



Queensland Government



CMN 231 Communication Campaign Planning

LIFE WINS Transgender Awareness Campaign

Students

Kiah Hawker (1079881)
Emma Golding (1076951)
Brooke Trappett (1087541)
Emily Yore (1080900)

Tutor – Saira Ali
Course coordinator – Umi Khattab
Tutorial time – Thursday 9-11am
Submission date - 21st October 2016



Executive Summary

This report was commissioned by Sunshine Consultancy. It examines the stigma and confusion surrounding the transgender community, in relation to the lack of clarity and how they differ from the gay, lesbian and bisexual groups. The report proposes a communication campaign, 'Life wins', which will begin with Queensland university students to help solve this discovered social gap. The clients mission statement is centred around being impartial and being a productive workforce that puts the people of Queensland first. The proposed campaign will reinforce this statement.

Primary and secondary research discovered a lack of understanding toward the transgender community. An online survey attained facts and statistics while two focus groups analysed the target publics existing attitudes. Over 50% of the sample believed transgender and homosexual rights did not differ. This elucidates the lack of education on the subject. Secondary research exposed that the transgender community is often marginalised against the other LGBTI groups. Furthermore, Trans people experience higher amounts of verbal abuse than gay people, which highlights the need for exclusive advocacy.

From this research, SMART objectives were formed. The primary goal's centre around raising interest in awareness by a minimum of 20%. Moreover, changing the targets public's attitudes and encouraging a 10% increase in student involvement. Tactics to reach these goals focus on engaging social media, advertising with posters, brochures and merchandise as well as university stall to initiate the campaign.

A budget of 2 million dollars was outlined, for the 6-month campaign. Additionally, a timeline was incorporated to illuminate how the tactics will be utilised throughout the campaign.

An evaluation plan discussed the ways the tactics will be evaluated to gage their success. This includes monitoring social media discussions and interactions. Additionally, supplementary focus groups and surveys will be conducted to determine if attitudes towards the trans community have shifted more positively.

To maximise the campaign's goals, future recommendations were outlined. These include spreading the campaign nationwide and reaching secondary target publics (Mature age university students 35-50 and secondary school students 14-18 years). Finally, a documentary on up to 4 transgender individuals was recommended. This keeps the cause genuine and omits the negative influence mass media was shown to have.

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1.0 Introduction

1.1 Authorisation and Purpose

This report was authorised by Umi Khattab, a lecturer and course co-ordinator at the University of the Sunshine Coast (USC). It was commissioned by the Queensland (QLD) government. The purpose of this report is to propose a public relations (PR) communication campaign, which will combat the identified social issue regarding the transgender community.

1.2 Limitations

Upon completing this report some obvious limitations arose. The first of these is the limited sample size available. The sample was predetermined and non-random, meaning these findings cannot be extended to a whole population. Furthermore, the sensitivity and ethics surrounding the subject, lowers the integrity of these findings.

1.3 Scope of the Report

The recent progression of the gay, lesbian and bisexual communities has resulted in a lack of awareness and downgraded the importance of other minority groups. This report aims to examine the stigma and confusion surrounding the transgender community. This will include the lack of clarity surrounding the community's rights, how they differ from the LGTBI conglomerate and the misleading, and often negative portrayal commonly associated with the community by the mass media. With the help of primary and secondary research SMART objectives and tactics were identified to create a feasible campaign that will promote awareness and educate the target public on the transgender community. An extensive budget and timeline are presented alongside a post campaign evaluation plan and future recommendations.

2.0 Queensland Government

The client chosen for this campaign is the Queensland (QLD) Government.

2.1 Client Background and Reputation

The state of Queensland was established on the 6th of June 1859, breaking ties with the New South Wales government. This day marked the birth of the state's constitution, Governor, elective council and legislative assembly.

The government's reputation is explored in the table below.

Table 1: Reputation Institute Framework

Esteem	Feeling
<ul style="list-style-type: none"> Palaszczuk government has reinstated the sustainable approach to the education and health care system, a venture which signifies the Qld government is able to work succinctly with the campaign goals (Jamal 2015). Unfortunately everyone has an agenda - the opportunity to deliver a better economy, sustainable future, and action against social issues is often surpassed by bureaucracy (Coaldrake 1989) 	<ul style="list-style-type: none"> As the technology age progresses, the allowance of ambiguity is becoming more difficult to overcome. Leaders are finding the release of explicit information the easiest to counteract media hype and ensure transparency (Coaldrake 1989). Media attention shifts positive and negative points in the public.
Admiration	Trust
<ul style="list-style-type: none"> The government's accomplishments 	<ul style="list-style-type: none"> The government portrayed as a

<ul style="list-style-type: none"> • Like the majority of Australian businesses, the Qld government employs a range of diverse and multicultural people, as a part of their anti-discrimination policy (Anti-Discrimination Act 1991). • Corporate social responsibility - (Truscott, Bartlett & Tywoniak 2009) 	<p>popularity contest has become a <i>'social and political discourse of our age'</i> (Bean 2005), where trust is used to outlay political agenda and garner attention - sometimes for the wrong reasons.</p> <ul style="list-style-type: none"> • Caution of the government's intent builds on the above point, where trust is becoming fable in political stature, because the public simply does not know who to have faith in (Bean 2005). • The technology age allows the public instant access and saturated opinions to the government, making it more difficult to decipher the truth.
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2.2 Queensland Government Mission

"Our ambition is to be a high performing, impartial and productive workforce that puts the people of Queensland first," (QLD Government 2015).

2.2.1 Public service values

- We prioritise quality, inclusion, diversity, creativity, and collaboration every day.
- Challenge the norm and suggest solutions
- Encourage and embrace new ideas
- Work across boundaries
- Deliver what matters
- Make decisions with empathy

(QLD Government 2015)

2.2.3 Gender Equity Strategy

The Queensland Public Sector Gender Equity Strategy seeks to transform the way gender equity has traditionally been approached.

- Challenge myths and assumptions to ensure both men and women enjoy the same opportunities
- Remove obstacles such as limited access to flexible working arrangements and unconscious bias
- Create workplaces where both women and men thrive

(QLD government 2015).

2.3 SWOT Analysis

Table 2: Queensland Government SWOT Analysis

Internal environment	
Strengths	Weaknesses
<ul style="list-style-type: none"> • Strong force of the community: Government holds legitimacy and credibility. • Powerful ability for decision making • The idea of ‘setting the standard’ for the perception of stigma/prejudice and/or intolerance against the issue • Strong partnerships with organisations such as Australian Human Rights Commission (AHRC) and other NGO’s. 	<ul style="list-style-type: none"> • Bureaucracy. • Government does not have concrete safeguards in place for transgender community. Many cases indicate the transgender community faces more abuse than that of the gay/lesbian/bisexual community. • Campaign deadline. • Generating target market data: primary research will slow the beginning of the campaign. • Prioritising different programs,

	deemed more important e.g. obesity, may reduce the current programme's influence.
External environment	
Opportunities	Threats
<ul style="list-style-type: none"> • QLD government can use their position to leverage favourable associations with the term 'transgender' and scaffold awareness, recognition and support for those within the community who do not yet accept the trans community. • Further education: the grouping of transgender with gay, lesbian and bisexual shows an opportunity for educating the community on this issue. • Electing people within the trans and LGTBI community would promote good corporate citizenship, and illustrate to those who feel marginalised they to have a place in society. • Update gender equity strategy to include transgender awareness alongside male and female opportunities. 	<ul style="list-style-type: none"> • Religious lens competition. • Fear of the outsider in the community coming under fire from insiders of the community. • Negative media hype has the ability to hinder the campaign. • Bigotry and ignorance directed towards the trans community - who are found to experience more physical and nonphysical abuse (ATSAQ 2014), is undermined by the publicity of gay marriage rights within Australia.

3.0 Problem Identification: Situation Analysis

3.1.0 Secondary research

To gain a greater understanding of the identified problem and current situation, both secondary and primary research was conducted. The secondary research will be discussed first. The proposed communication campaign 'life wins' will focus on the LGBTI community, and more specifically transgender rights. This particular community and demographic were selected due to the current lack of awareness and advocacy specifically for them. For instance, Taylor and Haider-Markel (2014), exposed that the LGBTI community frequently groups transgender and gay rights together, which results in limited amounts of attention and resources being primarily dedicated to transgender support. Furthermore, a study on transgender awareness in universities, uncovered only one sole trans representative and this advocate felt that their comments were rarely taken seriously in conjunction to other LGBTI committees (Messinger 2011).

