

AUSTRALIA'S CHAMPIONS FOR LGBTQIA+ YOUTH



THANK YOU!



Boston Consulting Group generously donated their time and expertise to support and facilitate the development of our strategy across Australia. We've loved sharing this process with you.



Our office is located on the land of the Yalukut Weelam Clan of the 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 paved the way for Minus18 — we stand on the shoulders of giants.



AUSTRALIA'S CHAMPIONS FOR LGBTQIA+ YOUTH

2 in 3 LGBTQIA+ youth in Australia still today experience bullying or discrimination for who they are. That's why we're working to ensure all young people are safe, empowered and surrounded by people who support them.



Minus18 has given me a space that feels like home, where I feel so incredibly comfortable and can be myself.

Aiza, 19 years old





OUR STORY

Celebrating 25 years of Minus18.

1998

Minus18 youth group

Nan McGregor held a support group for parents of LGBTQIA+ children in 1998. A proud mum of a gay child herself, Nan recognised that even with a supportive family, LGBTQIA+ youth were still facing social isolation.

Nan decided to do something about it. Together with community volunteers, other parents and their children, the first spaces for LGBTQIA+ teenagers were held in Melbourne, known as Minus18.

2011

Minus18 Foundation

Due to financial hardship, Minus18 events ceased operation during 2011. As an unincorporated youth group with no secure funding, the future of Minus18 was in doubt.

Micah Scott, whose life had been changed for the better by the work of Minus18, rallied the support of existing and previous volunteers to lead the creation of the Minus18 Foundation - Australia's charity dedicated to improving the lives of LGBTQIA+ youth across the country.

2023

The future is bright

As we celebrate 25 years, Minus18 initiatives have grown to include workshops, training, campaigns, youth leadership and queer formals across the country (to name a few!). Join our mission and help us to reach more young people and allies across Australia than ever before.



FOREWORD

Minus18 has been on a path of growth and success. We're ready to take our work to the next level.

Since the launch of our previous strategic plan 3 years ago, Minus18 has grown from strength to strength in our impact towards LGBTQIA+ youth, students, teachers, and families across Australia.

In the past 3 years alone, we've rapidly scaled our work to meet the needs of young people and allies across the country.

- Our team has grown from 8 staff to over 21 in order to expand our programs. We've begun adding support roles to strengthen our team, and ensure sustainability as we continue to grow.
- We've doubled our annual funding to over \$2 million through building diverse and meaningful revenue models - each building LGBTQIA+ inclusion in Australia.
- We've established a new home at the Victorian Pride Centre, Australia's first purpose-built LGBTQIA+ building.

These milestones wouldn't be possible without the tireless passion of our supporters, volunteers and young leaders, as well as our spectacular team of staff.

Our rapid growth has occurred after a history of focused impact for LGBTQIA+ youth across the country. Since 2011:

- 74,000 LGBTQIA+ youth have attended life-affirming programs and events
- 53,000 people have participated in allyship workshops and training (38% in the past 12 months alone).
- 98% of LGBTQIA+ youth said Minus18 had a positive impact on their mental wellbeing.
- 96% of secondary students, and 98% of teachers felt prepared to support LGBTQIA+ youth after their Minus18 workshop.

Through this strategy we aim to reach more young people and allies across the country - deepening this impact through broader collaboration with young people and community groups alike.

We hope you feel as inspired as we do by what the future holds and join us on our mission to improve the lives of LGBTQIA+ youth across Australia.



A stylized handwritten signature of Micah Scott in black ink.

Micah Scott
Founding CEO



A handwritten signature of Charles Hammersla in black ink.

Charles Hammersla
Chair of the Board

OUR MISSION

To Improve the lives of LGBTQIA+ Youth.



**2 in 3
is too many.**

2 in 3 LGBTQIA+ Youth in Australia still today experience bullying or discrimination for who they are¹. We're working to change this.

Waiting times for youth mental health services across Australia are reaching over 6 months. Our model of intervention aims to address the causes of mental illness and social exclusion amongst LGBTQIA+ youth through **harm prevention** and **health promotion** initiatives.

DOWNLOAD OUR THEORY OF CHANGE

[Minus18.org.au](https://minus18.org.au)

HOW WE DO IT

Creating an Australia where LGBTQIA+ youth are safe, empowered and surrounded by people who support them.



Life-Affirming Social Inclusion

We tackle social isolation by creating life-affirming spaces where LGBTQIA+ young people forge social connection, are celebrated for who they are, and see others like them living with pride.



