PrideCup Handbook

Version 2.0

A guide to run a Pride Cup
In any sporting club,
In any code,
At any level,.

pridecup.org.au
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Foreword

Inclusion is a vital ingredient in creating a healthier future for all Victorians. A future galvanised by the foresight of Jason Ball at the first Pride Cup in 2012.

VicHealth has supported the Pride Cup since those early days and I'm thrilled to see how it's become a national celebration of gender diversity and acceptance.

One great example of this is the AFL's annual Pride Game between St Kilda and the Sydney Swans.

Our aim is for every sport to embrace inclusion in the same way.

We recently funded initiatives to build respectful environments for players, staff and spectators through Football Victoria and Cricket Victoria. And, with the help of this toolkit, we'll continue to work with local sports clubs across Victoria to make everyone feel welcome.

Dr Sandro Demaio
VicHealth CEO

Sport has a unique power to change hearts and minds, and Pride Cup Australia continues to leave a lasting impact in sporting clubs all over our country.

As Commissioner for Gender and Sexuality, I've had the pleasure of doing the coin toss at Pride games for Australian Rules Football, soccer, netball and water polo. I've even dropped the puck for ice hockey! On every occasion I've witnessed how celebrating LGBTIQ inclusion brings communities together and has a profoundly positive impact on players, spectators and officials.

I'm incredibly proud that this movement began in Victoria – the equality state – and I look forward to more clubs spreading the message of inclusion and diversity as Pride Cup Australia continues to grow.

Ro Allen
Commissioner for Gender and Sexuality

The St Kilda Football Club is enormously proud to support Pride Cup Australia.

From humble beginnings with a regional football club bravely tackling homophobia, it has grown to inspire the now annual St Kilda Pride Game in the AFL fixture.

Sport is a wonderful vehicle for belonging and social inclusion and one that should be available to everyone. Helping clubs and leagues around Australia stage their own Pride Cups will ensure this important movement for LGBTIQ inclusion in sport continues to gather momentum. Equality is a key value at St Kilda – we were proud to be the first AFL club to march in team colours at Pride March and are proud to stand shoulder to shoulder with Pride Cup as it expands across the country.

Matt Finnis
CEO St Kilda Football Club

Message from Pride Cup Australia

We dedicate this handbook to the many communities whose Pride Cups have inspired us in ways we could never have imagined when we were kids, struggling to come to terms with who we were in the world of sport.

What started as a 50 metre rainbow line on a country footy ground has grown into a movement that transcends sport. It's become a powerful symbol of hope and acceptance, making a lasting impact far beyond football ovals and netball courts.

Pride Cup was born in Victoria and its message of equality for all has been brought to life in ways that have encouraged communities to grow together and continue to inspire well beyond the event.

We saw our message in the stunning rainbow wings mural painted by a local artist on the side of the post office in Yarra Glen's main street.

We saw it in the stories of LGBTIQ people who had grown up feeling isolated in their hometown of Hamilton, Western Victoria, returning to be greeted with rainbow messages in every shop window.

And we saw it in Traralgon, Gippsland, when the local power station lit up its cooling towers with rainbow lights providing a potent display of acceptance for anyone driving into the town.

Sporting clubs are the heart of local communities and when they show leadership it has a powerful ripple effect. Pride Cups have harnessed the media spotlight, putting LGBTIQ people and our allies on the front page of regional papers like no other event.

More towns across Australia are eager to bring the rainbow to their club and we're ready to help them. We founded Pride Cup Australia to offer resources and education to empower those communities.

In this handbook we've packaged the lessons, insights and personal stories from over 50 Pride Cups around the country to help elevate this movement to a permanent place in our national sporting landscape.

Our vision is a world where LGBTIQ people feel included and welcome, and we believe that sport has the power to help get us there. Thank you for joining us on this journey.

Pride Cup Australia

PrideCup

WE ARE Pride Cup

What is Pride Cup?

Pride Cup began as a powerful gesture of mateship in a country footy club and has grown into a national movement for change that unites communities.

This celebration of diversity is transforming the sporting landscape through marquee rainbow-themed fixtures – the universal symbol of lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ) pride – sending a clear message that everyone is welcome in sport.

Sporting clubs are the beating heart of local communities and everyone should be able to participate and benefit from the connection and belonging that comes with being part of a team. Sadly, research has found that many LGBTIQ Australians feel locked out of the games they love because of discrimination and abuse.

Pride Cup bridges this gap by offering a visible display of hope and acceptance to LGBTIQ players. Pride Cup provides hands-on education to help players, coaches and officials to create inclusive sporting environments.

Pride Cup strengthens clubs, brings communities together and creates ripple effects far beyond the playing field.