In terms of transgender support at home, it is evident that the relationship between a transgender person and their family significantly suffers after the individual 'comes out'. Riggs et al. (2015) revealed that the initial discrimination toward a transgender person often comes from a family member. As the family network is typically regarded as the most accepting, this condemnation results in large emotional turmoil to trans people (Riggs et al. 2015). Pyne et al. (2015) specifically focused on the parents of transgender people. It was exposed that they also experience trans-phobia and bigotry, but on a smaller scale (Pyne 2015). Fears of their child never finding love, or bringing shame to their family were the primary barriers stopping parents from accepting their transgender child. This research suggests that the transgender community receives prejudice from both the public and family members.

It was identified that university students are typically the most accepting demographic of the LGBTI community. Camilleri and Ryan (2006), studied Australian university students' attitudes towards homosexuality and homosexual parents. It was determined that the students were extremely supportive of the community and very few had negative attitudes towards gay or bisexual people. Even though this campaign aims to

separate the trans community from other LGBTI groups, the way these groups are accepted and supported is extremely similar. Therefore, Camilleri and Ryan's (2006) research confirms that university students are an appropriate and effective demographic to launch this campaign with.

When comparing the trans community to the gay community it was determined that trans people experience a higher level of discrimination. AHRC (2014), elucidated that on average 24.5% of gay people will experience verbal abuse, while comparatively, 42% of transgender people will (see appendix A). This research highlights the need for an increase in awareness and understanding of the transgender community and the importance of exclusive advocacy.

Due to the sensitivity relating to the issue, ethical considerations must be obeyed. The Public Relations Institute of Australia (PRIA), is the primary body that ensures public relations professionals 'adhere to the highest standards of ethical practice and professional competence' (see appendix B) (PRIA 2015). The organisation's code of ethics will be consistently and thoroughly deliberated throughout the campaign to ensure professionalism and moral.

3.1.1 Primary research

To find the most credible and extensive information, a mixed methods approach was incorporated into the research plan. By utilizing both quantitative and qualitative approaches a more thorough understanding of the topic can be formed (Thomas 2003). An online survey was employed as the quantitative research tool and focus groups were applied as the qualitative tool.

The primary research supported and expanded the secondary findings, further reinforcing the need for a transgender awareness campaign in Queensland.

Survey –

To complete the survey a questionnaire instrument was applied, which included 10 close-ended questions. A non-probability, non-random sample was utilised. The sample consisted of university of the Sunshine Coast students (USC), in the CMN231 Public Relations class. On average the participants were between the ages of 18-25. Survey Monkey was the tool applied to ask and analyse the responses. It was also employed to run a pilot survey, which determined if our measures needed any refinement. The aim of the survey was to discover the general awareness and education of the transgender community (see appendix C).

Over 90% of the participants were aware of the LGBTI community, however only 29.41% were specifically familiar with the transgender section (see appendix D). This illuminates a general lack of understanding to this specific group.

Furthermore, the samples were asked if they would be comfortable with a transgender person using the same bathroom facilities as them (see appendix D). Over half of the respondents stated that they would be fine with this (see appendix D). However, as the survey was anonymous and online, the actual credibility of the answer is contestable. This kind of ambiguous response indicates that further education is needed to create a more open community for trans people.

The participants were extremely uneducated on the actual 'rights' and 'struggles' that affect trans people. This is apparent as 58.82%, believed that transgender rights do not differ from gay or bisexual rights (see appendix D).

The final key finding was in relation to the current level of transgender support completed in Australia. The questionnaire asked the sample how much advocacy they had witness from the Queensland government and USC. On both questions over 70% of the respondents explained that they had not witnessed any advocacy (see appendix D). The secondary research also determined this, which emphasises the critical need for authoritative support toward this group.

Focus group –

Two focus groups were also conducted to acquire qualitative research. To ensure consistency the same sample as the survey was used. The focus groups were 30 minutes long and four to five participants were randomly selected. The sessions were moderated and transcribed by Sunshine Consultancy (SC) researcher's. Due to the sensitivity regarding the subject SC representatives were extremely familiar with all ethical concerns relating to the topic. The participants gave consent to be recorded and for their responses to be analysed. SC ensured they would remain anonymous, and that the collected information would not be used for any other purpose. A loose, open-ended questionnaire was the instrument employed (see appendix E). The moderator was extremely passive and allowed a flowing conversation between participants. The sessions were thoroughly examined and transcribed, to reveal recurring beliefs and attitudes (see appendices F and G). The following table highlights these key findings.

Table 3: Focus groups – key findings

Finding	Description
1.	Familiar with the LGBTI community, but were not specifically aware of the transgender community
2.	The media or celebrities were the first place that participants had heard of the transgender community
3.	Believed that educating the public on what it actually means to be 'transgender' was the best way to reduce bigotry
4.	Unaware that transgender people experience more emotional and physical abuse than gay or bisexual people
5.	General hesitance to answer questions, especially those specifically about transgender issues/rights
6.	Little or no advocacy specifically done for the transgender community has been witnessed beforehand

7.	To resonate better with the public and humanize the group a more 'realistic' advocate was needed for the community
8.	One participant would initially answer a question and the others would agree with their statement, there was very little debate
9.	Eventually, transgender awareness and education should begin when sexual education begins - in primary school
10.	To ensure credibility, awareness and advocacy needs to come from a non-for-profit or authoritative group

These findings support both the quantitative and secondary research. A general lack of awareness and education specifically toward the trans community is extremely obvious. Additionally, most of the participants' initial hearing of this community was from the media or a celebrity (see table 3). This relates to the agenda setting, and spiral of silence theories, and elucidates that there is a high chance the current information being communicated on this group is biased or presented with an agenda (Stacks & Salwen 2009). This, reinforces the decision to utilise an authoritative and credible organisation, like the QLD government to run this campaign.

4.0 Target Public and Situation/Stakeholder analysis

4.1 Demographics

- Age: 18-25 years old
- Gender: Male and female
- Occupation: Full-time and part-time students
- Ethnicity: Multi cultural
- Geographics: Queensland University students

4.2 Psychographics

- Accepting attitude

- Open minded with personal views and opinions
- Tolerant
- Students who are open to adjustment

4.4 Situation/Stakeholders analysis

4.4.1 Stakeholders

Table 4: Stakeholders

Primary	Secondary
Students in our primary target audience	Media
Queensland Universities	Students not in our primary target audience
Queensland Government	Existing transgender/ LGBTI groups

5.0 Campaign Goal

The campaign's goal is to join forces with the Queensland Government to raise awareness for the transgender community. It aims to reach a vast majority of Queensland University students, to educate them, and help them be more accepting and understanding of other transgender students.

6.0 Campaign Action Communication

The strategies and tactics of this campaign will be underpinned by the social learning theory (SLT). SLT, refers to shaping an individual's knowledge (cognitive) in order to shift existing attitudes (Hanna, Crittenden & Crittenden 2013). This along with environmental aspects shapes a person's behaviour (Hanna, Crittenden & Crittenden 2013). Our strategies and tactics will educate the target publics on the transgender community, which will change the existing attitude. Consequently, a more open and understanding environment will be created, minimising any negative behaviour towards trans peoples.

6.1 SMART Objectives

The SMART objectives are made up of five sections - specific, measurable, achievable, realistic, and timely. All of these components are used in business frequently to analyse and evaluate the individual attributes (Cross & Lynch 1988).

All of the objectives are expected to be complete by the end of the 6-month campaign.

- To raise minimum 20% interest and awareness in campaign.
- To achieve 15% attitude change towards the transgender community.
- To achieve minimum 20% of Public target involvement.
- To encourage additional 10% of student involvement in University awareness days

6.2 Limitations

- Create an effective campaign to create widespread awareness of the transgender community
- Create a campaign that will be interesting to our target public and will make them want to be involved
- Create genuine concern for the transgender community
- Discourage negative opinions associated with transgender students by educating people and answering their questions
- Spread awareness but also let transgender students feel more welcomed and accepted
- Create an online campaign that will reach our target publics
- Create an atmosphere of genuine concern and support for the transgender students and discourage any sort of negative opinions others have.

