

**WEAR IT  
PURPLE**

**2021/22**

**ANNUAL REPORT**

# CONTENTS

- 4. PRESIDENTS MESSAGE
- 6. OUR MISSION & HISTORY
- 7. OUR PRINCIPLES
- 8. VISION & STRATEGY
- 10. 2022 ANNUAL THEME
- 12. OUR PEOPLE
- 14. OUR FINANCIALS
- 16. AVENUE
- 17. CARTISAN
- 18. ARTIST COLLAB
- 20. CULTURAL REVIEW
- 22. FELLOWSHIP
- 24. SOCIALS
- 27. GSA CONNECT
- 28. HOW YOU CAN HELP
- 29. ACKNOWLEDGMENTS





# PRESIDENTS MESSAGE

As I reflect upon the past year, I am filled with an overwhelming sense of gratitude and pride for the remarkable journey the Wear it Purple Youth Action Council, Board and Supporters have taken together throughout this year.

I want to extend my heartfelt thanks to each and every member of our team, whose unwavering commitment and passion have propelled our organization to new heights of success and impact. From our tireless volunteers who make up both our Board and YAC to our donors, partners and kids celebrating at school; every member of the Wear it Purple family plays an indispensable role in advancing our mission of promoting inclusion and acceptance for LGBTQIA+ youth worldwide.

One of the greatest joys of serving as President has been witnessing the resilience, creativity, innovation and dedication that characterize our team's work. Whether it's organizing events (Mardi Gras, WIPD etc), developing educational resources (GSA Resources), individual support or advocating for policy change, each initiative is infused with empathy and a deep understanding of the needs of our community. Together, we have achieved remarkable milestones and made a tangible difference in the lives of countless young people who are navigating their identities



in a world that too often fails to recognize their worth

As we celebrate our achievements over the past year, it is important to acknowledge that our work is far from finished. The challenges facing LGBTQIA+ youth are complex and multifaceted, and it will require ongoing collaboration, resilience, and determination to create a world where every young person feels safe, supported, and empowered to be their authentic selves. Most importantly, it requires organisations like ours who are youth led and listen to youth to do so.

Within this annual report you will find

information on the successes of our financials, celebrating WIPD, key initiatives and partnerships, highlighting some of our people and the excitingly new Arts & Culture Fellowship and Grants. It is laying an exciting platform for Wear it Purple to offer invaluable support for queer youth artists, offering financial support and resources to nurture a creative endeavour. It is an exciting new value proposition for Wear it Purple and one we find as a gap for Queer Youth creatives and one we would love to fill. Through these initiatives, we aim to empower LGBTQIA+ artists to explore their talents, amplify their voices, and contribute to a more inclusive cultural landscape.

It is a privilege to address you as your incoming President of Wear it Purple 2021/2022 and I am honored to serve alongside you, and I look forward to the journey ahead as these are very solid foundations we are laying.

*Lara Husselbee (She/her)  
President, Wear it Purple*



# OUR MISSION

Wear It Purple is dedicated to establishing environments that are supportive, safe, inclusive, and empowering for rainbow youth (those identifying across the spectrum of sex, sexuality, and gender diversity). Operated entirely by volunteers and led by young individuals, our mission is to eliminate challenges unique to rainbow youth, envisioning a day when they face no obstacles distinct from their peers. Our commitment extends towards fostering genuine equality, providing an atmosphere where rainbow youth can flourish without constraints.

As an Incorporated Association and registered charity, Wear It Purple sustains itself solely through donations and modest product sales. We rely on the ongoing support and generosity of individuals like you to fulfill our mission and make a positive impact in the lives of rainbow youth. Your contributions play a pivotal role in enabling us to continue our work towards creating a world where every rainbow young person can thrive without limitations. Head to page 28 to learn how you can help and where to donate..

# HISTORY

Founded in 2010 as a response to the heartbreaking and traumatic stories of rainbow teenagers worldwide, Wear It Purple emerged from the devastating loss of several young lives to bullying and harassment linked to the lack of acceptance of their sexuality and gender identity. The organization was born out of a pressing need to address the alarming rise in self-harm and suicides among rainbow youth.

The staggering research underscores the urgency of Wear It Purple's mission, with 75% of LGBTQIA+ youth experiencing some form of discrimination. Among these statistics, 61% face verbal abuse, 19% endure physical bullying, and 24.4% of Lesbian, Gay, Bisexual individuals, and 36.2% of Trans Australians grapple with depression, in stark contrast to the 6.8% general population rate<sup>1</sup>. The tragic story of 18-year-old Tyler Clementi, who took his own life after being forcibly 'outed' as gay,

exemplifies the harrowing reality faced by many. This heartbreaking event triggered a wave of similar testimonials, highlighting the urgent need for change.

**Wear It Purple was established to offer a beacon of hope to rainbow youth worldwide,**

demonstrating that support and celebration exist, and they have the inherent right to be proud of their identities. Co-founded by Katherine Hudson and Scott Williams, the organization has evolved into an international movement. Despite growth, Wear It Purple remains steadfast in its mission – sending an annual message of support and acceptance to rainbow youth. As the organization expands, the unwavering message endures: everybody has the right to be proud of who they are.

<sup>1</sup> La Trobe study, Writing themselves in 4

# OUR PRINCIPLES

**1** Advocate for and empower rainbow young people

**2** Celebrate and promote the value of diversity and inclusion in all communities

**3** Raise awareness about sexuality, sex and gender identity.

**5** Champion role-models to support young rainbow people establish the confidence to be who they are.

**4** Challenge harmful social cultures

We know young people change the world, so they are at the core of what we do!



