,408</td>
<td>616,878</td>
</tr>
</tbody>
</table>

#### TOTAL LIABILITIES

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1,231,408</td>
<td>616,878</td>
</tr>
</tbody>
</table>

#### RETAINED EARNINGS

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>696,955</td>
<td>874,339</td>
</tr>
</tbody>
</table>

#### PROFIT OR LOSS OF THE PARENT ENTITY

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(177,152)</td>
<td>45,693</td>
</tr>
</tbody>
</table>

#### TOTAL COMPREHENSIVE INCOME OF THE PARENT ENTITY

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4,770,601</td>
<td>4,318,593</td>
</tr>
</tbody>
</table>
DIRECTORS’ DECLARATION

The Directors of the Group declare that:

1. The consolidated financial statements and notes, as set out on pages 19-39 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 2014 and of its performance for the year ended on that date of the Group.

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 profit and loss 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

Damien Hodgkinson

Dated this 17th day of July 2014

CREDITS

Layout
Lewis Oswald

Copywriting
James Rongen-Hall

Project Manager
Steph Sands

Financials
Irene Gardiner

Images

Sydney Gay and Lesbian Mardi Gras Ltd – ABN 87 102 451 785

MARDIGRAS.ORG.AU
Thank you in particular to all our members, amazing volunteers and working groups, to the many performers, individuals and venues who generously donated time, resources and expertise, our partners and suppliers, our staff, contractors, the 78ers, our founding organisations and the many other community organisations we partner with, our media partners, the hard working teams in the emergency services and other agencies who support our events and keep us safe, our friends in Government and, of course, to all the members of our diverse communities who came together and let their colours burst in what was a truly spectacular Mardi Gras 2014 Season.

THE BOARD AND ENTIRE TEAM OF SYDNEY GAY AND LESBIAN MARDI GRAS

SEE YOU IN 2015! PARADE & PARTY: SAT 07 MARCH

MARDIGRAS.ORG.AU