

MICHAEL ATKINSON, PROGRAM MANAGER SAFETY & INCLUSION

WELCOME HERE PROJECT



**WHERE
LGBTIQ
DIVERSITY IS
CELEBRATED**



TODAY'S PRESENTATION

1. Diversity Snapshot
2. The Value of Inclusion
3. Inclusion Considerations
4. History of the Project
5. Project Features
6. Membership
7. The Future



AUSTRALIA IS A DIVERSE NATION!

- Australians identify with incredibly diverse backgrounds including first nations, multicultural, age, religion, gender, LGBTIQ+, experience of physical and mental disability and socio-economic background.
- LGBTIQ+ Australians may make up 11% of the population. (Australian Human Rights Commission 2014)
- 46,800 same-sex coupled households (2016 Census ↑ 39%):
 - 23,700 male same-sex couples - 4.5% have children
 - 23,000 female same-sex couples - a quarter have children



THE VALUE OF INCLUSION

- Inclusion Dividend = \$12.7 billion annually (Deloitte, 2019)
 - higher productivity, improved employment outcomes and improved health outcomes.
- “Our future prosperity depends on seeing through the things that divide us to the rich vein of creativity and imagination that such differences expose.” (Professor Ian Harper, 2019)
- “Companies have so much to gain when employees bring their whole selves to their job.” (Alan Joyce, 2019)
- “The more ‘pro-diversity’ a workplace is, the more likely it is they can attract a wider range of talent...and benefit from a plurality of views.” (Alan Joyce, October 2015)

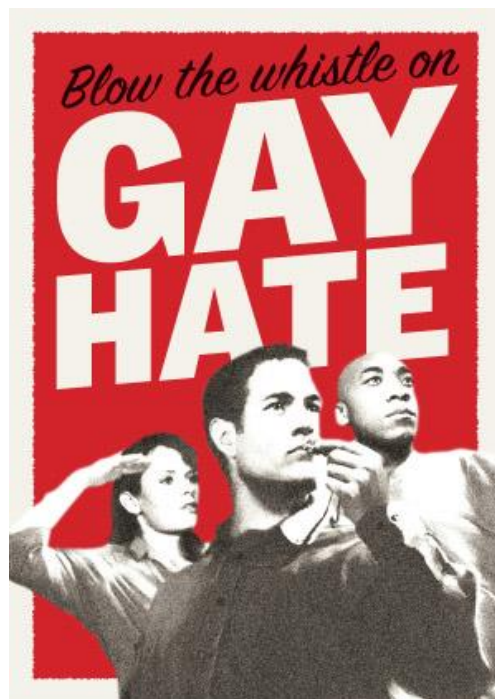


INCLUSION CONSIDERATIONS?

- Can I see myself in that business or service? Does it meet my need?
- Would I apply for a job there? Do they get me? Would I fit in?
- Can I be myself? Will I be safe?
- Will I have to explain my gender, sexuality or intersex variation?
- Will they welcome my same-sex or gender diverse partner?
- Am I counted in their data? Will I be properly engaged?
- Do they have LGBTIQ specific services, activities or products?



HISTORY OF THE PROJECT



1992 SAFE PLACE PROJECT ESTABLISHED



2013 SAFE PLACE PROJECT REVIEWED



2018 WELCOME HERE PROJECT



acon

WELCOMEHHERE.ORG.AU



WELCOME HERE PROJECT CHARTER



As a proud member
of ACON's Welcome
Here Project:

We
WELCOME
& include
LGBTIQ+ people

We stand up for LGBTIQ inclusion.
We want everyone to feel welcomed
& accepted every time they visit.

We
CREATE positive
change in our
local community

We all have the power &
responsibility to encourage
positive social change.

We
CELEBRATE
LGBTIQ+
diversity

We embrace & value diversity,
and are committed to celebrating
diverse communities.

