

Love Guys™ Five Year Report for the Financial Years 2021 - 2025

17th April 2025



"Love Guys" is a trademark registered to the Love Guys General Secretary, Patrick Fitzgerald.

Overview

There are tens of thousands of Victorian gay, bisexual and queer men¹, and hundreds of thousands across Australia, who are not adequately developing the romantic and social relationships that they would like. This assertion is supported by evidence provided in the Love Guys founding business plan, which is available upon request. Since 2021 Love Guys has been working to provide both the spaces, and the skills needed to afford men these deeper connections.

This report provides an account of the 5 years of Love Guys operations up to the time of publishing, in April 2025. Love Guys' turnover has been between \$1,400 and \$7,000 a year. A total of nearly \$16,000 has been spent in building this enterprise.

Around \$4,400 of this cost has been recouped through workshop sales, coaching sales and donations. The remaining cost - over \$11,400 - has been borne by Love Guys Principal / General Secretary, Patrick Fitzgerald.

Love Guys is not generating surplus at this time, however business planning has suggested that this is possible. And the demand for Love Guys activities has been clearly demonstrated by the participation figures presented in this report.

This report provides to Board members (to be confirmed) and other interested persons the information necessary to evaluate the Love Guys enterprise and make strategic decisions about its future. It has been provided to Board candidates and a select few Community Reference Group candidates, prior to an informal dinner and discussion, scheduled for the 24th April 2025.

Soon after this dinner and discussion a co-operative formation meeting will be held, in which selected candidates will be inducted as members of the Board. At this meeting these new Directors and a group of founding members will approve the member rules. These rules will then be lodged with an application for registration with Consumer Affairs Victoria, and Love Guys will begin to operate as Love Guys Co-operative Limited - a non-distributing (i.e. not-for-profit) co-operative.

¹ 'Men' is used by Love Guys to indicate all persons who self-identify with manhood, including cis and trans men, and non-binary persons who wish to participate in male to male oriented activities. 'Queer' is used by Love Guys to include pansexual and other non-heterosexual identifying persons.

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Section 1:

Profit and Loss Statements

Tables 1.0 - 1.5: Profit and Loss Statements FY2021 - FY2025

Table 1.0

P&L Since Commencement
14 Dec 2020 - YTD (8th Apr 2025)

INCOME

Coaching sales	\$ 400.00
Donations - annual	\$ 1,390.00
GLG donations	\$ 821.00
Principal's investment	\$ 11,406.02
Refunds	\$ 24.19
Workshop sales	\$ 1,761.25
	\$ 15,801.46

EXPENDITURE

Advertising	\$ (680.83)
Bank fees	\$ (49.12)
Hardware	\$ (721.24)
Hospitality	\$ (193.38)
Insurance	\$ (1,399.08)
Principal's drawings	\$ (520.75)
Printing	\$ (1,073.08)
Prizes or gifts	\$ (282.67)
Professional development	\$ (3,222.71)
Software & operating licences	\$ (3,000.00)
Stationery	\$ (50.58)
Venue hire	\$ (937.16)
Wages & contractor fees	\$ (3,670.86)
	\$ (15,801.46)

Table 1.1

P&L FY2025 YTD*

INCOME

Coaching sales	\$ 245.00
GLG donations	\$ 741.00
Principal's investment	\$ 323.59
Refunds	\$ 24.19
Workshop sales	\$ 277.50
	\$ 1,611.28

EXPENDITURE

Advertising	\$ (17.89)
Bank fees	\$ (4.12)
Hardware	\$ (48.00)
Principal's drawings	\$ (20.18)
Printing	\$ (254.10)
Professional development	\$ (225.00)
Software & operating licences	\$ (427.01)
Stationery	\$ (9.98)
Venue hire	\$ (440.00)
	\$ (1,446.28)

Table 1.2

P&L FY2024

INCOME

GLG donations	\$ 80.00
Principal's investment	\$ 1,548.29
Workshop sales	\$ 447.75
	\$ 2,076.04