In 2019, Pride Cups were being held in association with over 155 community sporting clubs around Australia! To ensure all of these events were successful and getting the support they needed, Pride Cup Australia has created this document.

In 2019, CEO's from 15 of Victoria's state sporting organizations signed a Pledge of Pride to show commitment to LGBTI+ inclusion in their sports.

Pride Cup's Roots

When Jason Ball publicly came out as gay in 2012, his teammates from the Yarra Glen Football Netball Club wanted to show him that they had his back. This act of true mateship became the spearhead of a national campaign to tackle homophobia and transphobia in sport.

This bold team from country Victoria came up with the idea to stage a Pride Cup. They themed one of their home games around celebrating diversity and inclusion, with players wearing rainbow jumpers and the 50 metre lines painted in rainbow colours.

It was an event that galvanised the entire community and became the inspiration for the now annual AFL Pride Game (first played between St Kilda and Sydney in 2016) which saw Melbourne's Etihad Stadium transformed into a sea of rainbows.

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Since hitting the national stage, communities across Australia have joined the movement, with Pride Cups being staged in a wide range of sporting codes, by clubs in Victoria, South Australia, NSW and Queensland.

By 2019 Pride Cups were being played by over 155 clubs throughout Australia. What began as an act of mateship in Yarra Glen, has now become an Australia wide movement encompassing thousands of Australians, reaching the lives of millions of people worldwide through social and mainstream media.

Why Do We Need Pride Cup?

Sport brings people together, forging social bonds and providing significant mental and physical health benefits. But discrimination remains a major barrier to participation for LGBTIQ people.

Being part of a sporting team has wide reaching benefits, from a personal level to a community level.

Research shows that:

- 80% of Australians have experienced or witnessed homophobia in sport, including slurs such as 'faggot' or 'dyke'.
- 75% believe openly gay spectators would not be safe at a sporting event,
- A staggering 87% of young gay men and 75% of young gay women remain in the closet while playing sport.
- Transgender and Gender Diverse Australians have some of the lowest rates of participation in sports due to the environment created.

Transgender, gender diverse and intersex people face unique barriers to participation in strictly gender-segregated sporting environments. This is perpetuated by transphobia, negative stereotypes and myths about how gender relates to physical strength and sporting ability.

The effects of this kind of exclusion can be profound, contributing to the disproportionately high rates of mental health issues and suicide among LGBTIQ people.

Pride Cup's powerful message of acceptance has been shown to reduce these feelings of isolation and bring LGBTIQ people back into sport by creating a safer, more inclusive environment.

The Pride Cup initiative for inclusion has also helped sports clubs around Australia become beacons of acceptance and diversity for their towns, creating ripple effects throughout their whole communities.

'I stopped playing footy because I routinely heard the words 'faggot' and 'poofter' on the field or in the stands and I was terrified of what would happen if my teammates found out I was gay. Years later, seeing players in rainbow jumpers at the Pride Cup moved me to tears. It was the first time in my life I felt like I belonged in the sporting world.'

Jason Ball
Pride Cup Co-Founder

What's In It For My Club?

Making your club more inclusive strengthens community bonds and makes your club more welcoming to a whole new base of supporters, players and volunteers.

LGBTIQ Australians make up approximately **15% of the population** and represent a significant proportion of your local community (that's almost 4.5 million Australians)

Many of these Australians don't feel safe or supported when part of a sporting club or league, often causing these players to leave the sport that they were so excited to once join.

Pride Cups have the ability to change those negative statistics and bring disparate communities together to form a united bond in demonstrating acceptance and inclusion.

Some Pride Cups have attracted crowds up to **four times** larger than a regular game. Many of these were LGBTIQ people who said they felt welcome for the first time at a community sporting event.

Larger crowds also provide greater potential for attracting sponsorship opportunities and an increase in visitors spending money on accommodation and hospitality, and in local retail stores. The possibilities of economic flow-on effect for the wider community is a welcomed side effect of Pride Cups!

Often because of the larger crowd sizes and the addition of a formal function to the game, most sporting clubs have reported a larger financial taking at the gates, bar and club fundraising activities during Pride Cups.

By taking a leadership role in developing these valuable relationships, your club will form stronger ties with local businesses, schools, media and local government.

This can help to build a more secure financial future for your club, as well as creating a welcoming environment for generations to come.

'Our supporters and players told us that Pride Cup was one of the best matches they'd ever been part of and it really brought the club together. We were blown away by the number of extra spectators we got on the day. To see same-sex couples holding hands on the boundary line for the first time made me so proud that our club had taken a leadership role in our league.'

David Kyle
Gippsland Pride Cup Organiser

Education

The power of the Pride Cup is in its potential to change hearts and minds.

Discrimination and hostility towards the LGBTIQ community often come from a place of ignorance, not hatred.

