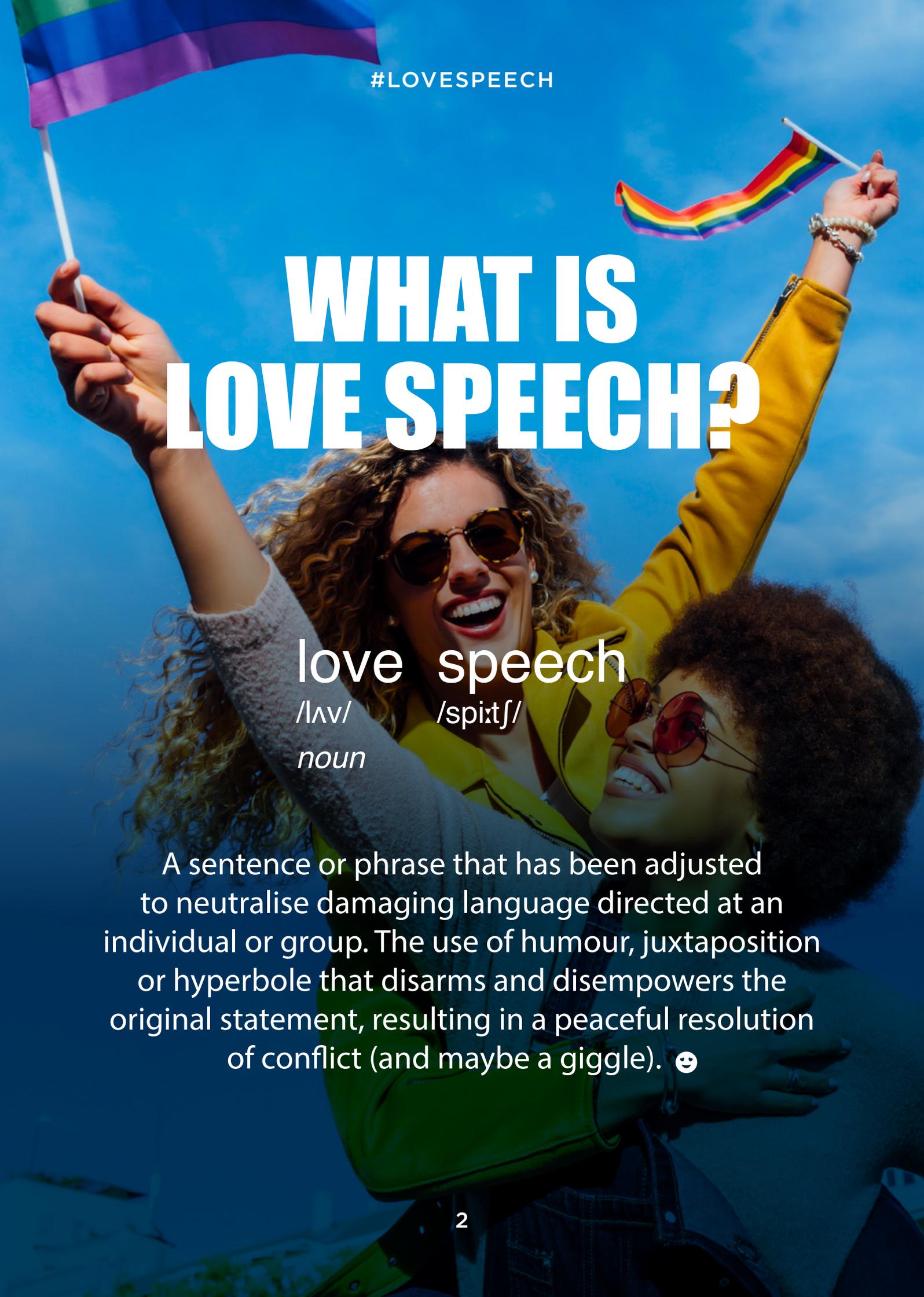


**YOUR GUIDE TO**

**#LOVESPEECH**



A photograph of two women celebrating. The woman in the foreground has curly hair, wears sunglasses and a yellow jacket, and is holding a large rainbow flag. The woman behind her has an afro, wears sunglasses and a grey sweater, and is holding a smaller rainbow flag. They are both smiling and looking upwards against a clear blue sky.