EXPENDITURE

Advertising	\$ (109.19)
Hardware	\$ (276.11)
Hospitality	\$ (114.33)
Printing	\$ (538.36)
Professional development	\$ (1.40)
Software & operating licences	\$ (748.89)
Stationery	\$ (40.60)
Venue hire	\$ (247.16)
	\$ (2,076.04)

Table 1.3

P&L FY2023

INCOME

Principal's investment	\$ 1,025.40
	\$ 1,025.40

EXPENDITURE*

Software & operating licences	\$ (25.40)
Wages & contractor fees	\$ (1,000.00)
	\$ (1,025.40)

*To 8th April 2025

*The only expenditure this year was payment of previously incurred consulting costs to the Co-Op Federation, and domain registration

Table 1.4

P&L FY2022

INCOME

Coaching sales	\$ 320.00
Donations - annual	\$ 1,390.00
Principal's investment	\$ 4,144.26
Workshop sales	\$ 1,036.00
	\$ 6,890.26

EXPENDITURE

Advertising	\$ (516.17)
Bank fees	\$ (45.00)
Hardware	\$ (126.00)
Hospitality	\$ (79.05)
Insurance	\$ (1,233.37)
Principal's drawings	\$ (500.57)
Printing	\$ (99.10)
Prizes or gifts	\$(50.00)
Professional development	\$ (2,400.33)
Software & operating licences	\$ (569.87)
Venue hire	\$ (250.00)
Wages & contractor fees	\$ (1,020.80)
	\$ (6,890.26)

Table 1.5

P&L FY2021

INCOME

Principal's investment	\$ 4,363.48
	\$ 4,163.48

EXPENDITURE

Advertising	\$ (37.58)
Hardware	\$ (271.13)
Insurance	\$ (165.71)
Printing	\$ (181.52)
Prizes or gifts	\$ (232.67)
Professional development	\$ (595.98)
Software, operating & image licences	\$ (1,228.83)
Wages & contractor fees	\$ (1,650.06)
	\$ (4,363.48)

Section 2:

Income Generating and Cost Neutral Activities

Principal's Investment

At this time Love Guys activities are not generating surplus, nor breaking even. In each year the majority of expenditure has been paid by Patrick. Nearly three quarters (72%) of all 'income' over 5 years has been his personal investment. The sum invested is \$11,406.

Over 830 hours of Patrick's unpaid work have gone into the building of the enterprise up to this time. This is equivalent to about 6 months full-time².

Guys Loving Guys (GLG) Peer Support Groups

The Guys Loving Guys peer support movement is the main community building activity for Love Guys. GLG groups are self-governing, democratic, egalitarian peer to peer support groups. They are a space in which we affirm shared values and practice ritual. They draw heavily in their design on Patrick's experience in 12 Step fellowships, and learnings from his 2 previous attempts at starting peer support groups ('Queer Men Collective' and 'Common Ground').

The first GLG group was launched in June 2024, at Fitzroy Library. A significant campaign of poster in and around Fitzroy, social media and email marketing came before. It was promoted on the Meetup platform. Throughout the early weeks of this meeting Patrick maintained marketing activities, including communicating directly with many interested men, and was an active, guiding presence at meetings. At its most successful the GLG Fitzroy group had 37 men attending.

From around July 2024 Greg Fitzgerald (no direct relation) took on the role of Secretary of the Fitzroy group. Greg and Patrick met and communicated frequently and Greg communicated with the Fitzroy GLG membership. Julian Markovski and Callum Strong took over Secretary's duties after Greg went on extended holiday to Europe. Other members of this group fulfilled service positions including 'newcomer greeter', 'chair', 'clean up' and 'tea and snacks'.

² This figure derived from the use of Toggl Track timer. Conversion to full-time equivalent uses a 30 hour week, which is a more accurate, average reflection of the hours spent productively during a 38 hour week.

It was intended to launch a second Fitzroy group in late July, and this group was advertised for some time. However in August 2024 Patrick encountered personal difficulties that made it impossible for him to support the groups as needed. His declining contribution to the Fitzroy group in terms of marketing and in-person guidance largely accounts for the declining attendance that can be seen in Chart 2.0 below.

