

ANNUAL IMPACT REPORT 2019—2020



MINUST18

MINUS18

AUSTRALIA'S CHARITY IMPROVING THE LIVES OF LGBTQIA+ YOUTH



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Our office is located on the land of the Wurundjeri and Boon Wurrung people. We acknowledge Australia's First People and Traditional Custodians of the lands this project took place. This always was and always will be Aboriginal land.



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

[MINUS18.ORG.AU](https://www.minus18.org.au)

[f](#) [@](#) [t](#) **MINUS18YOUTH**

MINUS18



LGBTQIA+ YOUTH EXPERIENCES

10-21%

OF HIGH SCHOOL STUDENTS AROUND THE WORLD IDENTIFY AS LGBTQIA+.¹

75%

WILL BE BULLIED OR HARASSED IN AUSTRALIA BECAUSE OF THEIR IDENTITY.²

20x

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



OUR MISSION



LIFE-AFFIRMING SOCIAL INCLUSION



EDUCATION AND ADVOCACY



YOUTH EMPOWERMENT



SINCE 2011, WE'VE REACHED

196

YOUTH VIA OUR VOLUNTEER PROGRAM

69,918

LGBTQIA+ YOUTH ATTENDING EVENTS

21,652

PEOPLE ATTENDING WORKSHOPS & TRAINING

3.3 MILLION

PEOPLE ACCESS DIGITAL RESOURCES

1. Fisher, et al. (2019). 6th National Survey of Australian Secondary Students and Sexual Health. La Trobe University. and Accelerating Acceptance (2017). GLAAD.
2. Hillier et al (2010) Writing Themselves in 3. Latrobe University.
3. Strauss, P et al (2017). Trans Pathways: the mental health experiences and care pathways of trans young people. Telethon Kids Institute.

IN SUMMARY

2019 - 2020

Innovating A New World

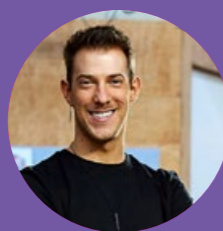
A year doesn't seem to go by without leaps and bounds at the Minus18 Foundation. Since founding in 2011, our team have become agile experts in responding to the rapidly changing needs of LGBTQIA+ youth all over Australia.

It's for this reason that, despite the sudden challenges brought about by COVID-19, Minus18 has continued to champion LGBTQIA+ youth engagement in 2019-2020. We have consulted with almost 250 young people, who shared countless stories of being left jobless, socially isolated, and experiencing family violence.

To respond, the Minus18 team has worked tirelessly to create brand new programs and new ways of connecting young people throughout the nation. We've held nationwide digital youth events, live-streamed training and developed support mechanisms specifically for parents of LGBTQIA+ youth. We know this hard work is paying off, with 98% of young people feeling less isolated as a result of attending a Minus18 digital event. But this is just the beginning, and we're committed to supporting young LGBTQIA+ people through navigating a post-COVID-19 world.

Inclusion Is Our Strategy

This year we launched our youth-driven Strategic Plan for 2020-2022, developed in conjunction with PwC's 'The Difference' team.



MICAH SCOTT
FOUNDING CEO



GEMMA HALLETT
CHAIRPERSON

Our Strategic Plan goals and actions are embedded throughout this report. At its core, the Strategic Plan aims to strengthen the way we represent and include young people of all identities in our events, education programs and advocacy - particularly in the face of COVID-19.

With the number of people accessing digital resources increasing by 40% in 2019-20, we have already seen the power that digital programs have had in enabling us to reach young people in regional and rural areas, speak directly to parents and carers, and grow Minus18's impact.

Bracing for Uncertainty

As we brace for the next 12 months, we have reserved funds to allocate immediately towards ensuring our critical support of LGBTQIA+ youth continues during the economic uncertainty brought on by COVID-19. We couldn't lead LGBTQIA+ youth support in Australia without our incredible community—our staff, volunteers, partners, donors and community champions—whose passion and energy keeps our organisation relevant and thriving.

It's only with your help that we can continue our mission to create an Australia where all LGBTQIA+ youth are safe, empowered, and belong.

Thank you from the bottom of our hearts.

REACH SNAPSHOT

5,818

LGBTQIA+ YOUTH ATTENDED MINSU18 EVENTS.

25

YOUTH PARTICIPATED IN OUR VOLUNTEER PROGRAM.

5,962

PEOPLE PARTICIPATED IN WORKSHOPS AND TRAINING.

765,140

PEOPLE ACCESSED DIGITAL RESOURCES.

IMPACT SNAPSHOT

96%

OF QUEER FORMALS® ATTENDEES SAID THAT MINUS18 HELPED THEM TO BE THEIR TRUE SELVES.¹

73%

OF YOUTH AT MINUS18 EVENTS MADE A NEW FRIEND.¹

90%

OF STUDENTS FELT MORE CONFIDENT STANDING UP TO BULLYING AFTER A WORKSHOP.²

98%

OF CAMPAIGN PARTICIPANTS SAID THEIR INVOLVEMENT MADE A POSITIVE IMPACT ON THEIR COMMUNITY.³

BOARD OF DIRECTORS



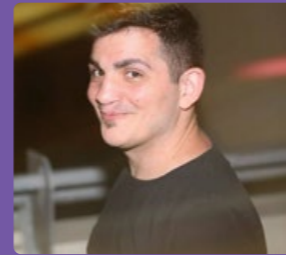
GEMMA HALLETT
CHAIR



TIMOTHY DART
TREASURER



MICAH SCOTT
FOUNDING CEO



NICK BASSETT
SECRETARY



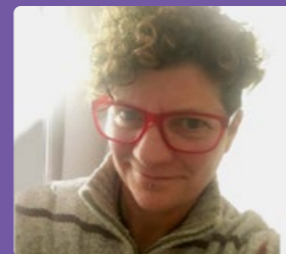
CHARLES HAMMERSLA
DEPUTY TREASURER
FINANCE & RISK LEAD



ASIEL ADAN SANCHEZ
DEPUTY SECRETARY



PIP HENTY
DEPUTY CHAIR



SON VIVIENNE
ACCESS & INCLUSION LEAD



DANIELLE HIGGS
PEOPLE & CULTURE



GEMMA SAUNDERS
PEOPLE & CULTURE



BRENDAN MCKEON
FINANCE & RISK



DAVID WILLIAMS
OUTGOING DIRECTOR



BLAKE CONNELL
OUTGOING DIRECTOR



ROBBIE VAN DIJK
OUTGOING DIRECTOR



JESSICA KITCH
OUTGOING DIRECTOR

Company Structure

Minus18 is a company limited by guarantee (CLG) incorporated under the Corporations Act 2001, a charity registered with the ACNC, and a Public Benevolent Institution endorsed as a Deductible Gift Recipient by the ATO.

