



IMPACT REPORT

2026

IDAHOBIT 

SUPPORTING



MINUS18 CHAMPIONS FOR LGBTQIA+ YOUTH

2026 Impact Summary

54,680 Rainbow Ribbons distributed around the country, to create visibility & allyship.

781,248 People in Australia attended registered IDAHOBIT activities.

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



We Distributed 54.6K Rainbow Ribbons!

This year, we centred the power of putting on a rainbow ribbon.

86% of LGBTQIA+ young people have told us that just seeing someone wear a rainbow makes them feel safer, and more supported.

It's a small action with a big impact.

And it's a perfect way to introduce teams, orgs and communities to LGBTQIA+ allyship.

This year we distributed **54.6K Rainbow Ribbons**, through our online store, with partners, via our team, and our supporters.

That's the most rainbow ribbons we've ever sent out into the world during IDAHOBIT.



“For LGBTQIA+ people, seeing a rainbow ribbon in the workplace can be a powerful reminder that they are valued, respected, and supported. Every organisation that participates helps turn allyship into action and visibility into belonging”

– Bec Herft, Minus18 Partnerships Team Lead

Some Amazing Organisations and Brands Went Rainbow With Us

We teamed up with some amazing brands, organisations and partners to amplify the message of IDAHOBIT. They truly showed up:

- **GPT Group** distributed 5,000 Rainbow Ribbons at their assets across Australia, and invited us to speak at 4 office locations.
- **Bonds** distributed 10,000 ribbons across their stores, and fundraised online.
- **IKEA** distributed 4,200 Rainbow Ribbons at internal events across Australia.
- **Vicinity** distributed 2,000 Rainbow Ribbons and displayed IDAHOBIT imagery on screens across all retail assets.

“We’ve been distributing rainbow ribbons for the past couple of days, and the response from both our retailers and the public has been wonderful.

They were absolutely delighted to have received them!” – GPT Group



And We Inspired 2,500+ Schools & Workplaces To Go Rainbow

We inspire workplaces, schools, communities, organisations and small businesses to go rainbow, and to proudly stand against discrimination. It's this that brings us the most joy: seeing groups going rainbow, and sharing a messaging of inclusion.

“This year, for the first time, we celebrated IDAHOBIT, and we had the best time welcoming local community members, and most importantly, our wonderful participants, who we love to care for and always include in our celebrations.

We had a DJ on our office balcony, a catwalk, and delicious food prepared.

As a trans woman, I felt so deeply moved by how supportive and caring everyone was. My inner child felt very emotional. A part of me wished that [she], growing up in the countryside back home in France, could have seen this moment: me as an adult woman, living in Australia, becoming someone who organises a community celebration for LGBTIQ+ inclusion and anti-discrimination.”

- IDAHOBIT Event Organiser



We Delivered Education Sessions To 6,000+ People

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:

- 2,189 people attended LGBTQIA+ education with us, including in-person events, keynotes and private training.
- 92% would recommend these sessions to others.
- 3,977 participants engaged in our eLearning content and courses

“It felt like a really safe space to learn and ask questions. The content was well structured, easy to follow, and engaging - which isn't easy in a webinar format. I feel like I gained a better understanding and picked up some tips on how to be a good ally.

Thanks so much!” – Education Participant



We Sent 1,561 Pride Packs to the Community

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

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

This year:

- 1,561 Pride Packs were sent
- We seeing the range of settings our merch is used: libraries, workplaces, schools, cafes, small teams, community organisations, and businesses around the country.



“We are a busy high school library that is a safe space for all students. It’s been so lovely to watch our students having conversations and listening to each other. When you send a pack out – this is what we can do with it!”

– Alkimos College



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

MINUS18