6.3 Controlled Tactics

Table 5 – Controlled tactics

Tactics	Description	Rationale
<p>Advertisements</p> <ul style="list-style-type: none"> • Billboards (see appendix H) • Radio Ads, • Television Ads, • Posters (see appendix I), • Merchandise (see appendix J). 	<p>Billboards – contains important information on the campaign, encourages people to follow the cause on social media.</p> <p>Radio Ads, Television Ads – provide supplementary education.</p> <p>Posters, Merchandise – simple reminder of the cause.</p>	<ul style="list-style-type: none"> • Will allow further advertisement
<p>Brochures</p> <ul style="list-style-type: none"> • Printed and hardcopy 	<p>Contain specific information – statistics, facts etc. about the cause.</p>	<ul style="list-style-type: none"> • Will be at University stalls and around campus for students to take • Will contain relevant starter information about the campaign
<p>Fact Sheets</p>	<p>Printed fact sheet with relevant information</p>	<ul style="list-style-type: none"> • This will allow target publics to read relevant information regarding the transgender community • Unknown facts will hopefully spark conversation with others

Campaign website	<p>Online website with relevant approved information.</p> <p>Website will be central to the campaign, where all other tactics can relate.</p>	<ul style="list-style-type: none"> • Allows approved information on a website that our target publics can access • Can announce updates on our campaign (where we will be next/ volunteer opportunities/ how our campaign is going)
University Stalls	<p>Stalls set up on University open days and Market days.</p> <p>Allows direct exposure to the target public.</p>	<ul style="list-style-type: none"> • Allows target publics to approach and talk about the campaign • They can ask questions and get correct answers • Allows us to connect with target publics face to face and on a more personal level
<p>Social media posts</p> <ul style="list-style-type: none"> • Facebook (see appendix K) and Instagram posts 	<p>Keeps in check with target public's psychographics, with relevant and interesting posting that update the campaign.</p>	<ul style="list-style-type: none"> • Will keep the campaign relevant and current. • Encourages uncontrolled communication and discussion • This medium of communication offers familiarity.

6.4 Uncontrolled Tactics

Table 6 – Uncontrolled tactics

Tactics	Description	Rationale
Social Media <ul style="list-style-type: none"> Instagram, Facebook (see appendix K) 	Encourage two-way communication and spark discussion.	<ul style="list-style-type: none"> Allows target publics to express themselves and find information in the comfort of their own home Can show interest without peer pressure 18-25-year-old are prominent on social media Allows our campaign to reach more people
Press Releases/ interviews/ News articles <ul style="list-style-type: none"> Release of information on radio/ TV/ Newspapers 	Up-to-date information on the campaign.	<ul style="list-style-type: none"> Let's target publics read recent information on our campaign Will help reach more people Agenda-setting theory – if covered prominently in the media the audience will regard it as more important Release relevant information to the media

6.5 How do they relate to target publics and objectives

To reach target publics the approach has to be personalised for full effect, as the target publics are 18 to 25-year-old university students having stalls at University campuses will undeniably help us reach our target publics; the use of media will also enable the campaign to reach a huge audience. Recent statistics show that 82 percent of 18 to 29 year olds use social media (Duggan 2015). This proves that using social media to promote our campaign should be more successful than other avenues.

6.6 What are the key messages/slogans/catch phrases?

6.6.1 Key Messages

The key message of this campaign is to be accepting and considerate of everyone, all university students deserve a supportive, safe and friendly environment. Transgender students in the university community feel excluded and their rights have been ignored, education of others is key to helping transgender students feel more accepted.

- Different isn't bad, everyone deserves equality
- Being uninformed instils negative opinions on transgender people

6.6.2 Slogan

The slogan 'Life Wins' is short and memorable, it was specifically chosen as it is simple yet effective. This slogan will transfer through all aspects of our campaign, and will also be used as our hash tag on social media.

7.0 Budget

The budget for this campaign will be approximately AUD \$2 million. This will cover everything throughout the 6-month campaign. See Table 7 below for detailed information on budget distribution.

Table 7: Budget

Items	Budget	Rationale
Primary research	\$10,000	Focus groups and surveys of university students
University stalls (8)	\$100,000	Set up, hire of tables and required material, power, food and catering
Merchandise (see appendix J)	\$50,000	Distribution of t-shirts, bags, wristbands, stress

		balls, student USB's and other novelty items with #LifeWins branding to all uni students (See Appendix J).
Radio advertising / broadcast	\$50,000	Live radio broadcasts from each uni event and radio ads.
TV ad production/ TV advertising	\$800,000	Casting, production, venue hire, crew, camera crew, Prime time (7:30pm) 30 second ad spots on multiple networks
Travel	\$50,000	Traveling between all 8 Queensland Universities, including flights where necessary and transporting equipment
Celebrity ambassadors	Donated time	Celebrity ambassadors help reach our target audience. They will donate their time to be involved.
Photographer	\$4,500	\$500 per day across 9 days of uni stalls
Print media	\$30,000	Including print advertising, flyers, information brochures for uni stalls, media releases and fact sheets.

Billboard (See appendix H)	\$10,000	Multiple billboards through Brisbane, Sunshine Coast, Toowoomba and Townsville to bring awareness to the public about the campaign.
Volunteers	Donated time	Volunteers will donate their time to be involved in the uni stalls.
Social media control / monitoring	\$50,000	Payment for social media monitoring, posting, control and data collection over the 5 months. Includes Facebook, Instagram, Twitter and Snapchat.
Evaluation	\$10,000	Focus groups, surveys, review participation numbers of same uni students for primary research.
PR consultancy	\$80,000	Between 4 PR consultants this amount allows for payment of \$20,000 each for the 6 months.

7.1 Timeline

The campaign will run between March and August 2017, coinciding with the beginning of the University calendar. The campaign will run as follows:

