

Pride Empowerment 2025



Information Pack

Auckland Pride is proud to re-introduce the Pride Empowerment initiative — a celebration of community, resilience, and the transformative power of collective action during Pride Month. This initiative is more than just a seed funding opportunity; it is a commitment to uplifting the many unique communities within our Kāhui Takatāpui and Rainbow Communities, enabling them to tell their stories, amplify their contributions, and foster a profound sense of belonging within our broader whānau.

As a membership organisation we understand the power of a collective journey, and together, we will continue to build a Pride Month that honours the self-determination of artist-run spaces, groups and collectives. Through Pride Empowerment, we acknowledge how collective practice and artists-run spaces are our lifeblood; we recognise and celebrate the vital role shared visions and collective action play in nourishing our sense of self and belonging, both within the city, throughout the region, but more importantly, within our own neighbourhoods.



What's New

Spark Empowerment is now Pride Empowerment

With Spark no longer serving as a strategic partner, Auckland Pride is transitioning from the Spark Empowerment Fund to the Pride Empowerment Fund. This shift marks a new chapter in our commitment to align more closely with the city's broader strategic objectives, as outlined in the Auckland Long-Term Plan and local board strategies. This significant change reflects our renewed focus on supporting collectives, artist-run spaces, and groups that prioritise community engagement and have a meaningful impact at the local level.

Funding increased to \$5,000 per Collective

Pride Empowerment now places a stronger emphasis on collective action, recognising that our strength lies in the mobilisation and activation of art makers within groups and collectives that contribute to rainbow advocacy and the arts ecology year round. To better support these vital groups, we are increasing the maximum grant amount from \$2,000 to \$5,000. This increase is a testament to our belief in the power of collective initiatives and their ability to drive positive change within our communities.

Increased marketing and publicity support

We will be providing marketing and publicity support for our Pride Empowerment artists. This will look like support and assistance with marketing, video, or photography services. Auckland Pride will now facilitate these services through our Digital Producer, our partnership with Cuetone, and the return of our expanded print programme.

Venue Support

Additionally, we are excited to offer further support by coordinating venue hire at Proud Centres and community partners.

What You'll Get as an Auckland Pride Empowerment Artist

A grant of
up to \$5000

Full publicity and
marketing support

Connection to Auckland
Council Proud Centres and
other partner venues if you
need support with a venue
for your work

Who Can Apply

We invite applications from a wide range of collectives and groups who are passionate about their communities and looking to make a meaningful impact during Pride season. Below are the categories of applicants eligible to apply:

1. Collectives
2. Community Groups
3. Artist Run Spaces

Your application will be considered ineligible if:

- Incomplete Applications: Collectives, groups and spaces that submit applications that do not meet the required criteria or complete the application form.
- Political Parties or Candidates: Entities affiliated with political campaigning or lobbying.
- Past Recipients with unmet obligations: Previous recipients of funding who have not met the requirements of past grants.
- Misaligned: Collectives, groups and spaces will be deemed ineligible for the programme if their principles, beliefs and actions do not align with Auckland Pride's [vision, mission and values](#).

Submission Requirements

1. Collective Artist Statement

Please provide a brief artist statement that reflects your collective's artistic vision, whakapapa, and creative practice (300 words maximum)

2. Project Description

We invite you to share your vision for participation in Pride 2025. Please provide a high level overview of your proposed initiative, including the following elements. (500 words max)

- **Project Idea:** Describe the concept of your project or event.
- **Your Communities:** Identify the communities you aim to serve. Consider how your project will address their needs and desires during Pride.
- **Intended Impact:** Explain the intended impact you envision through your project.

3. Budget and Funding

When preparing your budget please use our [Pride Empowerment Budget Template](#) as a guide for what we are looking for. **NOTE: THIS IS A SHARED TEMPLATE, DO NOT EDIT - PLEASE CLICK FILE > MAKE A COPY.** This will help us understand more about the scope of your project. You are not limited to this and please include any other items you predict your project may require.

