

Diversity and Inclusion

Wear it Purple Event Proposal – overview



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 office and remote ACMA and eSafety team members.

BENEFITS OF THIS AWARENESS DAY

- Awareness, inclusion and celebration of diversity.
- Increase office morale, camaraderie and employee engagement, which in turn can affect your 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.

VENUE

Office and virtual (via teams) events to enable all staff to participate in the event.

DATE

Friday 26th August 2022

AWARENESS ACTIVITIES OVERVIEW

A variety of inclusive interactive experiences will not only raise awareness of Wear it Purple day, but it will also promote inclusiveness and connection with all ACMA and eSafety team members. The following activities are recommended:

- Launch the SBS Inclusion module on LGBTQIA+ (part of a larger inclusion package)
- Utilise awareness posters around the office (available for download from the Wear it Purple website).
- Undertake an awareness campaign through a series of 'did you know' articles and visual posters that can be put in lunchrooms and printer rooms etc. Include links to local events, and relevant podcasts.
- Run a 'purple pet' and 'purple selfie' competition (people to choose if they prefer to dress themselves or their pets up).
- Offer a Teams background for 'Wear it Purple' (available for free download on the website).
- Encourage business areas to celebrate with a Purple Morning Tea where everyone is asked to bring something purple (food or drink) to share.
- Encourage staff to wear purple on Wear it Purple Day.

COST

The only expected costs associated with this awareness day are the prizes for the two competitions:

- For the 'purple pet' – a pet bandana (\$16.50) and drink bottle (\$22)
- For the 'purple selfie' – business socks (\$13.20) and a drink bottle (\$22)
- **Total investment of \$73.70**

ENDORSEMENT AND APPROVALS

It is requested that the EM HRC:

- **Approve** the proposed awareness activities
- **Approve** the proposed investment/budget

Diversity and Inclusion

Wear it Purple Event Proposal

**WEAR IT
PURPLE**

TIMELINE AND LOGISTICS

Raising awareness for this event will take place over the 3 weeks prior to Friday 26th August 2022.
Winners of the virtual pet and selfie competitions announced and celebrated on the official Wear it Purple day.



5 AUGUST

Approvals and
purchase prizes

Approvals

Approval and
confirmation of event
plans

Purchase prizes

prizes purchased via
[ONLINE STORE — WEAR IT
PURPLE](#)

Communications

Finalise
communications plan
for the day.



9 AUGUST

Distribution of
materials

Send posters to SYD and MEL offices

Send posters,
speech bubble
posters etc to other
offices (to confirm
with comms
whether they can
print on site or if we
print and send)



12 AUGUST

Promotion and
awareness

Commence communications

To all ACMA staff
notifying of
upcoming event and
competitions.
Communication via
article on the Hub,
inclusion in
Leadership Talks,
Corporate update etc

Posters and materials

Marketing/awareness
materials to be
placed around the
office



19 AUGUST

Promotion and
awareness

Highlight current submissions

To increase
enthusiasm

Notifications

One week
remaining



24 AUGUST

Vote on
competition
entries

Open voting

All staff can vote
on top 10
favourites to find a
winner for the
Purple Pet and
Purple Selfie
competitions.



26 AUGUST

The big day!
The official WIP
celebrations

Reminder – final voting

All staff can vote on
top 10 favourites

Winners notified and announced 2pm

Winners photos
recognised and
thank you sent to
all participants and
winners.

Hub article
announcing winner.



1 SEPTEMBER

Post-event
evaluation

Post-event evaluation

Prizes sent via post

Diversity and Inclusion

Wear it Purple Event Proposal - background



WEAR IT PURPLE – The organisation:

Wear it Purple is a not-for-profit foundation, which advocates for and empowers rainbow young people. It was founded in 2010 in response to young people taking their own lives because of bullying and harassment from the lack of acceptance of their sexuality or gender identity.

Wear it Purple was established to show young people across the globe that there was hope, that there were people who did support and accept them, and that they have the right to be proud of who they are.

Research is damning with 75% of LGBTIQ+ youth experiencing some form of discrimination.

- 61% experience verbal abuse
- 19% experience physical bullying
- 24.4% of Lesbian, Gay, Bisexual people experience depression
- 36.2% of Trans Australians experience depression. This compares to 6.8% of the general population who experience depression.

WEAR IT PURPLE - key focus areas of the organisation:

Awareness – Wear it Purple provides support and resources for Schools, Universities, Gender & Sexuality Alliances (GSA's) and Youth Organisations to assist them in creating inclusive experiences for rainbow young people. They act as a source of resources to support the effective delivery of Wear It Purple Day in Schools, Universities, Workplaces and the broader community.

Opportunity - They provide meaningful opportunities for rainbow young

people to develop their skills, expand their network and contribute to the inclusivity of their communities.

Environment – They provide supportive & safe spaces (digital and physical) and contribute to a world where young rainbow people feel proud of who they are.

Collaboration – They collaborate and unite with other organisations to further the inclusion of rainbow young people. Through partnerships, they support the effective delivery of Wear It Purple Day in Schools, Universities, Workplaces and the broader community.

WEAR IT PURPLE - aims to:

- help students connect further to their community through developing positive relationship behaviour (such as forming relationships which are safe, supportive, and respectful)
- help students succeed by providing further foundations for positive self-esteem and character traits, while enabling a positive environment for learners where they feel confident in taking risks and stretching their academic potential.
- help students thrive by using Wear it Purple as an initiative which enables student involvement, advocacy and contributions to their community.

Diversity and Inclusion

Wear it Purple Event Proposal

**WEAR IT
PURPLE**

PROPOSAL

PREPARED BY



Senior Learning and Capability Specialist
Organisational Capability & Workforce Planning
People Strategy

REVIEWED BY



Manager | Human Resources

APPROVED BY



Executive Manager
Human Resources and Communications Branch