In July 2018, following six months of preparation and with the assistance of a pro bono legal team, Minus18 transitioned from an incorporated association to a CLG. We made the switch to reflect Minus18's significant growth in revenue and reach, and enable us to expand nationally. Minus18 has adopted a new constitution and commenced its new compliance obligations, including annual reporting to ASIC. Minus18 held its first AGM as a CLG in November 2019.

Board Composition

Directors receive no remuneration for their services (with the exception of the Chair, who receives a modest honorarium to recognise the additional expenses incurred through the role) and are appointed for a two-year term. The CEO also sits on the Board, and is delegated operational authority through the Board's delegations framework.

The appointment and induction process for Directors is overseen by the Secretary and Chair. The Board selects Directors by majority vote, based on skills, expertise, and lived experience at diverse intersections of the LGBTQIA+ community.

Directors receive a face-to-face and written induction, and sign a Directors Agreement. Directors' knowledge of Minus18's operations is maintained by monthly reports from the CEO, regular updates via email and social media, invitations to Minus18 events, and Board-Staff social opportunities.

Sub-Committees of the Board

Empowered by our Constitution, the Board has delegated additional controls and responsibilities to three Sub-Committees. The Sub-Committees make recommendations to the Board to enable informed decision-making. Each Committee has a Terms of Reference approved by the Board, and is presided over by a Committee Lead.

Certain Sub-Committees have appointed Expert Advisors. These are external volunteer non-director roles that provide guidance and build capacity of the Foundation.

- Finance & Risk Committee
- People & Culture Committee
- Access & Inclusion Committee

COVID-19 Management

In March 2020, members of the Finance & Risk Committee, and the People & Culture Committee formed the COVID-19 Working Group. From March until June 2020, the Working Group met weekly, and continues to meet fortnightly to promptly respond to the rapidly evolving impacts of COVID-19 on the Foundation, including employment obligations, implementation of OHS protocols, and financial review.

Risk Management

The Board (led by the Finance & Risk Committee) oversees the establishment, implementation and annual review of Minus18's risk management system. The Board identifies key risks and implements mitigation strategies via a Risk Register which is reviewed quarterly.

In addition to the Expert Advisors appointed to assist the Board's Sub-Committees, the Board has access to independent advice on the following matters:

- Investments - the Board has engaged U Ethical to advise on and manage Minus18's ethical investment portfolio. The Board has approved risk and return parameters for the portfolio.
- Legal - the Board has engaged Clayton Utz to provide ongoing ad hoc pro bono legal advice.
- Payroll and finance - the Board has engaged Cloud Business Consulting & Bookkeeping Pty Ltd, registered Company BAS Agents, to provide payroll and bookkeeping services.

Financial Management

Minus18 has several interconnected layers of financial management that have enabled us to harness significant financial growth:

- Minus18's Treasurer is a qualified Chartered Accountant with several years experience in the role. The Treasurer provides monthly financial reports to the Board for review and discussion.
- The annual budget for Minus18 is prepared by the CEO and Finance & Risk Committee, and reviewed twice a year. The budget is scrutinised and approved by the Board. In light of COVID-19, frequent reforecasts and alternate budgets have been prepared, discussed and approved by the Board.
- Minus18 engages a qualified bookkeeper, responsible for finance administration and payroll. The bookkeeper is highly responsive to requests for information from the Board and management.
- The Board, on the recommendation of the Finance & Risk Committee, has invested some of Minus18's cash reserve with U Ethical. This investment provides higher returns than storing the reserve in our bank accounts, and the funds remain easily accessible on demand by the Board.

[VIEW THE FINANCIAL REPORT](#)

Our Financial Report includes the full qualifications of Directors and independently reviewed financials. Available at minus18.org.au

2020 - 2022 STRATEGIC PLAN

[VIEW THE STRATEGIC PLAN](#)

Driven by LGBTQIA+ youth, and developed with the support of PwC's The Difference, our new strategic plan sets the ground work to improve the lives of young people Australia-wide.

These strategic goals inform the way we report our impact throughout this report.



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.

RESPONDING TO COVID-19



STRATEGIC GOAL

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



MICAH
FOUNDING CEO



MEG-AN
OPERATIONS MANAGER

COVID-19 RESPONSE



INNOVATING NEW WAYS OF WORKING

Despite the sudden challenges brought about by COVID-19, Minus18 have led LGBTQIA+ youth engagement. In March 2020, over 244 LGBTQIA+ youth were consulted on what they wanted to see from Minus18 in digital spaces during COVID-19 and beyond.

Our team and volunteers innovated, producing new ways of operating, and new ways of producing our programs, all endorsed by the Board.

Close consultation with LGBTQIA+ youth is essential to ensure services are relevant, and will continue in the next 12 months.



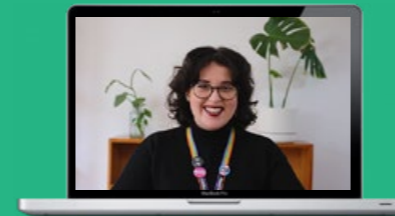
YOUTH CONSULTATION

At the beginning of COVID, we surveyed 244 LGBTQIA+ youth from around Australia on their needs during the pandemic. This data helped shape additional youth programs across Australia.



FIGHTING SOCIAL ISOLATION

With a focus on online safety and inclusive spaces, we reimagined Minus18 events creating Zoom parties, workshops, and chill out spaces. 98% of LGBTQIA+ felt less isolated after a digital event.



DIGITAL DELIVERY

LGBTQIA+ inclusion remains important, even when working from home. Adapting to COVID, and pivoting to digital education has allowed anyone, regardless of location, to participate.



COVID-19 WORKING GROUP

The Minus18 Board, along with the CEO, developed the COVID-19 Response Committee, meeting weekly, now fortnightly to manage safety, team support, communication and financial forecasting.

76%

OF LGBTQIA+ YOUTH CONSULTED FEEL LONELY AS A RESULT OF COVID-19.¹

98%

OF YOUTH FEEL LESS SOCIALLY ISOLATED AFTER MINUS18 DIGITAL EVENTS.¹

EDUCATION



STRATEGIC GOAL

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



ALVI
BOOKING & RELATIONSHIPS



SEB
WORKSHOP COORDINATOR



TESSA
WORKSHOP PRESENTER

WORKSHOPS & TRAINING



DIGITAL AND IN PERSON EDUCATION SESSIONS

Whether it's in their community, school or workplace, young people deserve to feel safe and supported no matter who they're engaging with. It can be challenging to keep up with ever-evolving terminology, research and experiences of our community. That's where we can help.

This year, we pivoted our workshops and training into digital spaces, and equipped thousands of workplaces, teachers, students and young people with the tools needed to ensure LGBTQIA+ people of any age are safe.

98 live education sessions were delivered to 5,962 participants.