Education on LGBTIQ inclusion in sport can help break down barriers, smash stereotypes and make your club a more welcoming place.

Pride Cup Australia provides 30, 60 or 90-minute training sessions, which are best delivered before or after training for all participating teams in the lead-up to your event.

Using personal storytelling and real-life scenarios, and solid research, the education piece promotes understanding, and includes how to identify and challenge homophobic and transphobic language or behaviour.

These training sessions help your players, coaches, and officials become champions for inclusion.

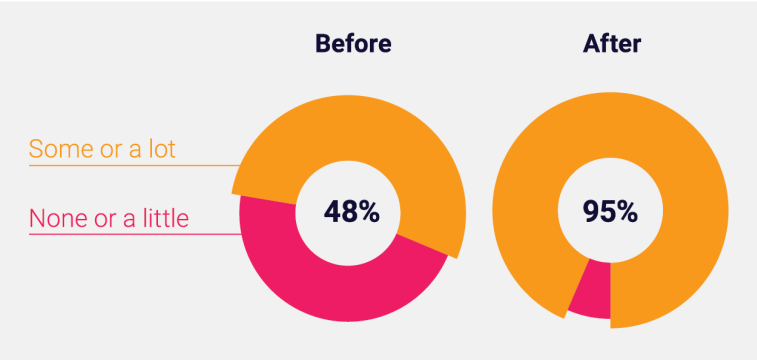
Ninety-minute sessions are offered for larger audiences or community forums.

Pride Cup players who have undergone this training report feeling more confident to intervene when overhearing homophobic language and are better equipped to make their club safer and more welcoming.

Over 250 players from 12 clubs completed evaluation forms following their Pride Cup education session. This image represents the increase in confidence they felt to intervene in homophobic behaviour.

Pride Cup Australia urges all clubs hosting a Pride Cup event to book in an evaluated education session.

To book your education session, please email info@pridecup.org.au



'Hearing first-hand about the harmful impact homophobic language can have on gay players and spectators was a real wake-up call for me as a coach and a father. The education that came with Pride Cup helped our players understand that they can make a difference. We're a better club for it.'

Dean De Munk
Coach, Yarra Glen Football Netball Club

PrideCup

WE ARE Diversity

Where To Start?

Your Pride Cup will reflect the unique character of your club and community.

This means that each Pride Cup is a bit different from the last, however there are some common guiding principles that will help steer your club through the process from conception to execution.

Using knowledge we've gained from Pride Cups all over Australia, we've put together some tips and ideas to help ensure your fixture is a success.

1 Get Organised

2 Set Goals

3 Recruit Volunteers

4 Find Sponsorship

Get Organised

Pride Cup is, above all, a celebration, with the capacity to educate and unite communities. But it takes a team of champions working behind the scenes to deliver results.

The most important first step is to put together an organising committee to share the load and reduce the risk of volunteer 'burnout'. Committee members can come from anywhere, but we recommend having representation from:

- Competing clubs
- Local council
- Local business owners
- Community leaders
- LGBTIQ organisations.

The Gippsland Roller Derby Pride Cup was created and run by their local LGBTIQ community organisation in association with the sports clubs.

Roles to consider include:

- Head organiser
- Community liaison
- Merchandise manager
- Communications director
- Chair to oversee proceedings

Getting the support of your local league can really help engage the wider sporting community, so you may want to invite a league representative to join the committee. Even if they can't be directly involved, make sure you keep them updated with your progress.

Set a timeline of tasks to be completed in the lead-up to match day. We recommend the planning process begin at least six months before the event.

The committee can meet once a month and then every fortnight in the final six weeks. Use email to stay in touch, and appoint someone to take minutes at every meeting, ensuring action items are delegated to named committee members and minutes are shared with the whole group, including those unable to attend meetings.

'The first year was a test for the board and the league. In year two we went in with a strong plan, we started organising earlier, we established a working committee, we involved both teams and we recruited volunteers. We felt like we were well prepared in year two and the results of the day confirmed that.'

David Cannizo
Former CEO, Southern Football Netball League

Set Goals

What do you want to achieve with your Pride Cup? Once your committee is assembled, the first task is to set clear goals.

It's important that your goals are specific, measurable, and realistic in order to boost your chances of meeting them. If your targets are clear, it will make it easier for you to measure your success in an evaluation process after the event.

Setting goals helps you understand and keep track of the successes you have made throughout the planning and delivering process of your event.

If you want more help about specific goals, ask prior hosts/ event organisers of Pride Cup by joining the Pride Cup organisers facebook group.