Youth Empowerment

We believe in empowering young people with confidence in their own identity - through digital resources, workshops, and leadership programs - nurturing the next generation of LGBTQIA+ leaders to feel confident in who they are.



Awareness and Visibility

Creating an Australia free from discrimination is a job for everyone. We raise awareness for the issues LGBTQIA+ youth face and foster community-led initiatives through digital campaigns and visibility merchandise.



Education and Advocacy

We transform awareness into action through LGBTQIA+ training and inclusion resources, enabling others to champion inclusion in their community - no matter their location.



2023 - 2026 STRATEGY

Vision

Be the go-to organisation for connection, empowerment and education for LGBTQIA+ youth and allies in Australia, and a household brand broadly recognised and respected for the services we provide.

Strategic Pillars



Deepen ongoing, direct engagement with LGBTQIA+ youth.

- Young Leader program & alumni consultation.
- National survey to capture the voice of LGBTQIA+ youth across Australia.
- Fortnightly life-affirming events.



Expand the reach of our impact and presence across Australia.

- Align on an interstate location and develop an entry strategy for a new Minus18 office.
- Continue our work through fly-in-fly-out & digital offerings across Australia.



Grow our work with adults and allies to create systemic change.

- Grow our workshops and training through increased delivery and new offerings.
- Create an e-learning delivery system.
- Grow our awareness campaigns.



Define and fulfil our role as a leader in the LGBTQIA+ sector.

- Define our role in community.
- Amplify the voice of LGBTQIA+ youth.
- Enhance our data governance, and share our knowledge and platforms with peer organisations.

Enablers



Brands that speak to our distinct audiences.



Defined Diversity & Inclusion Plan.



Broader collaboration with LGBTQIA+ NFPs.



Utilisation of data, and reporting of impact.



Funding for sustainable future growth.



Deepen ongoing, direct engagement with LGBTQIA+ youth.

We'll deepen the ways we connect with LGBTQIA+ youth to ensure their voices are represented in our work and communities across Australia as we grow.

We'll increase the frequency of our life-affirming youth events and programs, especially for 12-19 year old cohorts where the largest gaps still exist.

Key Initiatives

YOUNG LEADER & ALUMNI CONSULTATION

Continue to host our annual Young Leaders program, while creating opportunities for Young Leader alumni to engage with Minus18 and our community for consultation and thought leadership after they graduate.

NATIONAL LGBTQIA+ YOUTH SURVEYS

Engage young people across Australia to understand what matters to them, and what they want to see through a large scale digital survey. This is in addition to our regular feedback gathering initiatives through programs and events.

FORTNIGHTLY LIFE-AFFIRMING EVENTS

Grow the average frequency of our youth events to every 2 weeks, with a focus on digital events to assist younger age groups from all regions of Australia. We'll invest additional resourcing to continue to meet the wellbeing needs of our most at-risk participants.

By 2026

→ **5,250 LGBTQIA+ youth** each year will attend events and programs across Australia.

→ **20 Young Leaders** will graduate from the Victorian program each year.

→ **3,000 LGBTQIA+ youth** across all states and territories will share their voice through surveys and consultations each year.







Expand the reach of our impact and presence across Australia.

To embody our role as the Australia-wide charity, we'll expand our local operations by establishing a second Minus18 office in a state outside Victoria.

We'll continue to service all Australian states and territories through our fly-in-fly-out model and increased digital engagements.

Key Initiatives

ESTABLISH A NEW OFFICE

Explore the key considerations, success factors, risks, and challenges for expanding operations nationally, confirm an interstate location, and establish a new office outside Victoria.

ESTABLISH YOUTH & EDUCATION PROGRAMS

Establish local school workshops, workplace training and a Young Leaders program within our interstate team.

CONTINUE FLY-IN-FLY-OUT AND DIGITAL OFFERINGS AUSTRALIA-WIDE

Maintain our current model of engagement with regional and interstate geographies through fly-in-fly-out (for Queer Formals and training) and grow digital engagements (for events, workshops and training).

By 2026

→ **21 activities** held for LGBTQIA+ youth outside Victoria each year.

→ **50% of all LGBTQIA+ youth** who engage with Minus18 will be from outside Victoria.

→ **25% of all event participants** will be from regional areas.

→ **20 additional Young Leaders** will graduate each year from our new office location.



Grow our work with adults and allies to create systemic change.

