

Diversity and Inclusion

Wear it Purple Day Event Brief



DATE

Week commencing Monday 26 August.

PROPOSAL OVERVIEW

Wear It Purple strives to foster supportive, safe, empowering and inclusive environments for LGBTQIA+ rainbow young people.

It is important to acknowledge and celebrate significant dates and events such as Wear it Purple day, to:

- Foster a culture of Inclusion at the ACMA which in turn leads to:
 - Increase in recruitment and retention of those from diverse backgrounds, creating a larger and stronger talent pool
 - Greater innovation and creativity (rather than having 'one voice')
 - Improved culture, leading to stronger engagement
- Challenge harmful social cultures and norms
- Celebrate and promote the value of diversity and inclusion in our workplace and community.
- Raise awareness about sexuality, sex and gender identity

TARGET AUDIENCE

All ACMA and eSafety employees.

BENEFITS OF THIS AWARENESS DAY

- Awareness, inclusion and celebration of diversity.
- Increase office morale, camaraderie and employee engagement, which in turn can affect employees' happiness, productivity and longevity.
- Building a culture of inclusion creates an environment where employees can be themselves and feel connected and safe. Creating this environment for employees means they bring their best to work, which leads to strong business outcomes.

AWARENESS ACTIVITIES OVERVIEW

Below are some proposed promotional ideas to help raise awareness of Wear it Purple day at the ACMA. The theme for 2024 is *your Passion your Pride*. The following activities are recommended:

- **Encourage staff to wear purple** on Wear it Purple Day.
- **Encourage branches to host their own 'purple' morning tea** and send in photos to be posted on the hub.
- **Promotion of Wear it Purple Day** encourage staff to use the MS Teams/Webex meeting background. Official WIPD stickers, official colouring sheet and purple lollies will be available in all kitchen areas in each office location.
- **Launch an article on The Hub** including
 - the theme for 2024 with a link to the Wear it Purple website
 - Providing information from WIP about pronouns, misgendering and inclusive language.
 - Promotion of the SBS Inclusion Program LGBTIQ+ module by adding the widget to the Learnhub home page.
 - Encourage employees to take a break and do some mindful colouring including the link to the official WIPD colouring in sheet. Hardcopy colouring sheets will also be available in kitchen areas.
 - Link to IPPA Work with Purpose podcast – LGBTQIA+ pride in the public sector.
 - Link to the Diversity and Inclusion strategy.

Diversity and Inclusion

Wear it Purple Event Brief



WC 5 August
Approvals and
purchase of
promotional pack

Approvals

Approval and
confirmation of
awareness day
promotion.

Purchase promotional pack

Stickers WIPD website
Textas from Kmart
Lollies from Coles

Communications

Draft hub article.



WC 12 August
Promotional Pack

Prepare promotional pack

Liaise with contacts in
Melbourne and
Sydney offices who
have reached out to
help with diversity
days to assist with
preparation and set
up of promotional
pack.

Prepare packs and
send them to Sydney
and Melbourne.



W/C 19 August
Promotion &
awareness

MS Teams background

Provide MS Teams
background an
option including
instructions for
how to upload it.



W/C 26 August
Promotion &
awareness

Commence communications

Notify all ACMA and
eSafety staff via a hub
article, Leadership
Talking and the
Corporate Update
about WIPD.

Comms will include
ways staff can
support
WIP encouraging
teams to host
morning teas
information for how
to support LGBTQIA+
colleagues and our
promotional pack.



W/C 26 August
Wear it Purple Day
Official celebrations

Option for branches to host their own morning tea.

Branches
encouraged to
host their own
morning tea to
recognise WIP day
and send their
photos to HR
assist to be
posted on the
hub.

Promotional packs
placed in kitchens
in all office
locations.



Monday, 2 September
Post-event evaluation

Post-event evaluation Hub article

The article will
include a wrap
up of
WIPD, Photos
from morning
teas, photos of
colouring in
and a link to
feedback
survey.