



12 NOV, 2025

Bairnsdale to host pride celebration at The Hub

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Bairnsdale's The Hub will come alive on Saturday, November 22, with live entertainment, music and a free community barbecue as part of Victoria's Pride – Regional Activation Program, a statewide celebration of LGBTIQ+ communities.

The East Gippsland event will feature local drag performer Magnolia Starr, music from a local DJ, and a welcoming, family-friendly atmosphere aimed at celebrating inclusion, creativity and community connection.

The celebration is one of many taking place across Victoria as part of Victoria's Pride, an initiative backed by the Allan Labor Government and delivered by Midsumma Festival in partnership with the State Government.

The program runs throughout summer and will culminate in a major street party in Melbourne on Sunday, February 8, 2026.

Minister for Equality Vicki Ward said the regional events play a vital role in strengthening connections and celebrating diversity.

"Now more than ever, we need to continue to strengthen and celebrate our inclusive society, helping us proudly remain one of the most LGBTIQ+ friendly states in the world," she said.

The Labor Government has invested more than \$6.8 million to support Victoria's Pride events, ensuring communities across the state – from Mildura to Gippsland – can join in the celebrations.

Midsumma Festival chief executive officer and creative director, Karen Bryant, said it was inspiring to see regional towns embracing pride events with enthusiasm.

"Victoria's Pride Regional Activation Program is about celebrating our rainbow communities wherever they live, in every town, every region, right across the state," she said.

The Bairnsdale Pride celebration at The Hub promises an afternoon of colour, fun and connection, with locals encouraged to come along, enjoy the entertainment, and share in the spirit of inclusion.



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Bairnsdale's The Hub will host a special community event as part of Victoria's Pride Regional Activation Program on Saturday, November 22. (PS)