Artwork: @tsekourasarts



# VISION & STRATEGY

The Wear it Purple 2022 strategy and initiatives for the upcoming year is rooted in our mission to support and empower LGBTQIA+ youth, this strategy places a particular emphasis on regional and rural growth. Recognizing the unique challenges faced by these communities, we are committed to extending our reach and impact to all corners of Australia.

**Through targeted programs and strategic partnerships, we aim to bridge the gap and provide vital support to those who need it most.**

Central to our strategy is establishing a presence across all states and territories in Australia beyond metropolitan areas through schools, universities, community groups, NFPs, corporations and councils. By establishing stronger connections and building relationships with local stakeholders, we are laying the foundation for a nationwide network of

support and reinforces our commitment to diversity and inclusion on a national scale.

In addition to external growth, Wear it Purple is dedicated to uplifting our internal experience. We understand the importance of creating a supportive and inclusive environment within our organization. To that end, we are conducting a Human-Centered Design (HCD) review incl. empathy interviews to gain valuable insights into the needs of our team. This process will inform our efforts to enhance internal resources and infrastructure, ensuring that we have the necessary tools and capabilities to achieve our mission effectively and be supportive of our people.

Moving forward, we are committed to strengthening our partnerships with key corporate supporters and ambassadors. By working collaboratively, we can leverage resources, support, and activities that are vital for the well-being and empowerment of LGBTQIA+ youth in Australia. We look forward to what we can all achieve together this year for Wear it Purple Day, support of schools, LGBTQIA+ youth and their families.

# ANNUAL THEME

Every year thousands of schools, community organisations, universities and workplaces hold events across Australia for Wear It Purple Day. As a day of significance for many Australians, it focuses on our LGBTQIA+ youth and the issues they face, whilst showing them they have the right to be proud of who they are and who they are becoming.

Wear it Purple Day is now an international movement of expression, celebration and support. By wearing purple on the last Friday of August, you will demonstrate to hundreds of thousands of rainbow young people across Australia that you see them, you support them, and you respect them.

We encourage you all to celebrate Wear It Purple Day with us on the 26th of August this year.

## ‘STILL ME, STILL HUMAN’.

Each year, Wear It Purple's Youth Action Council (YAC) brainstorms a theme relevant to them. Their task is to come up with the day's focus based on how they're feeling and the rhetoric in the LGBTQIA+ youth community.

This year the theme they have decided for Wear It Purple Day 2022 is 'Still me, still human'. The message being that people tend to focus on labels, the news story, the target or data and

forget what we truly are – human.

Our 2022 theme encapsulates the message of humanity, honesty, integrity and authenticity when discussing all diverse identities within the LGBTQIA+ community. We are your hospitality workers, your retail staff, your lawyers, your financial advisors,

STILL  
ME

STILL  
HUMAN

WEAR IT  
PURPLE



your teachers and, most importantly, your youth. We are human. It reassures us that the world is changing for the better to embrace a variety of diverse individuals and, over time, remove dehumanising stigmas surrounding LGBTQIA+ communities.

## WHY IS THIS THEME AND WEAR IT PURPLE DAY SO IMPORTANT?

As a broader community, we know the feeling and have a lived understanding of the impact of discrimination. Watching debates over Religious Discrimination Bill, The Marriage Plebiscite and the rhetoric chosen by news organisations or politicians on the rights of Trans and our Gender Diverse (to list just a few) has had huge negative impacts on health, wellbeing and safety of our community. The ever-increasing public attack on rights is driving up the already staggering statistics of poor mental health and suicide rates in our community.

We hear often from young LGBTQIA+ people in our Wear It Purple Youth Action Council (YAC) and broader youth networks that they face fear of being rejected or

discriminated against. We see the statistics of 75% of LGBTQIA+ youth in Australia being bullied due to their identity, 80% of this occurring in our Australian Schools, resulting in LGBTQIA+ youth being 12 times more likely to experience depression and 5 times more likely to experience anxiety. It is worse if we look at intersections like regional, rural, our First Nations and our Trans and Gender diverse kids. Horrendously, 1 in 4 LGBTQIA+ young people have attempted suicide.

Dr. Sarah Bowman from Royal Prince Alfred Hospital has researched the impact of these damaging and misleading events. Sarah states: "We found that public debates on human rights are significant contributors to low moods and depression". She goes on to say in a recent ABC article, that "these issues need to be addressed with empathy, understanding and from a position of knowledge".

It is important to remember the human side to these conversations and that our rainbow youth are 'Still me, still human'.

***"Being queer and visible is a privilege not a lot of people have. For our youth, one of the many factors impacting this is their safety and the role models they have around them. People who are confident to carry courageous conversations, to ask questions, to learn, to create space for youth voices and to actively listen. So often, we can be caught up in the data or the words in the messages we are trying to deliver. Resulting in the fact we are forgetting we are talking about people. That's why I am so proud of our Youth Action Council, for once again reminding us of the importance of empathy and that we are talking about people's lives. This year's theme, 'Still me, still human', I believe, is our most powerful yet".***

- Lara Hesselbee, Incoming President – Wear it Purple

# OUR PEOPLE

Wear it Purple is entirely volunteer led. Our Youth Action Council and Youth Executive Leadership Team have made the organisation and movement what it is today. Their contribution and voice ensures the focus continues to be youth orientated.