#LOVESPEECH

# WHAT IS LOVE SPEECH?

love speech

/lʌv/

/spɪtʃ/

*noun*

A sentence or phrase that has been adjusted to neutralise damaging language directed at an individual or group. The use of humour, juxtaposition or hyperbole that disarms and disempowers the original statement, resulting in a peaceful resolution of conflict (and maybe a giggle). 😊

## WHAT IS LOVE SPEECH?

Words can hurt. Sometimes it's intentional, but sometimes it's not. Names, words, or phrases that inadvertently cause others to feel vilified, unwelcome, or threatened.

In a world where diverse opinions and beliefs help us learn and grow as a society, we don't want anyone to feel silenced.

The challenge is to help people realise the possible impact of their words without causing further offense. When we support those on the receiving end of hurtful language, and encourage them to contribute their voice to the conversation, we promote harmony.

By changing hateful messages to give them new meaning, we hope to create awareness, understanding, and unity.

That's what Love Speech is all about.





# LOVE FROM ANZ PRIDE

Almost eight in ten LGBTIQ+ Aussies say they are at times the victim of hurtful language.

In fact, in the last 12 months more than two thirds of LGBTIQ+ people were called 'fag', 'dyke' or 'tranny'.

'That's so gay' has become part of the vernacular; a throwaway line used to mean something negative or stupid. 44% of people admit to using this phrase without realising the LGBTIQ+ community don't like hearing it.

That's the thing isn't it? Many people don't intend to say something hurtful.

But words can hurt. And that's why we need more Love Speech.

## LOVE FROM ANZ PRIDE

When a group of ANZ staff first stepped foot on the pavement of Oxford Street during the 2007 Sydney Gay and Lesbian Mardi Gras, not only were they following the path of pioneers in our community, they were also changing our organisation for the better.

In many ways, people weren't ready for a large corporate to support LGBTIQ+ inclusion, and the bank risked criticism in the broader community.

Fast forward 14 years, and attitudes and behaviours have significantly improved thanks to individuals and organisations driving the conversation and shifting perceptions and actions. We like to think we played a role in this by representing and championing our customers, employees, and the wider community.

This is your guide to LoveSpeech. It's a resource for people interested in finding out a little bit more about our community, and understanding the facts - so that they can lead with love.

We acknowledge that language in the LGBTIQ+ community is ever-changing, evolving and adapting. We know this guide may not represent every aspect of our vibrant and diverse community, but it was made with the best of intentions. It was made with love.

Thank you for taking the time to read this. For wanting to know more. Please pass it on to those who you think would benefit from it. Help us spread the love, and shape a better, more inclusive world where #LoveSpeech prevails.

