



What has sexuality got to do with a life insurance application?

How small business can respond to discrimination



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Our Story began when ...



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“You don’t
have to be a
Saint to do
something
good”



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We're all victims to our own Unconscious Bias

UNCONSCIOUS BIAS



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We Believe:

“Everyone can change their world, & everyone should try”

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So we did this:

- Built Australia's first financial advice service for LGBTQI+ folks, & people with complex health conditions, such as HIV, or hard to insure occupations



We started with Privacy first:



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And now we're working on

- Providing equal access for Intersex people, Trans folk & Sex workers to what all Australians take for granted: 'the ability to use a life insurance policy' to protect themselves & their families of choice



What Small Business can do to stand against discrimination?

Adopt a Zero-tolerance stand on discrimination

Require their suppliers to demonstrate their commitment to diversity


Use business solutions to help address social problems

Use their professional profile to advocate for the LGBTQIA+ Community

Be recognized as Diversey Suppliers to bigger business

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What the LGBTQIA+ Community can do to connect with their small businesses?

Expand their world view of how to work with the business community.

Consider requests for capacity building over only charity.

Plan to reconnect with like-minded small-business

Use their platform to point to good small business.

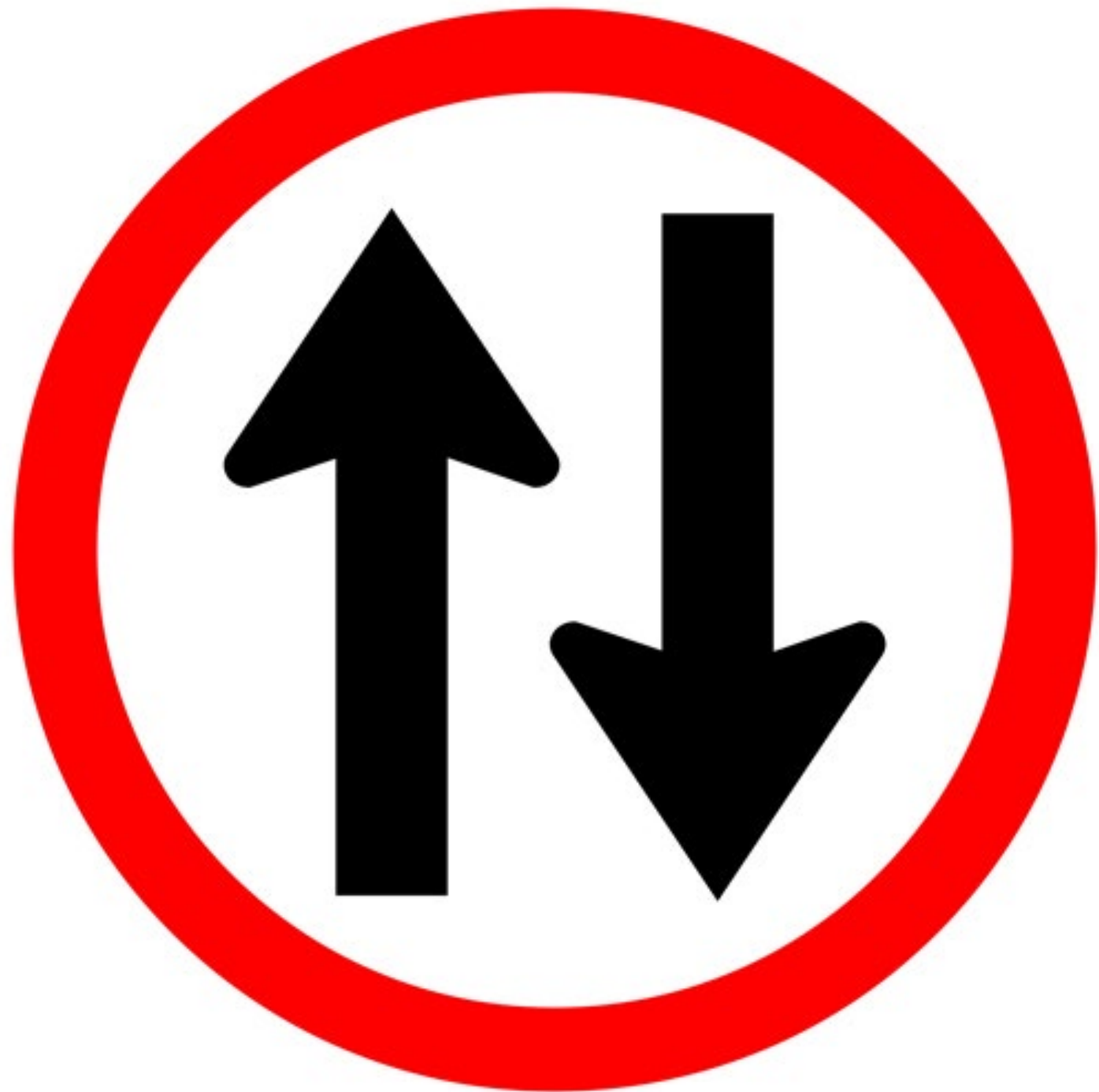
Look to do business with LGBTQIA+ small businesses.

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Why bother?

Success in life, love
& business is a
two-way street



“Everyone can
change their
world &
everyone
should try”



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Thank you



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