+lesbian, gay, bisexual, transgender, intersex and queer



@aconsafetyandinclusion



@acon_welcomehere



welcomehere.org.au



PROJECT AIM



JOIN AND RECEIVE YOUR RAINBOW STICKER AND CHARTER

WELCOME HERE PROJECT



We support businesses to create visibly welcoming and inclusive spaces for LGBTIQ people.

welcomehere.org.au



WELCOME HERE PROJECT - VIDEO



WELCOMHERE.ORG.AU



MEMBERSHIP – WELCOME PACK \$10

Member Checklist

Here is some information to help you get the most out of your membership:

- **Your Member Stickers:** please display your Sticker in a highly visible area at eye level, for example in your shopfront window or at the entry door. When placing your Sticker, take care to apply it with a ruler or flat edged item to ensure no bubbles form under the surface. There is a reversible sticker which can be attached to your window from inside your business and a non-reversible sticker.
- **Your Membership Charter:** please display your Charter in a visible area of your business/organisation, where staff, customers, clients and visitors can read it. The Charter provides information for everyone to learn more about the project and the values your business/organisation.
- **Your Welcome Here Project website:** the website hosts very practical resources to help you get the most out of the project. Visit welcomehere.org.au for more information:
 - **Project Video:** our 2 minute video explains the project perfectly. It is on the home page. Feel free to share it with your staff or externally on social media to let everyone know you are a proud member.
 - **Free LGBTI Diversity Days Promotional Material:** celebrate LGBTIQ days of significance like Wear it Purple Day by downloading free posters, fact sheets, social media and other resources.
 - **Project Logo and Member Badge:** let everyone know you are a proud Welcome Here Project member by downloading a project logo or Membership Badge to use on your website or print materials.



- **Your e-Newsletter:** you will receive a quarterly e-Newsletter with updates on the Welcome Here Project and information on LGBTIQ diversity.
- **Promotional cards:** we have included a few postcards for the Welcome Here Project and Diversity Days Project and would love if you could display them so your visitors can see and read them.
- **ACON Training:** For more support in working with LGBTIQ communities check out ACON's Pride Training website <http://www.pridetraining.org.au> for free-for-service e-learning or in-person courses or the learn can customise training to meet your needs.

As a proud member of ACON's Welcome Here Project:

We WELCOME & include LGBTIQ+ people

We CREATE positive change in our local community

We CELEBRATE LGBTIQ+ diversity

We stand up for LGBTIQ inclusion. We want everyone to feel welcomed & accepted every time they visit.

We all have the power & responsibility to encourage positive social change.

We embrace & value diversity, and are committed to celebrating diverse communities.

*lesbian, gay, bisexual, transgender, intersex and queer

[@aconsafetyandinclusion](https://www.facebook.com/aconsafetyandinclusion) [@accon_welcomere](https://www.instagram.com/accon_welcomere) welcomehere.org.au

You can check that we are a current Welcome Here member via the date stamp on our sticker.

The Welcome Here Project - where LGBTIQ diversity is celebrated. Funded by SESLHD.



Is your business or organisation looking to express its commitment to the LGBTIQ+ community?

Together let's make our communities more welcoming for LGBTIQ+ people.

*lesbian, gay, bisexual, transgender, intersex & queer

LGBTIQ DIVERSITY DAYS

Bring your social media and workplace to life by celebrating LGBTIQ diversity!

Invite your friends to celebrate and remember LGBTIQ Days of Significance

Download FREE Promotional Kits! welcomehere.org.au/diversitydays



MEMBERSHIP

As of October 2019:

