

# Rainbow Ready roadmap



**Guide B4: Setting guide  
for businesses and other services**



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Except where otherwise indicated, the images in this document show models and illustrative settings only, and do not necessarily depict actual services, facilities or recipients of services.

In this document, 'Aboriginal' refers to both Aboriginal and Torres Strait Islander people.

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Available at **Rainbow Ready roadmap** <<https://www.vic.gov.au/rainbow-ready-roadmap>>.

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# Guide B4: Setting guide for businesses and other services

## About the Rainbow Ready Road Map

The *Rainbow Ready roadmap* is a set of resources for rural and regional communities to build lesbian, gay, bi-sexual, intersex, queer and asexual (LGBTIQA+) inclusion. The resources were developed by LGBTIQA+ communities, for all regional and rural communities to work together and to address inequalities experienced by LGBTIQA+ people. The *Rainbow Ready roadmap* responds to calls from rural and regional Victorians for the need to build LGBTIQA+ inclusion by equipping communities with practical resources.

## About this setting guide



The setting guide should be read following **Guide A: User guide.**

The setting guide for businesses and other services has been developed for regional and rural businesses and services that want to be more LGBTIQA+ inclusive and sustainable by undertaking a *Rainbow Ready roadmap* project. Businesses and other services include retail, banking, hospitality, church, police, transport, legal, trade, arts and more. Please note there is a separate resource for health and community services.

## This setting guide includes



**A goal** for businesses and other services to become LGBTIQA+ inclusive



**10 indicators** to show that the goal has been achieved










**Tips and suggested activities** for achieving each indicator

## Using the setting guide

This setting guide is used in:

Phase 2	Phase 3	Phase 4
<p><b>Assess</b> your community group's current state of LGBTIQA+ inclusivity with the assessment and evaluation tool, identifying areas for improvement</p>	<p><b>Plan</b> your activities using the action plan</p>	<p><b>Evaluate</b> your progress, again using the evaluation tool to measure project outcomes against the indicators for LGBTIQA+ inclusivity</p>

### Steps

 <b>Step 1</b>	Read this <b>setting guide</b> including its goal, indicators, tips and suggested activities
 <b>Step 2</b>	Complete an assessment of the current state of your community group against the indicators, using the <b>assessment and evaluation tool</b>
 <b>Step 3</b>	Use the assessment results and setting guide to identify areas for opportunity. Develop your <b>action plan</b> to improve against the LGBTIQA+ indicators of inclusion
 <b>Step 4</b>	Deliver the activities under your <b>action plan</b>
 <b>Step 5</b>	After you have completed your project, use the <b>assessment and evaluation tool</b> to again measure your progress against the LGBTIQA+ indicators of inclusion
 <b>Step 6</b>	Discuss evaluation results and findings with your project team and LGBTIQA+ community members. Consider making the evaluation report publicly available to demonstrate progress
 <b>Step 7</b>	Repeat your evaluation to check progress until all indicators have been achieved

## Demonstrating Rainbow Ready status

As one of the steps to demonstrating Rainbow Ready status, you will need to complete the **evaluation tool** and meet all the indicators in this **setting guide**. Ratings of 'unmet' or 'partly met' mean you cannot show Rainbow Ready status. You will need to undertake further activities to progress in these areas.

In some instances, there may be genuine team, group or organisational constraints that mean you won't be able to meet an indicator for the time being. Where this applies, the indicator should be marked as 'unable to be met', with an explanation of why the indicator will not be achieved.

Marking indicators as '**unable to be met**' will not stop you from achieving Rainbow Ready status. Indicators that are validly marked as 'unable to be met' will not be considered for the purpose of completing the Rainbow Ready checklist.

Refer to the **user guide** for the process on how to demonstrate Rainbow Ready status.



# Goals and indicators for businesses and other services

## Goal

The business or service understands LGBTIQ+ inequalities and ensures their services are LGBTIQ+ inclusive and welcoming.

## Indicators

Indicators are measures used to understand the ways in which a business or service has strengthened its LGBTIQ+ inclusion, and where there might be room for improvement.

Each indicator aligns with one of the four core principles of LGBTIQ+ inclusion.

### 1 Understanding



1. Education is provided to ensure staff understand LGBTIQ+ inequalities.

### 2 Inclusion



2. The business or service seeks feedback from LGBTIQ+ customers and service users about service improvements.

### 3 Visibility



3. The business or service recognises and supports local LGBTIQ+ events.
4. LGBTIQ+ inclusive language and images are used in service materials.
5. The business or service has a statement of LGBTIQ+ inclusion that is publicly visible.
6. The business or service displays a message of welcome to LGBTIQ+ customers and users.

