



# IMPACT REPORT

2022

IDAHOBIT MAY 17 

SUPPORTING



**MINUS18** CHAMPIONS FOR LGBTQIA+ YOUTH

# 2022 IMPACT SUMMARY

**IDAHOBIT**  
**MAY 17**

**2,469** Schools and Workplaces registered their IDAHOBIT activity.

**478,986** People in Australia attended registered IDAHOBIT activities.

**97%** Said celebrating IDAHOBIT helped to create ongoing LGBTQIA+ inclusion beyond the day.

# WE PROVIDED FREE FLAG RAISING CEREMONY PACKS TO 250 SCHOOLS!

This year we grew our support by providing free Flag Raising Ceremony Packs - with everything a school could need to host their own flag raising ceremony event!

This year:

- 250 schools received a free pack.
- That's over 102,500 students supported across Australia!



## THANK YOU!

This year's Flag Raising Ceremony Packs were sponsored by American Express.

Kyneton High School and Heathmont College raised their Rainbow Flags.

**IDAHOBIT**  
**MAY 17**



# WE DELIVERED 95 EDUCATION SESSIONS

It's not enough to simply create our own safe spaces for LGBTQIA+ youth - we host keynotes, workshops and training sessions to empower schools and workplaces to be LGBTQIA+ inclusive spaces too.

This year we held:

→ 95 sessions for LGBTQIA+ education including digital events, keynotes and private training.

From these sessions:

→ 98% felt their understanding of LGBTQIA+ inclusion had increased.

→ 99% felt better prepared to support LGBTQIA+ people in their school or workplace.



## HIGHLIGHT

Olay Australia joined Minus18 for a livestream on IDAHOBIT eve, with trans advocate Victoria Anthony and the Minus18 Young Leaders.



**IDAHOBIT**  
MAY 17

# AND INSPIRED **2,469** **SCHOOLS & WORKPLACES** TO HOST ACTIVITIES

We inspired schools and workplaces to sign up and host an activity celebrating IDAHOBIT in 2022, providing the tools to make long-lasting change.

This year:

- 2,469 schools and workplaces signed up.
- 192 people on average attended each activity.
- That's 478,986 people in total!

It's not JUST about awareness though:

- 97% said celebrating IDAHOBIT helped to create ongoing LGBTQIA+ inclusion beyond the day.



## HIGHLIGHT

The GPT Group celebrated IDAHOBIT across multiple shopping centre locations including Charlestown Square in Newcastle, and Highpoint Shopping Centre with IDAHOBIT Champion, Maria Thattil.



**IDAHOBIT**  
**MAY 17**

# TO HELP, WE SENT 1,932 PRIDE PACKS TO THE COMMUNITY

Pride Packs contain everything needed to host a meaningful IDAHOBIT activity.

Our posters, education cards, rainbow flags and pronoun pins all make visible inclusion easy, on IDAHOBIT and beyond.

This year:

- 1,932 Pride Packs were sent
- That's 70% more than last year's 1129 packs!



**IDAHOBIT**  
MAY 17



# 2022 CHAMPIONS

A massive thank you to the legends who support IDAHOBIT.



## ALBERT KRUGER

Sydney Gay & Lesbian Mardi Gras CEO



## RUDY JEAN RIGG

Creator



## MARIA THATTIL

Model and Advocate

# 2020 - 2021 CHAMPIONS

A massive thank you to the legends who support IDAHOBIT.



**Cody McConnell**

CONTENT CREATOR AND  
LGBTQIA+ ADVOCATE



**Frances Cannon**

QUEER ARTIST



**Khanh Ong**

AUTHOR AND RESTAURANT  
OWNER



**Ro Allen**

VICTORIAN HUMAN RIGHTS  
COMMISSIONER



**Benjamin Law**

WRITER & BROADCASTER



**Samantha Andrew**

CONTENT CREATOR AND  
LGBTQIA+ ADVOCATE



**Tanya Deans**

PRESIDENT OF HANES  
AUSTRALASIA



**Micah Scott**

LGBTQIA+ ADVOCATE



**AJ Clementine**

CONTENT CREATOR AND  
LGBTQIA+ ADVOCATE





**IT'S NOT TOO LATE TO TAG US IN YOUR POSTS!**

f    **MINUS18YOUTH**