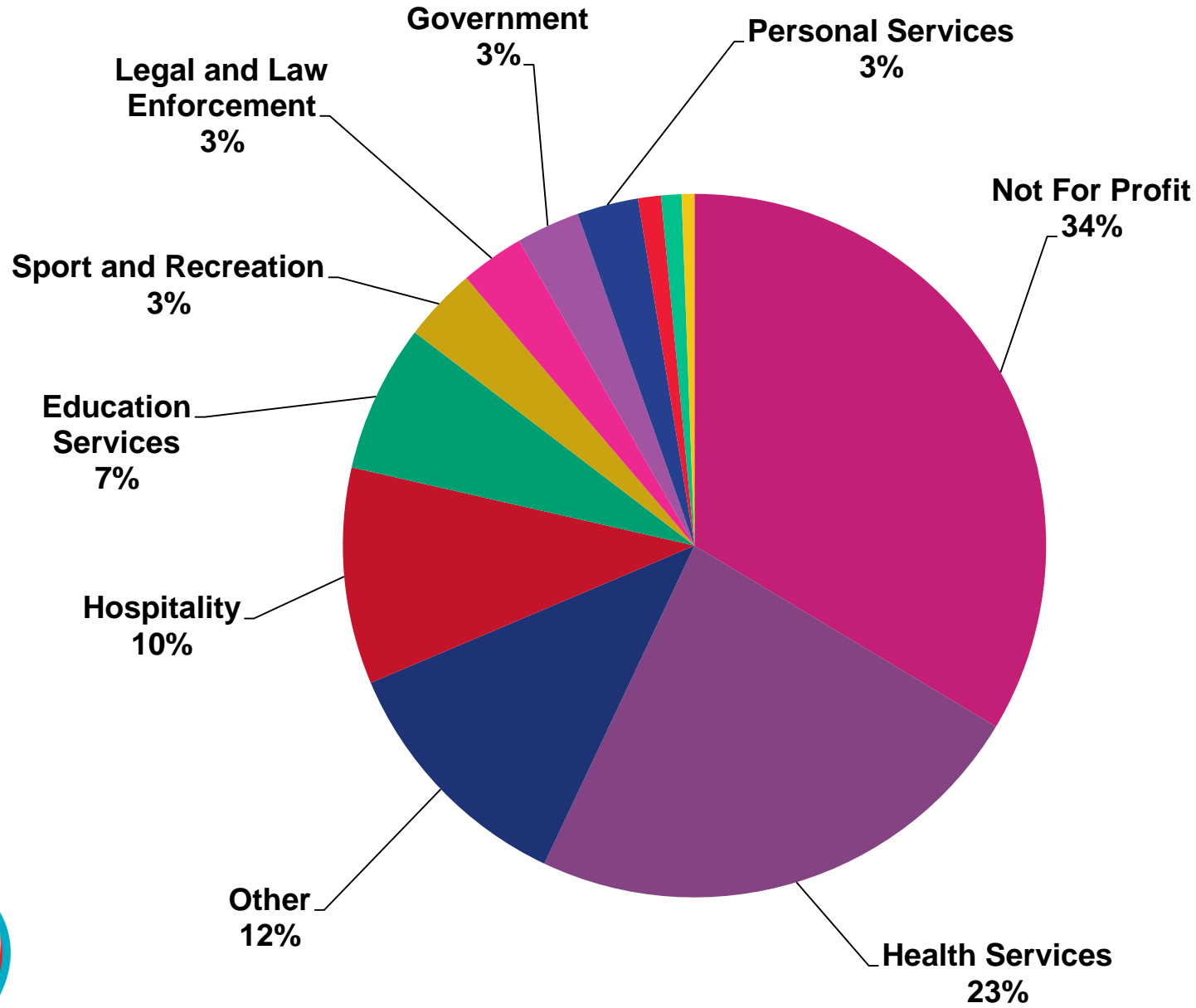
- 1022 members
- 4000+ sites
- Growing rapidly nationally

Number of sites per member:

- Majority are Single Site 65%
- ANZ 573 sites, Uniting 381 sites, Life Without Barriers 115 sites



Members



- Not For Profit
- Health Services
- Other
- Hospitality
- Education Services
- Sport and Recreation
- Legal Services and Law Enforcement
- Government Offices and Buildings
- Personal Services
- Entertainment Services
- Creative Services
- Financial Services



PROJECT FEATURES

- Member Directory
- 'Nominate' a member feature
- Free member resources: project logo and banners
- LGBTIQ Diversity resources
- Facebook promotion and eNews
- Feedback loop on the website
- **National Focus and \$10 fee (November 2018)**



www.welcomehere.org.au/



31,647 views

SHARE EDIT

Registered Welcoming Places

- Spoiler Alert! Geek Retail & Gaming Hub
- Serafim's Pharmacy
- Moss Vale War Memorial Aquatic Centre
- Cook Phillip Park Pool
- ... 1283 more

Uniting

- Uniting Amala Gordon (AiP)
- Uniting Boronia Gerringong (LC)
- Uniting Gerringong (AiP)
- Uniting Eabrai Weston ACT (LC)
- ... 377 more

Beer Wine Spirits

- BWS - Merredin
- BWS - Rutherford
- BWS - Lindfield Village
- BWS - Mackay Northern Beaches
- ... 383 more

