



OUR STRATEGIC PLAN

2020 - 2022

MINUST8

THANK YOU!

PwC

PwC's 'The Difference' and LGBTQIA+ GLEE Employee network generously donated their time and expertise to lead the series of strategic development workshops across Minus18 that form the foundation of this plan.

Minus18 Community

This plan was developed in collaboration and consultation with Minus18 Board, Staff and Young People, with funding from the Victorian Government.

f @  **MINUS18YOUTH**



Our office is located on the land of the Wurundjeri and Boon Wurrung people, Australia's First People and Traditional Custodians. This always was and always will be Aboriginal land.



Our work wouldn't be possible if not for the tireless activism from the LGBTQIA+ heroes who have come before us. Their advocacy and protests have pathed the way for Minus18 — we stand on the shoulders of giants.



STRATEGIC PLAN 2020 - 2022

MINUS18

We're leading change, building social inclusion and advocating for an Australia free of homophobia, biphobia, interphobia and transphobia.

Since 1999, we've been improving the lives of Lesbian, Gay, Bisexual, Transgender, Queer, Intersex and Asexual (LGBTQIA+) Youth.



CHAMPIONS FOR LGBTQIA+ YOUTH AUSTRALIA WIDE



OUR MISSION



LIFE-AFFIRMING SOCIAL INCLUSION

Through a preventative model of mental health support, we tackle social isolation by creating spaces where young people belong. That means spaces where young people are the ones who are visible, and where expressing your LGBTQIA+ identity is celebrated.



EDUCATION & ADVOCACY

Creating an Australia free from discrimination is a job for everyone. We transform schools, workplaces and communities through LGBTQIA+ training, resources, and digital campaigns that enable others to champion inclusivity – no matter their location.



YOUTH EMPOWERMENT

We believe in equipping young people with the skills they need to be the best version of themselves. Youth are at the forefront of every one of our programs – we're nurturing and empowering the next generation of LGBTQIA+ leaders.

HOW WE DO IT



YOUTH EVENTS

We create life-affirming events for young people to celebrate their identity, build social connection and support mental wellbeing.

For most, it's their first time meeting like-minded people and accessing a space where they can truly be themselves.



WORKSHOPS & TRAINING

Whether it's at school, a health service, or in a workplace, LGBTQIA+ youth should feel safe. Minus18 workshops and training equip the whole community with the tools needed to champion inclusivity within their own spaces.



CREW YOUTH PROGRAM

The Crew youth program each year equips a new generation of young people with the skills, knowledge and real-life opportunities they need to be leaders of change. These legends ensure the work we do remains relevant.



EDUCATION RESOURCES

We share our knowledge, offering peer support to LGBTQIA+ youth and their families through articles, interviews and video content. It means they're able to access free help online no matter what part of Australia they're from.



AWARENESS CAMPAIGNS

Supporting inclusion and standing up to discrimination is an Australia-wide responsibility – and we need your help!

Our campaigns empower whole communities to drive LGBTQIA+ awareness and support young people across Australia.



PROJECT PARTNERSHIPS

We partner with corporate and community organisations to drive inclusion and build connection with LGBTQIA+ youth and their families.



**FIND OUT MORE AT
MINUS18.ORG.AU**

LGBTQIA+ YOUTH NEED OUR HELP

10-20%

OF AUSTRALIAN HIGH SCHOOL STUDENTS IDENTIFY AS LGBTQIA+.¹

80%

WILL BE BULLIED OR HARASSED BECAUSE OF THEIR IDENTITY.²

75%

WILL EXPERIENCE THIS BULLYING AT THEIR SCHOOL.²

10x

MORE LIKELY TO EXPERIENCE DEPRESSION DUE TO THESE EXPERIENCES.³

5x

MORE LIKELY TO EXPERIENCE ANXIETY THAN THE GENERAL POPULATION.³

20x

MORE LIKELY TO ATTEMPT SUICIDE COMPARED TO OTHER YOUNG PEOPLE.³



79%

OF YOUTH WHO ENGAGE IN MINUS18 REPORT MAKING A NEW FRIEND.⁴

98%

REPORT MINUS18 DIRECTLY IMPROVING THEIR CONFIDENCE AND SENSE OF SELF.⁴

95%

OF MINUS18 WORKSHOP PARTICIPANTS FEEL BETTER PREPARED TO SUPPORT LGBTQIA+ PEOPLE.⁵



ACCESS & INCLUSION

Not everyone's experience is the same - that's why over the next 3 years we've committed to further prioritisation of our support to young people in the following communities:



FROM LOW-SOCIOECONOMIC AREAS



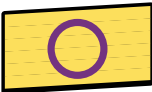
LIVING IN REGIONAL & RURAL AREAS



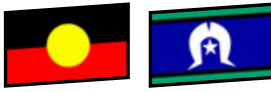
IDENTIFYING AS TRANS AND GENDER DIVERSE



IDENTIFYING AS PEOPLE OF COLOUR



WHO HAVE AN INTERSEX VARIATION



WHO ARE ABORIGINAL & TORRES STRAIT ISLANDER



OK, HERE'S THE FULL PLAN

FROM 2020 - 2022 WE WILL



Confront COVID-19 and innovate solutions to support LGBTQIA+ youth during uncertain times.