Accounting for the fact the donations were not received until the 5th week of GLG's operation - see Chart 2.0 and Table 2.5 - It took several weeks and some frank conversation to make clear to members that Love Guys and the GLG group are not-for-profit ventures, requiring member donations to continue.

Charts, Figures and Tables 2.0 - 2.6: GLG Meeting Attendance and Donations
FY2024 - FY2025

Chart 2.0

GLG Weekly Meeting Attendance 4 June to 24 Sept 2024

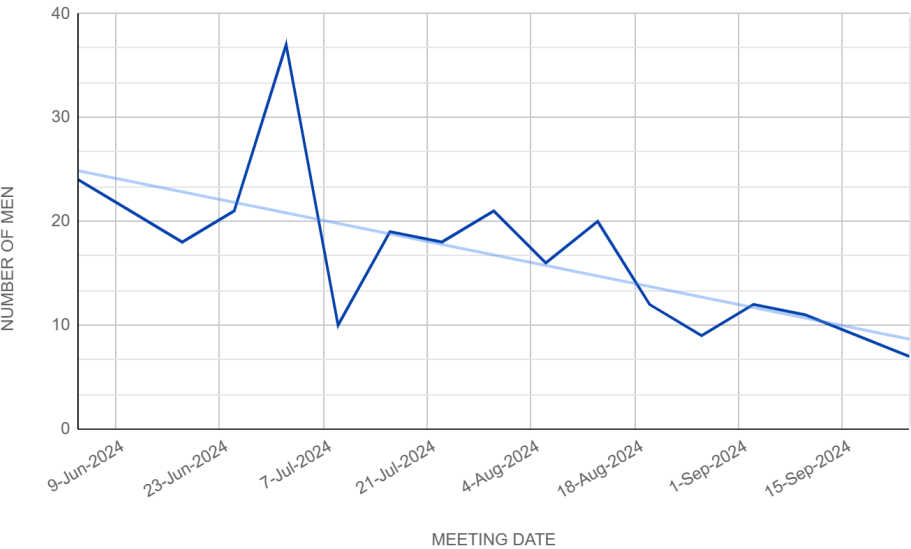


Figure 2.1

Average GLG Meeting Attendance:

17

Table 2.2

GLG Weekly Meeting Attendance 4 June to 24 Sept 2024

DATE	PERSONS	cont'd	
4 June	24	6 Aug	16
11 June	21	13 Aug	20
18 June	18	20 Aug	12
25 June	21	27 Aug	9
2 July*	37	3 Sept	12
9 July	10	10 Sept	11
16 July	19	17 Sept	9
23 July	18	24 Sept	7
30 July	21	TOTAL ENGAGEMENTS	285

*Maximum attendance achieved

Table 2.3

GLG Unique Attendees by Qtrr

GLG SERIES (QTRR)	PERSONS (UNIQUE)
Q4.24 GLG Fitzroy 1	38
Q1.25 GLG Fitzroy 1	63
Both Qtrrs	77