Our Board is comprised of members who are passionate about their work in the rainbow community.

The Board is responsible for the strategic guidance and development of policies

that shape Wear it Purple's future direction and how it services the community in accordance with our purpose and priorities.

Our patrons and ambassadors are a vital part of our wear it purple community and allow our message to be amplified to young people internationally.

Head to our website to read more about our active youth action council, youth executives, board members, patrons and ambassadors.

## SPOTLIGHT

A closer look at some of our amazing team and contributors.

### YOUTH ACTION COUNCIL

Cassi joined the Youth Action Council (YAC) in 2022 to help improve the lives of youth nationwide, especially those in the rainbow community. As the Events Lead for Wear It Purple's YAC, Cassi organized connection events, ran stalls at community events like Tune In: Queer Youth for Mental Health Month, and contributed to planning Wear It Purple's Mardi Gras floats for two years, including managing Mardi Gras Grants for six Indigenous youth.

Cassi represented Wear It Purple at conferences such as Not-For-Profit People, Sydney WorldPride Human Rights Conference, and Hatchery First Nations Leadership and Allyship Summit. Currently, Cassi is part of a team addressing the needs of LGBT+SB students and organizing financial grants for young LGBT+SB individuals struggling with the cost of living crisis in Australia. Cassi aims to make more young people, especially young mob, proud of who they are and supported by their community. They're dedicated to continuing the legacy of Wear It Purple's founders, Katherine and Scott, by raising awareness about the challenges faced by young LGBT+SB individuals and the importance of supporting their mental wellbeing.



### YOUTH ACTION COUNCIL EXECUTIVE OFFICER

Tor is 21 years old and a queer post graduate medical student with an undergrad in a Bachelor of science majoring in physiology and minoring in pathology!

Tor began to fully understand her identity slightly later in my life and sometimes wish they had an older queer role model who could have guided them through the confusing feelings she had as a younger teen. That is part of the reason why Tor joined Wear it Purple, to hopefully provide a role model figure to younger queer people who might not have one in their life already.

In her spare time Tor loves to be involved in choir, volunteer for St John Ambulance NSW, spend time as a patient advocate for severe asthma and when we're not in lockdown, you can find her up Oxford or King Street!





## BOARD DIRECTOR

Corey is a proud Transgender Koori man from GunaiKurnai nation living on Ngunnawal and Ngambri land in Canberra.

Corey's advocacy journey began shortly after initiating his affirmation journey in 2017, experiencing the gaps in access to essential health care services, adequate policy and protections for Transgender and Gender non-conforming people and a significant lack of visibility and understanding in the general population. Most notably, just how difficult it would be for anyone under the age of 18 to access critical health care services without the presence of supportive parents or guardians.

Corey is an Associate Director at KPMG in his day job and also sits in the National Pride@KPMG Steering Committee as the Trans and Gender Diverse Network Lead.



## BOARD DIRECTOR

Sarah is an international business leader, intent on making a difference. Now a proud parent of a rainbow youngster, Sarah has long been an ally.

As a seasoned CEO here and abroad, Sarah has been a champion for diversity and inclusion. She has harnessed leadership roles to drive corporate culture change at scale, from eradicating gender pay gaps, to increasing ethnic diversity and instating Reconciliation Action Plans.

In 20+ years as a global marketer and awarded creative agency leader, she has also been committed to moving culture forward, with brand campaigns that have ignited nationwide conversations and millions of social impressions on pressing social issues of the day, from body image, women's equality and LGBTQIA+ rights.

Today, Sarah continues that passion, leading the Procter & Gamble business for WPP across Asia, Middle East & Africa and drawing on this experience to support Wear It Purple's progress.



## ASSOCIATE BOARD DIRECTOR

Jilly has a particular focus on developing strategic solutions to address unmet legal need and support CLC's and Not For Profits with advocacy and reform.

She was previously Special Counsel at Henry Davis York where she led the pro bono practice for 6 years, Senior Solicitor at Justice Connect focused on strategic animal law litigation, secondeed to Aboriginal Legal Services in the children's court and a litigation lawyer at DLA Piper.

Jilly was a finalist nominee for Pro Bono Lawyer of the Year in the 2018 LSJ Women in Law Awards.

# OUR FINANCIALS

Leaning into a 'post pandemic' era we saw the spark of in-person celebrations return, with schools, community organisations and large corporates showering their spaces in Purple. This had

a direct positive impact on both donation and merchandise revenue. Donation revenue was up 30% and Merchandise revenue 4 times the previous year.

**600'000+**  
**STUDENTS**

WE DIRECTLY SUPPORTED HUNDREDS OF THOUSANDS OF STUDENTS THROUGH THE DELIVERY OF OUR FREE SCHOOL PACKS



**500+**

**FREE SCHOOL PACKS**

IN 2022 WE SENT OUT HUNDREDS OF SCHOOLS ACROSS THE COUNTRY



**265'100+**  
**WEBSITE VIEWS**

IN 2022 WE WERE ABLE TO PROVIDE INFORMATION, MERCHANDISE AND RECOURCES TO THOUSANDS OF PEOPLE.