4. Timeline

Create a high-level timeline of when you see your event/s or project working within Pride Month. See key dates for the Auckland Pride Festival 2025 on page 15.

5. Venue

Let us know where you imagine hosting your event/s or project - we would love to hear about all forms of venues in your radar. However, if you don't have a specific place and would like assistance, we have our Proud Centres and Community Partners that we can connect you to. If this is the case, let us know where you are located or if you already have a relationship with these certain spaces. Also note that [Basement Theatre Pride Submissions close Wednesday, September 27.](#)

6. Previous Events

Have you hosted any events within Pride before? If so, please give us a brief description about this event/s. (300 words max)

If yes, what were your key learnings? (300 words max)

7. Documentation

You're welcome to include as much of the following support material and documentation as you wish. Just let us know what you've included so we don't lose anything!

This could include:

- Images (JPEG or PNG format)
- Video links (YouTube or Vimeo) for time based works
- An external written review
- Any relevant audio or digital media files.

Selection Criteria

Proposal Quality

We are looking for proposals that are not only clear and organised but also demonstrate a high level of artistic professionalism. Your proposal must present a compelling vision that speaks to the narrative your collective would like to actualise.

Community Engagement

Projects must demonstrate a plan for community involvement and engagement. Applications should outline how the project will connect with and benefit our entangled communities.

Timeline

Projects must align with the timelines relevant to Auckland Pride celebration. Applicants should provide a clear timeline for the chosen project and the activities, including important milestones and deliverables.

Artist Fees

While compensating artists fairly is crucial, allocating the majority of your budget solely to their fees can undermine the overall effectiveness and viability of your initiative. A well rounded proposal should consider the critical elements included in our [Pride Empowerment Budget Template](#). By demonstrating a balanced approach that reflects thoughtful planning and comprehensive support for all aspects of the project, you enhance your proposals strength and chances of success.

The “Artist Experience”

Selected initiatives will join Auckland Pride’s “Artist Experience” programme, working alongside our core team. This journey includes services through our Digital Producer, our partnership with Cuetone, the return of our expanded print programme, and

check-ins with our Executive Producer designed to enrich the creative process and support the development of your work. As a collective, you may define your terms of engagement. This is an opportunity to refine your practice within a supportive environment that fosters creative growth, mutual respect, and the sharing of ideas and resources.

Openness to Feedback

We value collectives who are committed to ongoing learning and reflection. Your group must be open to constructive feedback throughout the programme, participating actively in discussions and embracing opportunities for growth and adaptation.

Additional Funding

We seek Collectives, Community Groups or Artist Run Spaces who have sourced other forms of funding. While securing additional funding sources is encouraged and helps ensure Auckland Pride's confidence in the affordability of presenting your work, it is not a requirement for consideration.

Notification Timeline

Once you submit your application it will be reviewed by our panel.

You may be asked for additional details in which we will contact you for an online meeting within one week.

Notifications will be sent out two weeks after the closing date.

Information Sessions

As a part of our Artist Experience we would like to offer informative sessions designed to guide you or your collective through this application process. While we will not be brainstorming or developing ideas for your projects, these sessions will provide essential insights into the Pride kaupapa that underpin Pride Empowerment.

Together, we'll explore the key components of the application process, clarify any questions you might have and ensure you have a solid understanding of what we're looking for. This is an opportunity to gain valuable guidance on the application criteria and to connect with others within the creative community.

Both these sessions will be covering the same content so you do not need to attend both but please do if you have further questions. Looking forward to connecting with you then.

Information Session 1

Monday 23rd September 6.30PM - 7.30PM (online)

Register link:

<https://forms.gle/zTNvMAfJKBCLrrP87>

Information Session 2

Monday 14th October 6.30PM - 7.30PM (online)

Register link:

<https://forms.gle/W2W876P8s494C2nPA>

Ready to Submit Your Application?

