Rainbow Ready roadmap

Guide B4: Setting guide for businesses and other services (accessible)

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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) <https://www.vic.gov.au/rainbow-ready-roadmap>.

Contents

[About the Rainbow Ready roadmap 4](#_Toc103237569)

[About this setting guide 4](#_Toc103237570)

[Using the getting guide 4](#_Toc103237571)

[Steps 4](#_Toc103237572)

[Goal and indicators for businesses and other services 6](#_Toc103237574)

[Goal 6](#_Toc103237575)

[Indicators 6](#_Toc103237576)

[Tips and suggested activities 7](#_Toc103237577)

# About the Rainbow Ready roadmap

The **Rainbow Ready roadmap** is a set of resources for rural and regional communities to build lesbian, gay, bisexual, trans and gender diverse, intersex, queer and asexual (LGBTIQA+) inclusion. The resources were developed by LGBTIQA+ communities for all regional and rural communities to work together 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:

1. A goal for businesses and other services to become LGBTIQA+ inclusive
2. 10 indicators to show that the goal has been achieved
3. Tips and suggested activities for achieving each indicator

# Using the getting guide

This setting guide is used in:

* **phase 2 – assess** your community group’s current state of LGBTIQA+ inclusivity with the measurement and evaluation tool, identifying areas for improvement
* **phase 3 – plan** your activities using the action plan
* **phase 4 – evaluate** your progress, again using the measurement and evaluation tool to measure action and activity outcomes against the indicators for LGBTIQA+ inclusivity.

## Steps

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

## When you’re Rainbow Ready

When you feel you have finished your Rainbow Ready project please do share the good news. We want to hear how you’re driving LGBTIQA+ inclusion in your local community. To share your story, both your successes and your lessons learned, simply email the Equality Unit.

It’s one of the main purposes of this project, as LGBTIQA+ people across the state told us they would like to see how inclusion work was done. We want you to share your stories so that others can apply the lessons in their own town, community or organisation.

# Goal and indicators for businesses and other services

## Goal

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

## Indicators

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

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

### Understanding

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

### Participation

1. The business or service seeks feedback from LGBTIQA+ customers and service users about service improvements.

### Visibility

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

### Safety

1. The business or service provides a safe workplace for LGBTIQA+ staff and volunteers.
2. Bookings and assessment processes are LGBTIQA+ inclusive.
3. Potential risks to the safety of LGBTIQA+ service users are identified and minimised.
4. The business or service responds to anti-LGBTIQA+ incidents by advocating for the rights of LGBTIQA+ customers and services users, and takes steps to prevent future incidents.

The 10 indicators are used to show 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 LGBTIQA+ experiences are not all the same.

