

# PARTNERSHIP PACK - 2025

Queer  
Formal  
2024  
SYDNEY

**MINUST8** CHAMPIONS FOR  
LGBTQIA+ YOUTH

# INTRODUCTION

## WHO WE ARE

We are Australia's charity improving the lives of LGBTQIA+ youth. For over 25 years, we've created high impact events, education and awareness campaigns right across Australia.

We're proud of our impact, including:

- 82,936 LGBTQIA+ youth attending free events and programs
- 95,078 people engaging LGBTQIA+ inclusion / Education
- Millions accessing our free resource platforms and websites
- 5.6 million Australians attending inclusion activities inspired by Minus18 across our campaigns



# WHY WE DO IT

Minus18 are working to ensure all young people are safe, empowered and surrounded by people who support them.

Your support improves the lives of LGBTQIA+ youth.

## These Events Make Me Feel Safe

"I love Minus18 events because they're always designed to be safe and accessible for disabled people. As an autistic person it makes me feel much more comfortable and helps me connect with other queer and gender diverse youth in ways I wouldn't otherwise get to.

**Attendee, 2023**



**21%**

Up to 21% of high school students around the world identify as LGBTQIA+.

**2 in 3**

2 in 3 LGBTQIA+ youth in Australia still experience harassment or discrimination for who they are.

**6x**

LGBTQIA+ youth are 6x more likely to experience anxiety or depression than their peers.

## Home Is Where Minus18 Is

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

**Aiza, 19 years old**



# HOW WE DO IT



## Awareness and Visibility

We build awareness of the 2 in 3 LGBTQIA+ youth who still experience abuse for who they are.

Our digital campaigns, partnerships and research create visibility for the inclusion of LGBTQIA+ youth.



## LGBTQIA+ Education

Creating an Australia free from discrimination is a job for everyone. We transform awareness into action through LGBTQIA+ training, workshops and resources that enable others to champion inclusivity – no matter their location.



## Life-Affirming Programs

Our preventive model of mental health support tackles social isolation by creating spaces where LGBTQIA+ youth belong. Young people are at the forefront of our programs – and we're empowering them to be the next generation of LGBTQIA+ leaders.

# HOW WE PARTNER WITH OTHERS





# OUR EVENTS & PROGRAMS

Making friends and having safe community supports LGBTQIA+ youth to build confidence and improve their mental health.

Minus18 hosts free events and programs across Melbourne, Sydney and Adelaide to give young people a space to be their true selves.

99% of our attendees would recommend our events to their friends.

93% felt more connected to their community and peers - many of whom attending their first ever queer event!

Championing LGBTQIA+ young people aged 12-25

# OUR EVENTS & PROGRAMS



## QUEER FORMAL®

Hundreds of attendees coming together for the most sparkliest night of the year, hosted at the NGV in Melbourne, Adelaide Town Hall and Hilton Sydney during Mardi Gras.



## YOUNG LEADERS

The Young Leaders Program is a 10 month course for 20 LGBTQIA+ youth aged 18-25. This program builds the next generation of LGBTQIA+ leaders and bring Minus18 youth programs to life.



## QUEER YOUTH CONNECT

Our free events and programs across the year to reach thousands more LGBTQIA+ young people, including pride marches, museum takeovers, crafternoons and digital events!

# What our partners have said:

## SPONSOR



"There isn't anything out in the world like it, Minus18 brings queer joy to life in such a special and authentic way. Seeing so many happy faces, watching them make new friends and be so kind and excited with our team - it was a special moment for all of us.

Being part of Queer Formal was a privilege and I hope the world sees more spaces like this in the future!"

**The Body Shop, 2023**

99% of our attendees loved our activations, including The Body Shop's glam station

## PRESENTING PARTNER



Partnering with Minus18 to bring the Melbourne Queer Formal to life was a powerful moment for Instagram in Australia, and recognised 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 - ensuring the well-being of the young attendees.