Chart 2.4

GLG Aggregate Donations 4 June to 24 Sept 2024

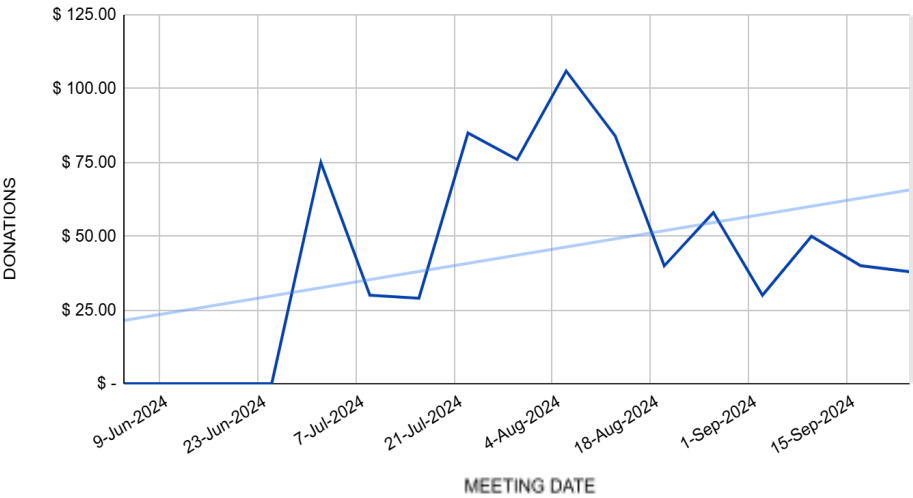


Figure 2.6

Average Single GLG Donation
Amount

\$8.05

Figure 2.7

Maximum GLG Donation
Amount

\$40.00

Table 2.5

GLG Aggregate Donations by Meeting Date

DATE	DONATIONS	cont'd	
4 June 2024	\$ -	6 Aug 2024	\$ 106.00
11 June 2024	\$ -	13 Aug 2024	\$ 84.00
18 June 2024	\$ -	20 Aug 2024	\$ 40.00
25 June 2024	\$ -	27 Aug 2024	\$ 58.00
2 July 2024	\$ 75.00	3 Sept 2024	\$ 30.00
9 July 2024	\$ 30.00	10 Sept 2024	\$ 50.00
16 July 2024	\$ 29.00	17 Sept 2024	\$ 40.00
23 July 2024	\$ 85.00	24 Sept 2024	\$ 38.00
30 July 2024	\$ 76.00	TOTAL	\$ 741.00

Personal Growth Workshops

Personal growth workshops provide an additional space for exploring and affirming shared values. They are a creative space, enabling us to make unexpected connections with one another, through shifting our perspectives. They are a space for connection through play.

12 workshops were scheduled between 2021 and 2024 with 1 of these cancelled due to insufficient marketing and limited capacity of the facilitators and the Love Guys team member co-ordinating.

During 2022 and 2023 leadership of the workshop program was supported by Patrick's two friends Micho Elakovic and Ben Mallinson. Ben facilitated the Authentic Relating Games workshop.

The Passion Play Theatre workshop was facilitated by Ben Pfeiffer. The Drawing the Male workshop was facilitated by Frank Bonnici of Last Peek. All other workshops were facilitated by Patrick. The Let's Talk About Dating workshop also had impromptu co-facilitation from Jason Williams, Ke Ma and Will Govett. Feedback was captured following most workshops and content will be continually refined.

'Authentic Dating' - speed dating using Authentic Relating Games - and 'Let's Talk About Dating' were the best attended workshops. In the immediate future it is intended not to run speed dating, rather to direct men towards Dear Pluto queer speed dating events, with which Love Guys has initiated a partnership.³ This is noted again in Section 4 below.

'Let's Talk About Dating' is intended to be a central, recurring workshop, involving co-facilitators. 'Let's Talk About Sex' has not been offered yet but is also intended as a central, recurring offering. These are noted again in Section 4 below.

There was explicitly expressed demand for the Yogic Meditation course, and a survey was conducted to determine the best timing. However subscription to this was low.

³ 'Partnership' terms will be defined soon. Currently partnership between Love Guys and other organisations is loosely understood as an arrangement of mutual promotion.

Table 3.0

Workshop Attendance FY2021 - 2025

DATE	WORKSHOP	REGISTERED	ATTENDED
4 Aug 2021	Guys Loving Guys: A Dating and Connection Workshop	8	6
7 Sept 2021	Big Talk Club	15	10
12 Feb 2022	Authentic Relating Games	16	13
21 Feb 2022	Behind the Monkey Mind: Enquiry and Emotion Focused Meditation	15	11
5 Mar 2022	Drawing the Male	9	9
21 Mar 2022	Passion Play: A Theatre Workshop for gay, bi, queer men* (cis, trans, non-binary)	9	7
9 Apr 2022	Dancing from Me' to 'Us': Listening to Self and Other Through Movement	2	0
31 May 2022	General Exploratory Meditation	8	7
12 Feb 2024	Queer', 'Shamans' and Sex Positivity: the Queer Man* Today	7	6
28 Feb 2024	Authentic Dating for Guys who Love Guys	22	18
19 July 2024	Yogic Meditation for Gay, Bi, Queer Men (4 classes)	4	4
3 Aug 2024	Let's Talk About Dating' - for GBQ Men	20	20
	TOTAL	135	113

Figure 3.1

Unique Workshop Attendees:

74

Figure 3.2

Registrant No Show Rate:

16%

One-to-One Dating Coaching

'Dating services', including matchmaking⁴, have been part of the Love Guys design from inception. Internationally 'love coaching' is a growing market. This activity stands to be a significant revenue generator for Love Guys.

