



**SOUTH AUSTRALIAN RAINBOW ADVOCACY ALLIANCE  
STRATEGIC PLAN 2024 – 2030**

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## OUR VISION

LGBTIQA+ South Australians thrive in an inclusive society where we enjoy optimal health, safety, inclusion, equity, and equality.

## OUR MISSION

Systemic advocacy for and with our LGBTIQA+ communities, and the sector that supports them, to achieve meaningful improvements and elevate our quality of lives in South Australia.

## OUR PURPOSE

We are a community-led, member-based South Australian peak body representing the interests of LGBTIQA+ communities, and the sector that supports them.

## OUR VALUES

**Justice:** We advocate for fairness and uphold the rights of all people to lead fulfilling lives as their whole and authentic selves. We stand against all forms of discrimination and racism.

**Diversity:** We embrace, respect, and celebrate the diversity of LGBTIQA+ South Australians. We also recognise the effect intersectionality has on our communities' lives.

**Equity:** We recognise that there are groups in our society which are privileged and others that are marginalised. We seek equitable outcomes for all LGBTIQA+ South Australians.

**Inclusion:** We commit to being inclusive of, and collaborating with, LGBTIQA+ South Australians. We listen to, value, and include the voices and views of our communities.

**Integrity:** We act openly, honestly, respectfully, and transparently. We are accountable for our actions and decisions.

**Self-care:** We build a culture of mutual support, demonstrating care through meaningful connections, trust-building, and supportive relationships. We are committed for the long term, celebrating achievements and milestones as we progress.

## **GOAL 1: Decision-makers adopt best practice policies that address systemic inequity and enhance the health, safety, inclusion, equality and equity of LGBTIQ+ South Australians.**

### **WHAT WE WILL DO**

- Proactively engage and partner with governments and decision-makers to advocate for and influence policy and law reform in areas that impact our communities.
- Provide expert policy advice to governments and decision-makers that develop and implement policy to improve the health, safety, inclusion, equity, and equality of our communities.
- Advocate a clear policy platform co-designed with our communities that articulates the priorities and aspirations for LGBTIQ+ South Australians.
- Build and maintain strategic relationships with government, politicians, and decision-makers to influence public policy that benefits our communities.
- Research and produce evidence-based submissions, recommendations and statements on public policy issues impacting our communities and sector.
- Observe, identify, share, and respond to the impacts that state and federal policy have on our communities and sector.

## GOAL 2: LGBTIQ+ South Australians actively participate in society as their authentic selves, are meaningfully engaged, and are supported by a thriving sector.

### WHAT WILL WE DO

- Partner and collaborate with our communities, sector, and value-aligned allies to strengthen and amplify advocacy issues.
- Promote, connect, and create development opportunities to build the capacity of our sector.
- Identify and utilise the skills, knowledge, and lived experience expertise of our communities.
- Create and promote safe, accessible, and inclusive spaces and opportunities for our communities and sector to connect and network.
- Promote and develop inclusive initiatives and strategies to strengthen engagement with our communities and sector.
- Strengthen engagement with and participation from First Nations LGBTIQ+ people and communities through a lens of cultural justice and First Nations sovereignty.
- Use a variety of mediums and channels to provide accessible ways to engage, connect, consult, support, and grow our communities and sector.
- Collaborate with key stakeholders to strengthen community education materials to support our communities.

## **GOAL 3: South Australians understand and implement best practice actions that enable the health, safety, inclusion, equity, and equality of LGBTIQ+ South Australians.**

### **WHAT WE WILL DO**

- Share current research and information broadly to educate on issues impacting our communities and use the evidence to inform advocacy efforts.
- Coordinate and contribute to campaigns to showcase the diversity, strength, and resilience of our communities; challenge stereotypes; and build understanding.
- Build the capacity of and support stakeholders, and the broader South Australian community, by promoting and connecting them to relevant consultancy, training and resources.
- Share personal stories of our communities' experiences to build empathy, understanding, and knowledge.
- Regularly communicate our systemic advocacy to supporters and stakeholders to raise awareness of, educate on, build momentum about, and strengthen our influence to change issues impacting our communities and sector.