WORKPLACES

SCHOOLS

2,361
Workplace
Participants
40%

122
LGBTQIA+ Youth
2%

1,203
Teachers
20%

2,276
Students of all
identities
38%

5,962
PARTICIPANTS

4,612
ATTENDED IN PERSON
VIC, NSW

1,350
ATTENDED DIGITALLY
GLOBALLY

18%
OF PARTICIPANTS FROM
REGIONAL / RURAL AREAS

WORKSHOPS & TRAINING SUMMARY

STUDENT WORKSHOPS

96%

FELT THEIR UNDERSTANDING OF LGBTQIA+ INCLUSION WAS 'GOOD' OR 'OUTSTANDING' AFTER THEIR SESSION.

90%

FELT MORE CONFIDENT STANDING UP TO BULLYING OR HARRASSMENT AFTER THE SESSION.¹

97%

WOULD RECOMMEND THEIR WORKSHOP TO OTHERS.¹

90%

RATED THE PRESENTERS AS ENERGETIC AND ENTHUSIASTIC.¹

WORKPLACE TRAINING

96%

POST TRAINING SCORED THEIR UNDERSTANDING OF LGBTQIA+ INCLUSION AS 'GOOD' OR 'OUTSTANDING'.²

93%

POST TRAINING RANKED THEIR PREPAREDNESS TO SUPPORT LGBTQIA+ PEOPLE AS 'GOOD' OR 'OUTSTANDING'.²

98%

OF PEOPLE WOULD RECOMMEND MINUS18 TRAINING TO OTHERS.²

94%

RATED THE PRESENTERS AS ENERGETIC AND ENTHUSIASTIC.²

Minus18 are amazing! So informative and engaging. We were connected with the experiences of LGBTQIA+ people of all walks of life, and have come away with practical tools to support inclusion and culture. Definitely recommend!

LEVI'S® Australia

Thank you so much for speaking with over 300 year 9s. We've had only positive feedback! Just amazing work! The Minus18 team were so engaging and powerful and I am so thankful for what you all did for our LGBTIQ youth at GWSC. Your outstanding workshop articulated how to be a good ally. Thank you.

Glen Waverley Secondary

Minus18 provided inclusion training for us as we undertook the Rainbow Accreditation process. The workshop content was engaging, accessible and inclusive, the facilitators were knowledgeable and empathic and our people found it to be such a valuable learning experience!

Anglicare Victoria



EDUCATION RESOURCES



As we grow, we aim to ensure LGBTQIA+ education is accessible to everyone - especially those we can't visit or host an education session with physically. To do this, we create freely available digital resources, accessed hundreds of thousands of times each year.

The past 12 months, our digital resources focused on sharing our wealth of knowledge - not just with young people, but with schools, workplaces and families all over Australia.

Here's some of the highlights from the past 12 months.



YOUTH SUPPORT ARTICLES

Peer support articles are available for LGBTQIA+ youth all over Australia - including dealing with unsupportive families during COVID-19, and support on coming out.



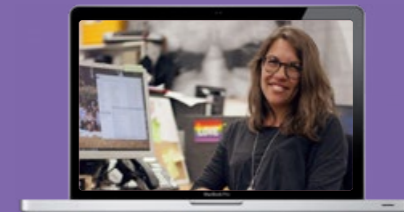
DIGITAL EVENTS GUIDE

After running digital events during the height of COVID-19, we evaluated why our events succeeded, and shared these findings with over 1,000 youth services around Australia.



PARENT VIDEOS

In conjunction with Disney, we released 4 peer-support videos for parents of LGBTQIA+ teenagers, accessed almost 50,000 times.



SCHOOL & WORKPLACE TOOLKITS

For schools and workplaces, we reviewed and improved our toolkits to help organisations begin championing LGBTQIA+ inclusion.

UNIQUE USERS

Accessing resources
via minus18.org.au

286,619

2018

539,769

2019

765,140

2020



REGIONAL SCHOOLS CONSULTATION



QUEER OUT HERE

In 2019, we began the first steps in our commitment to strengthen engagement in regional and rural areas of Australia, consulting with 1,004 students and teachers across 55 regional areas on their experiences of LGBTQIA+ inclusion.

The project was funded by the Felton Bequest and BHP's Jasper Pride Group, and delivered in conjunction with a host of community partners, including University of Western Australia, SHINE SA and Griffith University.

Our findings provide a snapshot of attitudes and experiences, as well as proposed solutions to improve safety and inclusion at a school and community level.

[VIEW THE FULL REPORT](#)



78% of students and teachers witnessed regular negative comments about LGBTQIA+ people at school.

32% of teachers and students reported that their school never took action to support LGBTQIA+ students.

88% of LGBTQIA+ youth want teachers to take a more active stand against negative language.

91% of students and teachers expressed a need for more LGBTQIA+ education and awareness.

1,004
TOTAL PARTICIPANTS

540
SECONDARY
SCHOOL STUDENTS

442
TEACHERS &
SCHOOL STAFF

22
LGBTQIA+ YOUTH
FROM YOUTH SERVICES

YOUTH & EVENTS



STRATEGIC GOALS

Create spaces for LGBTQIA+ youth to find connection & celebrate identity.

Empower the next generation of LGBTQIA+ leaders.



MILLER
EVENT PROGRAMMING &
RELATIONSHIPS COORDINATOR



BRIT
YOUTH & VOLUNTEER
COORDINATOR

EVENT HIGHLIGHTS



5,818 YOUTH ATTENDEES

Making friends and having a sense of community is key to building confidence and resilience for LGBTQIA+ youth. This year we were able to provide this experience to 5,805 young people who attended our life-affirming events in person across Melbourne, Sydney, and Adelaide, and digitally Australia-wide.

Here are our highlights:



NIGHTMARE ON QUEER STREET HALLOWEEN 2019

Nightmare on Queer Street was a drug, alcohol, smoke free Halloween dance event, held in partnership with RMIT for 400 youth.

100% of attendees surveyed after the event said that attending helped them to be their true selves.



YOUTH PRECINCT MIDSUMMA CARNIVAL 2020

In partnership with Midsumma, Minus18 hosted the Youth Precinct at Carnival day in Melbourne—a safe, drug, alcohol and smoke-free area exclusively for 750+ young people.



MELBOURNE PRIDE MARCH

In February, nearly 1,000 LGBTQIA+ youth joined Minus18 for Pride March in St Kilda, Melbourne.

This year saw more parents than ever before march with their children and show their support to the community.



DIGITAL EVENTS LAUNCH

Digital events were launched in May 2020 to keep LGBTQIA+ youth connected during COVID-19. 2,394 young people attended live digital events, and 6,295 viewed a recorded stream afterwards. It's all in collaboration with LGBTQIA+ performers, artists and speakers, as well as community partners.