Patrick has been casually engaged in providing dating coaching services. He has not invested significantly in marketing these. To date Patrick has done the following:

- Spoken with 5 men on free 30 minute introductory calls
- Engaged 5 men in 60 minute coaching sessions - some paid, some unpaid. 1 client engaged in a 3 session series, 3 engaged for 2 sessions, 1 engaged for 1 only.
- Recently begun a new client relationship. The client has recently paid for 3 sessions, and attended his first.

For the immediate future Patrick is offering his services by donation.

Participants in dating coaching are directed to read a short paper on attachment styles and to complete a 36 question survey about their dating skills and attachment style, both written by Patrick.

A research project on dating attitudes and behaviours is a part of the Love Guys program, as noted under 'Research' below.

Donations

In August 2021 Patrick solicited donations to Love Guys through a birthday fundraiser, on Facebook. GLG donations are not included in this expense category. The results are below.

- \$1,436 was donated.
- \$44 was deducted in Facebook fees.
- After fees \$1,390 was received.
- 35 people donated.

⁴ It is seen to be premature to launch matchmaking. It is believed that this activity requires the network to be more fully established, and a number of 'love scouts' to be employed.

- 40% of these, or 14 people, gave \$50 or more.
- 4 people gave \$100 or more.
- The median gift was \$30, the average gift was \$41.
- All donor names and amounts are recorded as an addendum to the Love Guys cashflow ledger.

Research

The Love Guys program of peer groups, workshops and dating services is based on significant research. To date Patrick has:

- Read over 60 journal articles on gay, bisexual and queer men's experiences, especially in relation to dating, sex and friendships.
- Consulted the Australian Bureau of Statistics for information on the prevalence of non-heterosexual men and the nature of male to male partnerships in Australia.
- Read over a dozen books including such titles as:
 - *Attached*, by Amir Levine and Rachel S.F. Heller
 - *Mating in Captivity: Sex, Lies and Domestic Bliss*, by Esther Perel
 - *Cassell's Encyclopedia of Queer Myth, Symbol and Spirit*, by Randy P. Connor, David Sparks and Mariya Sparks
 - *Coming Out Spiritually*, by Christian De La Huerta
 - *Gay Soul*, by Mark Thompson
- Collected 185 responses to a 73 question survey about queer men's dating behaviours. It is intended to ask all registrants for 'Let's Talk About Dating' to complete this survey in future.
- Met with Peter Robinson, the author of *Gay Men's Relationships Across the Life Course* and Senior Lecturer in History and Sociology at University of NSW.
- Met with Robert Allan, the co-author of *Attachment Theory and Gay Male Relationships: A Scoping Review* and Professor of Counselling at the School of Education and Human Development at the University of Colorado
- Listened to at least 20 episodes of the *Not Your Therapist* podcast by dating coach Daliya Karnofsky.

Section 3:

Expenditure Activities

Software & Operating Licences

The items in Table 4.0 below have been ordered approximately by their importance in terms of the ongoing operation of Love Guys. That is, items from 'email hosting' to 'business name registration' are essential and recurring expenses; items below this are seen as relatively more discretionary or are one-time costs - such as the purchase of stock images and the brand font.

Email and domain hosting services were transferred from Crazy Domains to Serversaurus in early 2025. Serversaurus is a Northcote based, B-Corp certified, carbon neutral website and domain host with excellent customer service. It is intended to eventually move all website hosting to Serversaurus.