## GOAL 4: LGBTIQA+ South Australians are authentically represented and are visible at all levels and through various mediums and platforms.

### WHAT WE WILL DO

- Provide expert representation on the interests and issues impacting our communities and sector at state and national meetings, forums, conferences, and committees.
- Engage new and traditional media to promote authentic representation on issues impacting our communities.
- Develop and maintain a strong online presence through social media platforms to represent and make visible our communities.
- Collaborate with value-aligned organisations to highlight intersectionality and collectively represent matters that are important to our communities.
- Lead and promote the celebration of days of significance for our communities and support important events to enable visibility and representation.
- Demonstrate and advocate for representation of our communities in leadership positions, decision-making bodies, and programming.

## GOAL 5: SARAA is the trusted and credible peak body in South Australia for LGBTIQ+ South Australians and stakeholders.

### WHAT WE WILL DO

- Maintain and grow membership to ensure SARAA reflects the priorities of our communities.
- Build a public profile to reinforce and solidify SARAA as the credible and trusted peak body for our communities, sector, and stakeholders.
- Develop and continually enhance our Board's governance practices and skills.
- Review and revise SARAA's organisational policies and procedures to support good governance and meet legal and ethical obligations.
- Develop frameworks that demonstrate and measure SARAA's impact and monitor progress towards these goals.
- Establish SARAA's financial viability through securing diverse and sustainable income streams.
- Commit to ongoing evaluation and identify opportunities for continuous improvement.

## HOW WE WORK

In our role as an independent peak body, we are deeply committed to advocating for the rights, interests, and well-being of LGBTIQ+ communities, and the sector that supports them, in South Australia. We are a non-partisan organisation and do not align with any political parties. However we are political, as we recognise our communities are inevitably impacted by politics. We are unafraid to celebrate, critique, and provide advice to any and all politicians and parties where appropriate.

At the core of our approach lies **systemic advocacy**, driven by principles of social justice and human rights. Systemic advocacy involves addressing and changing the broader systems, structures, policies, and practices across multiple policy areas, including **health, education, justice, and inclusion** that perpetuate discrimination, marginalisation, inequity, and inequality against LGBTIQ+ South Australians. Tackling inequalities from multiple perspectives, this approach transcends individual cases or issues, and aims to create systemic changes that benefit entire communities, across the lifespan.

Within our systemic advocacy efforts, we recognise the diversity and inherent intersectionality of identities and experiences within our LGBTIQ+ communities and seek to address the unique challenges faced by individuals who experience multiple forms of discrimination and marginalisation such as, but not limited to, gender, race, disability, and socio-economic status.

Our systemic advocacy efforts encompass a broad range of organised and interconnected activities, aligned with four key functions:

1. Research, policy development, analysis, and advice
2. Consultation and coordination
3. Capacity building and information sharing
4. Representation.

We undertake these functions to:

- **Influence public policy:** Providing expert advice to decision-makers, contributing to policy development and implementation, generating and publishing research, and analysing and formulating policy positions.
- **Engage and support our communities and sector:** Supporting sector development; providing opportunities for networking and connection; and coordinating collective planning, consultation, engagement, and advocacy.
- **Cultivate education and awareness:** Building stakeholder capacity by promoting and connecting to training and resources; providing advice; and sharing current research, information, and personal stories.



- **Enable representation:** Enabling visible representation in the media, at meetings, forums, and conferences at all levels and across all mediums, including programming, events, and leadership positions.

Our advocacy takes various forms, inclusive of, or on behalf of, our communities and sector. For instance, it can be both proactive and responsive, adapting to the evolving needs and challenges faced by our communities.

- **Proactive advocacy** involves collaborating with government stakeholders to influence legislation and public policy in alignment with the best interests of LGBTIQ+ South Australians.
- **Responsive advocacy** entails addressing legislative, policy, and media discourse to influence policy outcomes and shape public dialogue about our communities.

By influencing policy and practice change, our advocacy activities have a significant positive impact on the lives of LGBTIQ+ South Australians, promoting an inclusive society where we enjoy optimal health, safety, inclusion, equity, and equality.

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