Creating an Australia safe for LGBTQIA+ youth us to bring schools, workplaces and families along on the journey of inclusion. We'll continue this work with students, adults, and allies to expand our education and visibility offerings across Australia.

Key Initiatives

GROW OUR WORKSHOPS AND TRAINING

We'll review & refresh existing workshop materials and develop new ones in response to participant feedback and audience needs. We'll invest in a dedicated content design role and booking infrastructure to enable this growth.

E-LEARNING OFFERING

Develop digital learning offerings (e.g. pre-records) for workplaces to scale up activities and expand reach across Australia.

GROW OUR AWARENESS CAMPAIGNS

We'll invest in managing our core campaigns, deepening the ways our community engages - especially across IDAHOBIT, Wear it Purple Day and Trans Awareness Week. These campaigns will enable our national expansion and future growth.

By 2026

- **42,000 people** will attend Minus18 workshops & training each year, including:
- **2,000 people** will access our new e-Learning offerings.

- **1.5 million people** will engage in Minus18 digital platforms.
- **50,000 people** will have signed up to support Minus18 and our work.





Define and fulfil our role as a leader in the broader LGBTQIA+ sector.

We'll clearly define the role and methods of engagement of Minus18 as a leader in the LGBTQIA+ community through an engagement framework.

We'll grow the ways we platform the voices of LGBTQIA+ youth to our community, while sharing our knowledge and networks with the broader LGBTQIA+ sector.

Key Initiatives

DEFINE OUR ROLE IN COMMUNITY

Create a role charter for Minus18's leadership in community, and a supporting engagement framework.

AMPLIFY THE VOICE OF LGBTQIA+ YOUTH

As we collect more stories and experiences of LGBTQIA+ youth across Australia, we'll deepen the way we amplify these to others. We'll share the results of our National Youth Survey, and develop a stories platform to share the experiences of LGBTQIA+ youth in Australia today.

SHARE OUR KNOWLEDGE AND PLATFORMS

Build the capabilities of our team to formalise how we collect and manage our data, sharing these insights with others. We'll amplify other LGBTQIA+ groups in Australia by sharing our vast networks and creating an LGBTQIA+ youth services directory on our platform.

By 2026

→ **Role charter and engagement framework** published.

→ **Services directory** launched.

→ **National LGBTQIA+ youth survey** published.

→ **Youth stories platform** launched.

We'll focus on 5 key enablers to drive this growth.



Minus18 Brands that speak to our distinct audiences

Refine our brand strategy to specifically include our youth and adult audiences. We'll:

- Develop our brand strategies.
- Prepare brand transition.
- Roll out new brand strategy.



Utilisation of data, and impact reporting

Focus on data governance practices and develop data analysis capabilities within Minus18.

- Capture and embed our existing data practices.
- Develop an enhanced data governance and management structure, growing our data & analytics capabilities.



Defined Diversity & Inclusion Plan

Deepen the way we capture Minus18's strong legacy of inclusion:

- Develop a new Diversity and Inclusion plan for 2023 - 2026, focusing on standardising and sharing our existing practice.
- We'll explore the development of further, targeted action plans for identified gaps.



Funding for sustainable future growth

Continue to grow ecommerce, fundraising and partnership revenue streams, alongside new avenues for our future growth. We'll:

- Assess priority funding areas, allocate resources accordingly.
- Pursue new opportunities with grants, donations and philanthropy.



Broader collaboration with LGBTQIA+ NFPs

Create an engagement framework that defines how Minus18 responds to LGBTQIA+ collaboration requests, and proactively collaborates with our community.

SOUND GOOD?

You can help us improve the lives of LGBTQIA+ youth across Australia.



Pride Merch

Displaying the rainbow flag signals that you're someone who respects LGBTQIA+ people. Whether it's to show your pride or allyship, 100% of the net proceeds of Minus18 merchandise go towards improving the lives of LGBTQIA+ youth.

→ minus18.org.au/shop



Fundraise or Donate

Host a fundraising activity, or make a recurring donation instead. Any donation above \$2 is tax-deductible as well.

If you don't have the ability to support financially, donate your voice by sharing our content on social media - you never know whose family member might need to know about Minus18.

→ minus18.org.au/donate



Partner with Us

Improve the lives of LGBTQIA+ youth while meeting your business goals. Our partnerships are designed to build inclusion within your team and signal your commitment to inclusion in the broader community.

→ minus18.org.au/partners



**FIND OUT MORE AT
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