**2159**  
**ORDERS**

WE RECIEVED OUR HIGHEST VOLUME OF ORDERS IN 2022



# PROFIT+LOSS

	2022	2021
<b>TRADING INCOME</b>		
Credit Card Surcharge	420.25	0.18
Donations Revenue	290,784.55	223,842.16
Interest Income	17.44	129.52
Other Revenue	2,293.99	284.96
Sales - Merchandise & Product	207,575.36	55,197.43
Sales - Postage	514.30	-
Total Trading Income	501,605.89	279,454.25
<b>COST OF SALES</b>		
Cost of Goods Sold - Merchandise	47,964.75	21,350.92
Cost of Goods Sold - Packing and Postage	33,049.01	17,668.03
Total Cost of Sales	81,013.76	39,018.95
<b>GROSS PROFIT</b>	<b>420,592.13</b>	<b>240,435.30</b>
<b>OPERATING EXPENSES</b>		
Advertising	3,025.00	11,496.68
Awards Expenses	4,500.00	-
Bank Fees	47.98	113.03
Consulting & Accounting	15,905.59	-
Contractor	32,522.91	59,878.44
Design and Production Costs	130.00	14,791.80
Donations Expense	-	22,000.00
Entertainment	-	2,257.85
Event Costs	3,092.00	10,302.65
Fees	2,717.19	939.43
Gifts	-	-
Hiring Costs	5,821.64	4,997.00
Insurance	1,915.39	1,619.51
Interest Expense	-	0.07
Legal expenses	-	-
Office Expenses	-	401.18
Paypal Fees	1,170.16	1,345.72
Postage	-	-
Printing & Stationery	-	540.00
Software Subscriptions	3,121.80	5,418.16
Sponsorship/Grant Expense	19,633.90	32,699.00
Stripe Fees	3,725.29	28.47
Telephone & Internet	9.39	325.00
Training	-	-
Travel - National	428.36	140.61
Total Operating Expenses	97,766.60	169,294.60
<b>NET PROFIT</b>	<b>322,825.53</b>	<b>71,140.70</b>

# AVENUE

This is our second year of our impactful partnership with Avenue Co-Working, one we are incredibly proud of and has transformed the way we operate. This powerful partnership promotes inclusivity, meaningful employment opportunities and our own mission.

One of the standout achievements of this ongoing partnership has been the remarkable streamlining of our operational processes. Entrusting Avenue Co-Working with the crucial tasks of organizing, packing, and distributing our diverse range of merchandise has not only optimized our workflow but has also contributed significantly to our overarching goals of social responsibility. The seamless coordination and dedication exhibited by the Avenue team have enabled Wear It Purple to focus more intently on our core mission while ensuring the smooth and efficient delivery of our products.

This collaboration exemplifies the effectiveness of purpose-driven partnerships, where shared values and a commitment to positive change result in a symbiotic relationship that benefits both organizations and, most importantly, the communities we aim to serve.

**Avenue**  
A workplace for all

In the past year, the impact of our collaboration reached new heights as

**Avenue Co-Working played a pivotal role in the distribution of a record-breaking 2159 orders.**

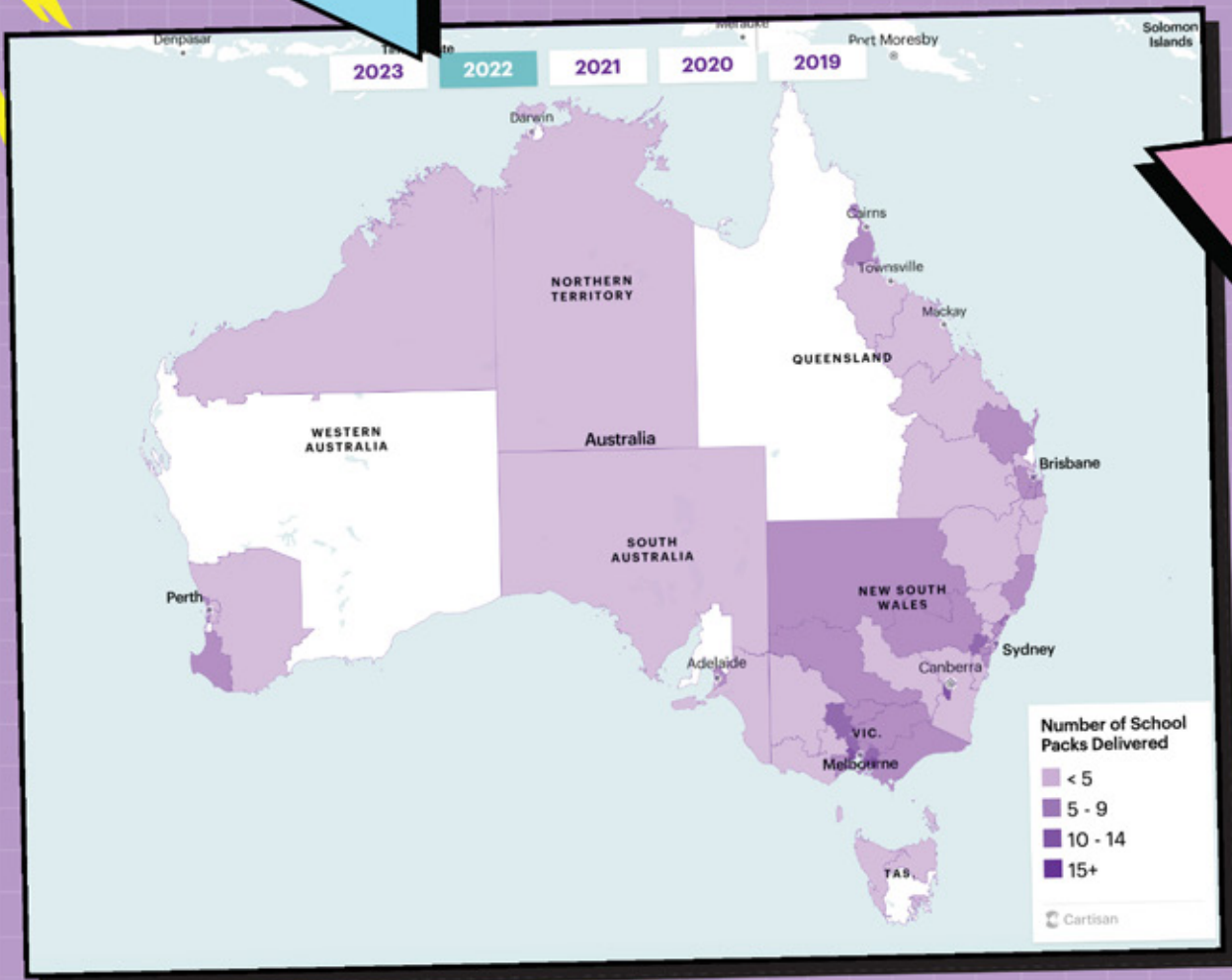
This accomplishment speaks volumes about the dedication and capability of Avenue's team, showcasing their efficiency in handling a high volume of merchandise with precision and care. Beyond the numbers, this achievement reflects the tangible impact we are making together in fostering inclusivity and empowering individuals with disabilities.