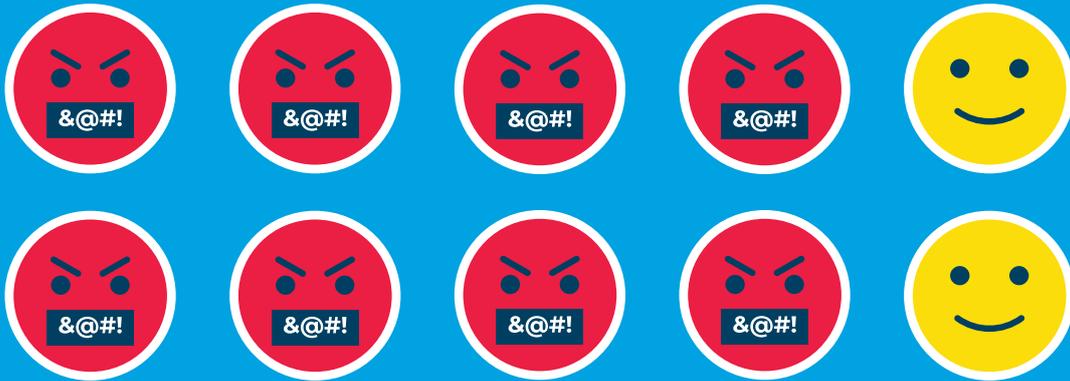
**LOVE, ANZ PRIDE**



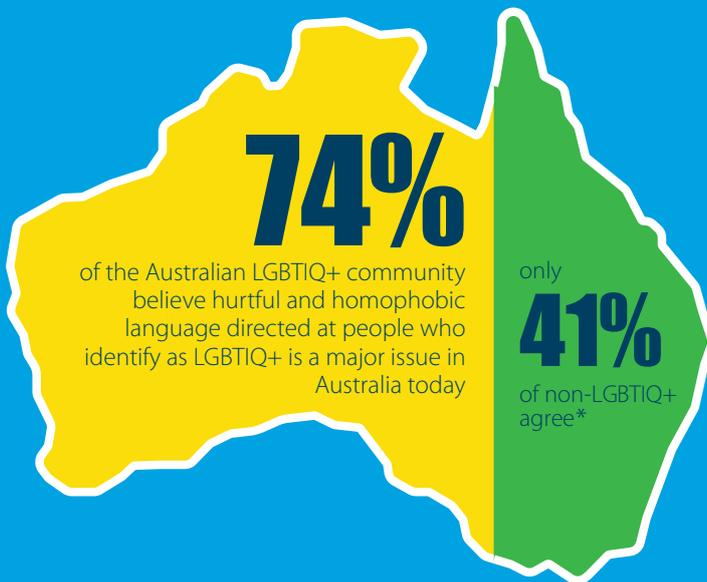
## THE FACTS



Almost **8 in 10** LGBTIQ+ Aussies  
say they are at times the victim of hurtful language\*



Is homophobic language a problem in Australia?



# 44%

of non-LGBTIQ+ Australians admit to using the phrase

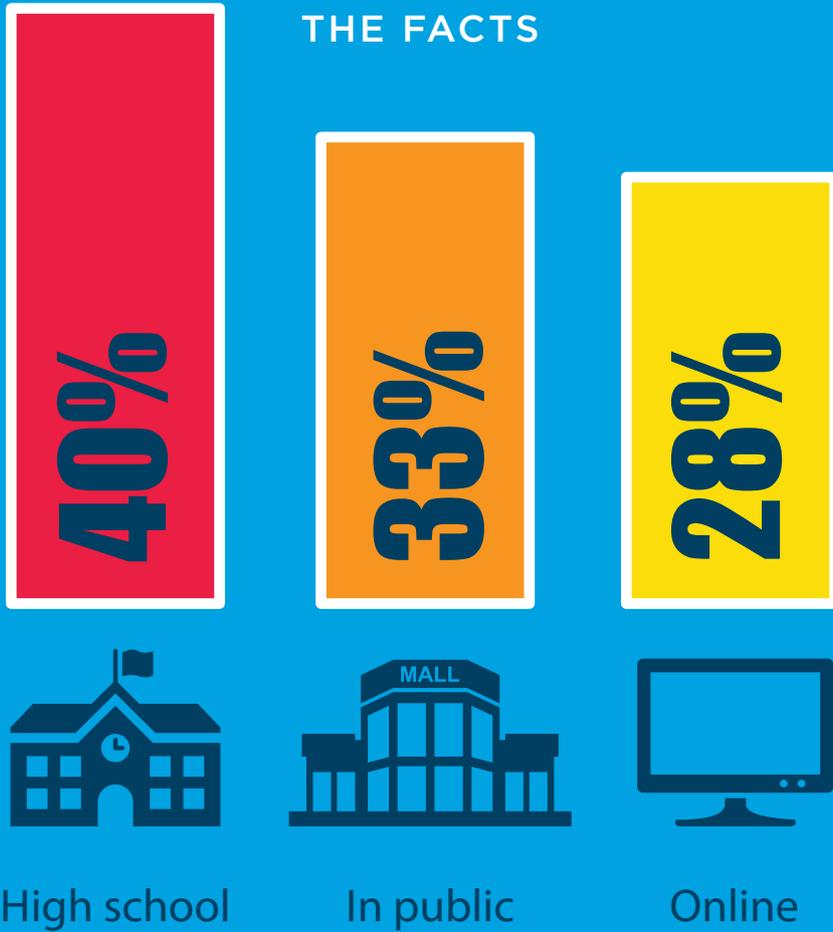
## 'that's so gay'