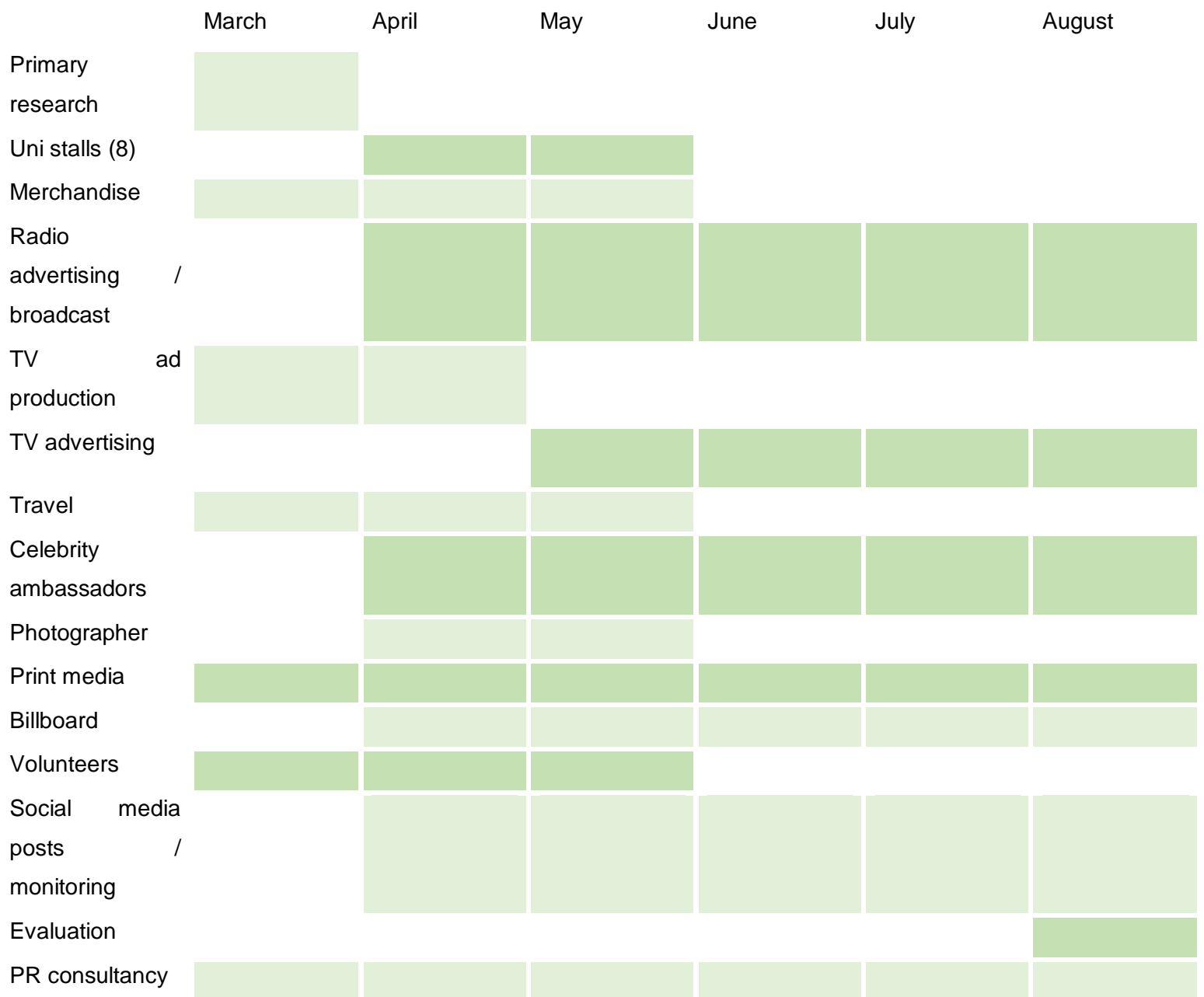
Table 8: Extensive Timeline

March	<ul style="list-style-type: none"> - Primary research (focus groups, surveys) - Stocking merchandise, begin distribution - Begin production of TV advertisement - Travel to Universities to begin setup - Printing and distribution of print advertisement and media releases
April	<ul style="list-style-type: none"> - First 4 uni stalls begin (Bond, Griffith, QUT and UQ) - Merchandise distribution - Radio broadcasting and advertising - TV ad production continues - Social media sites launch - Billboards start - Print media distribution
May	<ul style="list-style-type: none"> - Last 4 uni stalls continue (USQ, USC, CQU and James Cook) - TV advertisement launches - Social media monitoring
June to August	<ul style="list-style-type: none"> - Social media continues - Radio advertising continues - TV advertising continues - Celebrity ambassador appearances - Evaluation (August)

7.2 Gantt Chart

The Gantt chart below also outlines a timeline for the expenses throughout the 6-month campaign, to give an idea of where and when the biggest expenses occur.

Table 9: Gantt Chart timeline



8.0 Evaluation

Evaluation is a crucial step, as it allows feedback on whether the campaign was able to reach the set objectives (Strategic Communications 2016). Table 10 below outlines the main objectives of the campaign, and the evaluation methods suitable to find whether these objectives were met.

Overall campaign goal: To educate the target public about transgender people, reduce the surrounding stigma and shift existing attitudes.

Table 10: Objective Evaluation

Objective	Proposed evaluation method
Raise 20% interest and awareness	<ul style="list-style-type: none"> - Social media discussion - Social media interaction (Likes, Comments, Shares, Tweets, Hashtags)
Achieve 20% of target public involvement	<ul style="list-style-type: none"> - University participation numbers - Review ages of participants - Social media discussion - Social media interaction (Likes, Comments, Shares, Tweets, Hashtags)
Achieve 15% attitude change toward the transgender community	<ul style="list-style-type: none"> - Focus groups - Surveys <p>(Held with the same students as primary research to gauge a change in attitude between the 2 responses)</p>
Encourage an additional 10% of student involvement in university awareness	<ul style="list-style-type: none"> - Review ages of participants

9.0 Conclusion

The report thoroughly elucidates the proposed PR communication campaign 'Life wins'. The QLD government was examined through a SWOT analyses. Additionally, the relevance of this campaign in conjunction to the client's mission and goals was discussed. Secondary research illuminated the current stigma and lack of exclusive advocacy for the transgender community.

Primary research reinforced these findings and highlighted the significance of the campaign. From this research the primary goal of raising awareness for the transgender community, along with other SMART objectives were formed. The budget and timeline were included along with an extensive evaluation plan. Finally, future recommendations were made to extend and improve the proposed campaign.

10.0 Recommendations

1. Spread campaign nation wide.
2. Reach secondary target audiences:
 - a. Mature age university students - 35 to 50 years.
 - b. Secondary school students - 14 to 18 years.
3. Documentary: select up to four transgender individuals affected by the lack of clarity about their rights and tell their story. This allows the cause to remain genuine and where possible omit the negative influence mass media was shown to have.

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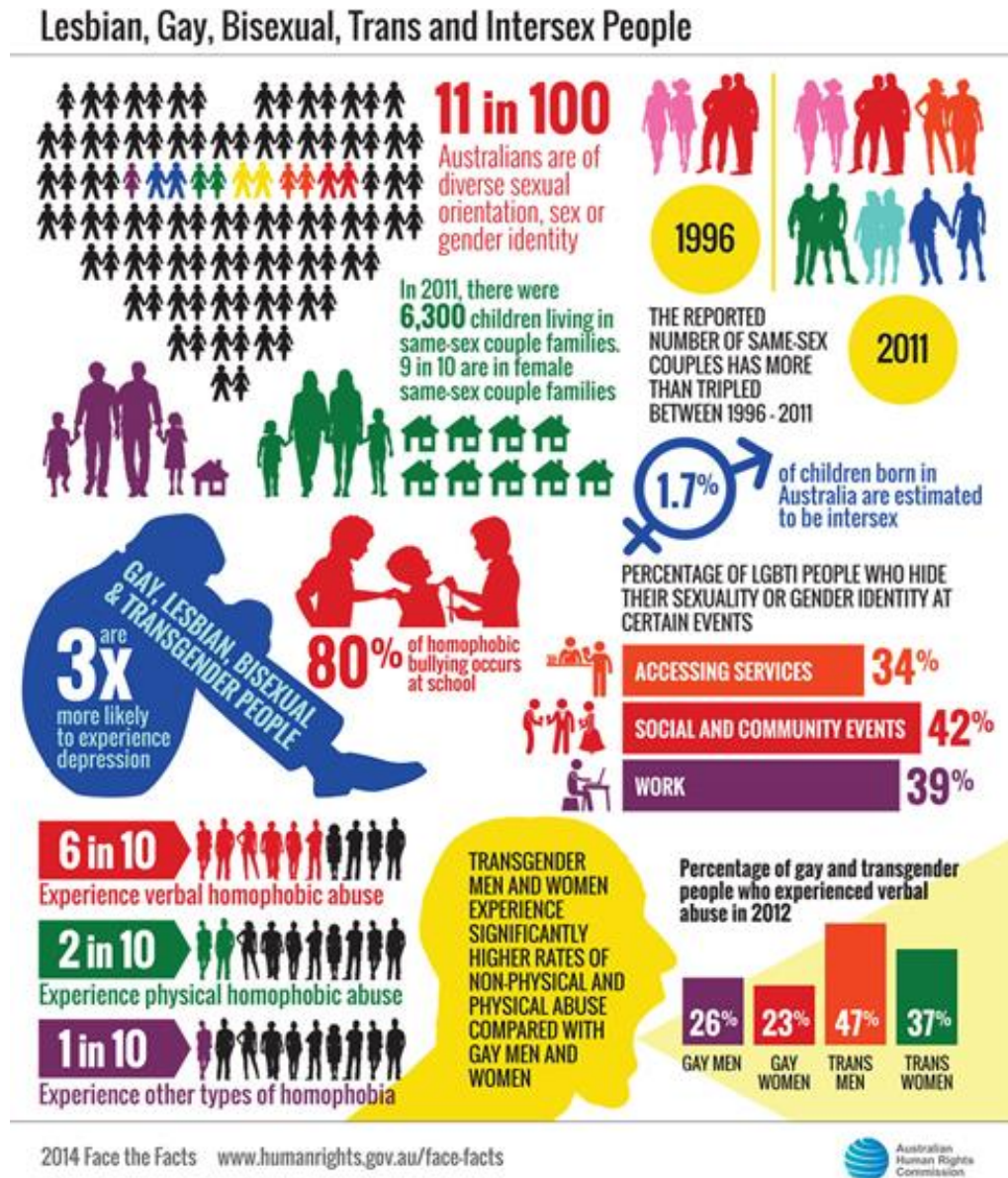
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Appendices

Appendix A – LGTBI Facts Sheet



(AHRC 2014)

Appendix B - Code of ethics



Public Relations Institute of Australia (PRIA) Code of Ethics

PRIA is a professional body serving the interests of its members. PRIA is mindful of the responsibility which public relations professionals owe to the community as well as to their clients and employers.

