

Promotion, consultation and stakeholder engagement:

Promotion was identified as being an important part of getting the word out to, and engaging with, potential members and stakeholders. The working party came up with strategies including: brainstorming places and events that were already LGBTIQ+ and/or disability friendly and inclusive (including online platforms eg: finding and contacting Facebook groups and pages directly proved to be the most successful strategy to get the word out about the group); reaching out to stakeholders including organisations such as: local councils, ACON, Twenty10, Northcott, CID, and Family Planning.



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They decided to: promote the group with posters, establish a SQuAD Facebook page, link with the Council for Intellectual Disability for support and training, stage a community meeting, and engage with stakeholders. Plans for promotion, consultation and stakeholder engagement were documented in the following way:

Where	Mode / Media	Whose Responsible
e.g. local interagency, local cafes, specific publications	e.g. social media, web post, press release / face to face, poster etc	
Visit Cafes & restaurants in areas where people who are LGBTIQ+ are known to go	Poster - created via a paid graphic designer or through free website Canva.	Rainbow Working Party
Attend Fair Day	Face to face outreach with posters, sign-up sheet	Rainbow Working Party
Attend Mardi Gras Film Festival	Speech at the cinemas, with flyers	Rainbow Working Party
Create a Facebook page group		



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Meeting Posters: This poster (below) was designed to catch the attention of potential new members and invite them to the community group’s first official meeting:

- The access symbols which appear at the bottom of this “meeting poster” were developed by St Vincent de Paul Society- Ability Links NSW..



[Image description: Poster with blue and black text, with rainbow borders on the top & bottom. Image text: “Sydney LGBTIQ+ and Disability Community Group, Our first official meeting! When 26/04/2018, 6:30 – 8:30pm. Where: Rainbow Room, Newtown Neighbourhood Centre. Who: People with disabilities and / or mental health issues, LGTIQA+ people, and their allies. Why: If you’re interested in advocacy, peer support or want to make new friends! To RSVP and for any questions or requests for additional access needs please email qdcommunitygroup@gmail.com or call/text Troy on 0477 550 484]



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This poster (left) was developed to promote the community group once it was established and given the name SQUAD- Sydney Queer and Disability group.

Q: What are some relevant organisations in your local area? Brainstorm five!

[Image description: Poster with blue and black text, with rainbow borders on the top and bottom. The text is as follows: “Are you LGBTIQ+? Do you have a disability and/or mental health issue? Do you have an interest in advocacy, peer support or want to make new friends? Join your new SQuAD! Find us on Facebook: ‘SQuAD - Sydney Queer and Disability community group’ or email qdcommunitygroup@gmail.com”]



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Fair Day: Rainbow Working Party members attended Fair Day, a day of celebration and connection for the LGBTIQ+ community and supporters, to promote the work of the Rainbow Working Party, and its aim to work with the community to develop a community group /

network for people with disability that identify as LGBTIQ+. There was significant interest in the idea with lots of people approaching the stall to find out more.

Q: Community events can be great ways of reaching new people and building a movement. What events could your group be part of?

[Image description: linkers smiling broadly with rainbow suspenders, in a stall for Ability Links NSW at Fair Day 2018.]

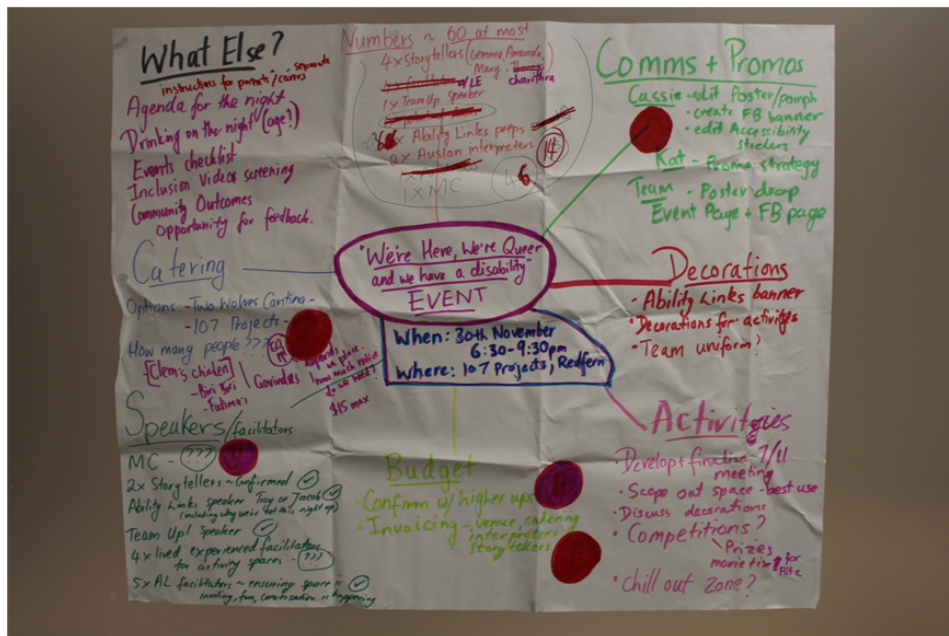


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The Launch: A significant amount of planning was put into designing and organising a community launch event to ensure it was promoted to those 'hard to reach people' and other marginalised groups and individuals. Below is the mind map that was developed as part of the planning:



[image description: A picture of large piece of butchers papers – a mind map of the event. In the centre is the name of the event, and when and where it would be held. A series of focus areas for organising the event are covered with arrows pointing toward each. Topics included:

- Catering
- Speakers & Facilitators
- Comms and Promos
- Decorations
- Numbers of attendees & Volunteers
- Activities
- Budget
- What else you need to think about?]



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Resource Required	Estimated Cost
Venue	\$660
Storytellers	\$800
Auslan Interpreters	\$500
MC (performances & acknowledgement)	\$450
Catering	\$600
Decorations & Flyers	\$90
Total	\$3090

The following content was used to promote the community event: Ability Links presents:

“We’re Here, We’re Queer & We Have a Disability!” A free, community event for LGBTIQ+ people with disabilities, coinciding with Social Inclusion Week. Ability Links works with people with disabilities connecting them into opportunities, with a broader aim of creating a more accessible and inclusive community.

On Thursday, November 30, in the 107 Projects rooftop courtyard in Redfern, come and join us for a night of storytelling, creativity, discussions, competitions and more! Throughout the night we aim to help facilitate a conversation and advocacy around the intersection of disability and sexual diversity, while offering the chance for people to engage with their community in a fun and vibrant environment. (MC Nana Miss Koori)”



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The event was attended by 45 people who together created and enjoyed a welcoming environment. People introduced themselves and talked. Topics raised throughout the evening included sex and relationships, accessibility, attitudes, mental health and “what’s not being talked about”.

Ability Linkers chatted to those in attendance, some of whom talked about a “distinct lack of services” west of Sydney, citing the travel as a major obstacle, preventing them from easily attending events and interacting with their community.

The night ended with a call for those interested to join the community group. There was a lot of interest and momentum leaving Ability Linkers feeling very optimistic about the group’s value and potential.



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