EVENT HIGHLIGHTS



QUEER FORMAL®

The Queer Formal is Minus18's flagship event. It's a night that's often a young person's very first LGBTQIA+ event, and one where youth get to be themselves and celebrate their identity.

Over the past 12 months, we held 3 Queer Formals for 1,430 LGBTQIA+ youth:

- Sydney 2019 - 500 attendees
- Adelaide 2019 - 270 attendees
- Sydney Mardi Gras 2020 - 625 attendees.

The Melbourne Queer Formal will run in December 2020 as a digital experience for young people all over Australia.

A high school formal can be up to \$100 to attend, but thanks to our amazing sponsors, **all 1,395 youth attended the Queer Formal this year completely free of charge.**

KEY PARTNERS WHO MADE THIS HAPPEN



SYDNEY 2019

Key Sponsors

UNSW
ST ALI
Sydney Gay & Lesbian Mardi Gras

ADELAIDE 2019

Levi's
SHINE SA
Coca-Cola Foundation

SYDNEY 2020

PRESENTING PARTNERS
Bonds
Sydney Gay & Lesbian Mardi Gras

KEY SPONSORS
UNSW, LUSH

Community Partners and Supporters

ACON, Twenty10 and GLCS

Feast Festival
Pinnacle Foundation

ACON, Twenty10 and GLCS,
Wear It Purple, Instagram,
European Catering

ACCESS AND INCLUSION

SOCIAL INCLUSION

The inclusion of diverse identities within the LGBTQIA+ community is a deeply held value of the Minus18 mission. We champion all identities within our diverse youth community at events especially, including:

- Prioritising People of Colour and Aboriginal and Torres Strait Islander people as paid performers.
- Providing Auslan Interpreters and/or closed captions for events.
- Programming the first Minus18 event that featured an openly intersex artist.
- Providing 90% of event tickets to young people completely free of charge.
- Providing both digital and physical spaces where 96% of attendees reported they felt safe.
- Offering events that appeal to different audiences, such as Virtual Chill Out events for neurodiverse youth or those after a more relaxed environment.

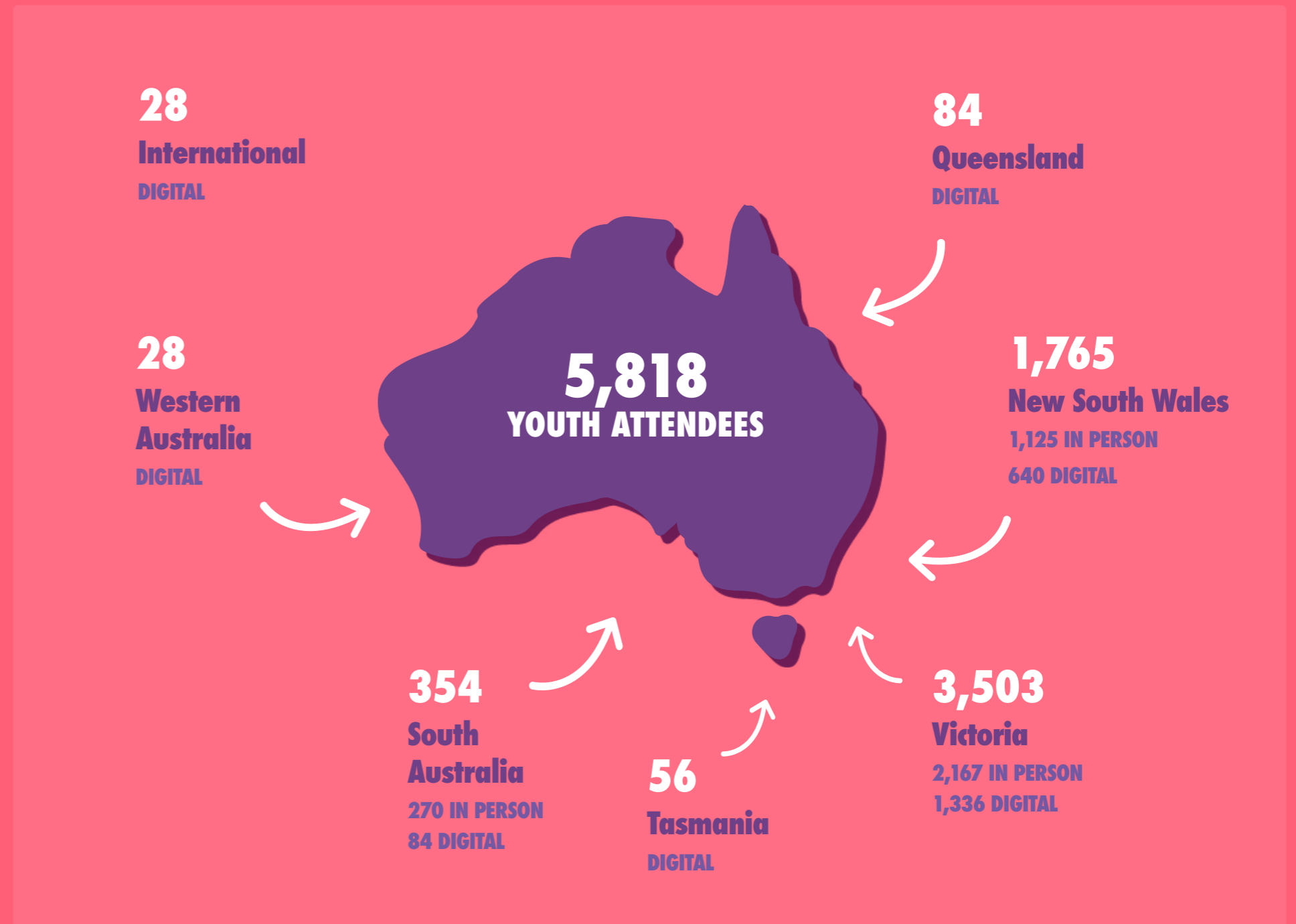
Australia-Wide Events

This year's focus on accessibility deepened with the launch of digital events. For the first time, a small number of young people from Western Australia, Tasmania and Queensland were able to join Minus18 events. Of young people who attended all Minus18 events:

- 34% of youth living 50km+ from their nearest city.
- 48% of youth attending their first Minus18 event.

For these reasons, we expect digital events to become an ongoing offering from Minus18 beyond COVID-19.

An additional 6,295 people viewed the recording of a Minus18 digital event after it was held.



ACCESS AND INCLUSION

48%

OF YOUTH AT MINUS18 WERE FIRST ATTENDING FOR THE FIRST TIME.

73%

REPORTED MAKING A NEW FRIEND AT MINUS18.

96%

REPORTED THAT MINUS18 HELPED THEM TO BE THEIR TRUE SELVES.

98%

RECOMMEND MINUS18 EVENTS TO OTHERS.