at some point, of which only 15% say they knew it could be offensive.\*

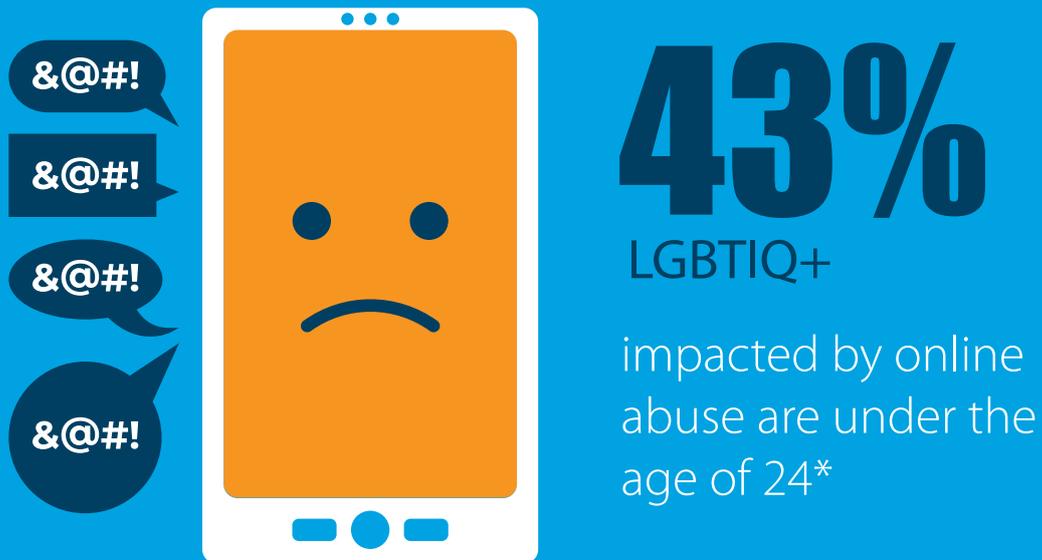


of Australia's LGBTIQ+ community say they've been called a derogatory word in the past 12 months.

## THE FACTS



Common places where LGBTQ+ people experience hurtful language \*



\*Research conducted by YouGov Research, Hurtful language and the LGBTQ+ community, surveyed 1025 Australians aged 18+ who identify as LGBTQ+ and 1085 Australians aged 18+ who do not identify as LGBTQ+ in January and February 2020.

STORIES FROM OUR COMMUNITY



# BENJAMIN LAW

## JOURNALIST

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Growing up as a closeted gay kid in Queensland – the last mainland Australian state to decriminalise homosexuality – you quickly tune into a frequency that tells you “gay” is one of the worst things you could possibly be. Mostly it’s intended as a joke, but every small sting that makes you weakly laugh along for self-protection is also a step back into the closet.

Recently, my Twitter mate Alexander Leon tweeted something that went viral internationally: “Queer people don’t grow up as ourselves, we grow up a version of ourselves that sacrifices authenticity to minimise humiliation and prejudice. The massive task of our adult lives is to unpick which parts of ourselves are truly us and which parts we’ve created to protect us.” Part of what we’re protecting ourselves against are jokes, insults and carelessness that all originally stems from hate and the insistence we’re inferior. People sometimes bemoan how political correctness has taken over and we can’t say certain things. But what could you apparently say 30 years ago – and about whom? – without consequences? We’re not kids making dumb jokes any more. It’s time to grow up.