The Avenue team's contribution to our mission has not only expanded our reach but has also created a positive ripple effect, inspiring others to embrace similar collaborations that prioritize social responsibility and diversity. As we celebrate this milestone, Wear It Purple is grateful for the continued partnership with Avenue Co-Working.





# CARTISAN



In our second year working with Cartisan and our ongoing commitment to improving the way we work internally, we appreciate the expertise Stella and the team are providing.

Mapping our school pack distribution has provided invaluable insights into the geographical spread of our impact, allowing us to visualize and analyze the reach of our initiatives in real-time.

Cartisan's collaboration with Wear It Purple has proven instrumental in optimizing our distribution strategy, ensuring that our school packs reach diverse and

underserved communities nationwide. By incorporating our geospatial data, paired with other publicly available data sets, we have gained a comprehensive understanding of where our message of inclusivity and support is making a meaningful impact / may be needed the most.

Wear It Purple extends its gratitude to Cartisan for their invaluable contribution to our mission, charting a path towards a future where every corner of the country is touched by the positive impact of our school packs.

# ARTIST COLLAB

This year Wear It Purple launched the Artist Collab and Competition to design out an annual T-shirt and stickers. Engaging with our vibrant young queer artists, they were invited to contribute designs.

The response was overwhelming, with a diverse array of designs pouring in from talented young artists across the country and community.

After careful consideration... Samuel Leighton Dore emerged as the winner, capturing the essence of Wear It Purple's mission through his impactful and visually striking design.

Recognizing the exceptional talent within our community, Wear It Purple extended acknowledgment to three outstanding runners-up in the competition. The designs by Helen Zhu, @parisgotpokedbylightning, and @tsekourasarts stood out for their creativity, originality, and resonance with the Wear It Purple message. These commendable designs were transformed into vibrant stickers, spreading the message of inclusivity and empowerment.

The impact of this initiative extended far beyond the online store. The stickers featuring the designs of the three runners-up were distributed

to over 500 schools nationwide. This widespread dissemination allowed Wear It Purple to bring the spirit of acceptance and celebration directly into educational settings, encouraging conversations about diversity and fostering a sense of unity among students.

This collaborative endeavor not only showcased the artistic talent within our community but also amplified Wear It Purple's mission to create a world where every rainbow young person is supported, acknowledged, and celebrated. The success of this initiative reflects the collective dedication of the Wear It Purple community and the broader commitment to building a more inclusive and affirming world for LGBTQIA+ youth. It is definitely an offering we hope to do each year and how lucky are we for the contribution of very talented young artists.



Design by @tsekourasarts



Design by Helen Zhu



WEAR IT PURPLE

T-Shirt artwork by Samuel Leighton Dore



Design by @parisgotpokedbylightning

# CULTURAL REVIEW

Wear It Purple's (WIP) strength truly lies in its people and its passion to affect positive change for LGBTQ+ youth. The organisation has experienced significant growth and demand in recent years, which led to a clear opportunity to be led and governed in a more structured manner, resulting in the incorporation of a Board. The Board became responsible for managing all executive decisions for the organisation, and functions in addition to the Youth Action Council (YAC), which is comprised of youth volunteers and a youth board.

## CURRENT CHALLENGES

WIP is a fully operational organisation driven purely by its volunteer base, which includes the Board, the Youth Action Committee, and other volunteers. Like all volunteer-led movements, this can present people, process and policy challenges.

WIP has identified the following key priority challenges to be addressed in 2022:

- Inconsistency and unsustainability of volunteer engagement
- A need to improve clarity and differentiation between The Board and the Youth Action Committee.
- Lack of support structures and

systems

- An opportunity to improve the connection between Board and YAC

In order to achieve and excel on its mission, Wear It Purple engaged Danica McCarthy Consulting to facilitate a HCD and change project to address these challenges, which has presented opportunities to:

- Reconnect prioritising intention of being youth-led
- Re-engage its volunteer base
- Clarify and refine its processes
- Review its volunteer recruitment process
- Strengthen the relationship between the Board and the YAC
- Uplift capability in leadership

This need has been highlighted and driven by the experiences of current and previous members of the Board and YAC, who wish to understand the most effective way to engage and retain active and connected YAC members to ensure that Wear it Purple is meeting its core mission of being youth-led.