18

Woolworths/Metro



BENEFITS FOR MEMBERS

Attract LGBTIQ customers and clients

Access to expert information,
support and training →

← Free inclusion tools

WWW.PRIDETRAINING.ORG.AU



 Cart

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Home

About +

In-Person

eLearning

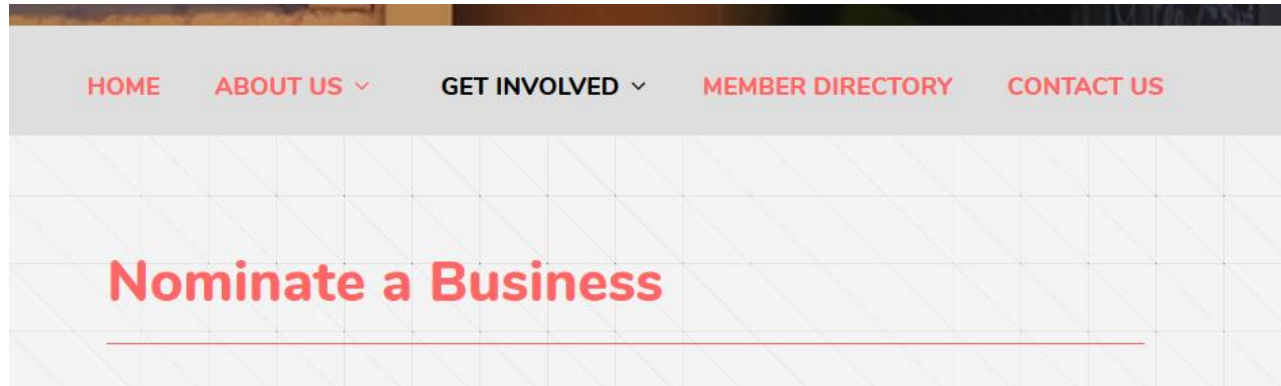
For GPs

Shop

Training Request Form

BENEFITS FOR COMMUNITY

- Link community to welcoming / inclusive businesses and services
- A tool to improve inclusion at work and clubs
- Information hubs in isolated areas
- Sense of belonging and pride



MARDI GRAS FAIR DAY



Welcome Here
Chill-out
Space:



MARDI GRAS FAIR DAY

Welcome Here Member Wall:



COMMUNITY ENGAGEMENT



CELEBRATE LGBTIQ DIVERSITY

LGBTIQ DIVERSITY DAYS



Bring your social media and workplace to life by celebrating LGBTIQ diversity!

Invite your friends to celebrate and remember LGBTIQ Days of Significance

Download **FREE** Promotional Kits 
welcomehere.org.au/diversitydays



CELEBRATE LGBTIQ DIVERSITY

Celebrating diversity contributes to inclusive and safe communities!

LGBTIQ Days of Significance

Mar (1st Sat)	Sydney Gay and Lesbian Mardi Gras Parade
Mar 31	Transgender Day of Visibility
Apr 26	Lesbian Visibility Day
May 17	International Day Against Homophobia, Transphobia & Biphobia (IDAHOBIT)
June	Pride Month (first Mardi Gras 24 June 1978)
July 14	International Non-Binary Pride Day
Aug (Last Fri)	Wear it Purple Day
Sep 23	Bi Visibility Day
Oct 8	International Lesbian Day
Oct 26	Intersex Awareness Day
Nov 8	Intersex Solidarity Day
Nov 20	Transgender Day of Remembrance
Dec 1	World AIDS Day

Cultural Days of Significance

Mar 21 Harmony Day

A day to celebrate Australia's cultural diversity which coincides with the United Nations' International Day for the Elimination of Racial Discrimination.

May 27-Jun 3 Reconciliation Week

A day for all Australians to reflect on our shared histories and relationship with Aboriginal and Torres Strait Islander peoples and explore how each of us can contribute to achieving reconciliation.

1st-2nd Sun in July NAIDOC Week

A time to celebrate the history, culture and achievements of Aboriginal and Torres Strait Islander peoples across Australia.



FREE Promotional Kits

welcomehere.org.au/diversitydays

Supported by South Eastern Sydney Local Health District



MEMBERS CELEBRATING WEAR IT PURPLE DAY



Hunter Water - Newcastle



WHAT DOES THE FUTURE HOLD?

1) New Member Directory

- Enhanced search functionality
- Promoting members LGBTIQ activity
- Connecting members

2) Exploring Capacity Building Support for members

3) National Focus

- Ongoing marketing
- Establish 'project agents' to promote the project locally



THANK
YOU



ACON acknowledges and pays respects to the Traditional Custodians of all the lands on which we work.

