

# Media Release

Hon Jacinta Allan MP  
Premier



Sunday, 2 February 2025

## LOVE WHO YOU WANT TO LOVE – AND BE WHO YOU ARE

The Allan Labor Government stands with Victoria's LGBTIQ+ communities in their long fight for equality – and is proud to march with community members and their allies at the 30<sup>th</sup> annual Midsumma Pride March in St Kilda.

Premier Jacinta Allan and Minister for Equality Vicki Ward today led the march to mark three decades of people from all walks of life coming together to celebrate and advocate for LGBTIQ+ rights and visibility.

The first Pride March took place in 1996 in response to vilification and stigma experienced by queer Victorians.

This year, backed by funding from the Labor Government, the Pride March is expected to draw huge crowds from more than 300 organisations.

The Labor Government has always walked alongside LGBTIQ+ communities to fulfil the words that were spoken the first time a Premier ever led the Pride March in 2015: here in Victoria, equality is not negotiable.

Since then, the Government made a world-first apology to victims of homophobic laws, fought for marriage equality, and made it easier and fairer for trans and gender diverse Victorians to update their birth certificates.

Record support has been provided to key services and Pride events right across the state, including for Victoria's Pride street party – making these celebrations a staple on Victoria's events calendar.

In 2021, the Australian-first Victorian Pride Centre opened in St Kilda, helping LGBTIQ+ Victorians by supporting the organisations and groups that advocate for their rights and needs.

Victoria's first long-term plan for LGBTIQ+ equality, *Pride in our Future*, is setting the agenda to ensure everyone is safe, free and equal – and the Government's landmark Anti-Vilification Bill is currently before the Parliament.

Homophobic and transphobic policies and rhetoric emerging overseas are causing real concern within the LGBTIQ+ community in Australia.

The Premier shares those concerns and renews her fundamental promise: in Victoria, equality is not negotiable.

### Quotes attributable to Premier Jacinta Allan

*"We have all come a long way, but we only need to look overseas to see how quickly progress can be reversed."*

*"I'll always walk with this community through good times and bad. Hard-right extremists who want to take notes from the MAGA movement will have to first contend with me, with my Government, and with the vast majority of Victorians."*

*"In Victoria, equality is not negotiable. Everyone is free to love who they want to love and be who they are."*

### Quote attributable to Minister for Equality Vicki Ward

*"We are passionate allies of our beautiful and diverse LGBTIQ+ communities. We are unwavering in our support for Victorians to be themselves and to be proud of who they are. Discrimination has no place in Victoria".*

### Quote attributable to Member for Albert Park Nina Taylor

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*“Pride March is a chance for us to show this community the solidarity and love they deserve – and for locals, St Kilda truly shines on this day of unity and celebration.”*

**Quote attributable to Midsumma CEO Karen Bryant**

*“For 30 years, Midsumma Pride March has been a bold declaration of love, identity, and solidarity. This milestone event invites everyone—on foot or wheels, young and old, all cultures, all faiths, all identities—to march together in fierce, fabulous unity.”*

*“As we celebrate this year’s theme of Collective Identity(s), we reaffirm that true strength lies in our diversity—where every voice, every story, and every step forward enrich the fabric of our community.”*

**Quotes attributable to Commissioner for LGBTIQ+ Communities Joe Ball**

*“What I love about Victoria’s Pride March is that more than 300 organisations participate and more than 15,000 people march. On this 30<sup>th</sup> anniversary year, some people will have marched for 30 years, while it will be someone else’s first time.”*

*“This is a day where we come together in unity, pride, and celebration, and we need this now more than ever.”*