

# Celebrating Footscray

*“Pride of our Footscray is a new bar opening soon”*

Its bold logo, featuring silhouettes of people running female/male, female/female and male/male circling a golden star, reflects the strength, vibrancy and diversity of Footscray. Better still, it was designed by graduates of Victoria Polytechnic in Footscray, part of Victoria University. The graduates, under the leadership of Beata Cranswick, did a “wonderful” job according to ‘Chief Bar Officer’ Mathew O’Keefe.

“We had a really set idea about what the bar needed but they blew that out of the water with something completely original that perfectly encapsulated what the area and philosophy behind the bar are all about”, O’Keefe explains.

Pride of our Footscray is looking to celebrate all aspects of Footscray, going all out as a Community Bar. Shane Bridges, one of the driving forces behind the bar, explained what the Community Bar concept was all about.

“Firstly, we’re owned by the community, the bar is not owned by one or two people like most of the others, it’s owned by over 150 people. Anyone in the community can buy shares in Pride of our Footscray until September 29. Some people have been buying shares because they love the idea whilst others



*Pride of our Footscray, represented by Mat, Shane and little mascots Lucy & Lily pose with some of the Vic Polytechnic crew, including leader Beata Cransick and Peter Holmes, one of the lead designers on the logo.*

have bought shares because they just think it’s cool to part-own a bar.

“Hopefully they turn up to drink at their own bar,” says Bridges.

As well as the community ownership structure, O’Keefe says the bar would support local breweries of the inner-West, performers of the inner-West, artists of the

inner-West and restaurants of the inner-West.

“We’ll be partnering with Footscray’s incredible restaurant scene, the Vietnamese and Ethiopian

particularly are a constant delight and we’re hoping guests will be able to eat their way around Footscray without leaving their bar stool,” O’Keefe says.

“We also want a diverse array of local and different entertainment, be that educational nights, tasting events, drag queens, live music or can dancers. This won’t be boring.”

“We also want to celebrate technology, because geeks are people too”, said O’Keefe with his geeky grin.

“We’ll therefore be accepting Bitcoin for beer, SegWit notwithstanding.”

Finally, what’s with the name “Pride of our Footscray”?

“We didn’t set out to artificially create the P.O.O.F. acronym,” Bridges says.

“That would have been too contentious and potentially exclusionary.”

“Rather, we started as Proud of Footscray and when we released that was P.O.F. well adding the extra “O” was too tempting an in-joke. You won’t see the acronym much, if at all though, it’s an in-joke because we’re juvenile”.

The bar will instead welcome people of all backgrounds and will certainly have an LGBTQIA+ bent.

“Can everyone just please get along?” is the question the bar asks.

For more information on Pride of our Footscray, including its address and when it will open, just follow the journey at Facebook. [com/PrideOurFootscray](https://www.facebook.com/PrideOurFootscray)

Community Built  
**Community Owned**

**“EVERYONE’S LOCAL!”**

Over 150 people already part-own this bar.

**Shares available until 29 September 2017.**

See Application Form & Prospectus available from <https://drive.google.com/file/d/0B1WfMWxN1O6hY1FBd2d1WHN2ajA/view?usp=sharing>

**Opening in Footscray mid-late 2017**



**Our logo reflects the colour & diversity of Footscray & was designed by Victoria Polytechnic (part of VU)**

Look closely at the people encircling the star!

To be involved in this project, the following pledge must be adhered to;

**I am part of the human race and I respect diversity, including but not limited to, diversity of thought, opinion, gender, culture, ethnicity, religion and sexuality.**

Pride of our Footscray seeks local performers and artists looking to display their work. Also looking for tech-fans wanting to buy beer with Bitcoin.

To get in contact and/or follow the journey, see [Facebook.com/PrideOfOurFootscray](https://www.facebook.com/PrideOfOurFootscray)