



2024-2030  
**STRATEGIC  
PLAN**



**SARAA**  
rainbow alliance



## Acknowledgement of Country

SA Rainbow Advocacy Alliance Inc. is a group of First Nations and non-Aboriginal LGBTIQ+ people.

We acknowledge the traditional custodians of the land on which we live, meet and advocate, which include the Kurna, Nukunu and Ngarrindjeri people.

Aboriginal land was stolen and sovereignty was never ceded.

We acknowledges that racism and oppression is still enacted in LGBTIQ+ spaces, and we take seriously our responsibility to reflect, challenge, and change this for Aboriginal and Torres Strait Islander Sister Girls, Brother boys and other LGBTIQ+ community members.



## To all those who came before us

SA Rainbow Advocacy Alliance Inc. was formed by a small group of people who worked passionately for the rights of LGBTIQ+ South Australians.

Our work today is only possible because of the strength and resilience of the generations of LGBTIQ+ leaders who came before us.

We honour the legacy of those who paved the way for progress by continuing to fight for equality together.

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**SARAA**  
rainbow alliance

SA Rainbow Advocacy Alliance is a community run charity working to advocate, inform and educate for a LGBTIQ+ inclusive, healthy and safe South Australia. Find out more about SARAA at [www.saraa.org.au](http://www.saraa.org.au).

## Our Vision

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

## Our Mission

To advocate systematically for and with LGBTIQ+ communities and the supporting sector to achieve meaningful improvements and enhance quality of life in South Australia.

## Our Purpose

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





## Our Values

### Justice

We advocate for fairness and the inalienable 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 LGBTIQ+ 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 LGBTIQ+ South Australians.

### Integrity

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

### Inclusion

We commit to being inclusive of, and collaborating with, LGBTIQ+ South Australians. We listen to, value, and include the voices and views of our communities, and prioritise marginalised voices in stories and decisions that affect those communities.

### Mutual 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.



## 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 South Australian LGBTIQ+ communities, and the sector that supports them. As we strive for the best outcomes for our communities, we are committed to living our values within and external to the organisation.

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 necessary.

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 through enabling individuals to participate in society without risk of facing discrimination, marginalisation, inequity and inequality.

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.

## What we do

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

**Research, policy development, analysis & advice**

**Consultation & coordination**

**Capacity building & information sharing**

**Representation**



## Why we do it

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 & support our communities & sector

Identifying opportunities for broad engagement and collaboration with our members and 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.



## How we do it

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.

## 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.

- 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 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 representatives of our communities.
- Research and produce evidence-based submissions, recommendations and statements on public policy issues impacting our communities and sector.
- Identify, share, and respond to the impacts that state and federal policy have on our communities and sector.

## Goal 2

LGBTIQA+ South Australians actively participate in society as their authentic selves, are meaningfully engaged, and are supported by a thriving sector.

- 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.
- Recognise and highlight the existing skills, knowledge, and lived experience of our communities
- Create and promote safe, accessible, and inclusive spaces and opportunities for our communities and sector to connect and network.
- Collaborate with our communities to promote and develop inclusive initiatives and strategies to strengthen engagement with our communities and sector
- Strengthen engagement with and participation from First Nations LGBTIQA+ 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.

- Promote and use current research and information 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 creativity 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.
- Support our communities to safely share, and amplify, their stories of lived experience, to build empathy, understanding, and knowledge
- Regularly communicate about 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.

- 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 events to achieve visibility and representation.
- Demonstrate and advocate for meaningful 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.

- 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 SARAA's internal capacity and capability to sustainably meet our strategic goals.
- 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 to ensure transparency.
- Establish SARAA's financial viability through securing diverse and sustainable income streams.
- Commit to ongoing evaluation and identify opportunities for continuous improvement.



## Definitions

### LGBTIQA+

We use the initialism LGBTIQA+ to represent our community, including Lesbian, Gay, Bisexual, Transgender, Intersex, Queer, and Asexual/Aromantic people. This terminology is evolving, and we are committed to engaging respectfully with our communities, including First Nations queer peoples. We support all individuals whose sexuality, gender identity, or sexual characteristics put them at risk of discrimination and inequality.

We recognize and celebrate the diverse identities within our communities, including Sistergirls, Brotherboys, Aboriginal and Torres Strait Islander queer people, culturally and linguistically diverse queer people, queer people of color, and queer disabled people/people with disabilities. We understand that these identities are ever-evolving and will adapt our terminology as needed to remain authentic and respectful.

### Communities

We acknowledge that each group within LGBTIQA+—lesbians, gay men, bisexual people, transgender and gender diverse people, intersex people, queer people, and asexual/aromantic people—has unique experiences. We also recognize the subgroups within these communities, such as Aboriginal mob within the queer community, bears within the gay community, or non-binary people within the trans community. This understanding of diverse experiences and the importance of solidarity is why we use the term “our communities” rather than focusing on any single group.

### Sector

The term “sector” refers to all organizations and groups that support, serve, employ, or empower LGBTIQA+ communities. This includes those that may not focus primarily on our communities but still contribute to their well-being. We recognize and value organizations that publicly support our communities through membership, advocacy, or engagement.



# SARAA

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



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[SARainbowAdvocacyAlliance](https://www.facebook.com/SARainbowAdvocacyAlliance)