As well as being diverse in their sexuality, gender identity or sex characteristics, LGBTIQA+ people are diverse in other ways. This might include their Aboriginality, ethnicity, skin colour, nationality, refugee or asylum seeker background, migration or via status, language, faith, ability, age, mental health, housing status or geographic location. For example, LGBTIQA+ Victorians from ethnic faith communities experience life as LGBTIQA+, 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 LGBTIQA+ people. Ask the questions: Who is not at the table? Are we including LGBTIQA+ 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. **Education is provided to ensure staff understand LGBTIQA+ inequalities** | * Staff and volunteers who understand LGBTIQA+ experiences and challenges may be more likely to understand the need for LGBTIQA+ inclusive business and service delivery. * Training should support staff to reflect on their own values and beliefs, and the impact these have on how they engage with LGBTIQA+ customers and service users. | * Schedule annual training for staff and volunteers to build knowledge and understanding of LGBTIQA+ experiences. * Develop a service policy on LGBTIQA+ inclusivity to guide inclusive practices across the service. |
| 1. **The business or service seeks feedback from LGBTIQA+ customers and service users about service improvements** | * Reach out to LGBTIQA+ community members and build relationships of trust. * A great way to build trust is by inviting LGBTIQA+ people, including staff, to have a voice in shaping services. | * Deliver a workplace and community-wide survey to get feedback on how LGBTIQA+ inclusive the business or service is. * Invite LGBTIQA+ service users to join a roundtable event, tabling any live feedback or ideas shared. |
| 1. **The business or service recognises and supports local LGBTIQA+ events** | * Supporting LGBTIQA+ events can be as simple as displaying flyers or sharing messages on social media. * Supporting LGBTIQA+ events can raise the profile of the service, and communicate to LGBTIQA+ people that the business or service cares about their wellbeing. * Consider promoting events through your regional business and industry organisation or group. | * Host an IDAHOBIT[[1]](#footnote-1) event, inviting staff and the broader community to show pride and support for LGBTIQA+ communities. * Hold an educational event or workshop on bi, trans and intersex awareness days.[[2]](#footnote-2) |
| 1. **LGBTIQA+ inclusive language and images are used in service materials.** | * Review the Victorian Government’s **Inclusive language guide**.[[3]](#footnote-3) * LGBTIQA+ customers and service users will value the use of inclusive language and images. This allows them to feel seen, valid and represented. * Inclusive language and images can have a positive impact for customers, service users and service staff who don’t feel safe disclosing their LGBTIQA+ identity. | * Include inclusive language and images in printed and online materials. * Using images of local LGBTIQA+ people can be a powerful way of showing LGBTIQA+ inclusion. Make sure to get their consent. * Consider how images and language can be inclusive of diverse LGBTIQA+ 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. |
| 1. **The business or service has a statement of LGBTIQA+ inclusion that is publicly visible** | * Statements of commitment can communicate to LGBTIQA+ community members that your business or service is working to be LGBTIQA+ inclusive. * Statements of commitment can educate others that you do not tolerate anti-LGBTIQA+ behaviours or attitudes. | * Develop a statement of commitment and make sure it is publicly visible. |
| 1. **The business or service displays a message of welcome to LGBTIQA+ customers and users** | * Rainbow flags, stickers and badges can provide simple welcome signals. They also benefit your business in successfully targeting LGBTIQA+ customers, their families and allies. * Symbols like these should be supported by meaningful actions and policies. | * Share your story |
| 1. **The business or service provides a safe and inclusive workplace for LGBTIQA+ staff and volunteers** | * Read the Victorian Government’s **Inclusive workplaces guidelines**.[[4]](#footnote-4) * Communicate the service’s commitment to LGBTIQA+ inclusivity. * Understand that microaggressions (for example, misgendering or getting a person’s name wrong) can contribute to an unsafe workplace. | * Conduct an all-staff survey to get feedback on strategies to improve LGBTIQA+ inclusivity. * Create and embed a policy that responds to anti-LGBTIQA+ incidents and supports staff effectively. * Consider connecting LGBTIQA+ staff with GLOBE.[[5]](#footnote-5) This organisation connects LGBTIQA+ communities, small businesses and professionals with opportunities to network and build their skills. |
| 1. **Bookings and assessment processes are LGBTIQA+ inclusive** | * 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. * Where required, only gather the information directly from the service user. Let them know what you will do with this information. * Do not make assumptions about someone’s gender or sexuality. | * 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. * Read the Rainbow Tick resources, including the standard on disclosure and documentation. If you are a health or human service organisation, consider a Rainbow Tick journey to strengthen your roadmap project.[[6]](#footnote-6) |
| 1. **Potential risks to the safety of LGBTIQA+ service users are identified and minimised** | * Consult with LGBTIQA+ customers or service users about their safety concerns. * Consider any risks to LGBTIQA+ people who access your organisation or take part in LGBTIQA+ inclusion initiatives hosted by your business or service. | * Create a risk management plan to ensure LGBTIQA+ customers and service users are supported and able to feel safe. * Forge partnerships with local community groups to undertake a joint Rainbow Ready project, addressing safety concerns collaboratively. |
| 1. **The business or service responds to anti-LGBTIQA+ incidents by advocating for the rights of LGBTIQA+ customers and services users, and takes steps to prevent future incidents** | * Take immediate steps to stop the incident. Offer support to the LGBTIQA+ person. * Provide feedback or discuss consequences of actions with the perpetrator. | * Create a policy for responding to anti-LGBTIQA+ events and a system for keeping a record of incidents, responses and follow-ups. |

1. Visit the [Victorian Government’s website](https://www.vic.gov.au/idahobit-day-events-victoria) <https://www.vic.gov.au/idahobit-day-events-victoria>. [↑](#footnote-ref-1)
2. Transgender Day of Visibility, 31 March; Bi Visibility Day, 23 September; Intersex Awareness Day, 26 October. [↑](#footnote-ref-2)
3. Visit the [Victorian Government’s website](https://www.vic.gov.au/inclusive-language-guide) <https://www.vic.gov.au/inclusive-language-guide>. [↑](#footnote-ref-3)
4. Visit the [Department of Education and Training’s website](https://www2.education.vic.gov.au/pal/inclusive-workplaces/policy-and-guidelines/LGBTIQ+%3e.) <https://www2.education.vic.gov.au/pal/lgbtiq-inclusive-workplaces/overview>. [↑](#footnote-ref-4)
5. Visit the [GLOBE website](https://globevictoria.com.au/about-globe/) <https://globevictoria.com.au/about-globe/>. [↑](#footnote-ref-5)
6. Visit the [Rainbow Health Australia website](https://www.rainbowhealthvic.org.au/rainbow-tick) <https://www.rainbowhealthvic.org.au/rainbow-tick>. [↑](#footnote-ref-6)