STORIES FROM OUR COMMUNITY



# ALBERT KRUGER

## CEO SYDNEY GAY AND LESBIAN MARDI GRAS

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Forty-two years ago when a group of brave people gathered on the streets of Sydney to show solidarity with San Francisco activists, they knew little of the journey they were about to embark upon and the social justice revolution they were starting. Also unknown to them were the years of physical and verbal abuse many members of our community would experience for generations to come. Hurtful language is more than just words. It can cause very real psychological trauma that may leave behind deep scars.

My hope is that we build on the solid foundations of our movement, and the legacy of those bold and defiant 78ers who inspired countless others to live openly as their authentic selves. Language impacts all of us in many ways, whether it's intentional or not. But the world always needs more love – we all do – and it starts with you. Because love doesn't discriminate. Love is love.

# ANGIE GREENE

## CEO STAND UP EVENTS

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Having grown up with LGBTIQ+ family members and friends, I have witnessed first-hand the detrimental impact that certain language and behaviour can have on the community - with the extreme end of bullying resulting in people taking their lives.

I believe that there is still a major lack of awareness of the impact language has, particularly in the straight community. What people need to understand is that even if your derogatory language or behaviour is not intended to inflict pain - it can. We need to build a world where every single person feels and knows that they are embraced for being exactly who they are, that they are welcome, that they are safe.

Stand Up Events works predominantly in the male sporting culture. We recently conducted world first research into eradicating homophobic language in male youth sport. We trained up 3 current AFL players to deliver customised preventative programs to male football clubs - aged 16-20. We found that there is still a massive issue with language in sport and are so proud to find that our key findings have shown that after our programs, there has been a decrease in harmful language.

The reality is that when it comes to creating change. It starts with us. With you. With me. We are all responsible.



# GEORGIE STONE OAM

## ACTRESS AND TRANS ACTIVIST

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As young people, we're still learning about the world when we're growing up and our perception of the world is shaped by our conversations and interactions with each other when we are very young. As a kid I learnt that the world wasn't safe for me and the transphobic comments I heard not only hurt me but shaped how I saw the world because that's all you know when you're a kid. The interactions you have there do define you. And you have to unlearn it. Hurtful language is long-lasting.

While it took me a while to embrace my community, I've now been able to really let go of those horrible encounters and let go of that shame. Thanks to my family and friends I feel much stronger and supported than ever before. I feel really proud to be a part of this community. Really proud to be trans.



# MOANA HOPE

## AUSTRALIAN FOOTBALLER

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I love my footy. I love playing it and I love watching it. But as an out and proud lesbian woman in the football world, I've been subjected to some pretty awful abuse by people in the crowd and on the street. In fact, after a recent experience I haven't been back to a game because I get so anxious that people are going to hurl homophobic language at me.

You might think that because you don't know someone in the community your words won't hurt. But they do hurt. It makes people feel ashamed, embarrassed.

Homophobic abuse happens, and my hope is that people understand the impact it has on people like me. On people like you. I want to feel safe going to a footy game with my wife. My hope is that people read my story and educate themselves on the small change they need to make to the way they speak about us.

Get to know us, get to know our vibrant and diverse community and the wonderful people that make up LGBTIQ+.

STORIES FROM OUR COMMUNITY

# ANZ PRIDE



It can be a very scary thing to realise you're LGBTIQ+, or a little different to what society expects of you.

But what makes it less scary is knowing that families, communities, people and organisations all over Australia are brave enough to stand up for diversity, inclusion and respect. Building a safe and inclusive environment is the most important thing we can offer our staff – everyone should be able to come to their workplace and be their authentic selves and thrive.

That's why we're really excited to have a resource like this. It builds on the years of work ANZ Pride has championed internally. We're proud of our work in LGBTIQ+ inclusion and advocacy for the human rights of our people.

#LOVESPEECH

# 'INSTEAD OF THAT, TRY THIS.'

Ever wanted to ask an LGBTIQ+ person a question, but weren't sure how to approach it sensitively? Worried that you might say the wrong thing?

Use this to make sure you're always putting your best self forward.