Option 1: Complete this form

<https://forms.gle/onio5Mhbuft3M8YY8>

Option 2: Online meeting submission option

If you find the submission form a barrier, we still want to hear from you. We can have an online meeting to talk through your submission. The conversation will be centered around the same seven requirements listed above. Please make a booking when you're ready to submit here: <https://calendar.app.google/2UR9KTxvLXe5k6mg9>

Option 3 Accessible: Video submission option

If either of the above options do not suit your needs, we have the option to submit your application via video.

Requirements:

- Your video must be no longer than 8 minutes
- You must answer every question in the written form

When you're ready upload your video submission here: <https://forms.gle/aDAs2rY4AoaaiH9fA>

Submission Deadline

All submissions must be received by Sunday 27th October 11:59PM. Late submissions will not be considered unless organised prior.

If you have any questions or need further clarification on the submission requirements, please attend one of our workshops or email us at: kiaora@aucklandpride.org.nz

Previous Empowerment Recipient Examples

[Through the Eras Kiki Ball](#)

House of Dawn

[Lychee Babee](#)

All My Friends

[Loud and Proud](#)

Audio Foundation

[The Showcase](#)

Bad Apple

[Elder Queers Give Advice](#)

Hugo Grrrl

[Dollhouse Vol.5](#)

DOLLHOUSE

Wrap-Up Report Requirements

A wrap-up report is due within six weeks of your kaupapa's conclusion. This report should cover how the funding was spent, its impact on your kaupapa, reflections on your partnership with Auckland Pride, and any feedback or learnings for their consideration.

Failure to submit this report may affect future funding eligibility. Reports can be submitted in various formats, including written, presentation, video, or through a discussion with the Auckland Pride team. A written template is available upon request.

Other Funding Sources

We encourage you to seek more funding, here are some relevant grants and funds:

[Burnett Foundation Community Partnership](#)
(Always open, allow six weeks for application notification)

Burnett Foundation Aotearoa is proud to partner with communities to support kaupapa that foster a sense of community identity and align with their organisational purpose.

[Burnett Foundation Hononga Takatāpui Fund](#)

A fund for kaupapa that support takatāpui (rainbow Māori) communities. Funds Up to \$5,000 for individuals and groups, and up to \$10,000 for legal entities.

[Creative New Zealand Creative Impact Fund](#)
(closes 17th Sep 2024, 1PM)

Funding to support artists, practitioners, and collaboratives to make, share and present work that enriches audiences and communities encouraging understanding and participation. Up to \$50,000.

[Creative New Zealand Early Career Fund - Toi Tipu Toi Rea](#)

(You can apply anytime, notified of the result within 10-12 weeks of applying)

Funding to support artists, practitioners, and collaboratives at the early stage of their career who wish to learn, create, and share their mahi with their communities.

Key Dates for Auckland Pride 2025

1 February
Te Tīmatanga
(Opening Event)

1 March
Pride March
(Closing Event)

**Other Key Dates to
Consider**
6 February
Waitangi Day
(Public Holiday)

16 February
Big Gay Out

Feedback on EOI Process

As Auckland Pride continues to grow and evolve, we're excited to share that we've made some changes to our Expression of Interest (EOI) process for Pride Elevates and Pride Empowerment applications this year.

Your insights and experiences are invaluable, and they help us ensure that our initiatives truly reflect the needs and aspirations of our community.

How You Can Help

- **Provide Feedback:** We've created a short form to capture your thoughts on the new EOI process. Please take a few moments to share your feedback with us. Your input is crucial in helping us improve and tailor our processes to better serve you.
- **Become a Member:** If you're not already a member of Auckland Pride, we warmly invite you to join us. As a member, you'll be able to play an even more active role in shaping our work and the future of Auckland Pride. Your membership not only supports our kaupapa but also ensures your voice is heard in key decisions.

Why It Matters

Your feedback and membership are not just important to us — they're essential. They inform our decisions and ensure that Auckland Pride remains a vibrant, responsive, and inclusive celebration of our community. By participating, you help us create a festival that truly represents and uplifts all of us.