In 2024 it was recognised that the Love Guys website needed to be refreshed. A new website was built on the combined WordPress and Divi content management systems (CMS), with Bluehost hosting, and the support of the Free Website Guys. This project was deemed a failure. The combined Divi and WordPress CMS was found to have poor user experience and customer service from both the Free Website Guys and Bluehost was lacking.

In 2025 the original website, on the Tailor Brands CMS, was restored with Patrick performing a significant visual redesign and tagging the website pages for SEO.

Table 4.0

Software and Operating Licence Expenditure FY2021 - 2025

SUBCATEGORY	MERCHANTS	COST
Email hosting	Crazy Domains / Google Workspace (89%); Serversaurus / Google Workspace (11%);	\$ (594.12)
Website hosting	Tailor Brands (78%); Divi / WordPress / Bluehost (22%);	\$ (590.23)
Domain registrations	Crazy Domains (87%); Serversaurus (13%);	\$ (218.51)
Trademark protection	IP Australia - Aus. Govt - to 2031	\$ (250.00)
Business name registration	Australian Securities and Investment Commission	\$ (158.00)
Meetup Organiser Subscription - 6 months - discounted*	Meetup	\$ (130.92)
Brand Font Purchase	Logo AI	\$ (63.96)
Image Licences	WestEnd 61; Alexander Grey / Hannah Druitt; Getty Images;	\$ (231.15)
Customer relationship mgmt (CRM) database	Less Annoying CRM	\$ (144.92)
Survey software	SurveyMonkey	\$ (349.09)
Miscellaneous software	Gimmio (e-signatures); Yet Another Mail Merge; InPixio; Xero; Zoom; Calendly; Blink (captioning); Canva; PDF Guru; PDF Simpli; Soda Pdf; Google One (Drive cloud storage);	\$ (269.10)
		\$ (3,000.00)

Printing

Printing has included workshop and GLG materials, business plans, business cards and posters and fliers. The latter are generally printed in colour which more than doubles the cost per page.⁵

Table 5.0

Printing Expenditure FY2021 - 25

MERCHANT	COST
Officeworks	\$ (1,027.78)
Piedimonte's IGA	\$ (7.30)
Yarra Libraries	\$ (38.00)
	\$ (1,073.08)

Venue hire

The Ashtanga (yoga) Centre of Melbourne has been the most often used venue. Patrick has been a practitioner at this centre for 19 years. They charge Love Guys \$50 for 2 hours.

Saint Mark's Community Centre, managed by Anglicare, is charged at \$20 per hour. Anglicare has been very pleasant to deal with.

Yarra City Council charges Love Guys \$37 per hour to use the Fitzroy Library. Yarra has other venues available that Love Guys is keen to use. As a bureaucratic organisation Yarra City has certain policies and processes that are sometimes frustrating. For example, they generally require payment of venue fees in a lump sum per quarter.

Table 6.0

Venue Hire Expenditure FY2021 - 25

MERCHANT	COST
Anglicare	\$ (40.00)
The Ashtanga Centre	\$ (650.00)
Yarra City Venues	\$ (247.16)
	\$ (937.16)

⁵ The following website has just today been identified for much cheaper printing options:
<https://www.printonline.au/>

Hospitality

\$193.38 was spent on tea, coffee and snacks for workshops at the Fitzroy GLG groups. The merchants were generally supermarkets - Coles, Woolworths and Piedimonte's IGA - with some items bought at Cheaper Buy Miles.

Advertising

\$680.83 was spent on advertising. This was exclusively spent on boosting posts on Instagram and Facebook.

Meta is extraordinarily difficult to deal with as an advertiser. They regularly reject Love Guys ads because of restrictions on dating services advertising, even though Love Guys has, theoretically been approved to advertise in this category. At last attempt it was not possible to communicate directly with a human at Meta.

The survey mentioned under 'Research' above was boosted across Facebook and generated around 185 e-list subscribers.

The other major forms of promotion were poster-ing and flier-ing and promotion on the Meetup platform. These costs are accounted for in 'printing', 'software and operating licences' and 'hardware' (brushes, paste bottles). The marginal cost of flour and water to make paste is not factored.

