![Australian Retailers Association logo] 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 WorldPride 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)