Lead LGBTQIA+ inclusion in schools, workplaces and communities across Australia.



Create spaces for LGBTQIA+ youth to find connection, build confidence and celebrate identity.



Empower the next generation of LGBTQIA+ leaders.



Inspire Australia to take action to support LGBTQIA+ youth.

GOAL 1

CONFRONT COVID-19 AND INNOVATE SOLUTIONS TO SUPPORT LGBTQIA+ YOUTH DURING UNCERTAIN TIMES

HOW WE'LL DO IT

Digitise critical LGBTQIA+ youth programs to strengthen social connection and peer support

YOUTH ENGAGEMENT SURVEY

Through our youth-centered approach, we'll consult with 200 young people about their experiences during self isolation, and what digital supports they require. We'll share these learnings to empower youth organisations globally.

DIGITAL YOUTH SUPPORT

With the findings of our Youth Engagement Survey, we'll mobilise and support our Crew youth leaders to connect LGBTQIA+ young people around the world via our digital platforms - particularly livestreams, digital events and social groups.

Adapt LGBTQIA+ inclusion to digital and home environments

COMMUNITY ACTION - FROM HOME

Peer-support and campaign material will be redeveloped to suit the context of self-isolation and working from home.

DIGITAL WORKSHOPS AND SEMINARS

We'll adapt our LGBTQIA+ Workshops and Training into digital seminars for schools, workplaces and community organisations, as well as individuals in Australia and around the world.

Preserve the sustainability of the Minus18 Foundation and its people

COVID-19 FINANCE AND RISK

Through the formation of a COVID-19 Finance and Risk Committee, we'll ensure the Foundation's economic and cultural sustainability, and respond to new for grants, stimulus and risk mitigation.

COMMUNICATION AND TRANSPARENCY

Through uncertain times, we'll communicate transparently to our team and supporters, and create visibility for the adaptability and innovation of our organisation.

GOAL 2

LEAD LGBTQIA+ INCLUSION IN SCHOOLS, WORKPLACES AND COMMUNITIES ACROSS AUSTRALIA

HOW WE'LL DO IT

Drive the accessibility of LGBTQIA+ education around Australia

FREE AND SUBSIDISED TRAINING

We'll use grants and donations to create opportunities for more schools and community groups to access free or subsidised inclusion workshops and training - particularly those in low-socioeconomic, and regional and rural areas.

FREE DIGITAL RESOURCES

For schools and community groups who can't access our workshops, we'll grow our range of digital resources and information kits to empower local training. We'll focus on schools, families and communities within our Access & Inclusion priority areas.

COMMUNITY FORUMS

We'll provide free community forums through local partnerships to broaden the reach of our education impact.

AMPLIFY OUR COMMUNITY

We'll share our networks and collaborate with other organisations to amplify the voices of LGBTQIA+ youth, drive community awareness, and reach broader audiences.

Grow our LGBTQIA+ inclusion education, workshops and training Australia wide

FURTHER EDUCATION

We'll create further education and action resources to empower training participants to continue building inclusion after engaging with Minus18.

ELEVATE YOUTH VOICES

We'll continue to ensure our training is developed with, and reflective of, the experiences of LGBTQIA+ young people, through ongoing consultation, research and participant feedback.

EVIDENCE-BASED APPROACH

Our evidence-based workshops and training packages will go through additional independent reviews to deepen their alignment to existing standards and curriculum.

GOAL 3

CREATE SPACES FOR LGBTQIA+ YOUTH TO FIND CONNECTION, BUILD CONFIDENCE AND CELEBRATE IDENTITY

HOW WE'LL DO IT

Champion and include all youth identities

ALL ARE WELCOME

We'll continue to prioritise Access & Inclusion so that those with marginalised identities always feel welcome and safe in Minus18 spaces. This includes elevating young LGBTQIA+ performers and artists.

NO ONE LEFT BEHIND

We'll engage with community partners to promote our events and programs to those most in need, and increase their participation at Minus18. We'll ensure cost will never be a barrier for a young person to attend a Minus18 event by continuing to offer free tickets to anyone who needs them.

Share our expertise to empower others to create LGBTQIA+ youth spaces

SHARE OUR KNOWLEDGE

We'll document and share our 20+ years of experience in creating LGBTQIA+ youth spaces, empowering other organisations and young people to host their own initiatives using our unique framework.

CHAMPION OTHERS TO HOST EVENTS

We'll champion LGBTQIA+ youth events that focus on our Access & Inclusion priorities by sharing our learnings and amplifying organisations who work with these communities.

Bring the Queer Formal® to more young people across Australia

FOCUS ON HIGH IMPACT EVENTS

We'll continue to deepen our focus on hosting our most highly evaluated youth events across Australia through community partnerships and sponsorships.

