



OXFORD STREET BUSINESS CHARTER

GUIDEBOOK

CONTENTS

Introduction	4
Acknowledgement	4
Committee	4
Benefits of signing the Pride Business Charter	5
OUR COMMITMENTS	6
1. Honour and share LGBTIQA+ history and culture within the Oxford Street Precinct.	6
What does this mean?	6
Why is this important?	6
How can we do this?	6
2. Work together to ensure LGBTIQA+ communities are safe and supported.	7
What does this mean?	7
Why is this important?	7
How Can We Do This?	7
3. Create welcoming and inclusive spaces for LGBTIQA+ people.	8
What does this mean?	8
Why is this important?	8
How Can We Do This?	8
4. Increase employment and business opportunities for LGBTIQA+ people	9
What does this mean?	9
Why is this important?	9
How Can We Do This?	9
Who is the pride business charter for?	10
Local businesses, organisations, sole traders, and services operating in the area	10
Property owners	10
LGBTIQA+ community organisations and service providers	10

Customers	10
Visitors to Oxford Street	10
How To Sign Up:	10
Step 1:	10
Step 2:	10
Step 3:	10

Introduction

Acknowledgement

Oxford Street is on Gadigal land. The authors and signatories to this business charter acknowledge the Gadigal people of the Eora Nation as the traditional custodians of the land that is now known as Sydney. We pay our respect to Gadigal Elders past and present and acknowledge the LGBTIQ+SB Elders and ancestors that have forged the path and built the platform on which we continue to work to build a safer community for LGBTIQ+SB Aboriginal people.

Committee

The Oxford Street Precinct Pride Business Charter (the Pride Business Charter) was developed by a volunteer steering committee of local business owners, LGBTIQ+ community organisations and community members in collaboration with the City of Sydney.

The volunteer steering committee includes:

- AIDS Council of New South Wales (ACON)
- BLaQ
- City of Sydney
- Darlinghurst Business Partnership
- National Arts School
- QTopia
- Redcape Hotel Group
- SQuAD
- St Vincent's Health Network Sydney
- Sydney Gay & Lesbian Mardi Gras
- Sydney WorldPride
- The Record Store
- The Stonewall Hotel
- TransPride Australia
- Trikone Australia
- Twenty10
- Universal Hotels

The Pride Business Charter is a commitment to respecting and maintaining the important connection the LGBTIQ+ communities have to Oxford Street and supporting and celebrating LGBTIQ+ culture in the area. The commitment is open to businesses, services, property owners and organisations operating in the precinct.

This guidebook outlines how businesses can sign up to the Pride Business Charter, the benefits of signing up, the commitments all businesses make by signing up and suggestions on how businesses can help maintain the LGBTIQ+ identity and culture of Oxford Street.

Benefits of signing the Pride Business Charter

Like the people who visit, work, and live in the Oxford Street precinct, our members are diverse and include large and small businesses, venues, property owners, community organisations, arts organisations, community service providers and educational institutions operating in the Oxford Street precinct.

By signing up to the Pride Business Charter, you will:

- Be recognised as valuing the history and culture of the LGBTIQ+ community and working towards ensuring Oxford Street continues to be a diverse and inclusive space.
- Receive a special welcome pack.
- Join a community network of like-minded people, businesses, and organisations that value and respect the diversity of people and places in the Oxford Street precinct, including LGBTIQ+ communities.
- Collaborate with other businesses and organisations in the area to increase awareness about LGBTIQ+ inclusion, tackle local challenges and create opportunities.
- Access resources, data, and information to improve business practices and enhance the experience for LGBTIQ+ staff, customers, and communities.
- Access free specialised LGBTIQ+ inclusion training for your business, including training tailored for different roles, responsibilities, and knowledge levels.
- Share branding, marketing, and communication materials.
- Participate in events, initiatives and other activities that assist with carrying out the charter and attract a broad audience to the precinct.

Our Commitments

The Pride Business Charter contains commitments to the community to maintain the LGBTIQ+ identity and culture of the Oxford Street precinct. When you join the charter, you agree to:

1. Honour and share LGBTIQ+ history and culture within the Oxford Street Precinct.

What does this mean?

We will share the stories of LGBTIQ+ people, increase awareness of issues of importance to the community and collaborate with the community to celebrate LGBTIQ+ identity and culture in the precinct. We make considered efforts to support under-represented* people to have an active role in the future of the precinct.