The majority of postering was done by Patrick and his volunteer hours have been tallied. Additional postering hours were done by Ian Hart, Yang Lei and James Brown

Over 1,700 posters and fliers have been distributed. These have been pasted on street poles and other surfaces across Fitzroy, North Fitzroy, Northcote, Brunswick, handed out at Midsumma Carnival and the Pride Festival, or left in venues (Wet on Wellington, Fitzroy Library). Some poster-ing and flier-ing was done recently at Gaytimes Festival, though no figures are tallied for this.

Table 7.0

Posters and Fliers Distributed FY2021 - 25

LOCATION	NO. ITEMS
<i>JAN 2022</i>	
Midsumma Carnival	300*
<i>FEB 2023 - JAN 2024:</i>	
Collingwood	40
Northcote	125
Brunswick , Fitzroy	378
Pride Festival	200
Midsumma Carnival	300
<i>AUG 2024:</i>	
Fitzroy	148*
Brunswick	210
	1701

*Figure is estimated

Wages & contractor fees

The fees paid by Love Guys to contractors are outlined in Table 8.0 and are largely self-explanatory.

Table 8.0

Wages and Contractor Fees Expenditure FY2021 - 24

MERCHANT	SERVICES	COST
Tailor Brands	Web design (Tailor Brands CMS)	\$ (1,080.40)
The Co-op Federation	Drafting co-operative rules	\$ (1,000.00)
Myles Formby	Photography	\$ (440.00)
Ben Pfeiffer	Workshop facilitation (theatre games)	\$ (270.00)
Frank Bonnici	Workshop facilitation (life drawing)	\$ (200.00)
Dorian Bonelli	Workshop training (queer play fight)	\$ (177.18)
Douglas Brook	Video editing	\$ (150.00)
Kieran O'Sullivan	Instagram marketing and graphic design	\$ (120.00)
Haden Clendinning via Airtasker	Graphic design	\$ (101.70)
Mike Roma	Royalties for use of film: The Dick Appointment	\$ (53.62)
Ben Mallinson	Workshop facilitation	\$ (50.00)
Upwork freelancer	Data manipulation: HCMST study	\$ (27.96)
		\$ (3,670.86)

Prizes or gifts

Prizes were used to incentivise survey completion. The Farm Goat Pride Pack soaps were won by Chris McKenna and Nikila Jayasuriya after completing the workshops survey. The profile photography session was won - but never claimed - by Mark Yeo after completing the dating attitudes and behaviours survey. The MQFF double pass was given to Mark instead.

Table 9.0

Prize and Gift Expenditure FY2021 - 23

MERCHANT	GOODS OR SERVICES	COST
Cassandra Hogan	Profile photography session (50%)	\$ (200.00)
Farm Goat	2 x Farm Goat soap Pride Packs	\$ (50.00)
Melbourne Queer Film Festival	2 x film tickets	\$ (32.67)
		\$ (282.67)

Insurance

Insurance was taken out across 2021 and 2022. Other periods of operation have not been covered by insurance, apart from the public liability insurance that is maintained by venue owners.

Table 10.0

Insurance Costs and Terms FY2021 - 22

INSURER	Dual
BROKER	Cover Force
PERIOD OF COVER	June 2021 - June 2022
COVERED FOR	Professional indemnity and public liability
COST*	\$ (1,399.08)

*Includes administrative fees and interest associated with direct debit loan arrangement used to pay for this insurance policy.

Hardware

\$721.24 was spent on hardware attributed to Love Guys. Large cost items in this category include a replacement laptop power pack and external hard drive (accounted together as \$183), a phone tripod (\$78) and an 8.8L urn (\$84). The attribution of computer hardware costs to Love Guys is somewhat arbitrary. Patrick replaced his laptop during the period of this report but has not attributed this to Love Guys.

Professional development

The costs classed as professional development all relate to Patrick's activities. These are outlined in Table 11.0 and are largely self-explanatory. Board candidate Jason Williams also participated in the Queer Community Building workshop, which he funded himself.

