

# PROSPECTUS

PARTNERSHIP OPPORTUNITIES

2022-2023

The Equality Project initiatives:

- Better Together Conference
- Better Together Training
- Health & Wellbeing Day

The Equality Project is a national **LGBTIQ+ charity** bringing together **Lesbian, Gay, Bisexual, Transgender, Intersex, Queer** people, communities and organisations to **work together** to promote a **better, more just, and fairer society** for all Australians.



*“Our vision is a world that values and affirms LGBTIQ+ people as full citizens.”*

- Jason Tuazon-McCheyne, CEO, The Equality Project

## about us

### OUR MISSION

We founded The Equality Project in 2017 with a mission to bring together LGBTIQ+ communities, organisations, advocates, and allies to work together, build bridges, and speak with a common voice.

We want to achieve this through the following initiatives:

- Education and training programs for LGBTIQ+ advocates and emerging leaders called the **Better Together Training**;
- The **Better Together National LGBTIQ+ Conference**; an annual event to facilitate the cooperation, participation and sharing of ideas within and between LGBTIQ+ communities, organisations and allies.
- **Health and Wellbeing Days** to provide safe spaces that enhance the health and wellbeing of LGBTIQ+ communities, engage them with local service providers and promote inclusive practice;
- Tailored **training programs for organisations and businesses** to support them in becoming safer and inclusive for LGBTIQ+ employees, customers and clients.

### POLICY GUIDE

In addition, The Equality Project also produces the **Australian LGBTIQ+ Policy Guide**: a high-level overview of the most prominent needs experienced broadly throughout Australian LGBTIQ+ communities.

We developed the guide to assist government departments, organisations, businesses, NGOs, policy professionals, academics and researchers, and the media in developing policies to support LGBTIQ+ inclusion and human rights in Australia.

You can download the latest version of the guide at [www.equality.org.au/policy](http://www.equality.org.au/policy).

— what we do

## BETTER TOGETHER TRAINING

We want to foster the training of a new generation of LGBTIQ+ advocates to lead the conversation, reshape the narrative, and ultimately drive positive social change.

Our **Better Together Training** consists of specialised programs for **LGBTIQ+ advocates, emerging leaders and allies** who want to build the core skills, knowledge and techniques to effect positive social change and lead effectively in their communities.

With the support of sponsors, donors and grants, **up to 45% of participants** attend our training programs on a **full or partial scholarship**.

Since 2018, **over 1,100 LGBTIQ+ emerging leaders** and allies have been part of our training initiatives.

### *Better Together Training includes:*

- 2-day Advocacy Masterclass
- Creating Change Workshops
- 2-day Foundational Leadership
- 5-day Transformative Leadership
- Campaigning 101
- Fundraising and Grant Writing
- Media Engagement & Strategy
- Human-Centred Design Thinking

**45%**  
of trainees are scholarship recipients



**1,110**  
alumni since 2018

what we do

## TRAINING FOR ORGANISATIONS

We develop and deliver **customised training** for organisations and businesses to support them in implementing **LGBTIQ+ inclusive practices** in their workplaces and **creating safe spaces** for LGBTIQ+ staff, customers and clients.

### Topics include:

- LGBTIQ+ Awareness Training
- Creating a Welcoming Environment for Admin and Reception Staff
- Working with LGBTIQ+ Clients
- LGBTIQ+ Inclusive Data Collection
- Creating an LGBTIQ+ Inclusive Workplace
- Leadership Training and Capacity Building for Pride and Diversity Teams.

## OUR CLIENTS



## HEALTH & WELLBEING DAY

In 2020, we held our first *LGBTIQ+ Health and Wellbeing Day* for LGBTIQ+ communities in Melbourne's west. We plan to have more of these events in other cities.

We want to provide safe and inclusive spaces that **enhance the health and wellbeing of LGBTIQ+ communities**, engage them with local service providers and **promote inclusive practice**.

The *LGBTIQ+ Health & Wellbeing Day* is about facilitating a day of **connection, nourishment, health and wellbeing** for LGBTIQ+ individuals and local businesses.

Attendees participate in health and wellbeing workshops, panel discussions and mindful practices with health service providers and local practitioners.