PRIA requires members to adhere to the highest standards of ethical practice and professional competence. All members are duty-bound to act responsibly and to be accountable for their actions.

The following code of ethics binds all members of PRIA:

1. Members shall deal fairly and honestly with their employers, clients and prospective clients, with their fellow workers including superiors and subordinates, with public officials, the communication media, the general public and with fellow members of PRIA.
2. Members shall avoid conduct or practices likely to bring discredit upon themselves, the Institute, their employers or clients.
3. Members shall not knowingly disseminate false or misleading information and shall take care to avoid doing so inadvertently.
4. With the exception of the requirements of Clause 9 members shall safeguard the confidences of both present and former employers and clients, including confidential information about employers' or clients' business affairs, technical methods or processes, except upon the order of a court of competent jurisdiction.
5. No member shall represent conflicting interests nor, without the consent of the parties concerned, represent competing interests.
6. Members shall refrain from proposing or agreeing that their consultancy fees or other remuneration be contingent entirely on the achievement of specified results.
7. Members shall inform their employers or clients if circumstances arise in which their judgment or the disinterested character of their services may be questioned by reason of personal relationships or business or financial interests.
8. Members practising as consultants shall seek payment only for services specifically commissioned.
9. Members shall be prepared to identify the source of funding of any public communication they initiate or for which they act as a conduit.
10. Members shall, in advertising and marketing their skills and services and in soliciting professional assignments, avoid false, misleading or exaggerated claims and shall refrain from comment or action that may injure the professional reputation, practice or services of a fellow member.
11. Members shall inform the Board of the Institute and/or the relevant State/Territory Council(s) of the Institute of evidence purporting to show that a member has been guilty of, or could be charged with, conduct constituting a breach of this Code.
12. No member shall intentionally injure the professional reputation or practice of another member.
13. Members shall help to improve the general body of knowledge of the profession by exchanging information and experience with fellow members.
14. Members shall act in accord with the aims of the Institute, its regulations and policies.
15. Members shall not misrepresent their status through misuse of title, grading, or the designation FPRIA, MPRIA or APRIA.

Adopted by the Board of Directors on November 5, 2001 and amended on 15 July 2009, this code of ethics supersedes all previous versions.

(PRIA 2015)

Appendix C – survey

Transgender Awareness

1. + Add Page Title

1. What is your gender?

- ☐ Female
- ☐ Male
- ☐ Other

2. Are you aware of the lesbian, gay, bisexual, transgender and intersex (LGBTI) community?

- ☐ Yes
- ☐ No

3. Specifically, are you familiar with the transgender community?

- ☐ Yes
- ☐ No
- ☐ Somewhat

4. Are you aware that transgender people suffer more emotional and physical abuse than gay or bisexual people?

- ☐ Yes
- ☐ No

5. Have you, or anyone you know experienced physical or emotional abuse due to their gender orientation?

- ☐ Yes
- ☐ No

6. Would you be comfortable with a transgender person using the same bathroom facilities as you?

- ☐ Yes
- ☐ No
- ☐ Maybe

7. Do you think transgender rights differ from gay or bisexual rights?

- ☐ Yes
- ☐ No

8. How much transgender advocacy have you witnessed from your university in the past year?

- ☐ No amount
- ☐ Low amount
- ☐ Average amount
- ☐ High amount
- ☐ Unsure

9. How much transgender advocacy have you witnessed from the Queensland government in the past year?

- ☐ No amount
- ☐ Low amount
- ☐ Average amount
- ☐ High amount
- ☐ Unsure

10. When do you believe transgender advocacy should begin in Queensland?

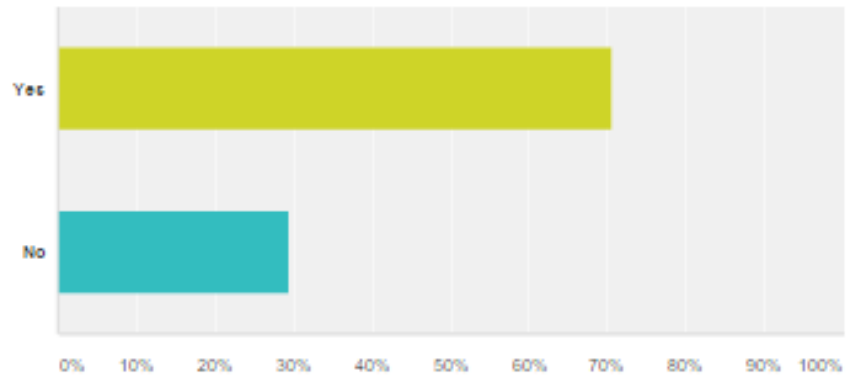
- ☐ Pre-school/prep
- ☐ Primary school
- ☐ Middle school
- ☐ High school
- ☐ University/TAFE

Appendix D – Survey results



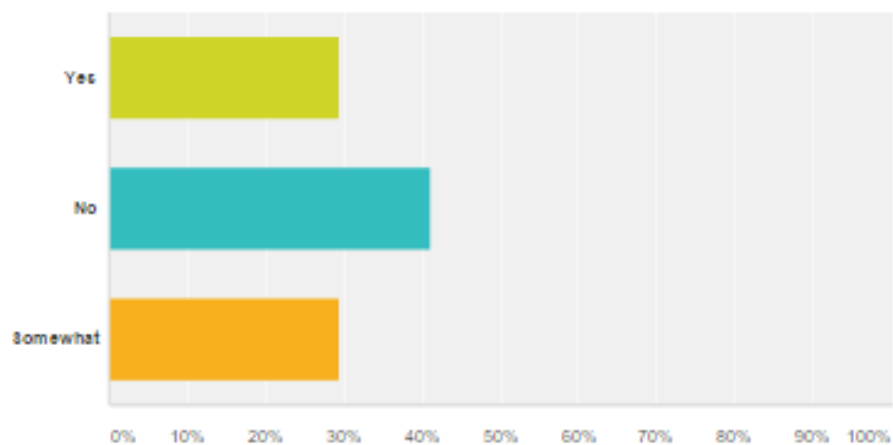
Are you aware that transgender people suffer more emotional and physical abuse than gay or bisexual people?

Answered: 17 Skipped: 0



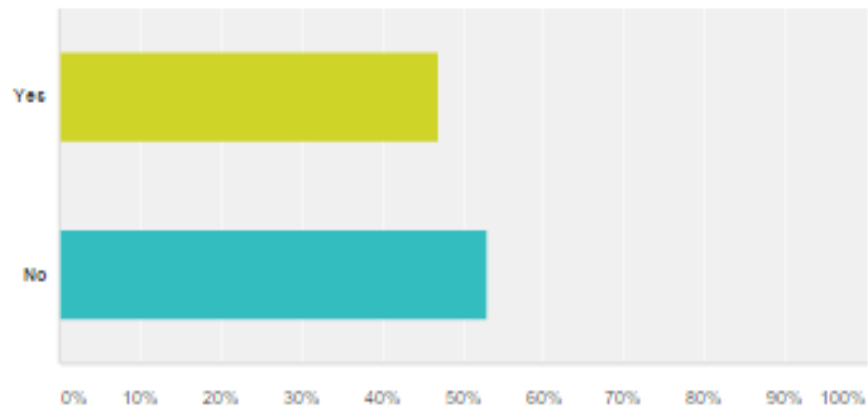
Specifically, are you familiar with the transgender community?

Answered: 17 Skipped: 0



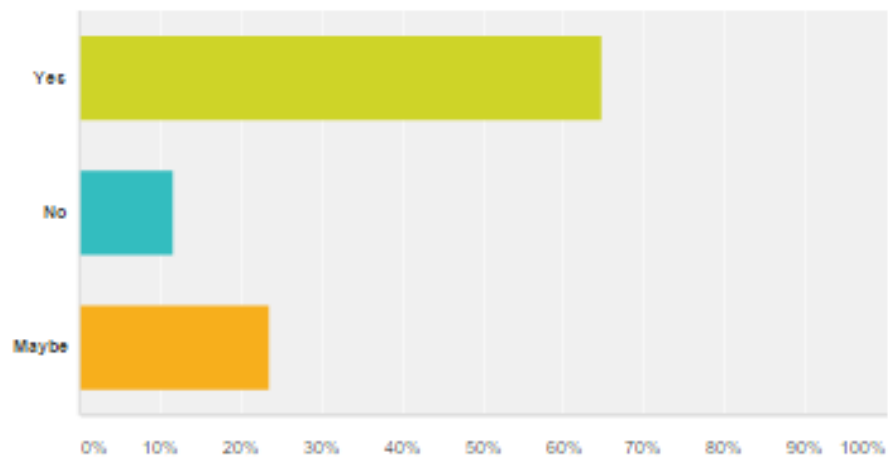
Have you, or anyone you know experienced physical or emotional abuse due to their gender orientation?

