



# IMPACT REPORT

2023

IDAHOBIT 

SUPPORTING



**MINUS18** CHAMPIONS FOR  
LGBTQIA+ YOUTH

# 2023 Impact Summary

IDAHOBIT 2023



**5078** Activities held via IDAHOBIT.org.au



**878,494** People in Australia attended registered IDAHOBIT activities.



**93%** said celebrating IDAHOBIT helped to create ongoing LGBTQIA+ inclusion beyond the day.



# We Provided Free Flag Raising Ceremony Packs To 300 Schools!

This year we grew our support of young people across the country by providing free Flag Raising Ceremony Packs – with everything needed for schools to host their own flag raising ceremony event!

This year:

- **300 schools** received a free pack.
- That's over **123,000 students** supported across Australia!



Echuca College and Weeroona College both used their Rainbow Flags and resources for an IDAHOBIT celebration.

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**MAY 17**

# We Delivered 131 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:

→ 131 sessions of LGBTQIA+ education including digital events, keynotes and private training.

From these sessions:

- 94% felt their understanding of LGBTQIA+ inclusion had increased.
- 97% felt better prepared to support LGBTQIA+ people in their school or workplace.

## HIGHLIGHT

233 people from all over the country tuned into our live-streamed, interactive Intro to LGBTQIA+ Inclusion professional training webinar event.



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# And Inspired **5,078** Schools & Workplaces To Host Activities

We inspire schools and workplaces to sign up to host an activity to celebrate IDAHOBIT in 2023, providing the tools to make long lasting change.

This year:

- 5078 schools, workplaces and groups signed up.
- 173 people on average attended each activity.
- That's 878,494 people in total!

It's not JUST about awareness though:

- 93% said celebrating IDAHOBIT helped to create ongoing LGBTQIA+ inclusion beyond the day.

## Highlight

Our long-time supporters at IKEA flew the rainbow flag across their stores, creating a space for allyship and discussion on the ground with an activation at their Richmond location.



GPT celebrated at centres across Australia.



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# We sent 2,338 Pride Packs To The Community

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

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

This year:

→ 2,338 Pride Packs were sent

→ That's 21% more than last year's 1,932 packs!



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MAY 17

# We Revealed a Brand New Platform of Inclusion Resources

Our new IDAHOBIT website is filled with new and updated educational resources, including LGBTQIA+ identity fact sheets, activity guides, and allyship how-to guides.

Plus: our downloadable digital resources made going rainbow easier than ever.

This year:

→ **Over 96,000 people** accessed IDAHOBIT resources, articles and downloadables.

## HIGHLIGHT

Every single school who registered their IDAHOBIT activity received an educational LGBTQIA+ school speech video starring the Minus18 Education Team to make hosting an event as easy as possible.



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**MAY 17**

# 2023 Champions

A massive thank you to the legends who support IDAHOBIT.



**Darcy Vescio**

AFLW Player



**Meissa Mason**

Creator & Advocate



**Benjamin Law**

Writer & Broadcaster



# 2020 - 2022 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



**Rudy Jean Rigg**

CONTENT CREATOR AND  
LGBTQIA+ ADVOCATE



**Samantha Andrew**

CONTENT CREATOR AND  
LGBTQIA+ ADVOCATE



**Tanya Deans**

PRESIDENT OF HANES  
AUSTRALASIA



**Micah Scott**

LGBTQIA+ ADVOCATE



**AJ Clementine**

CONTENT CREATOR AND  
LGBTQIA+ ADVOCATE



**Maria Thattil**

WRITER AND  
LGBTQIA+ ADVOCATE



**Albert Kruger**

SYDNEY GAY AND LESBIAN  
MARDI GRAS CEO





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

f i t l **MINUS18YOUTH**