### Upcoming Health & Wellbeing Days:

- May 2022, Adelaide
- June 2022, May
- November 2022, Perth
- October 2022, Shepparton

*Dates to be confirmed*





# 3,913

delegates since 2018



# 47%

attend on a full or partial scholarship



## what we do

### BETTER TOGETHER CONFERENCE

**Better Together is our national LGBTIQ+ conference.** We created the conference to **explore the current issues facing LGBTIQ+ communities** in Australia. We want to accomplish this by facilitating the cooperation, participation and sharing of ideas within and between LGBTIQ+ communities, organisations and allies.

*Better Together* aims to:

- **Create a national gathering for LGBTIQ+ voices to be heard;**
- Explore the current issues facing the LGBTIQ+ movement and bring together voices from indigenous communities, people with a disability, the Deaf community, as well as multicultural and multi-faith communities;
- **Connect and celebrate Australia's diverse LGBTIQ+ communities and its allies;**
- Create opportunities to establish meaningful connections so we can work collaboratively and drive change;
- **And create a truly intersectional discussion about achieving social and cultural change.**

Since 2018, almost **4,000 people have attended** our conferences with each 2-3 day event attracting a minimum of 800 delegates representing LGBTIQ+ communities, organisations, businesses and allies from around Australia including guest speakers from the UK, US, New Zealand, India and the Asia Pacific.

Since the first Better Together 2018, **up to 47% of delegates** have attended on a **full or partial scholarship** with the support of our event partners and donors.

Our next conference, **Better Together 2023, will be held in Adelaide on 17-18 February 2023**, to coincide with World Pride 2023 and we expect up to 1,000 people to attend.



## PARTNERSHIP OPPORTUNITIES

We obtain our funding through government and philanthropic grants but a large part of our work is only possible through the financial support of donors and sponsors through event partnerships. Opportunities are available to partner with us and support our work in the following areas:

1. **Better Together Training 2022 Program**
2. **Better Together Conference 2023**
3. **LGBTIQA+ Health & Wellbeing Day 2022 events**

### Your support will help us achieve the following key activities:

- Provide affordable and accessible programs for LGBTIQ+ communities through scholarships and reduced pricing.
- Support the participation and involvement of Aboriginal and Torres Strait Islander communities by covering travel expenses, accommodation and program fees.
- Provide disability and access support, eg. Auslan interpreting

## 1. BETTER TOGETHER TRAINING

Our Better Together Training program in 2022 will consist of the following:

- **Be The Change** - A 5-day transformative leadership program in Melbourne for emerging LGBTIQ+ leaders.
- **Advocacy Masterclass** - A 2-day advocacy workshop for LGBTIQ+ advocates in Sydney, Melbourne and Adelaide.

COSTS	WHAT IT CAN FUND
\$2,500 to \$5,000 per training event*	Full and/or partial training scholarships
Pro bono venue facilities	Venue hire for training rooms
Pro bono catering	Morning/afternoon tea and lunch for training participants
YOUR BENEFITS	
Partner/sponsor recognition including your logo displayed on The Equality Project's website and Eventbrite ticketing platform.	
Logo displayed on digital and printed materials.	
Partner/sponsor recognition and acknowledgement on social media.	

*Costs will vary based on training program.\**



Better Together Training cohort, Sydney 2018

## PARTNERSHIP OPPORTUNITIES cont.

### 2. BETTER TOGETHER CONFERENCE

Our 5th National LGBTIQ+ Conference, **Better Together 2023**, will be held at the Adelaide Convention Centre on 17-18 February 2023. We're expecting up to 1,000 attendees from around Australia and internationally to participate. We will have a pre-conference event on 16 February 2023 where we will host a "summit" for LGBTIQ+ community leaders and organisations to meet.

