

# BINGO

## BACKGROUND

Rural communities often lack dedicated LGBTQIA+ events, making it harder for individuals to find safe and affirming spaces. Major LGBTQIA+ events (e.g., Pride parades, DRAG shows) are usually held in cities. Studies show that LGBTQIA+ individuals in rural areas face higher rates of social isolation and mental health challenges. Inclusive events help build safe spaces, self-acceptance, and support networks.

Northern District Community Health (NDCH) received funding from the Pride Festivals and Events Fund to run an LGBTQIA+ inclusive event in Gannawarra.

## 2025 CAMPAIGN AIMS

The campaign aimed to promote inclusivity, social connection, and support mental wellbeing by hosting a vibrant, LGBTQIA+ inclusive event — DRAG Bingo in Cohuna. NDCH sought to create an atmosphere of fun, joy, and acceptance, encouraging community participation and celebrating diversity.



SOLD OUT!

## WHAT DID THE CAMPAIGN DELIVER?

### LOCAL BUSINESS SUPPORT

- The Big Cohuna Stockyard provided space for 130 community members to attend.
- Prizes sourced locally from Flower Room Co, Cohuna.

### RADIO ADS

- 3x weeks of radio ads played on 3SH/MIXFM for event promotion and inclusive messaging.

### CH-HP

- ✓ Healthy Eating
- ✓ Mental Wellbeing
- ✓ Smoke/ Vape free event.

### NEW PARTNERSHIP

- Perfectly Queer Events.

### SOCIAL MEDIA

- 54% of attendees discovered the event via Facebook.
- 245 Impressions.
- 5.5k views.



FREIDA  
COMMITMENT

"YAAASSSSSS QUEEN! (100%)"

## WHAT DID THE CAMPAIGN DELIVER? CONTINUED...

On 23<sup>rd</sup> May 2025, NDCH, supported by the Pride Festivals and Events Fund, in partnership with Perfectly Queer, delivered DRAG Bingo—a vibrant and inclusive LGBTIQ+ community event in Cohuna. The goal was to promote inclusivity, social connection, and mental wellbeing through a night of joy, entertainment, and community pride. The Big Cohuna Stockyard is a safe and welcoming space for LGBTIQ+ individuals and allies in a rural setting. We were able to raise visibility and celebrate diversity within our local community.

### EVENT ATTENDANCE

- Despite cold weather and rain, 130 community members attended, demonstrating strong local appetite for inclusive, celebratory events.

### INCLUSIVE ENVIRONMENT

- The event created a space filled with colour, laughter, and pride, welcoming people of all identities and backgrounds.

### ENTERTAINMENT

- Hosted by NDCH's dynamic Health Promotion team and headlined by drag performer **Freida Commitment**, the night featured high-energy performances, comedy, and interactive bingo.

### COMMUNITY ENGAGEMENT

- Guests were encouraged to provide feedback via a QR code. Responses overwhelmingly expressed the desire for more events of this kind.
- 50 Guests provided feedback - 100% said they wanted to see more events that promote inclusion and diversity.

### POSITIVE COMMUNITY RESPONSE

- Attendees praised the event for its atmosphere of acceptance, fun and belonging.

### DEMONSTRATED DEMAND

- Feedback confirmed strong community interest in ongoing LGBTIQ+ inclusive programming. *"So much Fun! Awesome hosts! Great Community engagement! More of this please."*

### ENHANCED VISIBILITY

- The event increased awareness and normalised celebration of diversity in a regional context

“

PLEASE, PLEASE,  
PLEASE RUN MORE OF  
THESE EVENTS. MY  
DAUGHTER DOESN'T  
FEEL LIKE SHE CAN BE  
HERSELF MOST OF THE  
TIME IN OUR  
COMMUNITY — WE  
USUALLY TRAVEL TO  
MELBOURNE JUST SO  
SHE CAN EXPERIENCE  
THIS KIND OF  
INCLUSIVITY

-ATTENDEE DRAG  
BINGO

“

MORE, WE WANT  
MORE! MORE QUEER  
EVENTS!

-ATTENDEE DRAG  
BINGO

“

HELPED ME FEEL  
LESS ISOLATED AS A  
LESBIAN WOMAN  
LIVING IN THE  
COUNTRY

-ATTENDEE DRAG  
BINGO

**This night was about more than bingo—it was about creating a space where everyone feels safe, celebrated, and connected.” -**

**Jess, NDCH Health Promotion**

DRAG Bingo in Cohuna showcased the power of inclusive, community-led events to build connection, reduce isolation, and celebrate pride in regional areas. NDCH is committed to building on this success and continuing to support initiatives that centre joy, visibility, and belonging for all.