LGBTQIA+ IDENTITIES*

Bisexual / Pansexual	58%
Queer	31%
Lesbian	22%
Transgender	20%
Non-binary	19%
Gay	18%
Asexual / Aromatic	12%
Intersex	1%

INTERSECTIONAL IDENTITIES

Neurodiverse	16%
Person of Faith	10%
Living with a Disability	8%
Person of Colour	7%
Culturally Diverse	7%
Aboriginal & Torres Strait Islander	4%

*OTHERS PREFERED NOT TO DISCLOSE

AGE

13 - 15 Years old	29%
16 - 17 Years old	53%
18 - 19 Years old	18%

DISTANCE FROM CITY

0 - 15kms	32%
15kms - 50kms	34%
50kms +	34%

I made my first queer friends tonight. As a closeted queer, seeing everyone be proud of each other and being able to be their own individual was really inspiring. It made me feel that I will be able to come out to my family and be accepted
16 year old, Adelaide Queer Formal® 2019

Tonight was probably the most positive and accepting environment that I will come across in maybe my whole life. Good vibes. Dancing was so much fun. Making heaps of like minded friends. Being able to dress however I damn want. Thanks Minus18
16 year old, Adelaide Queer Formal® 2019

I loved seeing everyone being unapologetically themselves, wearing what they like and loving who they love, the diversity was beautiful and made me feel so accepted and valid, especially coming from a family who isnt accepting it was a beautiful thing to feel accepted for whoever i am.
16 year old, Sydney Queer Formal® 2020

Simply seeing so many queer people, it made me feel like I was truly part of a beautiful community. I felt connected, safe, loved and not alone. I go to a catholic all girls school and even though they are quite accepting they tend to be pretty silent about the existence of lgbt ppl in our school.
17 year old, Melbourne Event Attendee 2019



YOUTH PROGRAM



CREATING THE NEXT GENERATION OF LEADERS

Our volunteers are all young people, aged between 16 and 25, and are the heart of all our programs. It's their fierce energy and love for our mission to support young people all over Australia that fuels every aspect of our organisation.

Young people are involved in all aspects of Minus18 - from putting on events, to delivering education and visibility initiatives.

Here are some of the 25 young people that took part in the 2020 program.



THESE LEGENDS GUIDE OUR RELEVANCE AND CONNECTION TO LGBTQIA+ YOUTH.

83%

REPORTED MINUS18 INCREASED THEIR CONNECTION TO THE LGBTQIA+ COMMUNITY.

92%

ARE MORE LIKELY TO VOLUNTEER FOR OTHER ORGANISATIONS IN THE FUTURE.

CAMPAIGNS & VISIBILITY



STRATEGIC GOAL

Inspire Australia to take action to support LGBTQIA+ youth.



REB
MARKETING COORDINATOR



ADRIAN
PARTNERSHIPS COORDINATOR

LGBTQIA+ VISIBILITY

MINUS18

CHAMPIONS FOR LGBTQIA+ YOUTH

We work hard to raise the profile of LGBTQIA+ young people, and aim to inspire Australia to take action to support them.

This means conversations with a wide range of audiences, including workplaces, schools and families - we need to make sure we stay relevant and engaging in order to achieve this.

This year, we launched our new brand and website, helping to grow our audience, and inspire action in even more corners of Australia.



NEW WEBSITE

Working with Today Agency, we rebuilt our website from the ground up, as a space for LGBTQIA+ youth to access support and information.

UNIQUE VISITORS TO WEBSITE

539k
2019

765k
2020



VISIBILITY MERCH

Visibility Merch and Pride Packs are an easy way to demonstrate LGBTQIA+ inclusion, and support Minus18 at the same time.

PRIDE PACKS SENT TO COMMUNITY

923
2019

1,548
2020



MEMBERSHIP

We create champions for LGBTQIA+ youth. Individuals can sign up through our homepage to learning about and supporting the work we do.

ENGAGED MEMBERS

10.4k
2019

13.0k
2020



INSTAGRAM STICKERS

Designed in collaboration with artist 'Elroseabel', digital stickers are free to use across Instagram and GIPHY to promote LGBTQIA+ inclusion. Just search: Minus18.

UNIQUE USES OF DIGITAL STICKERS

2.8 MILLION
2020

CAMPAIGN ACTIVATIONS



WEAR IT PURPLE DAY

AUGUST 2019

Wear It Purple Day raises awareness for the high rates of suicide faced by LGBTQIA+ youth. We worked with 452 schools, workplaces and community organisations to host an event, wear purple and bring the focus to LGBTQIA+ youth.

Among these, we partnered with Metro to turn Flinders St Station purple, Huxtaburger to create purple burgers, and the City of Stonnington, to host a purple glitter event for 270 youth.

452

ORGANISATIONS SIGNED UP

68,704

EVENT ATTENDEES



TRANS AWARENESS WEEK

NOVEMBER 2019

Minus18 worked with 629 schools, workplaces and community groups to host Trans Awareness Week activities, focusing on fostering inclusive environments for trans and gender diverse people. On average, 130 people attended each event.

In partnership with RMIT and Transgender Victoria, we held Beyond The Binary - a forum sharing the experiences of trans and non binary youth.

629

ORGANISATIONS SIGNED UP

81,770

EVENT ATTENDEES



IDAHOBIT

MAY 2020

International Day Against Homophobia, Biphobia, Interphobia and Transphobia is on May 17 each year. Even though most activities occurred from home, this year, we still worked with a staggering 991 schools, workplaces and community organisations to go rainbow, and champion LGBTQIA+ inclusion. One highlight was Coles, who provided Minus18 inclusion materials to stores nation wide.

991

ORGANISATIONS SIGNED UP

147,659

EVENT ATTENDEES



[VIEW FULL CAMPAIGN REPORTS HERE](#)

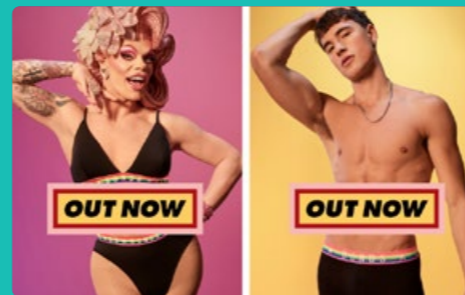
PARTNERSHIP HIGHLIGHTS



TAKING INCLUSION TO THE WORLD

We rely on the generous support of donors, partners and sponsors in order to bring all our work to life and keep Minus18 programs free for LGBTQIA+ youth.

We aim to share our knowledge and experience with other organisations, and through our own connections, act as the conduit between LGBTQIA+ youth and other organisations. It's a big job, but it also means we've worked with some incredible and passionate people over the past 12 months to champion LGBTQIA+ inclusion around Australia.