Answered: 17 Skipped: 0



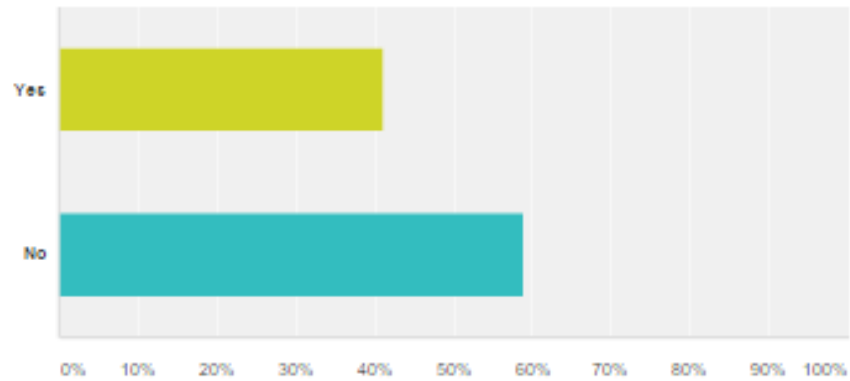
Would you be comfortable with a transgender person using the same bathroom facilities as you?

Answered: 17 Skipped: 0



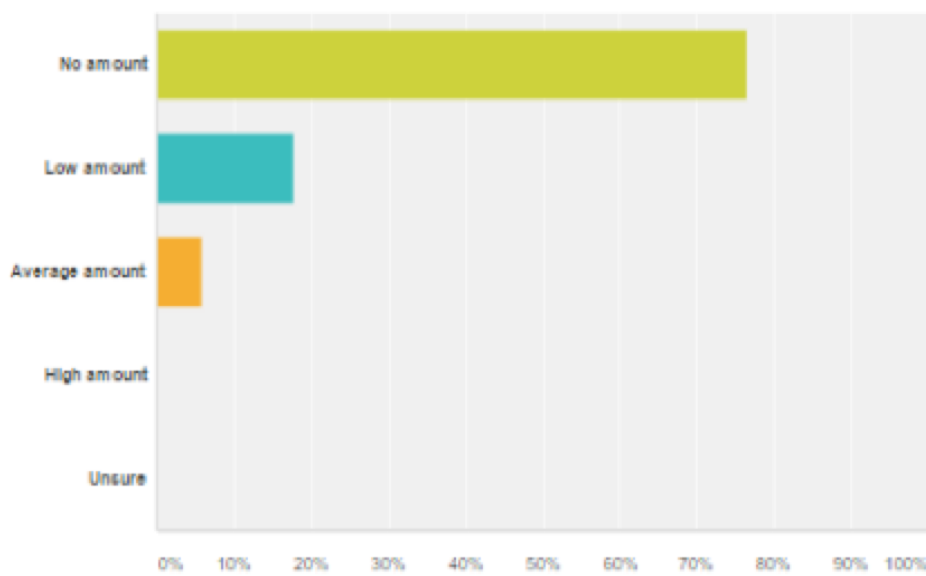
Do you think transgender rights differ from gay or bisexual rights?

Answered: 17 Skipped: 0



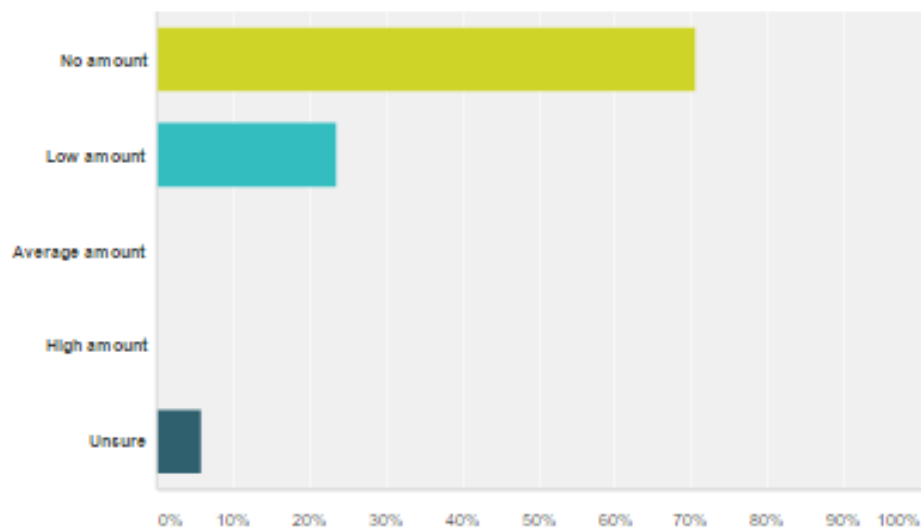
How much transgender advocacy have you witnessed from your university in the past year?

Answered: 17 Skipped: 0



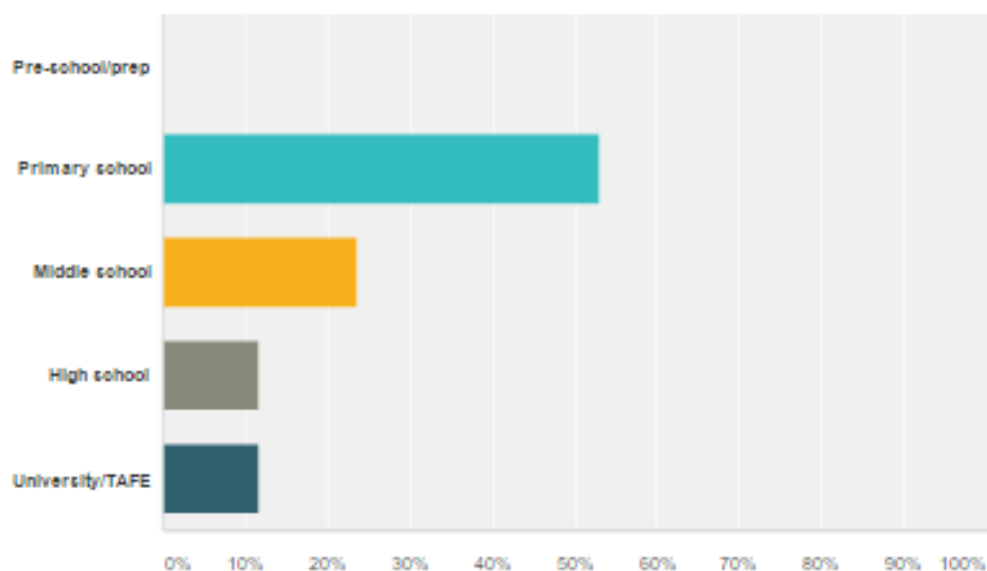
How much transgender advocacy have you witnessed from the Queensland government in the past year?

Answered: 17 Skipped: 0



When do you believe transgender advocacy should begin in Queensland?

Answered: 17 Skipped: 0



Appendix E – Loose/open-ended questionnaire

Do you know anyone who is transgender?
Have you heard of the LGTBI community? Do you know what it stands for?
What was your opinion of this community the first time heard about it?
What do you think it means to be transgender? Is it more than just being confused?
Do you think people are born transgender or does it develop?
Do you think their concerns or rights are the same to LGBTI?
Why do you believe they're grouped together?
Do you feel transgender people have more prejudice, ignorance and/or bigotry directed towards them than gay or lesbians?
How do you think society would benefit? After all, we are planning an accepting society outcome.
Does the media exemplify a different persona of this community? Distort, misrepresent, send the wrong message?
Has Caitlyn Jenner influenced your views on transgender people?
Have you heard about transgender people using the bathroom they assign themselves too, do you agree? Bathrooms?
Where's the line with Olympians competing?
What would be a good step towards acceptance?
Have you ever heard of the Government advocating for transgender rights?
Do you believe Australia is progressive enough to accept, or to support/ advocate for this community?
When should transgender education begin?
Would you want to support the transgender community if the university did hold awareness day, or a campaign run within Qld?
Do you think it would help for the Queensland Government to start advocating for transgender rights?
What steps would you like to see to get people involved?
Any other topics you want to bring up?

