



MEDIA RELEASE

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THE STAR AND LION PROUDLY SUPPORT IDAHOBIT

The Star Entertainment Group and leading brewer Lion have joined forces to raise awareness of, and support for the 2022 International Day Against Homophobia, Transphobia and Biphobia (IDAHOBIT).

Welcoming around 100 employees from across both The Star and Lion, the event will combine trivia, networking, and a DJ set – while donating all proceeds from ticket sales to Minus18 – an Australian charity dedicated to improving the lives of LGBTQIA+ youth.

In addition to raising awareness for IDAHOBIT, the event aims to promote a continual need for safe, inclusive, and welcoming workplace, provide team members and their allies opportunities to network, a place to share their experiences and exchange ideas on how to further promote LGBTQIA+ issues within their respective organisations.

The Star Entertainment Group's Chief Marketing Officer, and Executive Sponsor of its team-member led networking group Proud@TheStar, George Hughes said the partnership was an evolution of The Star's commitment to diversity and inclusion.

"At The Star we recognise that our people – regardless of their gender, sexual orientation or cultural background are our greatest strength." said Mr Hughes. "We celebrate that by ensuring diversity, equity and inclusion is at the heart of our operations."

"Since its inception just over six years ago, Proud@TheStar has grown to over 300 dedicated team members and made great strides in increasing the visibility of, and initiating solutions to, a variety of issues faced by LGBTQIA+ team members in the workplace."

"This event will reinforce that commitment, and our work alongside Lion will build a foundation for both organisations to help raise the awareness of the ongoing challenges faced by LGBTQIA+ people at work, and in the wider community."

Lion's Inclusion and Diversity leader Sarah Abbott said through Lion's advocacy group for LGBTQIA+ people, Pride@Lion, the brewer was pleased to be expanding its network of partners across the hospitality industry with events like this.

"Earlier this year we were announced as a major partner of Sydney Gay and Lesbian Mardi Gras in 2022, with Little Creatures to be official beer of Mardi Gras for the next three years, and for Sydney WorldPride in 2023," Abbott said.

"In addition to this exciting new sponsorship, Lion's recent work with the LGBTQIA+ community, including a multi-year relationship with Bobby Goldsmith Foundation, Australia's longest-running HIV charity, has been one of Pride@Lion's proudest community initiatives to date.

"And now we are so pleased to be able to come together with The Star to mark this important day and celebrate diversity and inclusion across the hospitality and entertainment sector."

In recent years, key policies initiated and achieved by Proud@TheStar have included:

- Introduction of a Gender Affirmation Policy that includes paid leave and additional workplace support
- Installing all gender bathrooms for team members
- An updated uniform policy allowing team members to choose the uniform that best aligns to their gender
- Parental leave policy that is inclusive of LGBTQIA+ families
- Mandatory LGBTQIA+ training and an optional ally module

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