BONDS

#OutNow is a celebration of coming out delivered in partnership with Bonds. The national campaign reached tens of thousands of participants during Mardi Gras.

The partnership helps to fund core programs – from 2020 Queer Formals, digital support, and LGBTQIA+ training for Bonds staff.



RMIT

Minus18 and RMIT celebrated their third year of partnership, with co-created safe and inclusive spaces for LGBTQIA+ young people; including Halloween at RMIT's Storey Hall and Queer Formal Melbourne. Minus18 also hosted RMIT students to intern across major campaigns.



SYDNEY GAY AND LESBIAN MARDI GRAS

For the first year ever, Minus18 worked with Sydney Gay and Lesbian Mardi Gras to bring youth events into the festival calendar.



MIDSUMMA FESTIVAL MELBOURNE

Each year we work with Midsumma festival to drive youth inclusion at Carnival and Pride March - working together to provide a safe drug, alcohol and smoke free spaces for young people to attend.

PARTNERSHIPS HIGHLIGHTS



RIDE WITH PRIDE

Minus18 teamed up with Fast Times for Pride Month 2020, to produce the Ride with Pride campaign, a series of videos and products creating visibility for LGBTQIA+ inclusion within the skate community.



POLARIS & A PLACE AT THE TABLE

With Drummond St Services we supported Polaris and A Place at the Table, a project connecting LGBTQIA+ young people to mentors across Victoria.



ESCAPE VELOCITY

With St Martins and Creative Victoria, Escape Velocity is a series of films and performances produced by trans and gender non-conforming youth, reaching over 1 million Australians. The films were shared with Victorian MPs to lobby support of the Birth, Death & Marriages Bill.

WE ALSO RAISED FUNDS FOR THESE IMPORTANT CAUSES



CHANGE OF ID FUND

We committed proceeds from our Trans Awareness Week merchandise to Transgender Victoria. This covered the costs of 22 trans youth experiencing financial hardship to update their name and sex record on their Victorian Birth Certificate.



PRIDE MONTH FUNDRAISING

For Pride Month 2020, Minus18 committed 100% of donation and visibility merchandise proceeds towards programs at Minus18 that elevate Black, Indigenous and People of Colour (BIPOC) communities, raising \$25,655 in total.

THE LEGENDS WHO SUPPORT OUR WORK

LEGENDARY PARTNERS



EVENT PARTNERS

PRESENTING PARTNERS

Bonds
Sydney Gay & Lesbian
Mardi Gras

KEY SPONSORS

UNSW
LUSH Cosmetics
Levi's
SHINE SA

Coca-Cola Foundation
ST Ali
Sydney Gay & Lesbian
Mardi Gras
RMIT

COMMUNITY PARTNERS

ACON
AGMC
City of Stonnington
Feast Festival

Midsumma Festival
Pinnacle Foundation
Twenty10 and GLCS
Wear it Purple

SUPPORTERS

European Catering
Instagram

MAJOR GRANTS

Albert van Moorst
Memorial Fund
Aus. Philanthropic
Service
Australia Post

BHP
City of Stonnington
Commonwealth Bank
Creative Victoria
Darebin City Council

Felton Bequest
(Equity Trustees)
FYA
Hobsons Bay City Council
InnerWest City Council

NSW
Victorian Government

PROJECT PARTNERS

Arts Centre Melbourne
Brophy Family and
Youth Services
Converse

Drummond St Services
Fast Times Skating
Glenelg Shire Council
Griffith University

Headspace Horsham
Headspace Moreland
Healthy, Equal, Youth
(HEY) Partners

Metro
MinterEllison
PwC
Schoolhouse Studios

Snapchat Inc
St Martins Youth Arts
Centre
Switchboard

Transgender Victoria
University of Western
Australia
Wimmera Pride

THANK YOU! FUNDRAISERS AND DONORS

\$10,000+

Khanh Ong & Sweater Club

Minus18 alumni and Masterchef contestant Khanh Ong teamed up with Sweater Club to raise funds for the Minus18 youth program through their 'You Are Loved' t-shirts.

Walt Disney Pride Range

The Walt Disney Pride Range released for Midsumma in Australia, with proceeds from sales going towards the digital events program.

Troye Sivan 2019 Tour

Throughout his Australian tour in 2019, Troye Sivan donated \$1 from every ticket to Minus18 and Beyond Blue.

Converse Pride Month

For Pride Month, Converse teamed up with singer Price J to donate proceeds from the Pride Collection to Minus18.

Quay Pride Month

Quay Australia released their pride range of sunglasses in 2020, raising funds to support LGBTQIA+ youth.