Appendix F – Focus Group 1 Transcript

(8/09/2016)

- 4 participants

- *Italics for reactions to questions*

Moderator: Do you know anyone who is transgender?

All: No

All participant shaking their heads in agreement

Moderator: Have you heard of the LGBTBI community? Do you know what it stands for?

Person 1: I know what it is, bisexual, lesbian, gay, transgender and intersex?

Person 1 leans forward, gesturing with their hands to show their point.

Person 2: I just didn't know about intersex

Confused expressions regarding intersex

Moderator: What was your opinion of this community the first time heard about it?

Person 1: I heard about through Miley Cyrus on Instagram

Participants laughing at the mention of Miley Cyrus

Person 4: It seems like a community trying to support each other, not something that I participate in or know much about, I guess it's just about the support and trying to come together.

Person 4 leads the conversation, causing the other participants to agree with the statement

Moderator: Has it changed? How and why do you feel different, or the same?

All: No

All shaking heads

Moderator: Have you heard of a support group?

Person 3: No

Person 4: Just the uni one.

Person 1: Is there a uni one?

Person 1 raises eyebrows in confusion, leans forward in their seat

Person 4: I've just seen some posters around

Person 3: You wouldn't know where to go if you needed help

All participants display downfallen expressions at this statement. Lowering their eyes in contemplation

All: Yeah

Moderator: How positive/negative do you feel these groups are or could be to the cause? Why?

Moderator: When you hear the word 'transgender' what comes to mind?

Person 2: Not feeling right, wanting to be someone else

All: Yeah

All nodding heads in agreement

Moderator: What do you think it means to be transgender? Is it more than just being confused?

Person 2: Not feeling comfortable in your own body

Person 4: The inside not matching the outside

Moderator: Do you think people are born transgender or does it develop?

Person 1 & 2: Born like that I think

Persons 3 and 4 showing their agreement by nodding their heads

Moderator: How much do you know about what it means to be transgender?

Person 4: People try and push it aside, it would be a confusing process for them

Person 4: I think it would be difficult for people who are unaware, like myself, to understand what they go through. You can support and being caring...

Person 1 interrupting. Person 2 leans back into their chair, crossing their legs

Person 1: You can support and be caring but you really don't know unless you've done it

Person 2: Yeah

General nodding from the group in agreement

Moderator: When do you think they're labelled as transgender? Dressing differently? Gender confirmation surgery, hormone replacement?

Person 2: Like when they start taking hormone pills?

Person 1: Just them saying or feeling that they are is enough

Person 3: Feeling trapped in the wrong body, even before any changes happen

Moderator: Do you think their concerns are the same to LGBTI?

Person 2: I think it would be more difficult than just being gay

All: Yeah

Moderator: Why do you believe they're grouped together?

Person 2: I think when it's not you experiencing something you just don't think that it's something that needs to be changed, everyone doesn't think about it because it doesn't affect their everyday lives.

Person 2 dominates the discussion, leaning forward in their seat to show other participants they will answer the question

Moderator: Do you feel transgender people have more prejudice, ignorance and/or bigotry directed towards them than gay or lesbians?

All: hesitate. Slightly leaning back into their chairs in submissive manner

Person 4: I don't really know

All: Yeah

Moderator: Are you aware this does happen?

All: Yes

Person 1 and 3 with crestfallen expressions, indicating empathy and sadness towards the realisation the above statement is true

Moderator: How do you think society would benefit? After all, we are planning an accepting society outcome.

Person 4: Yeah

Person 3: It would break barriers

Person 2: Make it more known, raise awareness as well so people aren't overlooking it all the time

Speaking participant's expressions morph into happier expressions from the previous question

Moderator: Does the media exemplify a different persona of this community? Distort, misrepresent, send the wrong message?

Person 4: I think it's important for people to be educated and knowing all the facts not just taking on someone else's opinion

Person 2: I guess that's what everyone is taught from, we see that one influential figure and that's what we go from

At the mention of the media, person 4 and 2 lean forward, person 3 pulls eyebrows together in annoyance, specifically when the moderator says distort and represent.

Moderator: Has Caitlyn Jenner influenced your views on transgender people?

Person 3: When Caitlyn Jenner first came out I thought it was a hoax

All: Yeah

Person 4: I think the celebrity Kardashian background didn't help people believe her at first

Other participant agrees by nodding

Person 2: Yeah well she wrote a whole book about it and won Woman of the Year and just went on and on about it

Person 3: And then she wanted to go back to being a man or something

Person 2: She's not a true representation of transgender

Person 4: I think if I was someone who was transgender and I was watching her show I would be horrified

Person 2: It was too glamorized and everything

Person 3: They used it for profit basically

All: Yeah

Body language of all participants becomes more open as they state their answers

Moderator: Have you heard about transgender people using the bathroom they assign themselves too, do you agree? Bathrooms?

Hesitated to answer

Person 2: It's really hard because you don't know what they're going through, you can only guess

Moderator: Where's the line with Olympians competing?

Participant 2 and 3 were reluctant to answer

Person 4: That's very complicated that topic, I mean you want acceptance but where's the line?

Person 3: Yeah I think that's not right

Person 2: Males are generally stronger, faster

Moderator: What would be a good step towards acceptance?

Person 4: I think just straight up education

All: Yeah

Person 4: I just think that would make the biggest difference

Moderator: Do we need more accurate movies/media?

Person 4: More movies, kids' books would be good, kids learn from what they see

Person 2: Yeah more kid's movies

Person 4: It shouldn't be something that kids can't watch, it should be all ages

Moderator: Have you ever heard of the Government advocating for transgender rights?

All: Not really

Moderator: Do you believe Australia is progressive enough to accept, or to support/advocate for this community?

Person 1: Well other countries can do it so why can't Australia?

All: Yeah

All participants nod their heads in agreement

Person 3: We have the same age groups

Person 4: I think this is the first generation where if you push for something you start to break through, already there is a level of acceptance that wasn't there, 10, 20, 30 years ago so this is probably a better time to start pushing for more acceptance here

Person 1: Stereotypes are bigger here in Australia than places like Europe, so that also plays a part

Moderator: How do you think Australia compares to the rest of the world?

Person 4: I think it's concerning that gay marriage and stuff like that can't be accepted. I know we're trying to change that but it's just difficult to see a change when we can't change gay marriage rights after countries like America. I think this generation is doing a better job than the previous generations but there's still that struggle.

Body language from all participants they agree with the statement, nodding heads and small murmurs of agreement can be heard. During person's 4 judgment, participant 2 and 3 express their annoyance by pulling their eyebrows together, specifically when person 4 articulate the lack of acceptance of gay marriage.

Moderator: Do you agree with starting education with higher education / uni students?

Person 4: Absolutely, it seems to be the age group where most people are struggling for acceptance

Person 4 nods their head, straightens their back to show their passion. This action instigates the other participants to nod their heads.

Person 3: It would help people spread education further down the line to other generations and younger students

Moderator: Would you want to support the transgender community if the university did hold awareness day, or a campaign run within Qld?

Person 2: I probably don't care about it enough because I don't know anyone...

Person 1: Yeah I think if you knew someone you would

Person 2: No one really cares about it enough and that's why education is so important, like in my everyday life it's just not something I worry about because I don't know anyone

Person 4: Maybe it's about putting in the effort yourself and going to join some groups. I guess in primary school you're there they have to learn, educate kids about transgender and just say look this is something some kids have to go through

Moderator: Would you like to see a more accurate spokesperson?

Person 2: Someone who can give you the real deal, and just the shock of it

All: Yeah

Moderator: Do you think it would help for the Queensland Government to start advocating for transgender rights?

Person 4: Absolutely, that's something they are lacking on so absolutely much, I know compared to other issues we definitely need to discuss it at the moment.

Person 2: It would be better to hear about it from the Government than the media, something like a little email message or newsletter.

Moderator: What steps would you like to see to get people involved?

Person 3: Something little, like a group is too hard for most people to get involved so something simple they can see to help get them involved more

Person 1: Just something to show your support without having to join a group or do something major

Person 2: Once there is more education and everyone knows about it that would be a good time to make groups at uni or something more involved

Person 4: Well today is R U OK day and its just little things like that, I might see people wearing colour and grab a wristband and it just makes you think oh I didn't really think about that

Moderator: Any other topics you want to bring up?

