



# **Sydney WorldPride and beyond: Supporting the LGBTQ+ community**



I am delighted that the Australian Retailers Association has launched a campaign to mark Sydney WorldPride 2023, encouraging our members to play an active role in supporting the LGBTQ+ community, including the release of an industry-wide position statement that aims to build more inclusive workplaces for LGBTQ+ employees.

The NSW government expects more than 78,000 domestic and international visitors to attend Sydney WorldPride 2023, with more than 500,000 people anticipated to attend across the three-week event between 17 February and 5 March 2023. Held every two years by a roving host city, Sydney WorldPride 2023 is slated to be one of Sydney's biggest events since the 2000 Olympics, bringing \$100 million into the local economy.

Not only will Sydney WorldPride 2023 be a celebration of the vibrant diversity of the LGBTQ+ community, it's also an exciting opportunity to continue the revitalisation of Sydney's CBD and restore Australia's standing as a visitor economy powerhouse, with its flow-on effects across the retail economy.

Whilst Sydney is hosting the event, we expect Australian retailers across the country will take the opportunity to celebrate diversity, equality and inclusion – sending a strong and encouraging message to both the domestic and international visitors.

This pack outlines a number of ways our members can get involved during Sydney WorldPride, starting with a pride-themed take-over of their website and social media channels, or in-store activations and visual merchandising displays. These are just two of the 15 suggestions we're promoting with members, who we recognise are all at different stages of their journey on engaging with the LGBTQ+ community.

To avoid rainbow washing I am also proud that we have released the ARA Position Statement for the Inclusion of LGBTQ+ People, which provides context about inequalities impacting LGBTQ+ people and outlines some of the proposed actions retailers can take to address these inequities. You can click here for a copy of the [position statement](#).

We look forward to your support of Sydney WorldPride 2023 and our position statement, so that together we can reduce inequalities for LGBTQ+ employees and consumers who are so important to our sector.

**Paul Zahra**  
Chief Executive Officer, Australian Retailers Association

To mark **Sydney WorldPride**, the ARA is asking members to show their support of the LGBTQ+ community by committing to three of these measures

Given the importance of LGBTQ+ people to the retail sector, and the positive role that the sector can play in addressing inequalities, the ARA is asking members to show their support of the LGBTQ+ community ahead of and during Sydney WorldPride (17 February to 5 March 2023). Here is a list of some of the actions that ARA members could take to engage with the LGBTQ+ community.

## Be bold

Commit to the ARA Position Statement for the Inclusion of LGBTQ+ People

Schedule a Pride-inspired take-over of your online and social channels, including your logo and website

Use an approved #pride handle to connect with LGBTQ+ visitors, consumers and employees during WorldPride and Mardi Gras

## Be authentic

Develop a timeline and plan for implementing the actions outlined in the ARA Position Statement for the Inclusion of LGBTQ+ People

Raise the profile of LGBTQ+ leaders and the unique experience of LGBTQ+ employees in your business

Role-model positive language and behaviours from the top-down

## Be visible

Give a mandate to your visual merchandising teams for in-store activations and window displays

Engage with InterRetail about what leading retail employers are doing to create visibly safe and inclusive workplaces

Consider signing up to the *Welcome Here* project in selected sites for your customers and/or employees

## Be part of the discussion

Encourage your leadership team to lead by example by attending WorldPride events

Run an internal event to raise the profile of issues for LGBTQ+ employees

Run an internal survey to help capture better data about the number of LGBTQ+ people in your workforce and their unique experiences and needs

## Be supportive

Launch employee network group for LGBTQ+ people and allies

Launch unique service offerings alongside your EAP for LGBTQ+ employees and their support networks

Raise funds and awareness for LGBTQ+ charities (either directly or through i=Change)