\$2,000+

Carlton Football Club

Chi Chi Cosmetics Pride Month

City of Stonnington Christmas Carols

Fast Times Pride Month

Montaigne 2019 Tour

Bendigo Bank

Kathmandu Mardi Gras

Janet Rice

Benjamin Law Growing Up Queer

David Marshall

Huxtaburger Wear It Purple

Sportsgirl Mardi Gras

Medibank Wear It Purple

Amazon

Clayton Utz

iAG/CGU

AESOP

\$1,000+

Australian Eco Print

Andrew Boyd

Andrew Morse

David Marshall

Domain Group

Evie Naufal

Ian Lording

Jason Watkins

Jens-Peter Coombes

Juliet Allen

Kieren Chester

Lachlan Eddy

Larissa Watson

Mark Hooper

Mark James

Mike Sinclair

Nick Adamson

Rosie Turner

Tahlia Hooper

Kitten Witch

Thomas Rice

FINANCIAL SUSTAINABILITY



STRATEGIC GOAL

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

FINANCIAL SUMMARY

WHERE THE MONEY CAME FROM

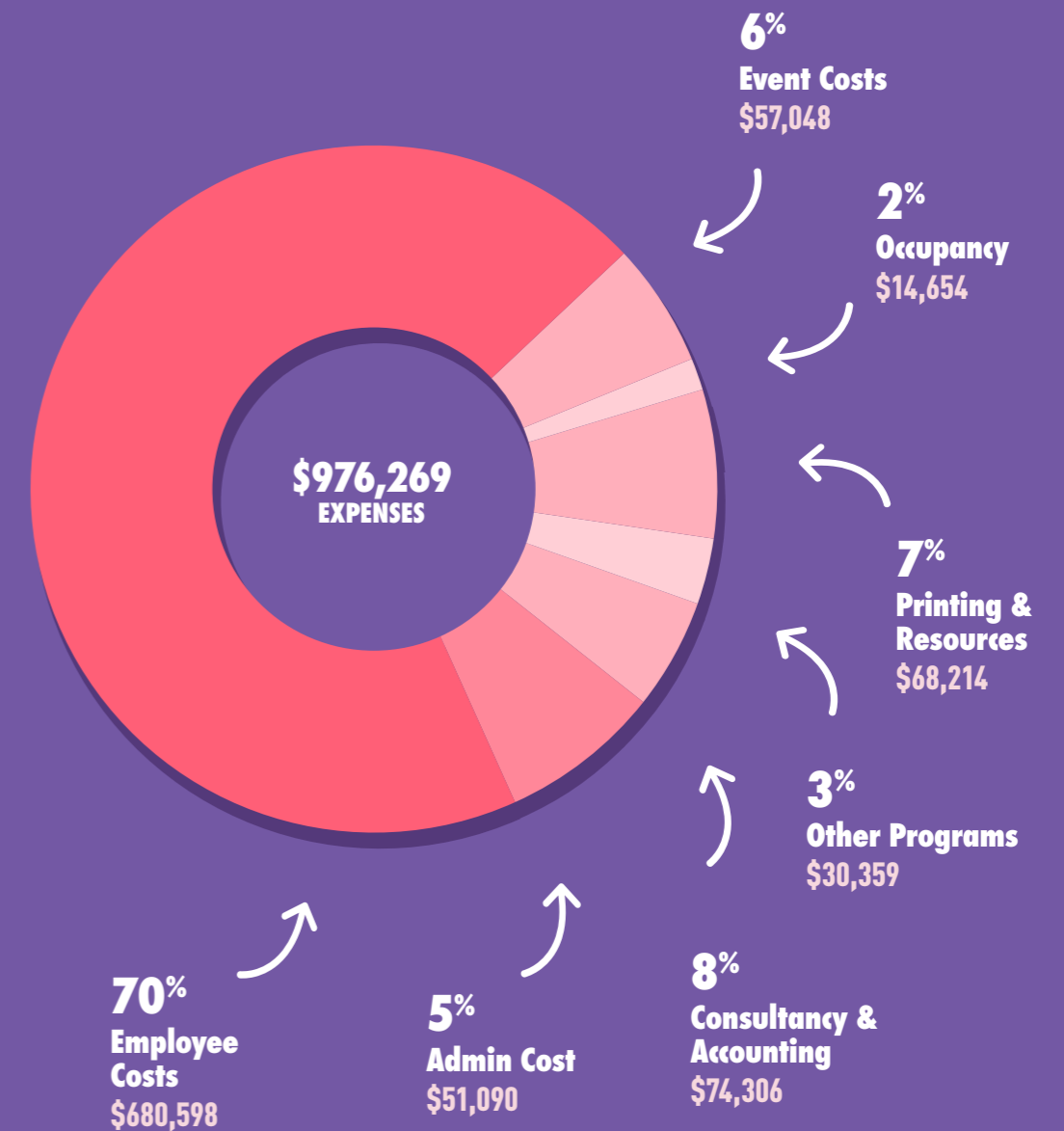
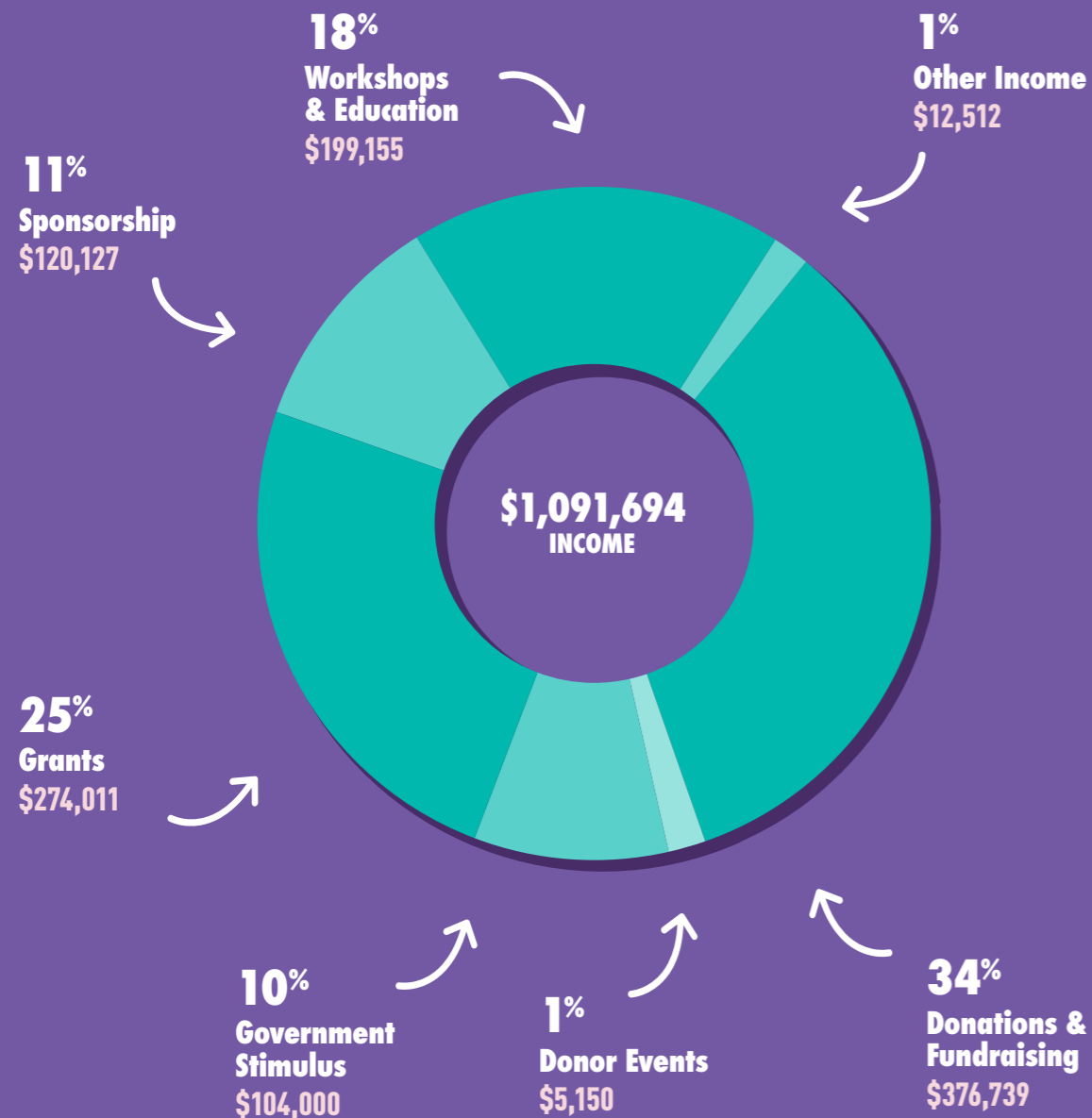
Over the past 12 months, we've continued our work to diversify our revenue streams and strengthening the income generated outside of our Government funding. This has been achieved through a focus on fundraising, sponsorship and workplace professional development.