### 4 Safety



7. The business or service provides a safe workplace for LGBTIQ+ staff.
8. Bookings and assessment processes are LGBTIQ+ inclusive.
9. Potential risks to the safety of LGBTIQ+ service users are identified and minimised.
10. The business or service responds to LGBTIQ+phobic incidents by advocating for the rights of LGBTIQ+ customers and services users, and takes steps to prevent future incidents.



The 10 indicators are used to show that the goal has been achieved or areas for improvement.

## Tips and suggested activities

The following activities and tips will help you achieve the indicators and progress your *Rainbow Ready roadmap* activities.



### Are you considering intersectionality?

Intersectionality is an approach to understanding the diverse experiences of people and their identities. It involves recognising that this can create different layers and types of discrimination for an individual or group.

It is important to understand that LGBTIQ+ experiences are not all the same.

As well as being diverse in their sexuality, gender identity or sex characteristics, LGBTIQ+ people are diverse in other ways. This might include their Aboriginality, ethnicity, skin colour, nationality, refugee or asylum seeker background, migration or visa status, language, faith, ability, age, mental health, housing status or geographic location. For example, LGBTIQ+ Victorians from ethnic faith communities experience life as LGBTIQ+, as well as being a person of colour and person of faith.

It is critical to consider intersectionality when using the Rainbow Ready roadmap. This will help ensure your activities engage, include, support and respond to the needs of all LGBTIQ+ people. Ask the questions: Who is not at the table? Are we including LGBTIQ+ people with different identities, and lived experiences in planning and project delivery? How are we enabling the voices of those who we don't usually hear from?

	Indicator	Tips	Activities
	1. <b>Education is provided to ensure staff understand LGBTIQ+ inequalities</b>	<ul style="list-style-type: none"> <li>• Staff and volunteers who understand LGBTIQ+ experiences and challenges may be more likely to understand the need for LGBTIQ+ inclusive business and service delivery.</li> <li>• Training should support staff to reflect on their own values and beliefs, and the impact these have on how they engage with LGBTIQ+ customers and service users.</li> </ul>	<ul style="list-style-type: none"> <li>• Schedule annual training for staff and volunteers to build knowledge and understanding of LGBTIQ+ experiences.</li> <li>• Develop a service policy on LGBTIQ+ inclusivity to guide inclusive practices across the service.</li> </ul>
	2. <b>The business or service seeks feedback from LGBTIQ+ customers and service users about service improvements</b>	<ul style="list-style-type: none"> <li>• Reach out to LGBTIQ+ community members and build relationships of trust.</li> <li>• A great way to build trust is by inviting LGBTIQ+ people, including staff, to have a voice in shaping services.</li> </ul>	<ul style="list-style-type: none"> <li>• Deliver a workplace and community wide survey to get feedback on how LGBTIQ+ inclusive the business or service is.</li> <li>• Invite LGBTIQ+ service users to join a roundtable event, tabling any live feedback or ideas shared.</li> </ul>





	Indicator	Tips	Activities
	<p><b>3. The business or service recognises and supports local LGBTIQ+ events</b></p>	<ul style="list-style-type: none"> <li>• Supporting LGBTIQ+ events can be as simple as displaying flyers, or sharing messages on social media.</li> <li>• Supporting LGBTIQ+ events can raise the profile of the service, and communicate to LGBTIQ+ people that the business or service cares about their wellbeing.</li> <li>• Consider promoting events through your regional business and industry organisation or group.</li> </ul>	<ul style="list-style-type: none"> <li>• Host an IDAHOBIT<sup>1</sup> event, inviting staff and the broader community to show pride and support for LGBTIQ+ communities.</li> <li>• Hold an educational event or workshop on bi, trans and intersex awareness days<sup>2</sup>.</li> </ul>
	<p><b>4. LGBTIQ+ inclusive language and images are used in service materials.</b></p>	<ul style="list-style-type: none"> <li>• Review the Victorian Government's <i>Inclusive language guide</i><sup>3</sup></li> <li>• LGBTIQ+ customers and service users will value the use of inclusive language and images. This allows them to feel seen, valid and represented.</li> <li>• Inclusive language and images can have a positive impact for customers, service users and service staff who don't feel safe disclosing their LGBTIQ+ identity.</li> </ul>	<ul style="list-style-type: none"> <li>• Include inclusive language and images in printed and online materials.</li> <li>• Using images of local LGBTIQ+ people can be a powerful way showing LGBTIQ+ inclusion. Make sure to get their consent.</li> <li>• Consider how images and language can be inclusive of diverse LGBTIQ+ communities. For example, you could include images of people of colour on your website, or offer translation services for materials for people who speak another language.</li> </ul>
	<p><b>5. The business or service has a statement of LGBTIQ+ inclusion that is publicly visible</b></p>	<ul style="list-style-type: none"> <li>• Statements of commitment can communicate to LGBTIQ+ community members that your business or service is working to be LGBTIQ+ inclusive.</li> <li>• Statements of commitment can educate others that you do not tolerate LGBTIQ+phobia.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a statement of commitment and make sure it is publicly visible.</li> </ul>

