

Diversity and Inclusion

Wear it Purple Event Brief



PROPOSAL OVERVIEW

Wear It Purple strives to foster supportive, safe, empowering and inclusive environments for LGBTQIA+ rainbow young people.

It is important to acknowledge and celebrate significant dates and events such as Wear it Purple day, to:

- Foster a culture of Inclusion at the ACMA which in turn leads to:
 - Increase in recruitment and retention of those from diverse backgrounds, creating a larger and stronger talent pool
 - Greater innovation and creativity (rather than having 'one voice')
 - Improved culture, leading to stronger engagement
- Challenge harmful social cultures and norms
- Celebrate and promote the value of diversity and inclusion in our workplace and community.
- Raise awareness about sexuality, sex and gender identity

TARGET AUDIENCE

All ACMA and eSafety employees.

BENEFITS OF THIS AWARENESS DAY

- Awareness, inclusion and celebration of diversity.
- Increase office morale, camaraderie and employee engagement, which in turn can affect your employees' happiness, productivity and longevity.
- Building a culture of inclusion creates an environment where employees can be themselves and feel connected and safe. Creating this environment for employees means they bring their best to work, which leads to strong business outcomes.

DATE

Friday 25th August 2023

AWARENESS ACTIVITIES OVERVIEW

Below are some proposed promotional ideas to help raise awareness of Wear it Purple day at The ACMA. The theme for 2023 is 'Write Your Story'. The following activities are recommended:

- **Encourage staff to wear purple** on Wear it Purple Day Friday, 25 August 2023.
- **Promotion of Wear it Purple Day** utilise awareness posters to be put up around each office (available for download from the Wear it Purple website), Offering an MS Teams background (available for free download on the website) and setting up merchandise at each reception area.
- **Encourage branches to host their own morning tea** and send in photos.
- **Launch a Hub article** including
 - the theme for 2023 with a link to the Wear it Purple website
 - A blurb to **encourage employees to write their own story** as the theme suggests with an opportunity for staff to have their story shared on the hub if they are comfortable in doing so.
 - Information about how to host your own branch morning tea
 - Information about merchandise.

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**WEAR IT
PURPLE**

Posters to be placed around the workplace week commencing 21 August 2023, to raise awareness for the Friday 25th August 2023.



7 AUGUST
Approvals and
purchase prizes

Approvals

Approval and confirmation of awareness day promotion.

Purchase merchandise pack purchased via [WORKPLACE PACK — WEAR IT PURPLE](#).

Merchandise and donation box will set up at each office reception desk.

Communications

Finalise communications plan



14 AUGUST
Promotion &
awareness

Commence communications

Notify all ACMA and eSafety staff via a hub article, leadership talks and the corporate update about the upcoming awareness day. Comms will include ways staff can get support WIP referencing merchandise and encouraging team morning teas.



14 AUGUST
Promotion &
awareness

Send merchandise to SYD and MEL offices

Send posters, stickers, wrist bands to other offices.

MS Teams background

Work with IT to organise a Wear it Purple day option as an MS Teams background.



21 AUGUST
Promotion &
awareness

Posters

Posters to placed around each office and merchandise to be set up at each office reception.

MS Teams background to be included as an option.



25 AUGUST
The official WIP
celebrations

Option for branches to host their own morning teas

Branches encouraged to host their own morning teas to recognise WIP day and send their photos to HR assist to be posted on the hub.



1 SEPTEMBER
Post-event
evaluation

Post-event evaluation

Hub article including

- any photos received from morning teas.
- any stories that we are given permission to share.

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PROPOSAL

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REVIEWED BY

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