Table 11.0

Professional Development Expenditure FY2021 - 25

MERCHANT	GOODS OR SERVICES	COST
Health Academy	Counselling certificate fees	\$ (1,450.00)
Kris Verle	Coaching training	\$ (750.00)
Truer Love (Taryn Newton-Gill)	Dating coaching training	\$ (683.64)
Jeder Institute	Workshop (training): 'Queer Community Building' using Asset Based Community Development	\$ (225.00)
CitySwoon	Market research (speed dating innovation)	\$ (59.00)
GLOBE	Networking	\$ (20.00)
Amazon	Book purchase: 'Attached'	\$ (16.99)
Gumroad Inc.	Authentic Relating Games training manual	\$ (16.68)
Ricardo Carollo	Instagram Boot Camp	\$ (1.40)
		\$ (3,222.71)

Principal's drawings

At various times, as particularly needed, Patrick has drawn small sums from the Love Guys account to meet personal costs. Once Love Guys is incorporated, payment to Patrick from the

Love Guys account will be in strict accordance with an agreed remuneration policy and subject to the oversight of the Board.

Section 4:

Activities in Planning

Immediately before, or soon after incorporation, the General Secretary (i.e. Patrick), will provide the Board, and perhaps the Community Reference Group, with a draft Strategic Plan.

For the purposes of discussion and transparency at this time, the following proposed activities are noted (in addition to the incorporation process noted in the Overview section above):

- **Grant Seeking** and potentially private donor fundraising. This could include seeking to be auspiced by another organisation such as Thorne Harbour, the Pride Foundation of Australia or Rainbow Giving Australia (formerly The Channel / Give Out / Aurora Group), which would allow us to offer donors a tax deduction.
- **Policy Writing** and review. The General Secretary will write multiple policy documents for the board to critique and ratify including
 - Board Member, General Secretary and Community Reference Group Chair position descriptions (these will be provided before Board induction and org. incorporation)
 - Board and Community Reference Group Terms of Reference
 - Social Media Policy
 - Remuneration Policy
 - Member Code of Conduct
 - Guys Loving Guys Group Guidelines
 - Decision Making Policy
 - Love Guys Brand Guidelines
- **Trademark protection** applied to the Guys Loving Guys name
- **Guys Loving Guys** groups to launch in
 - Fitzroy (or Collingwood or Fitzroy North)
 - Brunswick

- Hawthorn
- Footscray
- St Kilda and
- (potentially) Clayton / Oakleigh / Caulfield

These should be preceded by significant postering campaigns.

- **Partnership** terms, including mutual website listings to be agreed with:
 - Dear Pluto (Em Daniels)
 - Over the Rainbow (Nelly Thomas)
 - Rainbow Social (Steven Jackson)
 - Queer Salsa and Bachata (Wilson Lim)
 - Community Couch Conversations by Bent Couch (Shaun Williams)
 - (Potentially) Trivial Hirsute - or some other activity by Dean Arcuri / The Laird
 - (Potentially) Speed Mating (Morgan Fitzgerald / The Laird)
- **Launch Party** to introduce the co-operative to a wide market and drive membership and fundraising, featuring music by queer artists:
 - Paradise Valley
 - Father Daddy and
 - Brendan Maclean (headline)
- **Workshops**, often including co-facilitation, including:
 - Let's Talk About Dating
 - Let's Talk About Sex
 - Dancing from Me to Us - by Jonathan Sinatra
 - The Yin and Yang, The Femme and Masc
 - Queer Fight / Play Fight
- **'Queers Loving Queers Festival' / 'Australian Queer Spirit' festival 2026**
 - A multi-day festival for all LGBTQ+ persons, potentially hosted at the Common Ground community near Seymour

- **Dating Coaching** team to be increased, and a program of marketing to increase uptake of these services.
- **Content Publishing and Marketing:** a substantial volume of articles, video and potentially podcast content to be written and published, media opportunities to be sought, especially on community radio.

Conclusion

The content provided above represents a detailed and honest account of the last 5 years of Love Guys operations. At the end of the 2026 financial year a report will be prepared detailing the last 2 months of the end of financial year 2025 and the 12 months of financial year 2026. Beginning in the financial year 2027 a report should be prepared for each 12 month financial year.