Proposed solution

The proposed approach will be underpinned by principals of centring lived experience and psychological

safety, and will leverage approaches from human-centered design, group coaching, and collaborative facilitation to focus on being outcomes-driven. The project will be shaped by a series of individual interviews with key stakeholders in the discovery phase, which will form the basis for a series of facilitated workshops to address the current challenges.

The project will centre around reconnecting, redefining, and redesigning. This approach will ensure that the project is engaging, meaningful, and relevant, and sets up the organisation for a sustainable, successful future.

This will also enable the organization to become more efficient, purpose-led, and strategic in how it meets its mission.

## DISCOVERY

- Explore imperative for change
- Identify key drivers
- Determine and prioritize key outcomes

## RECONNECT

- Exploring success
- Clarifying and strengthening connection to role
- Bridging the intention vs impact
- Reenergizing and reconnecting
- Trust and psychological safety
- Personal connection to volunteering role
- Power and privilege

## REDEFINE

- Redefining strategic focus
- Clarifying goals
- Strengthening commitment
- Meeting cadence

## REDESIGN

- Ideal future state
- Governance
- Roles
- Support required
- Where to from here



**ABOUT DANICA**  
SHE/THEY

Danica McCarthy has advised and consulted with over one hundred organisations across the nation, inspiring inclusive leadership and introducing methods of the future.

As an accredited Executive Coach and Genos Emotional Intelligence practitioner, Danica is highly attuned to what motivates individuals and what elevates their performance. She is driven by the potential of human capability, and her work focuses on bridging the knowing-doing gap of inclusive leadership by building strong foundations of trust and psychological safety in teams.

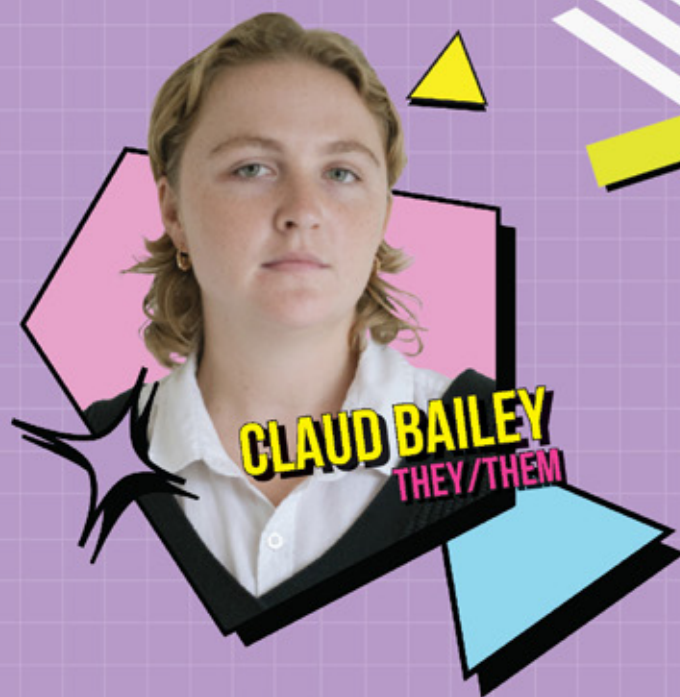
# FELLOWSHIP

Wear it Purple has given over \$80k in sponsorship to various queer arts and culture projects. From short film to web series, touring arts projects to Trans and Gender Diverse writing groups, documentaries and youth events. We've witnessed the impact funding important queer stories and spaces makes for rainbow young people.

We want to continue fostering community, giving hope, celebrating queer joy and building prouder futures. So... we've decided to strengthen our support of arts and culture in 2023.

We will be introducing a yearly grant for arts and culture projects FOR and BY LGBTQIA+ young people. The focus of each year's grants will be determined by the Wear it Purple Youth Action Council, the rainbow young people who lead the organisation. We've seen first-hand how many meaningful projects are happening and we want to ensure they continue to flourish and make a difference.

To manage these grants and cultivate Wear it Purple's contribution to arts and culture we are awarding an annual Arts Leader Fellowship to an LGBTQIA+ young person working in arts and culture. The recipient of this fellowship will also be awarded \$20k to develop and deliver an arts and culture project of their choice that will benefit the lives of rainbow young people.



We're very excited to announce that the 2023 Arts Leader Fellowship Recipient is Claudia Bailey. Claud is an award-winning non-binary filmmaker. They make work that celebrates queerness and aim to tell stories that can facilitate change and create tangible impact to better the lives of LGBTQIA+ young folk.

Claud's latest short, RIGHT HERE, received funding from Wear it Purple and has since screened at festivals all over the world. It is about 15-year-old Grace who, after coming out as non-binary to their parents, materializes at their future selves' birthday party and realizes everything they want to be is inside of them.

Claud will be using the fellowship grant to bring RIGHT HERE to schools around Australia, in order to get it in front of young Trans, Non-binary and Gender Non-conforming folk who need to see it.

