

## Thomas Grainger They/Them

<b>Lived MG DNA.</b>	<b>Governance</b>	<b>Finance/Accounting</b>	<b>Human Resources</b>
4 - Extensive	2 - Competent	3 - Advanced	3 - Advanced
<b>Risk Management</b>	<b>Arts/Event Sector</b>	<b>Legal</b>	<b>Business Strategy</b>
2 - Competent	2 - Competent	2 - Competent	2 - Competent

SGLMG means a lot more to me than a celebration of LGBTQ+ communities in Australia and beyond. It was the event that signified my sense of belonging as a non-binary gay man, who struggled accepting themselves throughout their adolescence. I am seeking to join the Board to play an active role in shaping an Always On approach to Mardi Gras, and amplifying Mardi Gras' digital presence, yielding greater international penetration. I provide an informed and youthful perspective into Mardi Gras taking my experience being a producer, spectator, parade participate and sponsor. I am deeply passionate about Mardi Gras' legacy and role in being a beacon of hope in our continual fight for equality for all LGBTQ+ Australians and beyond.

Over the past decade, I have actively contributed to Mardi Gras in many different facets. First as an avid spectator at the age of 17, to then a parade participant as a youth officer for Wear It Purple, to producing the parade with SBS in 2016 as the Production Coordinator, to being the Major Sponsor Project Lead with TikTok; my experience with Mardi Gras runs wide and deep.

As the TikTok Community Marketing Manager, I hold a position in a technology company that is at the forefront of shaping culture and entertainment within LGBTQ+ communities. My advanced and intricate understanding of community engagement is reflected in my day to day role, as community is at the heart of what I do. I bring advanced skills in speaking to communities in both a nuanced and scaled manner, working directly with LGBTQ+ creators and partners both 1:1 in our LGBTQ+ council as well as on mass with our Pride Network, reaching 300,00+ TikTok users across Australia & New Zealand. I also bring a sophisticated and modern approach to digital marketing, reflected in my career within the creative advertising industry, before taking on my previous role at TikTok managing programmatic advertising within our Sales and Business Development unit.

I have experience in governance, leading TikTok's PrideTribe employee group as the President for over 12 months. I have excellent stakeholder management and negotiation skills, with a background in sales and account management. This has included running key accounts that have a lengthy relationship with Mardi Gras, such as Destination NSW. This has included managing large financial budgets, cash flow, project management and resource allocation. This year I was awarded the B & T 30 Under 30 Award for Project Management. I also have a strong background in event management for large Australian events, including the likes of Tropfest.

At the heart of SGLMG are the people, and I have advanced interpersonal skills required when dealing with a broad range of communities and identities. I am very much entwined with the community. I am a Drag Queen, intermingling with a broad spectrum of the community and performing for a number of fundraisers and industry events run by ACON, Out for Australia, Wear It Purple and Black Rainbow.

### **LGBQTIA+ alliances**

SGLMG | Wear It Purple | PrideTribe | TikTok Pride Network | Rainbow Health Victoria



Pronouns: They/them

## SKILLS SUMMARY

- Project Management
- Digital Marketing
- Budgeting and Financial Management
- Community building & engagement
- Event management
- Process Improvement

## AWARDS RECEIVED

- 📖 B & T 30 Under 30 Award - Project Management (2021)
- 📖 Media Talent of the Year (2017)
- 📖 UTS Equity Award (2016)

# THOMAS GRAINGER

## SGLMG LIMITED BOARD RESUME

### PERSONAL PROFILE

I currently hold the position of Community Marketing Manager for TikTok Australia and New Zealand, including the strategy for community engagement across LGBTQ+ creators, our extended Pride Network, LGBTQ+ council and partners. I am also the president of TikTok's PrideTribe. I have been a drag queen for six years.

### WORK

#### Mardi Gras

- 2017 Mardi Gras Production Coordinator - produced broadcast with SBS over 4 month period.
- TikTok Project Lead - oversaw all elements of TikTok Mardi Gras Partnership including community engagement #JoinOurFloat, float development, TikTok Mardi Gras party.

#### Profession & Community

- President of PrideTribe - TikTok Australia and New Zealand's LGBTQ+ official ERG.
- Oversee TikTok's LGBTQ+ inclusive practices, education and events such as: IDAHOBIT Day, International Coming Out Day, Wear It Purple Day
- Designed, implemented and oversee TikTok's Creator Pride Network of 300,000 creators.
- Run TikTok's LGBTQ+ council and LGBTQ+ collective.
- Project contributor to TikTok's implementation of pronouns both internally and on platform.
- Currently undergoing Rainbow Health Victoria's Rainbow Tick training on behalf of TikTok.
- Featured in Get Up Australia's Marriage Equality Campaign.
- Co-hosted and organised Wear It Purple Day in partnership with WIP Board. This included a bespoke awareness campaign on TikTok #StartTheConvo.
- Facilitate investigations into inclusive practices on platform with our Trust and Safety team with partners such as Minus18.

### LIVED EXPERIENCE & VOLUNTEER ROLES

#### Mardi Gras

- I have participated in each Mardi Gras since 2010 and marched in the parade since 2016. This includes volunteering for NFPs such as Wear It Purple as a parade youth officer.

#### Community

- Drag Queen for six years having performed at a number of community fund-raising events for Black Rainbow, ACON and Wear It Purple. I have also performed for wider organisations such as Out for Australia and Publicis Groupe Égalité.
- Drag Host for community events such as TikTok Mardi Gras Party, including a discussion panel on Transgender Visibility.
- Ambassador - Calli Pride Mardi Gras 2021, in partnership with Wear It Purple.
- Ambassador - Volley Australia Wear It With Pride Mardi Gras 2021.