Why is this important?

- Oxford Street and the surrounding neighbourhoods are long recognised as the heart and home of Sydney's LGBTIQ+ communities. It has been the focal point for protest and celebration since before 1978 with the first Mardi Gras. Maintaining this connection is important to the health of our communities, Sydney's local and international identity, and the global movement for equality.
- Oxford Street continues to play a role as a place where people new to LGBTIQ+ communities can explore their identity, have the freedom to express themselves and feel safe and supported. Businesses and venues are vital to creating the vibrant and inclusive places that Oxford Street is known for.
- People feel Oxford Street needs renewal, but they don't want to see redevelopment erase the tangible connection the communities have to its history. Providing spaces for storytelling, healing, and celebration of the character and reputation particularly through the revitalisation of the area.

How can we do this?

- Proudly fly the progress pride flag and display the Pride Business Charter in our shopfront or business premises.
- Display images, art, and items from Oxford Street's history in our business premises.
- Use aspects of Oxford Street's history, its people, and places, in the naming or marketing of our venues, products or services.
- Provide space for community organisations to host events and meetings in our venues.
- Engage performers, artists, and storytellers from within the LGBTIQ+ communities to use our venues.
- Offer our spaces or services to LGBTIQ+ not-for-profit organisations and initiatives.

2. Work together to ensure LGBTIQ+ communities are safe and supported.

What does this mean?

We will collectively call out and proactively address discrimination to ensure LGBTIQ+ communities feel safe, are protected, and have a voice in how the precinct is developed and operates. Our staff will participate in LGBTIQ+ inclusion training and we will advocate to our suppliers and service providers to do the same.

Why is this important?

- For Oxford Street to continue to thrive as a global LGBTIQ+ destination, our local communities need to feel safe and supported. Venue staff, especially security staff, are our ambassadors. Training will support them to model the behaviours we value, call out discriminatory language and behaviours, and to take action to support LGBTIQ+ people.
- Oxford Street is a globally symbolic safe and inclusive place for people who experience some sense of being different. In Oxford Street, we want everyone to have the freedom to be their authentic self and not be discriminated against or disrespected for their sexuality, gender identity, ability, size, cultural or social background or how they present to the world. Businesses play a vital role in setting the tone and culture of a distinctly inclusive precinct.

How Can We Do This?

- Provide our staff, including security, with LGBTIQ+ inclusion training proudly provided by the City of Sydney.
- Encourage the contractors and service providers we use to participate in LGBTIQ+ inclusion training (where appropriate).
- Promote our business premises or venue as a safe space for LGBTIQ+ people. This might include providing a dedicated safe space or area within our premises.
- Collaborate and communicate with the local area police command to address and reduce anti-LGBTIQ+ behaviour.
- Share information with our staff about how to connect people experiencing homelessness or adverse impacts from drug and alcohol use with the services they might need (i.e. ACON, Twenty10 etc.)
- Work with the City of Sydney to ensure the precinct is kept clean at day and night and that shopfronts including vacant shops look their best and receive regular maintenance.

3. Create welcoming and inclusive spaces for LGBTIQ+ people.

What does this mean?

We will help ensure the precinct is identifiable as a haven for LGBTIQ+ people, in businesses, venues and public spaces. We will display visible LGBTIQ+ symbols with pride and use inclusive language and behaviour to show our customers, staff, and visitors that Oxford Street is a welcoming place for our diverse community.

Why is this important?

- Visibility is vital. It is a simple, yet powerful way to create a lively, welcoming destination and reinforces the symbolism and character that Oxford Street is known for globally. Signs, colour and flags within public spaces and businesses indicate that this is a safe space. Street art, murals and public art also reflect LGBTIQ+ stories and experiences.
- Feedback from the communities identified that some pubs, restaurants, and cafes along Oxford Street may not be welcoming or inviting to LGBTIQ+ people, especially younger people and those who identify as non-binary, trans or gender diverse. We want all our communities to feel welcome in Oxford Street.
- For Oxford Street businesses to thrive, it is important that they attract non-LGBTIQ+ customers, but it is also important that people from outside LGBTIQ+ communities understand that when in Oxford Street, they are in a space that caters to the specific needs and experiences of LGBTIQ+ people. We want all visitors to the area to be invited to celebrate LGBTIQ+ experience and culture.

