



# IMPACT REPORT

2022

WEAR IT PURPLE DAY

SUPPORTING



**MINUS18** CHAMPIONS FOR  
LGBTQIA+ YOUTH

# 2022 IMPACT SUMMARY

WEAR IT PURPLE DAY 2022

**MINUS18**

**2,805**

Schools and Workplaces worked with Minus18 for their Wear It Purple activity

**474,045**

people in Australia attended these Wear It Purple activities.

**99%**

said celebrating Wear It Purple helped to create ongoing LGBTQIA+ inclusion beyond the day.

# THESE ACTIVITIES CREATE LONG LASTING CHANGE

We inspire schools and workplaces to sign up to host an activity to celebrate Wear It Purple Day, providing the tools to make long-lasting change.

This year:

- 2,805 schools and workplaces signed up.
- 169 people on average attended each activity.
- That's 474,045 people in total!

It's not JUST about awareness though:



**99%**

said their Inclusion Activity made a positive impact in their community.<sup>1</sup>

**99%**

said their activity sparked ongoing inclusion beyond the awareness campaign.<sup>2</sup>





# WE DELIVERED 46 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:

→ 46 sessions of LGBTQIA+ education, including digital events, keynotes and private training.

From these sessions:

**98%**

of participants reported that their understanding of LGBTQIA+ inclusion increased after the session.

**98%**

of participants felt better prepared to support LGBTQIA+ people after their session.



“ **Such a great session!**

As part of the LGBTQIA+ community myself, I really loved my colleagues getting a better understanding of what the barriers and issues young people in our community face. Really took me back to being a young person and I love how Minus18 gives this education to help young people.

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# WE HELD THE PURPLE PRIDE PARTY FOR **176** **LGBTQIA+ YOUTH**

It wouldn't be Wear It Purple Day without an event for LGBTQIA+ young people!

Our Purple Pride Party online event allowed LGBTQIA+ youth from any location to connect with each other for a night of music and performances.

**100%**

of LGBTQIA+ youth attendees would recommend the event to their friends.

**DIGITAL YOUTH EVENT**



# TO HELP EVENTS WE SENT **1,895** **PRIDE PACKS TO THE COMMUNITY**

Pride Packs contain everything needed to host a meaningful Wear It Purple Day activity.

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

This year:

→ 1,895 Pride Packs were sent

→ That's 70% more than last year's 1129 packs!





# We're just one of the many orgs who get involved and activate on Wear It Purple Day!

This day is made possible through the amazing work of Wear It Purple.

[wearitpurple.org](http://wearitpurple.org)



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

f i t l **MINUS18YOUTH**