**META / Instagram ANZ**

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

# VISIBILITY & EDUCATION

**MINUS18** CHAMPIONS FOR  
LGBTQIA+ YOUTH



# CAMPAIGNS & WORKSHOPS

We also empower workplaces and schools with the tools to create LGBTQIA+ inclusive spaces too. We do this through:

- Workshops for Students and Youth
- Inclusion Training for Teachers and Workplaces
- Free Digital Resources

Once you understand the importance of LGBTQIA+ inclusion, it's time to put it into action. We inspire thousands of people to host their own inclusion activities throughout the year. We do this through:

- Visibility of LGBTQIA+ youth issues.
- Campaigns to inspire inclusion activities.
- Partnerships to innovate LGBTQIA+ inclusion.

Championing LGBTQIA+ young people

# OUR HIGH IMPACT CAMPAIGNS



## IDAHOBIT

May 17 marks the International Day Against LGBTQIA+ Discrimination, where workplaces, schools and community groups take action and go rainbow to help build inclusion.



## PRIDE MONTH

Across the summer months in Australia, festivals like Mardi Gras and Midsumma celebrate the LGBTQIA+ community and amplifies queer joy. In June, we observe the globally recognised Pride Month.



## WEAR IT PURPLE®

Wear it Purple Day is an annual LGBTQIA+ awareness day especially for young people. Join the movement and celebrate the spirit of queer and trans youth.

# What our partners have said:

## CAMPAIGN ACTIVATION



"We're incredibly proud to be partnering with Minus18, pioneers in providing education and creating positive strides for Pride in regional and rural communities, who are sadly under-resourced and unrepresented.

**SKITTLES, 2023**

99% of campaign activity participants say their activity made a positive impact in their community

## EDUCATION PARTNER



Minus18 have delivered insightful keynotes to our team and provided expert training on how our people can offer allyship to the LGBTQIA+ community.

We can attest to the quality, engagement and authenticity of the programs Minus18 deliver.

**CARSALES, 2024**

95% of our Education participants feel better prepared to stand up against LGBTQIA+ discrimination and bullying

Minus18 provides industry-leading training on LGBTQIA+ inclusion

# OUR EDUCATION OFFERINGS



## WORKSHOPS

Live, interactive sessions held by our engaging and energetic LGBTQIA+ presenters, including Introduction to Gender and Sexuality Training 101 and deepening Trans Inclusion



## eLEARNING

Inspire and educate your group with bite-sized, on-demand LGBTQIA+ inclusion eLearning content. Digital workplace keynotes, video speeches, downloadable resources and more.



## KEYNOTES

Tailored deliveries that are hugely popular during campaign seasons to help inspire your team to take action for LGBTQIA+ inclusion.



# SO, LET'S CHAT!

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**MINUS18.ORG.AU**



Our office is located on the land of the Wurundjeri and Boon Wurrung people. We acknowledge Australia's First People and Traditional Custodians of the lands this project took place. This always was and always will be Aboriginal land.



Our work wouldn't be possible if not for the tireless activism of 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.

# PROFILE

Minus18 is Australia's charity, improving the lives of LGBTQIA+ youth. We've been operating from Naarm (Melbourne) since 1998.



## Minus18 Foundation Ltd

ABN: 60 829 316 980

ACN: 627 197 442

## Headquarters Location

Boon Wurrung country  
Victorian Pride Centre  
Level 1, 79-81 Fitzroy St  
St Kilda VIC 3182

## Team

Minus18 employs 26 people and has approximately 50 volunteers.

## Charity Status

Minus18 is a Public Benevolent Institution and endorsed as a Deductible Gift Recipient (DGR). 100% of our profits go towards our purpose, not shareholders. All donations over \$2 are tax deductible.

## Insurance

Minus18 holds Public Liability Insurance (\$20 million).  
Documents available upon request.

## Claims or Judgements

There are no petitions, claims, actions, judgements, or decisions which are likely to affect Minus18's performance.