

# WorldPride

Learn more about Care Opinion  
Australia's WorldPride campaign

Running from the 17 February to 5  
March

In recognition of WorldPride  
celebrations



## What is WorldPride?

"WorldPride is global event licensed by InterPride, which is awarded to a different host city every 2-3 years. Although the traditional Pride month in the northern hemisphere is June, Sydney WorldPride 2023 will be staged **Friday 17 February – Sunday 5 March 2023** which is the traditional timing of the Sydney Gay and Lesbian Mardi Gras and of course, in the heart of the Australian summer!"

The theme: **Gather. Dream. Amplify.** shares a strong message about listening to, learning from and empowering LGBTQIAP+ voices.

## This kit includes:

Poster  
templates

Co-branding  
opportunities

Suggested  
social media  
content



An excerpt from the Sydney WorldPride theme that has resonated with us is as follows: *This is a calling. A calling to gather in person or online and participate in this global movement. It is a time to listen deeply, learn, take action, protest and party. We invite you to participate in a gathering and conversation, celebration and ceremony.*

Learn more here: <https://sydneyworldpride.com/sydney-worldpride-2023-theme/>

## Contact Us



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[www.careopinion.org.au](http://www.careopinion.org.au)

# In-service promotion

## Posters

Care Opinion has a number of poster templates available to cover a range of departments and wards. You are most welcome to produce invitation links so QR codes can be generated and added to these posters, otherwise, a generic QR code will be provided. See below:

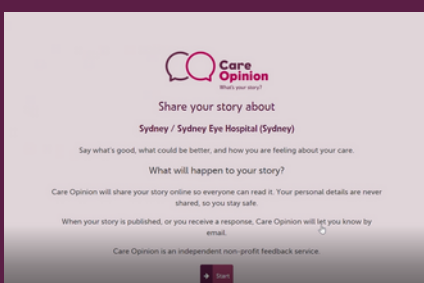


## Kiosk mode

Our **kiosk** workflow is best when a number of people are sharing a single device: for example, when using a ward iPad or a computer/tablet in a public space.

The kiosk workflow only collects stories about one single service, which you have to set in advance. So you if you want to use an invitation link with kiosk mode, set the service for your link first. Just like the "tell your story" link, you can copy the kiosk link or you can download a QR code for your printed materials. You might like to place posters for the campaign alongside the kiosk to encourage consumers to share their story about the campaign.

Please note: Kiosk mode is incompatible with additional feedback surveys at this current time.



Click [here](#) for a pdf walkthrough on kiosk mode. Please note this is a dropbox link and if you are unable to access it please contact the Care Opinion team for a direct copy.

# Suggested social media posts

- Do you identify as part of the LGBTQIAP+ community? Your feedback is crucial to ensuring we provide a welcoming, inclusive and safe service. In honour of WorldPride we are committed to listening to and learning from your experiences in our service. Tell your story anonymously through Care Opinion: [\[insert link\]](#)
- Help us to celebrate the WorldPride 2023 theme Gather. Dream. Amplify. by sharing your story. Your story is a powerful tool to amplify LGBTQIAP+ voices, so we can learn from individual and collective experiences in our service, and put these towards building a safer and more inclusive service. Share your story anonymously through Care Opinion: [\[insert link\]](#)
- Sharing quotes (see below) of stories told on Care Opinion that actively recognise staff as an example.

\*You can support these posts with images of staff nominated in the story awards to demonstrate how staff will be recognised as a result of stories on Care Opinion.

## Story quotes:

I am a transgender woman and was very concerned at being misgendered by the door screener both on entry and exit. Every other staff member correctly gendered me without any issue. **Could you please provide some education about gender identity and the importance of correctly gendering people as, in my experience, it causes distress to those individuals?**

I explained we did, and that my son would be listed under his birth name and that he no longer went by that. Amanda promptly asked my son what name he would like on his vaccine certificate and which pronouns he preferred. **She was warm and friendly and expressed no contrary body language.**

## Social media tiles