INSTEAD OF THAT, TRY THIS

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**THAT'S SO GAY**

If you're saying 'that's so gay' as an insult or describing something as inferior or uncool - even if it's a joke - you're suggesting that being gay is also inferior. Say something like 'that's not cool' instead. Or let's just scrap this outdated term altogether.

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**YOU DON'T  
LOOK GAY!**

Not all gay people look the same! The LGBTIQ+ community is filled with all kinds of beautiful shapes, sizes and styles, just like there are all kinds of straight people.

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**WHEN DID YOU  
DECIDE YOU WERE  
GAY????????**

No one 'decides' or 'chooses' their sexuality. It's great you want to learn more about the lived experiences of your LGBTIQ+ mates, so why don't you try: "If you're comfortable discussing it, I'd love to hear more about what your coming out experience was like."

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## INSTEAD OF THAT, TRY THIS

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**I ALWAYS KNEW  
YOU WERE GAY**



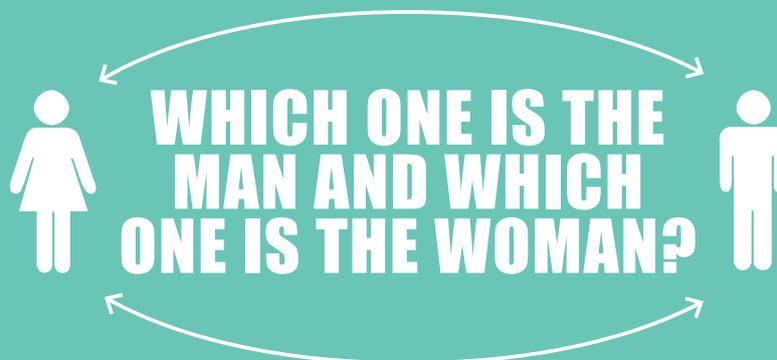
Coming out can be a very scary time for LGBTIQ+ people, even if you might have assumed someone's sexuality. Instead, say something like, 'I'm so happy for you' or 'thank you for sharing your authentic self with me'.

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It's important to not make any assumptions about someone's gender identity. If a person is different to you or you don't understand their background or gender identity, try "How do you identify?" or "What are your pronouns?" instead. And don't stress if you get it wrong the first time.

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By asking this, you're insinuating that a relationship can only be between a man and a woman. There are many forms of valid relationships.

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INSTEAD OF THAT, TRY THIS

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**YOU'RE NOT REALLY BISEXUAL.  
YOU'RE REALLY JUST GAY,  
RIGHT?**

Sexuality is a spectrum and people can feel attraction to two or more genders (bisexual), regardless of gender (pansexual), one gender (heterosexual/homosexual) or not at all (asexual). Saying that someone can't be bisexual suggests that you don't believe their sexuality exists.

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**HAVE YOU HAD  
SURGERY YET?**



Asking a transgender friend about their body, what's under their clothes, or what medication they take is invasive and inappropriate. Just don't do it.

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**WHAT'S YOUR  
REAL NAME?**



Asking a transgender person what their birth name is (sometimes referred to as deadname) is often triggering and comes with a lot of stress. Many trans people have worked hard to build their true identity that they're proud to share with the world. Legal name changes are challenging and can take a long time to process. Be accepting of the identity that somebody shares with you.

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#LOVESPEECH



# SEXUAL ORIENTATION

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A person's sexual attraction. There are many forms of sexual orientations someone may identify as.

**HETEROSEXUAL** - People who experience sexual attraction to the 'opposite' sex or gender. This is also know as being 'straight'.

**HOMOSEXUAL** - People who experience sexual attraction to the same sex or gender. The term is applied to both men and women, and is also referred to as gay (most commonly for men, though some women also use it) and lesbian (for women). The term same-sex attracted is also used.

**BISEXUAL** - People who experience sexual attraction to people of two or more genders, not necessarily in the same way, at the same time, or to the same degree. Many bisexual people describe their bisexuality as sexual attraction to people of their own gender as well as other genders.