“I’m so thankful that Wear it Purple is giving me this opportunity to make a real difference with my film. When you’re a teenager, you cannot control your environment. **RIGHT HERE** promises these folk that even if their current situation isn’t great, they have community and love waiting for them. To hold on. To remember that they have so much joy coming their way. Getting **RIGHT HERE** to schools has always been my ultimate goal and so, I’m so thankful for Wear it Purple allowing this dream to become a reality,”  
- Claudia Bailey



COSTUME &  
PRODUCTION DESIGN  
EMILY HEATHER ADELE

PRODUCERS  
CLAUDIA BAILEY &  
BRENNA HARDING

WRITER & DIRECTOR  
CLAUDIA BAILEY

CINEMATOGRAPHER  
KATE CORNISH

EDITOR  
WILL BRAY

Inside  
Out

RE:Focus  
Fund

WEAR IT  
PURPLE

Levi's®

# SOCIALS

## THE IMPACT OF COVID 19

2020 saw the Wear It Purple team think on their feet in various ways. With the mission and full intention to spread our message of diversity, inclusion and LGBTQIA+ youth empowerment to regional and rural areas, we found ourselves stuck in our homes communicating via video web calls on our screens.

It became apparent to the team that this is also where Australian LGBTQIA+ youth would be spending their time and that there may be a very high chance of their homes being unsafe and unwelcoming to their diverse identities.

This is the year that our social media journey spiked and we experienced the complete effect of engaging with our audience. The following is an outline of our social media campaigns and the benefits we saw from each of them.

## GIVEAWAYS

As we were due to celebrate our 10 year anniversary - we made an ode to the 12 days of Christmas and created the '10 days of Wear it Purple'. Each day for the 10 days leading up to Wear It Purple Day 2020, we partnered with a large corporate sponsor or purchased goods from small BIPOC and LGBTQIA+ owned businesses and ran a social media giveaway. Some of our sponsors included: Telstra Corp, Volley, Claire's Kitchen, Treat Dreams and Spunky Bruiser. Small businesses included: DeadlySisU, LP Badges, Byron & Co, a painting from Meissa Mason and Haus of Dizzy.



In 2021, we continued this campaign with the help of Sundae Suits, CASETiFY, LSKD and Calli the Label. This is a tradition we plan to uphold in 2022 and years to come as it is able to reach our national audience as well as support local, BIPOC and LGBTQIA+ businesses.

## AMBASSADORS

For the first time ever, Wear It Purple also turned to the influencers of social media. As we knew that most young people utilize these platforms searching for connection, we onboarded a range of diversely identifying influencers to welcome them to the ambassador program. In recent years, some of our social media influencers have been:

- Lauren Elloise (she/her)
- Meissa Mason (she/her)
- Nich Richie (he/she/they)
- Jackaranda (he/him)
- Emma Horn (she/they)
- Grace Hyland (she/her)
- Deni Todorovic (they/them)



It is our goal to emphasize the importance of representation within our platform. LGBTQIA+ identities are the minority within the minority and our aim is to continue to diversify our image so that all young people feel represented, seen and heard.

## BLOG CAMPAIGN

In efforts to amplify LGBTQIA+ voices on our platform, the blog post submissions box opened on our website and social media channels. Monthly, we continue to distribute stories submitted to us by members of the LGBTQIA+ community from all over the country.



### How a lack of representation led to becoming a visibly LGBTQ+ educator

VICTORIA ADAMS · 6 JANUARY 2022

In addition to the blog posts submitted by LGBTQIA+ community members, 2021 saw Wear It Purple begin to speak on national social injustices for the first time since our inception. Some of the topics covered include: The Religious Discrimination Bill of 2021, Reconciliation Week and The 'Save Women's Sports' Bill

in 2022. It is our firm belief that advocacy and activism should not constrain itself to celebrating one day of the year, but to speak on pressing matters, invest in marginalized communities and magnify the experiences of those in which require allyship.

## SOCIAL MEDIA GROWTH & ENGAGEMENT

As a result of our investment in our social media presence, we have seen our audience grow immensely. From the 2020/2021 financial year, our Instagram audience, alone, grew by 8.66% which saw us just miss our target of reaching 10,000 followers before the end of the financial year. In 2021/2022, we have grown by a staggering 42.8% which sees us currently land on just over 14,000 Instagram followers. In the past two years, our Facebook page audience has expanded by 54% which equates to a total of 24,500 page likes.

While we have obvious peaks and troughs with key dates throughout the year (online store opening, competitions run and, of course, Wear It Purple Day), we maintain a healthy engagement throughout in efforts to keep our audience committed and emulated in our content.

## AUDIENCE

The demographics of Wear It Purple's Australian social media audience vary across platforms, seeing Melbourne, Australia take up 21% of our Instagram followers list and only 14.6% of Facebook's page likes. In contrast, Sydney, Australia currently holds 21% of our Facebook page likes and 20.9% of our Instagram followers.

Additionally, we are surprised to see that 9.3% of Facebook page likers and 5.7% of

## SOCIALS CONTINUED...



Instagram followers reside in the United States. International statistics show that we have also made an impression on the United Kingdom, Canada, New Zealand, Philippines, Germany, Singapore, India and Vietnam.

Our data also shows that, predominantly, we attract people within the age group of 25-34 on Instagram and Facebook and even older demographics (35-54) on Facebook alone.

To align with many social media platforms' statements in the name of diversity and

inclusion, we would like to see action represented in the form of diversifying gender tags for data collection. It is imperative that LGBTQIA+ organizations like Wear it Purple can have a clear understanding of their audience to better recognize the needs of the community they are representing and attempting to service.

## OUR PEOPLE & GOALS

2022 also saw Izzy Calero (she/her), former social media manager, step into the Secretary position, leaving the social media role to incoming Youth Action Council member, Lia Cummins (she/her). Izzy and Lia have been working together within the past 6 months to make a smooth transition and provide mentorship and guidance to Lia while Wear It Purple social media channels grow and develop in the months to come.