Due to a reduction in year-on-year turnover attributed to COVID-19, Minus18 was eligible for Government Stimulus payments, including the Jobkeeper and Boosting Cash Flow schemes. These payments formed the majority of the annual surplus, which will be essential to ensuring the Foundation's ongoing sustainability through 2020/2021.

WHERE THE MONEY WAS INVESTED

Through our generous supporters, this year we were able to significantly increase our investment in youth-facing programs, growing the capacity of LGBTQIA+ education resources by 20%, and investing in consultancy for the redevelopment of our digital platforms. A pivot to digital events resulted in less event costs, but required increased employee costs to host these initiatives.

Investing in our greatest asset—our people—enables us to strengthen the long-term sustainability of our organisation and bring additional rigour to the programs we deliver. Generous in-kind support has resulted in budget savings throughout the year, resulting in a reduction to our administration costs to be 5% of total expenses.



INCOME STATEMENT

	2020 \$	2019 \$
REVENUE		
Donations & Fundraising income	376,739	367,536
Event income	5,150	9,462
Government Stimulus payments	104,000	-
Grant income	274,011	350,266
Sponsorship income	120,127	92,231
Workshops & Education income	199,155	101,624
Other revenue	12,512	5,330
Total Revenue for year	1,091,694	926,449
EXPENSES		
Administration & Overhead expenses	(51,090)	(47,272)
Consulting and Accounting expenses	(74,306)	(37,042)
Employee Benefits expense	(680,598)	(522,756)
Events expenses	(57,048)	(87,882)
Occupancy expenses	(14,654)	(17,965)
Printing & Resource production	(68,214)	(57,092)
Other expenses	(30,359)	(14,725)
Total Expenses for year	(976,269)	(784,734)
Total Comprehensive Income for the year	115,425	141,715

FINANCIAL POSITION

	2020 \$	2019 \$
CURRENT ASSETS		
Cash & cash equivalents	834,234	656,711
Trade receivables & other assets	15,597	31,389
Total current assets	849,831	688,100
NON CURRENT ASSETS		
Plant & equipment	-	6,262
Total non current assets	-	6,262
Total Assets	849,831	694,362
CURRENT LIABILITIES		
Trade & other payables	52,487	47,624
Income received in advance	101,708	70,684
Provisions	57,676	53,519
Total Current Liabilities	211,871	171,827
Total Liabilities	211,871	171,827
NET ASSETS	637,960	522,535
Accumulated Surplus	637,960	522,535
Total Equity	637,960	522,535

Our accounts are managed by Cloud Business Consulting & Bookkeeping, and have been independently reviewed by Stannards Accountants & Advisors.

[VIEW THE FINANCIAL REPORT](#)

WHAT'S NEXT?

Continued COVID-19 Support

The impacts of COVID-19 will continue to shape society, and Minus18 is committed to championing the needs of LGBTQIA+ youth in a post-COVID world. Over the next 12 months, we will invest our resources into:

- Maintaining financial controls and sustainability during economic uncertainty, including transitioning from government stimulus programs.
- Reimagining our youth and volunteer program for a digital world, with a focus on skill development, creating opportunities for young people to connect with other organisations and employment opportunities.
- Continuing research and advocacy for the needs of LGBTQIA+ young people, including as official partner for the new whole of Victorian Government youth strategy.
- Growing the reach and accessibility of LGBTQIA+ inclusion education in schools and workplaces throughout Australia - especially regional and rural areas.
- Ensuring digital spaces are available for LGBTQIA+ youth all over Australia to connect throughout COVID-19 - and that they remain completely free.

Raising The Voices of People of Colour and Aboriginal & Torres Strait Islander People

This year, we released our Inclusion Roadmap to prioritise the needs of People of Colour and Aboriginal & Torres Strait Islander people at all levels of Minus18. We are investing heavily in these activities, which include:

- Organisation-wide training on racial justice, and dismantling racism through Democracy in Colour.
- Conducting a formal review of staff and board recruitment processes, to identify practical ways of increasing representation of people with diverse lived experience at Minus18.
- Develop specific visibility resources and education material elevating the voices of LGBTQIA+ People of Colour and Aboriginal & Torres Strait Islander People.
- Hosting paid consultation of community members where lived experience is not represented within the Minus18 team, to continue informing our work.
- Continuing to prioritise paid performers and artists who are People of Colour and Aboriginal & Torres Strait Islander.

This is just a snapshot! The full Inclusion Roadmap can be downloaded via minus18.org.au.

Victorian Pride Centre

The Victorian Pride Centre, home to LGBTQIA+ organisations from all over Victoria, opens in 2020/2021. The Pride Centre brings the opportunity to unlock deeper community collaboration, more space for direct youth support and volunteer training, as well as the potential to host school excursions. Community tenants will be required to contribute rent and Minus18 is reserving future funds for this move, and expects our occupancy costs to increase as a result of the move.

Construction of the Pride Centre was impacted by COVID-19, and the Pride Centre is now expected to open early 2021. As one of the flagship organisations in the Pride Centre, we are uniquely positioned to bring together the youth LGBTQIA+ community in new ways in a post-COVID-19 world.

Regional & Rural Engagement

With the success of our free education program for regional and rural schools, we'll be expanding the scope of our free LGBTQIA+ education in 2021 to also include community centres through local council and sporting groups. These offerings will aim to include regional areas of Queensland, South Australia, Western Australia and New South Wales. Our ability to pivot to new modes of online delivery in light of COVID-19 makes us confident that no regional or rural community will be outside Minus18's reach.

Help Us Make This Happen

These next 12 months are shaping up to be some of the most important for the wellbeing and safety of LGBTQIA+ youth across Australia. Our 2020-2022 Strategic Plan sets the full direction, which is available for download via minus18.org.au.

We need your help to make it happen. Find out how on the next page.



BECOME A CHAMPION FOR LGBTQIA+ YOUTH

GET INVOLVED

Book LGBTQIA+ Training

We deliver high impact professional development to bring you and your team up to speed when it comes to LGBTQIA+ inclusion. Our sexuality and gender workshops are all about building empathy and understanding and providing the tools you need to create inclusive spaces.

Order Pride Merch

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

We provide discounts on all bulk orders for schools and workplaces, with 100% of the proceeds going towards our work improving the lives of LGBTQIA+ youth.

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 to ensuring more young people get to experience the world of Minus18.

[FIND OUT MORE](#)

DONATE DIRECTLY

Make a Recurring Donation

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

Make a Once-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

Sign up to our mailing list or connect on social media, and tell your friends, colleagues and networks about who we are and what we do. You never know whose child might need to know about Minus18.

[MAKE A DONATION](#)



[f](#) [@](#) [t](#) MINUS18YOUTH

MINUS18 CHAMPIONS FOR
LGBTQIA+ YOUTH