



SUMMER OF PRIDE 2024

It's the start of pride season in the New Zealand and Australia - welcome to The Summer of Pride!

CELEBRATE **AMPLIFY** **ACCELERATE**

We want to encourage all our Pride Pledge organisations to do something during the next 6 weeks to support your journey to a safer, more visible, and more inclusive world for our Rainbow Communities. Remember that Pride Pledge is about 365 days a year visibility and inclusion, but when we get the chance to dial up visibility we take it. So, here are some ideas to get you started and we are here to support you bring these to life.

CELEBRATE

- Host an event with your staff and/or clients to celebrate Pride
- Go Rainbow including flying the Pride Flag, changing your logo Rainbow, theme your office or workplace and stand PROUD in a small way or BIG way
- Share stories, articles and information about Pride, the History of Pride and our Rainbow Communities throughout the month – celebrating our Rainbow Heroes!
- Create a legacy commitment to Pride and Rainbow Inclusion that lasts beyond Pride month – this could include a prominent piece of art or permanent structure changes – i.e. paint a wall, room, staircase, walkway etc
- Enter your local Pride March or Parade and show your visible support to your staff and community.
- Shine the light on a letter of the LGBTTQIA+ alphabet and celebrate a unique aspect of our communities that you have not traditionally done

AMPLIFY

- Spread the word of Pride through marketing and social media to your network – use your voice and don't be shy.
- Remind people about your commitment to Pride Pledge and what this means to your organisation, ensuring you have the Pride Pledge logo visible in key places like your website, careers pages, and policy documents and of course your certificate and stickers in visible places.
- Launch a new policy, program or initiative and tell your people about it – for example implementing pronouns, a gender affirmation policy or other policy
- Host a fundraiser to raise money for a local LGBTTQIA+ charity – this could be a Pride dress up day, or tie this in with an event organised during the month (and you may be doing Sweat for Pride too)



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ACCELERATE

- Commit to Rainbow Awareness Training or a more advanced workshop for example our Trans 101 - Gender Diversity Essentials during the month.
- Host a panel or webinar discussion on topics related to Pride including collaborating with other organisations. We are able to support you with this if you get in quick!
- Take The Rainbow Inclusion Stocktake to assess your current progress and use this to build a Rainbow Inclusion Plan for the coming 12 months and beyond
- Commit to a new project starting this year and tell your people about it and make it significant – i.e. inclusive uniforms, gender affirming leave or similar
- Encourage other organisations to join the Pride Pledge by sharing your stories and progress with them
- Ask your suppliers about their commitment to Rainbow Inclusion and require this to be included in contracts and agreements.
- Make a commitment to measurement and reporting of LGBTTQIA+ inclusion and demographics so you can measure progress into the future
- Complete a policy review/audit to ensure your policies are gender and rainbow inclusive – we can support you with a policy review on a consulting basis

For more information or support email info@pridepledge.co.nz or visit www.pridepledge.co.nz