

**A FESTIVAL
IN A SMALL
TOWN WITH A
BOLD HEART**

HYDRODOL[®] PRESENTS

WINTER PRIDE '20

**28TH AUG -
6TH SEPT**

Festival Talent Opportunities 2020



South Pacific Pride Ltd, T/A Winter Pride, Pride Pledge PO BOX 73, Queenstown, 9348, New Zealand

Contact Mike Hughes, Festival Director, +64 21 840577 or mike@winterpride.co.nz

www.winterpride.co.nz

Winter Pride is the largest Winter Pride festival in the Southern Hemisphere, one of the largest Pride festivals in New Zealand, and now one of the largest Winter Prides in the world. 2019 was a record year for the festival following the brand change from Gay Ski Week QT to Winter Pride in 2018.

2019 had over 30% growth in attendance on 2018 with more than 3000 guests attending over 40 events over 10 days in Queenstown. In 2018 we introduced the new public event - ASB Pride in the Park which enjoyed approx. 5000 attendees and in 2019 topped 15,000 attending the event. Winter Pride estimates an economic impact to the region of approx. \$15,000,000 and growing. Winter Pride enjoys a social media reach of more than 2 million impressions throughout the festival campaign plus radio, print, online, and TV media coverage giving exposure to the festival, Queenstown, and our partners.

Winter Pride is a social enterprise and is always looking for ways to partner with as broad and as inclusive a range of partners as possible, especially local partners within the Queenstown Lakes District.

As a small organisation with limited crew, we rely heavily on talent people to put their hands up and volunteer to contribute beyond a conventional talent fee or contract and enable this exciting festival to happen every year. And every year we are privileged and delighted to receive this voluntary support.

In 2020 we are offering a model of “Residencies” for a variety of talent.

What does a RESIDENCY involve?

If you are awarded a residency at Winter Pride 2020, it will involve a commitment to uphold the Pride Pledge Values (see last page) and to contribute to the development, sustainability and growth of the festival and the community who support it. This includes having an eye for developing future and local talent where possible and contributing to the “brains trust” of Winter Pride by contributing to the thought partnership needed to help the festival thrive. A strong personal followship of your work, with a clear and evidenced role in community work and / or participation as well as previous involvement and participation at Winter Pride in the past should be included in your application as it will have an impact on your selection.

A residency is a good faith understanding between a person with specific talents and Winter Pride which will involve:

- Contributing to planning and development discussions for specific events and / or the overall festival
- Input into strategies to increase diversity and representation in all aspects of the festival, which can include anything from guest experience through to talent line-up and selection to charitable impact (as examples)
- Delivering clear outcomes related to the resident’s area of skill
- A willingness by the resident to pull their sleeves up and chip-in, often at short notice, to fill a gap or solve a dynamic problem faced by the festival organisers
- A genuine commitment to see the festival thrive

What is the most common form of RESIDENCY?

Residencies, by their nature, are a privilege and are limited in number. They will vary year to year depending on where an area of support and need is identified by the festival. Most commonly, a residency will require or involve the following:

- A commitment to participate and lead (as talent) a specified number of gigs / performances (varies depending on talent type)
- A minimum number of days present at the festival (usually 5+ days on the ground supporting)
- An ability to actively and supportively work with and lead other to create amazing experiences for guests
- A demonstrated professional “followship” which demonstrates influence and capability in their field

- An ability to bring additional “pipeline” talent to the festival to increase the range and development of diverse talent.

All applicants must have the right to work in NZ (All Australian and NZ citizens and residents are eligible) and to be able invoice Winter Pride for their Residency Fee.

What support does Winter Pride give resident talent?

- Up to NZ\$1200 for the duration of the festival (or the equivalent of \$1200AUD for Australian residents only)
- Support with accommodation in downtown Queenstown (up to 100% with a sponsoring accommodation provider)
- Airport transfers
- Return flights from Sydney, Melbourne, Gold Coast, Auckland, Wellington or Christchurch
- Mountain Passes for days where you are working on the mountain, plus return transport
- Event Pass to events you are not working for the duration of your stay (no plus ones)
- And most importantly, Winter Pride will have conversations around what the nature of the work will be and what equipment and support you need to do your best while you are with us.

And to avoid any disappointment, venue capacity is extraordinarily limited in Queenstown. That, coupled with the number of events we have partners supporting us with, means that we do not offer +1s to events as of right. If you are asking for a +1 it will carry the equivalent of it's dollar value in our consideration of your application.

What types of residencies are being offered for Winter Pride 2020?

- DJ Talent
- Ambassadors
- Gender-diverse / fluid choreographers and lead performers
- Support and backstage talent

The specific title of the residency will be formalised on award of the residency.

In past years, we have been heartened by the number of talented people who are in town anyway for the festival and just want to get involved. As we have a limited budget, we encourage those of you are will be in Queenstown anyway to apply, but to specify the level of support you will actually need to be here and work with us. For some people, just being involved is enough, for others, the fee, airfares, etc are essential to enable involvement. You know your circumstances so please consider your ability to volunteer more fully as part of your application. Please note we do not consider ‘social influencers’ as eligible, only talent who are working, however we would love to see you at the festival.

Who do I contact to partner with Winter Pride?

Please register your interest <https://www.surveymonkey.com/r/wptalent2020>

We will shortlist the talent who apply and get back to you if you are successful.

Thank you for being interested in supporting and working with us.

Pride Pledge '19

***Use your voice, get involved,
show support.***

What is the Pride Pledge?



The Pride Pledge is a shared social commitment made by residents, business, organisations and visitors to promote and celebrate diversity, inclusion, tolerance and raise visibility of LGBTTQ+ people in the Queenstown Lakes District. This will be shared on social media.

Queenstown Lakes District Mayor, Jim Bolt, has expressed his strong support for the initiative and made a public commitment to these values at the Winter Pride '18 ASB Pride in the Park event on Friday 7 September.

How can I be a part of this?

All Winter Pride residency talent are expected to have signed-up to the Pride Pledge. These are our core values. This can be done on www.pridepledge.co.nz

Individuals can sign up and share for free. This is enabled by organisations and businesses generously contributing to the running costs of the campaign.