**PANSEXUAL** - People who experience sexual attraction toward people regardless of gender and physical sex. Pansexuality differs from bisexuality in this regard. But since pansexuality is not as widely known, many people who identify as bisexual may also be pansexual. Whether someone chooses to identify as one or the other, or both, is entirely up to them.

**ASEXUAL** - People who experience little to no sexual attraction. Asexuality is a sexual orientation distinct from celibacy or sexual abstinence.



# GENDER IDENTITY

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A person's internal sense of self as a man, woman, non-binary, or other sense of gender.

**CISGENDER (OR CIS)** - People whose gender identity matches their sex assigned at birth.

**TRANSGENDER (OR TRANS)** - Umbrella term given to people who do not identify with the gender assigned to them at birth. Transgender encompasses anyone whose gender identity is not cisgender.

**GENDER DIVERSE / GENDER QUEER** - Umbrella term for people with diverse, fluid or non-binary gender identities. These terms are sometimes used in preference to the term transgender.

**NON-BINARY** - Umbrella term for people who do not identify with the binary approach to gender (male and female). People who identify as non-binary may see themselves as neither male nor female, both male and female, or have another approach to their gender.



# GENDER ORIENTATION

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How a person identifies with their physical sex attributes and how this influences their gender identity. There are a number of specific terms used in relation to people who identify as transgender, gender diverse, or non-binary.

**AFFIRMED GENDER** - The gender in which a transgender/gender diverse/non-binary person lives and expresses.

**DEAD NAME** - A transgender/gender diverse/non-binary person's former identity or birth name; it is not acceptable to deliberately call or refer to a transgender/gender diverse/non-binary person by their dead name.

**GENDER AFFIRMATION / TRANSITIONING** - The process some transgender/gender diverse/non-binary people go through to live their lives as their affirmed gender identity (this may or may not include medical transition). Medical transition can include a range of options, such as surgery or medication.

**GENDER DYSPHORIA** - Is a medical term describing the sense of a strong, persistent discomfort or distress caused by the dissonance between a person's self-identified gender and the gender they were assigned at birth. Not all transgender/gender diverse/non-binary people experience gender dysphoria, and this does not mean they are not truly what they say they are.

**MISGENDERING** - Referring to someone as the incorrect gender, either by using the incorrect pronouns (e.g. using 'he' when referring to a trans woman) or directly referring to someone as wrong gender (e.g. referring to a trans man as a woman/female). Misgendering someone on purpose is highly disrespectful.

**TRANS MAN** - A man who was assigned female at birth.

**TRANS WOMAN** - A woman who was assigned male at birth.

## INTERSEX

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A form of biological diversity. Intersex people are born with physical sex characteristics that don't fit norms of female or male bodies. These include a diverse range of genetic, chromosomal, anatomic and hormonal variations. Intersex variations are different from sexual orientations or gender identity, and should not be confused with identifying as transgender or gender diverse.

## QUEER

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Umbrella term for sexual and gender minorities that are not heterosexual or are not cisgender. Also used as an identity in itself. Queer has historically been used as a slur against LGBTIQ+ people, though it has been reclaimed by some parts of the community.

## PRONOUNS

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Words that take the place of a noun when referring to others and can be gendered (e.g. she, he) or gender-neutral (e.g. they).



MARRIAGE IS  
BETWEEN A  
MAN AND  
A  MAN

 Sydney Gay and Lesbian  
MARDI GRAS

#LOVESPEECH

 ANZ

YOU  
DON'T HAVE TO  
LOOK  
GAY TO SLAY

 Sydney Gay and Lesbian  
MARDI GRAS

#LOVESPEECH

 ANZ

IT'S TIME  
FOR MORE

 #LOVESPEECH

 Sydney Gay and Lesbian  
MARDI GRAS

 ANZ

MARRIAGE IS  
BETWEEN A  
 WOMAN AND  
A WOMAN

 Sydney Gay and Lesbian  
MARDI GRAS

#LOVESPEECH

 ANZ

#LOVESPEECH

