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Australian brands ignore up to 800 thousand gay and lesbian parents

A STUDY BY GAY PARENTS AUSTRALIA has revealed that there could be as many as 800 thousand gay and lesbian parents and parents-to-be living in Australia.

Gay Parents Australia, an organisation that is creating a new national online network for gay and lesbian parents, has undertaken a review of existing data from a number of Australian studies to arrive at the figure of almost a million people.

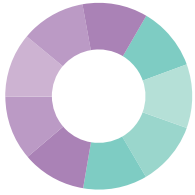
Gay Parents Australia CEO, Rebecca Madsen, said, 'Gay and lesbian people are far more likely to self-report their family status to familiar gay-friendly organisations – therefore making Census data inherently unreliable. Brands need to know that that if they're not including same-sex headed families in their marketing strategies, they're effectively ignoring almost a million people.'

Ms Madsen said that gay and lesbian parents are just like other parents in many ways, but they do have unique requirements when it comes to things like fertility services, maternal health services, family law and estate planning, education priorities, lifestyle and family-friendly leisure activities. She said that many lesbian mums and gay dads find it extremely difficult to source service providers that understand and can accommodate the subtle differences that their family structures present.

'There are literally hundreds of support groups, networking associations and brands madly competing for the attention of heterosexual mums across Australia, but those specifically servicing lesbian mums and gay dads on a national scale is close to zero. Gay Parents Australia is aiming to change that.'

'As far as we know, Gay Parents Australia is creating the only destination that allows this growing community to all connect together in the one place from anywhere, anytime – online,' Ms Madsen said. 'We're making it possible for relevant brands and service providers to talk directly to this highly niche market for the first time.'

END



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