TYPES	COST	OPPORTUNITIES
PRINICIPAL PARTNER	\$50,000 - \$80,000	2
MAJOR PARTNER	\$25,000 - \$49,999	3
MEDIA PARTNER	\$10,000 - \$24,999	5
COMMUNITY SPONSOR	\$1,000 - \$9,999	10
SPONSOR	Under \$1,000	Unlimited

  

YOUR BENEFITS*
Partner/sponsor recognition including logo displayed on The Equality Project's website, Eventbrite and on social media including Facebook, Twitter, Instagram where appropriate.
Logo displayed on all digital and printed materials including EDMs.
Partner/sponsor logo placement and/or acknowledgement in paid social media ads where possible. Tagged on social media where possible.
Partner/sponsor recognition in conference program app.
Partner/sponsor verbal acknowledgement at the opening and closing plenaries.
Opportunity to speak at launch event and the opening plenary. (Applies to Principal and Major Partners only unless the sponsor is already part of the conference program.)
Logo presence on digital signage at conference venue where appropriate.
Logo displayed on conference lanyard and printed schedule.

*Benefits can be tailored.\**

### WHAT YOUR SUPPORT CAN FUND:

DESCRIPTION*	PRINCIPAL	MAJOR	MEDIA	COMMUNITY	SPONSOR
Scholarships	•	•	•	partial	partial
Travel and accommodation for speakers	•	•			
Venue hire	•				
Live streaming and video coverage	•	•	•		
Auslan interpreting	•	•	•	partial	
Catering	•	•	•	partial	
Opening night event	•	•	•	partial	partial

*Approximate coverage. Contribution may apply to one item only depending on costs.\**



***"I think it is an important event for the LGBTIQ+ community as it provides us an opportunity to discuss, unpack and think about ourselves."***

- Better Together 2020 attendee

### 3. LGBTIQA+ HEALTH & WELLBEING DAY

In 2022 we will be holding a Health & Wellbeing Day in the following cities:

- Adelaide, SA, 4th May 2022
- Canberra, ACT, 18th June 2022
- Shepparton, VIC, 27th October 2022
- Perth, WA, 24th November 2022

Each event will attract up to 100 participants plus local health and wellbeing practitioners and regional service providers.

COSTS*	WHAT IT CAN FUND
\$1,000 to \$5,000	Reduced pricing or free access to event
\$5,000 to \$10,000	Catering and/or Auslan interpreting
\$10,000 to \$15,000	Venue hire
YOUR BENEFITS	
Partner/sponsor recognition including your logo displayed on The Equality Project's website and Eventbrite ticketing platform.	
Partner/sponsor recognition on social media.	

Cost per event.\*



### CUSTOMISING YOUR BENEFITS

The contents of all types of opportunities are customisable. Please do not hesitate to contact us if you wish to negotiate your support in order to better match your business and/or organisational needs.

### CONTRIBUTIONS UNDER \$5,000

Donations under \$1,000 as well as in-kind support are welcome. Please contact us if you wish to donate funds which can be allocated to the following initiatives:

- Indigenous and/or disability scholarships
- Auslan interpreting for a small event
- Catering for a networking luncheon/drinks or training day
- Travel and/or accommodation for scholarship recipients
- Sponsor a local or international guest speaker
- Sponsor a panel or plenary session at a conference
- In-kind venue hire
- Pro bono media coverage eg. video and/or event photography

**The Equality Project is a registered charity with DGR status. Donations over \$2 are tax-deductible.**

### ONGOING PARTNERSHIPS

The Equality Project is open to long-term partnerships. An ongoing partnership can add value through combined efforts and will help strengthen yours and our organisation's capacity for cooperation and collaboration.

Although organisations may have very different missions and approaches, we can often reap great benefits by working together towards a shared vision. To achieve the potential benefits of a long-term partnership, we need to be prepared to build, sustain and evaluate the partnership in a thoughtful way.

### THANK YOU TO OUR PAST SUPPORTERS



### OUR 2021 PARTNERS & SPONSORS



# CONTACT

Please contact us if you wish to discuss this opportunity further. We welcome your support in helping us connect, build and advance LGBTIQ+ communities for change.

Thank you for taking the time to learn about our partnership opportunities.

Jason Tuazon-McCheyne  
jason@theequalityproject.org.au  
ph: 0438 352 532



© The Equality Project Ltd  
[www.theequalityproject.org.au](http://www.theequalityproject.org.au)

ABN 21 618 509 407

*The Equality Project acknowledges the traditional owners of the land on which we meet and work on.*