Person 4: It's interesting that you brought this topic up because, you know, I've just always grouped them (LGBTI) all together

All: Yeah

Person 4: It's actually a really fair point, the different struggles that they go through physically and emotionally, and it's not just a difference in sexual preference, I think it's something that needs to be spoken about

Person 2: Yeah I think the biggest thing is just to normalise it all because the media and Caitlyn Jenner have just, you know, the first thing she do was go out and buy million dollar dresses an amazing wigs and photoshoots and no one can really do that.

Person 4: It's definitely also a mental game rather than just physical.

All: Yeah

Appendix G - Focus Group 2 Transcript

(15/09/2016)

- 4 participants

- *Italics for reactions to questions*

Moderator: Do you know anyone who is transgender?

Person 1: Yes, I have quite a few friends who are transgender or identify as gay/bi/lesbian all of that

Person 2: I work with someone, cousin's gay/bi

Person 3: No

Person 4: Yes, only one

Moderator: Have you heard of the LGBTI community?

Person 1: yes

Person 2: yes

Person 3: no but I'm from Germany so maybe it's an Australian thing

Person 4: same here

Moderator: How did you hear about the transgender community?

Person 1: I study journalism, it's always in the news and I need to be up to date with current affairs and I had a friend who actually covered the LGBTI flag raising so we were there for that

Person 2: probably social media, news, family as well like one of my cousins is um gay/bisexual so he does a lot of like awareness for it as well

Person 4: no response

Person 3: no response

Moderator: What were your first opinions?

Person 1: I think it's good, um in a way, I feel like the way that they communicated by grouping them together is like making them like we don't get grouped together and we're straight so why do we have to group them together. Why can't we just create awareness based on who they are? You know and not have to be like LGBTI as a group, why can't there be straight in there as well as a whole group. I think it's great but I don't think the message that

they're sending is the right way to do it, it's sort of discriminating and they have good intentions but I think there's a better way where we aren't excluded from them.

Person 2: I think when I first heard about it I was quite young so I didn't really understand it, as I've grown older I understand it but with them all grouped together they have more power, there's a louder voice instead of just being single separate groups, people would probably ignore it.

Person 3: There's probably a group similar in Germany but I don't know it

Person 4: no response

Moderator: Do you think the community has developed recently?

Person 3: I think they've found their voice finally, society are accepting that people are different and that it's ok

Person 1: They've definitely become louder about it, more socially acceptable to come out, even in TV shows its more common.

Person 2: have to differentiate between transgender and gay people, to be gay today is really normal, it's not a big issue.

Person 4: Agree with 3

Moderator: Do you feel transgender people have more prejudice, ignorance and bigotry directed towards them than gay or lesbians?

Person 1: I don't think so, not that they have mentioned or seen. From the transgender people I know they're happy, they don't really care what people think about them. They just do them.

Person 2: I think people don't notice, it's not a big deal anymore, it doesn't stand out

Person 3: I agree, it's not a big deal to be gay, but it's different for transgender.

Person 4: I think for transgender people it's worse than for gay people

Moderator: Do you think enough advocacies are directed towards this community?

Person 1: I think it's all grouped in the one category, I don't think they've really pushed the idea of this as much as the LGBTI community, see things on 60 Minutes or Current Affair

Person 2: The main thing I've seen is on Facebook, where the young girl has always felt like a guy has finally got the hormone injection and she's so excited.

Person 3: I can't think of any in Australia, we do have some in Germany though

Person 4: No, not that I saw in Australia

Moderator: Are you aware of the rights/ specific struggles Transgender people go through?

Person 1: So no, because it doesn't affect me at all but I suppose now that it's brought up in conversation for a person going through it it's different, like would they use a girl's bathroom?

Person 2: I don't know the laws around transgender

Person 3: Not really don't know the law, or the sex they follow these by.

Person 4: no response

Moderator: If you knew that a transgender person was using the same bathroom/ facilities as you, how would that make you feel?

Person 1: Personally would have a problem with it, as a female going to a female toilet there are cubical, would have to be all cubical, not trays

Person 2: unsure how it would be taken girl going into male bathroom, bring out UNI-sex toilets. A guy who is identifying as a girl I would be more than happy for them to use the bathroom, it should be fine, is it opening it up though to other guys coming in.

Person 3: what's the official gender and how it affects them, it's not a big issue, anyone of use we wouldn't wonder what was happening or if he was a boy or girl

Person 4: think it's a normal thing, if they identify as a woman they should be treated like one

Moderator: What do you think it means to be transgender? Is it just dressing differently? Has it changed?

Person 1: I don't think if someone decides to wear different clothes they're automatically transgender, if they want to identify then that's fine, but it doesn't automatically make them transgender. Girls wear boy associated clothes tracksuits etc. all the time but it doesn't make them transgender.

Person 2: it's more freedom of fashion, just because you wear opposite sex clothes doesn't mean transgender

Person 3: You can see if someone is transgender, it's just how he or she feels, where they are and who they want to be. It doesn't matter what stage in the process they are but just how they feel.

Person 4: My friend for her it's about short hair, boy clothes, bras where you can hide boobs, plastic surgeries

Moderator: Does the media exemplify a different persona of this community? Does it distort, misrepresent, or send the wrong message, what is your opinion on Caitlyn Jenner?

Person 1: LGBTI have her as an idol, lots of controversy, unrealistic view for the situation, can't relate to it at all, completely different for everyday people, needs a more relatable person

Person 2: very confused, you could see him being transgender a while ago, I don't think he's the best option, he says a lot of stuff, he has the money others don't, it's different, you need everyday person as an idol not someone who has money to throw around, high profile, made it more acceptable but isn't great role model

Person 3: big PR issue, it doesn't seem real, emotional parts of that change should change more, more about his looks,

Person 4: promotional image for him, big decision to change, don't change it back

Moderator: Do you think a government body would be better?

Person 1: I don't think either; a lot of people just see the government as corrupt as well. So it depends on the media, you need someone honest and truthful, not just telling you what you want to hear

Person 2: so much money to put in just for same sex marriage, if it's that difficult for them to make marriage equal how will they go about transgender.

Person 3: me too

Person 4: no comment

Moderator: Why do you think Transgender community is grouped together with the LGBTI?

Person 1: I agree with 2, LGBTI is already established starting a new campaign just for transgender people would take a lot longer, it won't make as much excitement because they've just slipped into it, but will hopefully cause more acceptance

Person 2: I think it was good as LGBTI is already an established community; a group of voices are stronger than one individual group

Person 3: I totally agree, in Germany as well the transgender community is very small, we don't need to raise awareness for the gay and lesbian community so we should focus on transgender

Person 4: agree with 3

Moderator: Do you think the community does need more awareness? Have you heard of anything being done around university?

Person 1: no, if they follow the same steps as gay/bi I think they would be successful, maybe a pop up stands at uni days

Person 2: no, I definitely think they need to do something, so much gay and lesbian but no transgender

Person 3: no

Person 4: no

Moderator: How positive/negative do you believe the government campaigns have been

Person 1: it's a negative view on it, campaign shows violence, could cause transgender people to be scared to come out by campaigns

Person 2: fear factor would be ok

Person 3: Government is the wrong people to hold campaign

Person 4: needs educate people more first

Moderator: What age should people be educated on the transgender community?

Person 1: should start at sexual education, children are getting more curious all the time, education needs to be younger, keep up to date, exposed to internet, TV and movies

Person 2: should start in primary school, teaching kids its ok, but parents may break it down and disagree with them

Person 3: in Germany it's in primary school, GR 3, should start early, if not early they will have to get info from internet which more than likely will be wrong info, it's about process, if kids are taught it in school once they're parents it will be passed down to their kids

Person 4: no response

Moderator: Is Australia socially ready for this campaign?

Person 1: yes, were growing constantly, we'll accept it now or we'll accept it later, later will lead to more bullying, needs to be now, need to communicate with transgender people to know what's ok and not

Person 2: now, met a few transgender people but not educated don't know how to phrase it, work with someone who's in the process; don't know whether to call them her or him.

Person 3: no point when society is ready, never too early, Australians are very open and welcome, seen many transgender people since being here

Person 4: I agree

Appendix H – Mock Billboard



Appendix I – Mock Poster



Appendix J – Mock Merchandise



Appendix K – Mock Facebook Page