How Can We Do This?

- Proudly display the pride business charter commitments in our businesses or venues.
- Proudly fly pride flags in our businesses or venues.
- Display other statements of inclusion and support for LGBTIQ+ people in our businesses or venues.
- Provide non-gendered bathrooms, change rooms or other facilities.
- Avoid gendering our products or services and how they are displayed or marketed.
- Provide products or services that are specifically designed for trans and/or non-binary, and/or intersex customers.
- Use marketing or branding that directly appeals to LGBTIQ+ people.
- Where appropriate, offer a wall, shopfront, or window display to an artist to install a LGBTIQ+ themed mural or artwork.

4. Increase employment and business opportunities for LGBTIQ+ people

What does this mean?

We will actively support increased employment opportunities for LGBTIQ+ identifying people within our businesses, including under-represented* people. We welcome the establishment of new LGBTIQ+ led businesses and services in the area and will lend our support where we can.

Why is this important?

- For LGBTIQ+ customers, engaging with LGBTIQ+ staff makes them feel safe, included and a strong sense of belonging.
- Some members of the LGBTIQ+ communities, particularly under-represented* people, find it harder to seek employment and thrive in some workplaces. We want Oxford Street to be a place where these members of our communities excel in jobs and workplaces that are meaningful to them.
- Encouraging LGBTIQ+ entrepreneurs and creatives to invest in the Oxford Street precinct adds to the richness and character of the place, benefiting all businesses and the communities.
- We acknowledge that parts of the communities still experience discrimination and barriers to employment, especially under-represented* members of the LGBTIQ+ communities. We are making a commitment to changing that.
- Young LGBTIQ+ people are much more likely to experience homelessness than their straight and cisgender peers. Through work experience and traineeships, we can help address this issue by making Oxford Street and the surrounding area their home.

How Can We Do This?

- Actively encourage applications from LGBTIQ+ people when we advertise jobs.
- Ensure there is an LGBTIQ+ person involved in the recruitment process and when we interview candidates.
- Ask recruitment agencies or services to actively pursue LGBTIQ+ candidates.
- Develop work experience, apprenticeships, and other training opportunities for LGBTIQ+ people, especially younger people.
- Offer mentorship, guidance, and support to new business operators in the area.
- Welcome new businesses to the Pride Business Charter community and explore opportunities to promote or assist them.

Who is the pride business charter for?

- Local businesses, organisations, sole traders, and services operating in the area can opt into the charter by making a pledge to the commitments outlined in the charter.
- Property owners can opt into the charter and use the commitments to guide leasing and tenancing decisions
- LGBTIQ+ community organisations and service providers can opt-in to the charter and support businesses who opt-in to increase the awareness about and connection to the diverse LGBTIQ+ communities within the Oxford Street precinct
- Customers can use the charter to better understand the values and ambitions of the Oxford Street business community
- Visitors to Oxford Street can use the charter to understand the language and behaviour that is expected of people enjoying Oxford Street's vibrant, fun, fabulous, inclusive, and safe spaces, and to respect the history and culture of the precinct

How To Sign Up:

The pride Business Charter members are ambassadors of equity, diversity, and inclusion across the Oxford Street precinct. We take a leadership role in the precinct by honouring and supporting LGBTIQ+ culture and communities. The Pride Business Charter is open to those who

- operate a business, organisation, education facility or provide a service within proximity to Oxford Street including Darlinghurst, Surry Hills, East Sydney and Paddington.
- agree to pursue the commitments of the pride business charter.
- demonstrate how your business operations are achieving or intend to achieve the charter commitments, recognising that the resources of businesses will vary and that some commitments will be more relevant to certain types of businesses.
- share information about how you are achieving the commitments with the steering committee and other members of the charter.
- agree to be displayed on a list and map of businesses who have opted into the charter.

You can opt-in to the Oxford Street pride business charter in 3 easy steps:

- Step 1: Read the Oxford Street precinct pride business charter guidebook or attend an information session
- Step 2: Apply through the online registration form
- Step 3: Once you're approved you will receive your welcome pack

Thank you for signing up to the Oxford Street Precinct Pride Charter. Let's celebrate together and begin working as a community to maintain Oxford Street's LGBTIQ+ culture and history!