GROW OUR REACH

We'll seek partnership opportunities in new Australian cities to expand our Queer Formal® events and reach more young people than ever before.

GOAL 4

EMPOWER THE NEXT GENERATION OF LGBTQIA+ LEADERS

HOW WE'LL DO IT

Reimagine our vision for youth empowerment and participation

REIMAGINE YOUTH PARTICIPATION

We'll develop and implement a reimagined vision for youth participation in Minus18's Crew youth program.

EMPOWER DIVERSE VOICES

We'll continue to ensure our Crew youth program participants and volunteers are representative of the communities we work with, reflecting our Access & Inclusion priorities.

ELEVATE OUR YOUNG PEOPLE

We'll share the incredible stories and experiences of our young people and volunteers with the community and our supporters.

Equip LGBTQIA+ youth with the tools and support they need to be tomorrow's leaders

YOUTH DEVELOPMENT

We'll strengthen the professional and personal development opportunities in our Crew youth program.

EVALUATE IMPACT

Like our other programs, we'll evaluate our Crew youth program and volunteer engagement, tracking the professional and personal impact on our young people.

CONNECT OUR LEADERS

Harnessing the Victorian Pride Centre as our community hub, we'll connect with our past volunteers, and amplify their voices to help them shape their careers as they become young adults.

GROW BEYOND MINUS18

We'll foster pathways into further volunteer and employment opportunities once young people graduate from our Crew youth program.

GOAL 5

INSPIRE AUSTRALIA TO TAKE ACTION TO SUPPORT LGBTQIA+ YOUTH

HOW WE'LL DO IT

Deepen the way we engage with our wider community of supporters

GROW OUR CAMPAIGNS

We'll engage our incredible supporters throughout the year by deepening our connection with IDAHOBIT, Wear It Purple, and Trans Awareness Week campaigns, as our primary supporter engagement opportunities.

CONNECT THROUGH IMPACT

We'll offer deeper connection with our work, by sharing our evaluated impact on LGBTQIA+ youth with our community supporters.

Grow our supporter base while staying true to our values and mission

FUNDRAISE WITH COMMUNITY

We'll reprioritise fundraising and donations as core enablers for our youth programs, to ensure Minus18 remains resilient to economic and political change.

CREATE VISIBILITY

We'll continue to invest in partnerships, sponsorships and eCommerce initiatives to invite our community into our work and build our capacity to empower LGBTQIA+ young people.

BE AGILE AND RESPONSIVE

We'll apply our agile business model to identify and adapt to strategic funding opportunities as they arise. With this, we'll respond to the ever changing needs of LGBTQIA+ young people.

GET INVOLVED



BOOK LGBTQIA+ TRAINING

We deliver high impact LGBTQIA+ inclusion training to bring your workplace or team up to speed. Through building empathy and understanding our workshops will provide you with the tools you need to create inclusive spaces.

Find out more minus18.org.au



ORDER PRIDE MERCH

Minus18 resources and merchandise are the perfect way to visibly support LGBTQIA+ people. We've got posters, booklets, toolkits and a whole lot of rainbows.

We provide discounts on all bulk orders for schools and workplaces, with 100% of the proceeds supporting LGBTQIA+ youth programs at Minus18.



HOST A FUNDRAISER

Get your workplace or friends together and host a rainbow event to raise funds to enable our work. The money you raise will go directly towards ensuring more young people get to experience the world of Minus18.

Learn how at minus18.org.au

OR DONATE DIRECTLY

Make a Recurring Donation

If you think we're doing great things, and want to see us do even GREATER things, sign up to donate monthly. This will ensure that Minus18 is around for another 20 years.

Make a One-Off Donation

Can't sign up to give monthly? That's OK! One-off donations are wonderful too. Any donation above \$2 is tax-deductible as well.

Leave a Legacy

Leave Minus18 a gift in your will and support future generations of LGBTQIA+ young people.

Donate at Work

Donate to Minus18 through your workplace giving program. If you need help signing us up, put your payroll department in touch with us!

Donate Your Voice

If you don't have the ability to support financially, you can share our work. Sign up to our mailing list, or connect with us on social media, and tell your friends, colleagues and networks about who we are and what we do.

You never know whose family member might need to know about Minus18.

All donations to Minus18 over \$2 are tax-deductible.

LEARN MORE AT [MINUS18.ORG.AU](https://minus18.org.au)



MINUS18 SAVED MY LIFE

“Going to a Catholic highschool was difficult. I was really at that stage of my life where I was coming to terms with my sexuality, and what it all meant.

In Year 9 I was outed by a friend, who told the whole school that I was bisexual. It was one of the toughest times in my life.

I found Minus18, which was amazing. I had a safe avenue to meet others who identified as anything other than ‘straight’, which was completely brand new to me. I got actual advice from people who understood me. I can’t imagine getting through it without Minus18.”

Mark* - 16 years old

* Name and image changed for privacy

MINUST8 CHAMPIONS FOR
LGBTQIA+ YOUTH