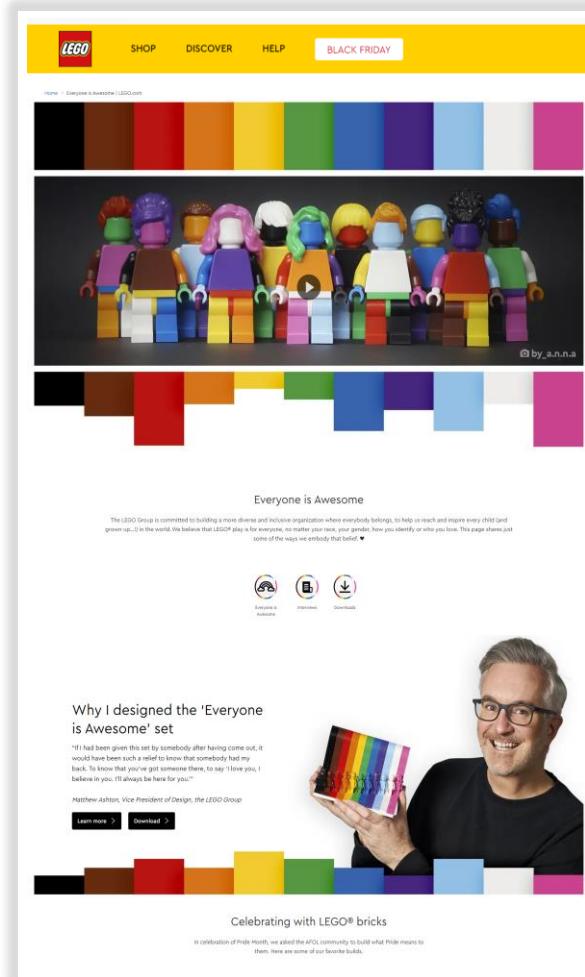
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LEGO SHOP DISCOVER HELP BLACK FRIDAY

Everyone is Awesome

The LEGO Group is committed to building a more diverse and inclusive organization where everybody belongs, to help us reach and inspire every child (and grown-up...) in the world. We believe that LEGO® play is for everyone, no matter your race, your gender, how you identify or who you love. This page shares just some of the ways we embody that belief.

Why I designed the 'Everyone is Awesome' set

"It had been given this set by somebody after being come out, it would have been such a relief to know that somebody had my back. To know that you've got someone there, to say 'I love you, I believe in you' - it always be here for you!"

Matthew Ashton, Vice President of Design, the LEGO Group

Celebrating with LEGO® bricks

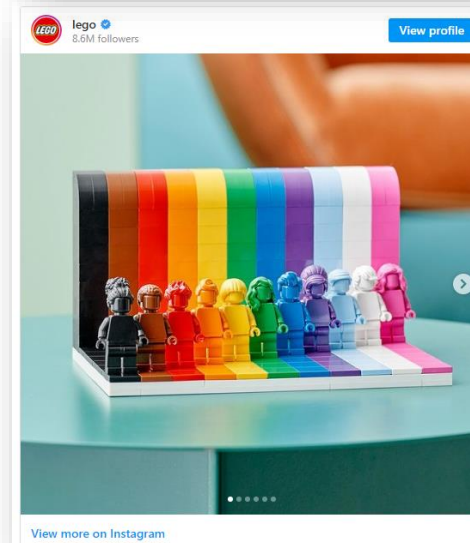
In celebration of Pride Month, we asked the #LEGO community to build what Pride means to them. Here are some of our favorite builds.



The LEGO Discovery Centre built the world's smallest Pride parade. (LEGOLAND Discovery Center Westchester)

## LEGO has built what could be the world's smallest Pride parade in New York as the city hosts World Pride.

The mini parade was built to commemorate the 50th anniversary of the Stonewall riots this Pride month, and can be found at the LEGOLAND Discovery Center Westchester in their MINILAND installation.



lego 8.6M followers View profile

View more on Instagram

## Everyone is Awesome LEGO® set celebrates fans' diversity

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**Billund, May 20th 2021:** The LEGO Group today announces LEGO® Everyone is Awesome, a set designed to celebrate the diversity of our fans and the world around us. The buildable display model is inspired by the iconic rainbow flag which is used as a symbol of love and acceptance by the LGBTQIA+ community, and features 11 monochrome minifigures each with its own individual hairstyle and rainbow colour.

Set designer Matthew Ashton, Vice President, Design said: "I wanted to create a model that symbolises inclusivity and celebrates everyone, no matter how they identify or who they love.

"Everyone is unique, and with a little more love, acceptance and understanding in the world, we can all feel more free to be our true AWESOME selves! This model shows that we care, and that we truly believe 'Everyone is awesome!'"



The 366-piece model stands 10.24cm tall and has a depth of 12.80cm – a perfect fit for most shelves or window sills. It goes on sale on June 1, to mark the start of Pride Month, and will be available through LEGO.com and LEGO branded stores, with a recommended retail price of \$4.99 EUR/USD.

Matthew said that the set was also a celebration of the LGBTQIA+ community within the LEGO Group and amongst the brand's adult fans.

"I am fortunate to be a part of a proud, supportive and passionate community of colleagues and fans. We share love for creativity and self-expression through LEGO bricks and this set is a way to show my gratitude for all the love and inspiration that is constantly shared."

## Design Lego unveils first LGBTQ set ahead of Pride Month

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WINDOW DISPLAYS ►

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THEMED PRODUCTS AND MERCHANDISING, WITH PROCEEDS TO CHARITY ►