



# QUEER PRIDE STARTS HERE

**MINUS18**





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**We are Australia's charity improving the lives of LGBTQIA+ youth. For over 21 years, we've created high impact events, education and awareness campaigns right across Australia.**

# A PARTNERSHIP WITH MINUS18 MEANS

## **YOUTH ENGAGEMENT**

Working directly and authentically with thousands of young people, improving their lives.

## **VISIBILITY & AWARENESS**

Creating visibility within the LGBTQIA+ community, and awareness for the inclusion of your brand.

## **HIGH IMPACT**

Making a difference and demonstrating your organisation values to your team.



A young woman with glasses and glitter on her face is looking up and smiling. She is wearing a light-colored dress. In the foreground, a man in a white tuxedo jacket and black bow tie is partially visible, also looking up. The background is a blurred crowd of people at a formal event with warm, pinkish lighting.

Partnering with Minus18 to bring the 2019 Melbourne Queer Formal to life was a powerful moment for Instagram in Australia, and recognized across our global team as one of the most impressive and creative events we invested in this year.

The Minus18 team brought energy, passion, and know-how to the process—they were excited to collaborate on developing a spectacular event, but commendably put the well-being of the young attendees before any partnership or event priorities.

## **INSTAGRAM AUSTRALIA**

**98%** of attendees felt positive or extremely positive about Instagram co-presenting the Queer Formal



# EVENTS

Making friends and having safe community supports LGBTIQ youth to build confidence and improve their mental health. Minus18 host events across Melbourne, Sydney and Adelaide to give young people a space to be their true selves.

## GET INVOLVED

### PARTNERS

For our most iconic events, we work with Presenting Partners who help make the event free and unforgettable for attendees.

Examples include:

- Instagram x Minus18 Melbourne Queer Formal 2019
- Sydney Gay & Lesbian Mardi Gras x Minus18 Sydney Queer Formal 2020

### SPONSORS

Our large events have sponsorship opportunities, allowing brands and organisations to co-create a space or activation and connect with attendees.

- Levi's Main Stage at the Adelaide Queer Formal 2019
- LUSH Affirmation Wall at the Sydney Queer Formal 2020

### SUPPORTERS

Event supporters could be contributors of a smaller activation, providing resources or providing just financial support to make sure the event is free for all LGBTQIA+ young people,

- Wear it Purple Glam Station at the Sydney Queer Formal 2020
- Grants, donations and gift bags



# CAMPAIGNS

We create campaigns to drive visibility for the high rates of bullying and discrimination LGBTIQ youth still face today and rally schools, business and individuals Australia-wide to take action against bullying.

## GET INVOLVED

### PRIDE MONTHS

Australia celebrates Pride month uniquely to the international dates - but both are fantastic times to activate.

Feb - March	Midsumma (Melb) and Mardi Gras (Syd)
June	International Pride Month

### LGBTQIA+ CAMPAIGNS

Minus18 activates across the country for three core campaigns, to raise awareness, support events and celebrate pride.

May 17th	International Day Against Homophobia, Biphobia, Interphobia and Transphobia.
August 29th	Wear It Purple Day
Nov 12 - 19th	Trans Awareness Week



Converse has donated proceeds to Minus18 during their Pride Range campaigns in June.

# Havaianas

## CASESTUDY

Across summer 2020/21, Minus18 partnered with Havaianas for their Pride Collection.

- 25% of the Pride Collection sales were donated to Minus18, alongside donations from an Ice-Cream activation in-store, and a massive Rainbow activation at Bondi Icebergs.
- The Bondi Store had a Rainbow Takeover across summer, with the Havaianas team wearing “All Love Welcome” tees.
- The Bondi Icebergs takeover was shared hundreds of times across social media and picked up by national news.
- 100% of proceeds were donated to Minus18 Youth Programs remaining free and accessible for LGBTQIA+ young people.
- Havaianas is continuing their journey with a Minus18 workshop for Head Office staff.







**LET'S CHAMPION  
LGBTQIA+ YOUTH IN 2021**





**Adrian Murdoch**  
**PARTNERSHIPS COORDINATOR**  
adrian@minus18.org.au

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