1 Visit the Victorian Government's website <<https://www.vic.gov.au/idahobit-day-events-victoria>>.

2 Transgender Day of Visibility, 31 March; Bi Visibility Day, 23 September; Intersex Awareness Day, 26 October.


3 Visit the Victorian Government's website <<https://www.vic.gov.au/inclusive-language-guide>>.

Indicator	Tips	Activities
 <p><b>6.</b> The business or service displays a message of welcome to LGBTIQ+ customers and service users</p>	<ul style="list-style-type: none"> <li>• Rainbow flags, stickers and badges can provide simple welcome signals. They also benefit your business in successfully targeting LGBTIQ+ customers, their families and allies</li> <li>• Symbols like these should be supported by meaningful actions and policies.</li> </ul>	<ul style="list-style-type: none"> <li>• Achieve Rainbow Ready status and include it in your welcome message to customers or service users.</li> </ul>
 <p><b>7.</b> The business or service provides a safe and inclusive workplace for LGBTIQ+ staff and volunteers</p>	<ul style="list-style-type: none"> <li>• Read the Victorian Government's <i>Inclusive workplaces guidelines</i><sup>4</sup>.</li> <li>• Communicate the service's commitment to LGBTIQ+ inclusivity.</li> <li>• Understand that microaggressions, (for example, misgendering or getting a person's name wrong), can contribute to an unsafe workplace.</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct an all staff survey to get feedback on strategies to improve LGBTIQ+ inclusivity.</li> <li>• Create and embed a policy that responds to LGBTIQ+phobic incidents and supports staff effectively.</li> <li>• Consider connecting LGBTIQ+ staff with GLOBE<sup>5</sup>. This organisation connects LGBTIQ+ communities, small businesses and professionals with opportunities to network and build their skills.</li> </ul>
<p><b>8.</b> Bookings and assessment processes are LGBTIQ+ inclusive</p>	<ul style="list-style-type: none"> <li>• Information on the sexual orientation, gender identity or intersex status of a consumer or service user should only be collected when it is deemed necessary.</li> <li>• Where required, only gather the information directly from the service user. Let them know what you will do with this information.</li> <li>• Do not make assumptions about someone's gender or sexuality.</li> </ul>	<ul style="list-style-type: none"> <li>• Review assessment and intake forms to ensure these aren't gender binaried, (by only offering options for 'man' and 'woman'). This doesn't recognise trans and gender diverse people.</li> <li>• Read the Rainbow Tick resources, including the standard on disclosure and documentation. Consider a Rainbow Tick journey to strengthen your roadmap project<sup>6</sup>.</li> </ul>

4 Visit the Department of Education and Training's website <<https://www2.education.vic.gov.au/pal/lgbtiq-inclusive-workplaces/overview>>.

5 Visit the GLOBE website <<https://globevictoria.com.au/about-globe/>>.

6 Visit the Rainbow Health Australia website <<https://www.rainbowhealthvic.org.au/rainbow-tick>>.

Indicator	Tips	Activities
 <p><b>9.</b>  <b>Potential risks to the safety of LGBTIQ+ service users are identified and minimised</b></p>	<ul style="list-style-type: none"> <li>• Consult with LGBTIQ+ customers or service users about their safety concerns.</li> <li>• Consider any risks to LGBTIQ+ people who access your organisation or take part in LGBTIQ+ inclusion initiatives hosted by your business or service.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a risk management plan to ensure LGBTIQ+ customers and service users are supported and able to feel safe.</li> <li>• Forge partnerships with local community groups to undertake a joint Rainbow Ready project, addressing safety concerns collaboratively.</li> </ul>
<p><b>10.</b>  <b>The business or service responds to LGBTIQ+phobic incidents by advocating for the rights of LGBTIQ+ customers and service users and takes steps to prevent future incidents</b></p>	<ul style="list-style-type: none"> <li>• Take immediate steps to stop the incident. Offer support to the LGBTIQ+ person.</li> <li>• Provide feedback or discuss consequences of actions with the perpetrator.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a policy for responding to LGBTIQ+phobic events and a system for keeping a record of incidents, responses and follow-ups.</li> </ul>