As part of the transition, Izzy is working closely with Meta to provide relevant information on Wear It Purple as an organization in efforts to verify Wear It Purple social media platforms. Lia is strategizing and engaging with small businesses for our 2022 giveaway campaign as well as social influencers for our 2022 ambassador program.

We plan on continuing to thrive on our social media platforms to effectively represent all LGBTQIA+ youth, diverse minority groups and marginalized communities, diversify our reach and local demographic as well as partner with like-minded social influencers, organizations and communities. All in the name of empowering LGBTQIA+ youth!



# GSA CONNECT

**Wear It Purple has embarked on a collaborative endeavor with Twenty10 and the NSW Teachers Federation, with support from School Link: South West Sydney Local Health District, and the Independent Education Union NSW/ACT Branch to spearhead GSA Connect, a groundbreaking project aimed at bolstering gender and sexuality alliances (GSA) and similar groups in schools.**

The overarching goal of GSA Connect is to foster safer and more inclusive environments for students by providing comprehensive resources and support to both new and established GSAs.

The resources developed through GSA Connect are tailored to secondary students and staff, offering invaluable guidance and tools for establishing and nurturing GSAs within school communities. By equipping students and educators with the necessary knowledge and strategies, GSA Connect aims to empower them to effectively advocate for LGBTQIA+ inclusion and support within their school settings.

GSA Connect has produced a suite of

resources specifically designed to aid students and school staff in building, shaping, and activating GSAs. While initially tailored for NSW schools, the content and ideas contained within these resources are inherently transferable, providing valuable insights and guidance that can be adapted to schools across different states and territories. GSA Connect represents a significant step forward in the ongoing efforts to promote inclusivity, acceptance, and advocacy within educational institutions, ultimately contributing to a more affirming and supportive environment for LGBTQIA+ youth.

[www.gsaconnect.org.au](http://www.gsaconnect.org.au)



# HOW CAN YOU HELP

As a supporter of Wear it Purple, there are numerous ways to actively support Wear it Purple and/or contribute to the cause of LGBTQ+ inclusivity and empowerment.

One crucial step is to become an active ally within your community; this involves listening to and understanding the experiences of LGBTQ+ individuals, advocating for their rights, and challenging discriminatory attitudes and behaviors whenever encountered. By standing in solidarity and offering support, you can help create a safer and more inclusive environment for everyone.

Volunteering for queer community groups or charities is another meaningful way to actively contribute. Whether it's assisting with events, providing mentorship, or offering your skills and expertise, your involvement can make a significant difference in the lives of LGBTQ+ individuals and communities.

Support Wear it Purple on the last Friday of August by organizing celebrations within

your school or organization. This could involve hosting events such as awareness workshops, panel discussions, or themed days where participants wear purple to show their support for LGBTQ+ rights and visibility. We even offer speakers for a donation fee, so get in touch. By raising awareness and fostering dialogue on Wear it Purple Day, you can help promote acceptance and understanding among peers, colleagues who may choose to have these conversations with their families and friends.

Additionally, donating to Wear it Purple will provide essential funding so we can continue the support, services, initiatives and our growth. This can be financial (see below for details on how) or by seeking opportunities to partner with Wear it Purple on local initiatives, resource development for noticed gaps, or creative projects can further amplify the impact of your support, fostering collaboration and innovation in advancing LGBTQ+ equality and visibility within your community.



## ELECTRONIC TRANSFER

Wear It Purple Donations  
Commonwealth Bank, Hornsby  
BSB: 062 181 | Acc No: 1086 6472



## ONLINE

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



## CHEQUE

Wear It Purple Incorporated  
POBox 166, Potts Point NSW 1335



## TEAM DONATIONS

[gofundraise.com.au/beneficiary/wearitpurple](http://gofundraise.com.au/beneficiary/wearitpurple)

From there, click the "start fundraising" link, then select create a team - and follow the prompts.

# ACKNOWLEDGMENT

THE WEAR IT PURPLE BOARD WOULD LIKE TO THANK OUR YOUTH ACTION COUNCIL AND EVERYONE WHO PARTICIPATED IN WEAR IT PURPLE DAY THIS YEAR.

TO OUR FOUNDERS, PATRONS AND AMBASSADORS, WE THANK YOU FOR YOUR ADVOCACY, SUPPORT AND FOR CHAMPIONING OUR PURPOSE TO CREATE SUPPORTIVE, SAFE, INCLUSIVE AND EMPOWERED ENVIRONMENTS FOR RAINBOW YOUNG PEOPLE.

WE WOULD LIKE TO ACKNOWLEDGE OUR MAJOR SUPPORTERS AS FOLLOWS;



Johnson & Johnson

∞ Meta



ashurst

Capgemini 

/ Danica  
McCarthy  
Consulting

M:C  
mr.cubbo



**WEAR IT  
PURPLE**

Wear It Purple acknowledges the Traditional Owners of country throughout Australia, their diversity, histories, knowledge and their continuing connections to land and community. We pay our respects to all Australian Indigenous Peoples and their cultures, and to Elders of past, present and emerging.



Wear It Purple Incorporated is an ACNC registered charity ABN 39 634 641 162. WIP believes the information in this document is correct at the time of issue, but no warranty of accuracy or reliability is given and no responsibility arising in any way for errors or omissions. This guidebook is aimed at building awareness about Wear It Purple and the LGBTQIA+ Community.