

# Inclusive Business Checklist

Before you pop the rainbow sticker up at your business, please go over the checklist below. It will help you think through a couple of simple things to consider, which will assist your business to be more LGBTIQ+ welcoming. There are four focus areas each with tips and actions to check off.

## Staff awareness

It is important that staff know your business is LGBTIQ+ welcoming. Communicate to your staff that you have put the rainbow sticker up. At a minimum you should use this checklist as an educational tool to ensure they also have read and considered the tips offered. If your staff are interested in learning more, they can read the LGBTIQ+ 101 sheet which includes some useful information and handy websites

### Actions

- Let all staff know that you have put up a rainbow sticker, and why.
- Educate your staff using the resources in this pack.
- Include something about this in your staff induction or training procedures.

## Customer service

Good customer service is the cornerstone of any business and LGBTIQ+ people just want to be treated with respect by staff when they enter a business. It is estimated that up to 11% of the population identify as part of LGBTIQ+ communities. By putting up the rainbow sticker, you are showing a substantial portion of the population they are welcome at your business.

It is likely that staff will not always be aware that a customer or client is LGBTIQ+, so it is important not to make assumptions about people. For example, a customer enters a clothes shop who presents as female, and is looking through the men's section.

Instead of asking: **"Are you shopping for your boyfriend?"**  
or assuming they are looking for ladies' clothes...  
it's better to ask: **"Can I help you at all today?"**

If a customer or client refers to their partner, use the same language that they have used. Don't assume to know the gender of their partner.

### Actions

- Provide the same level of customer service to everyone.
- Avoid making assumptions about what goods or services someone wants, particularly goods or services that are traditionally gendered as 'male' or 'female'.
- Be aware of what language you are using when serving a customer or client. Avoid making assumptions about gender or their relationships.

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## Facilities

For trans and gender diverse people, simple tasks such as using a public toilet or change rooms can be extremely difficult. Other people sometimes challenge which facility they are using and may disrupt the individual or make a complaint.

Trans and gender diverse people have the right to go about their business without being policed by other people. Ensure your staff understand that trans and gender diverse people are supported to use the facility that they are comfortable using and affirms their identity.

If you have the capacity, the best practice is to provide a gender-neutral option for facilities such as toilets or change rooms.

### Actions

- Support trans and gender diverse people to use toilets and change rooms they are comfortable with.
- Where possible, look at providing gender-neutral options.

## Records

Some businesses may collect personal information about their customers. If you do, it is important to be aware that not all people identify as the binary options of male or female. Review whether it is even necessary for your business to ask for people's gender identity and prefix/title (such as Miss, Mr etc). If not, consider taking that question off your forms.

If it is relevant, update your forms to include more options. For example, when asking for someone's gender, you could add more options such as 'non-binary' or allow space for people to self-identify. For a prefix/title options, Mx is a popular non-binary option. Avoid using 'other' as one of your options for gender or prefix/title.

### Actions

- Review what recorded information you keep about your clients. Consider removing questions that relate to gender if it is not relevant to your business or services.
- Provide additional options on forms for both gender and prefixes/title.

**Thanks for reading! You are now ready to put your sticker up.  
Any questions? Feel free to contact Banyule Council for more information.  
[banyule.vic.gov.au](http://banyule.vic.gov.au)**