Example goals include:

- **Crowd size** – How many spectators are you aiming for? How will you attract them?
- **Fundraising targets** – How many new sponsors will be required to pay for the event? Will you need to raise money through catering or merchandise?
- **Media coverage** – What platforms can you leverage for publicity? How many views do you expect?
- **Social impact** – How many local LGBTIQ groups/individuals can you connect with? How can you ensure they feel included and welcome?

Recruit Volunteers

Volunteers are the heart and soul of Pride Cup.
From directing traffic in the car park to waiting tables at the pre-match function and being the biggest cheerleaders, you'll need a team of helpers to support the organising committee.

When recruiting volunteers, it's important they understand why the event matters. Share stories to capture why making your club a more inclusive place will benefit the LGBTIQ community and the wider club culture.

Members of your local community will have a range of skills that could be useful. Many are often willing to offer their time if given the opportunity.

Volunteer role examples:

- Promoting the event locally dropping fliers
- Decorating local shops
- Parking cars on game day
- Set up / pack up clubrooms
- Working on fundraising food stalls
- Rubbish pick up
- Serving food or drinks at pre-match events

The Yarra Valley Pride Cup recruited volunteers through a community information night, which was advertised on Facebook and through a letter drop to local homes and businesses. The club was able to match the skills of people who turned up to the meeting to appropriate Pride Cup tasks.

It is always important to remember that Volunteers will become part of your event, so make sure they value the event and its impact.

There are a few ways to recruit volunteers for your Pride Cup :

- Using Online services to promote your volunteer work, eg: GoVolunteer.com.au or Seek Volunteering

- Contacting local universities/schools to encourage placement students to be part of your event

'A critical part of our success was harnessing the skills of our players and supporters to help organise our Pride Cup. We had a social media and online marketing expert who ran our jersey auction online and set up a website to sell lunch tickets and raffle tickets, and we had a signwriter who volunteered to make signs and banners. There is likely to be a pool of talent at each club that could be tapped into if you put the word out there.'

Sally Crosswell
Head organiser, Gold Coast Pride Cup

Find Sponsorship

You don't need a huge budget to host a Pride Cup but getting sponsors on board can help cover your costs or even make a profit for your club.

We've found that the unique nature of the event opens up the potential for new major and minor sponsorship opportunities.

Attracting sponsors can be as simple as writing a letter to local businesses asking if they would like to be involved or tapping into your existing networks of friends and professional contacts.

Local residents who have a personal connection to the LGBTIQ community are often eager to show their support.

You can entice potential sponsors by offering opportunities for exposure including:

- Naming rights for the event
- Logo on the Pride Cup jumper or match ball
- Speaking slot at any pre-match functions
- Pull-up banners at function or as backdrop for media interviews
- Fence signage around ground
- Table for their staff and guests at function
- Logo on promotional posters/social media posts

See Appendix for an example letter to send to potential sponsors

Marketing And Promotion

Whether it's creating a 'buzz' on social media or attracting attention from TV, radio, print and online journalists, the key to attracting a crowd on the big day is promotion.

When deciding on a name for your Pride Cup, think about using the name of the town, district, or league that your game will be located in. If there is more than one Pride Cup in your area, it's time to brainstorm other creative ways that you can name your event.

You don't need to spend money on graphic designers or expensive branding. Once you register to host a Pride Cup via our website, we'll create a logo and produce a poster for you to use in marketing material.

Game Day Facebook Event

After registering your event with Pride Cup Australia at www.prideucp.org.au, Pride Cup will provide you with logos to use on your social media and collateral.

In addition Pride Cup Australia will create a Facebook Event for your event. We will make your club and the opposition team co-administrators so you can edit and invite guests.

. This makes sure that your event is placed onto our social media, website and monthly updates – boosting the visibility of your event to thousands of Pride Cup members across Australia.

Social Media

These days, more people consume information through social media channels than traditional media, so Facebook, Instagram and Twitter are essential ways to promote your event.

Things to remember:

- Keep posts succinct and use photos and videos rather than just text. Look at the Pride Cup Instagram page for inspiration (@pridecup)
- Create a Pride Cup hashtag on Twitter or Instagram and invite your followers to post their pictures and stories using the hashtag.
- Post regularly. People need to see content about an event several times before it clicks in their mind to investigate further.
- Make your content exciting and dynamic so people in your community want share it.
- Be consistent across all your social media channels and always use the Pride Cup logo in your posts.
- Personal stories change hearts and minds – post stories or short videos from players, coaches or community members about why Pride Cup matters.

The Kew Pride Cup invited their premiership player, Carter, to share their story of coming out as transgender and their experience of inclusion in the sport they love, while the SFNL posted a video series of local LGBTIQ members of the community sharing their stories of acceptance and inclusion.

Marketing And Promotion

Traditional Media

Local media outlets are always on the hunt for new and interesting stories. In many communities, Pride Cup is the first major LGBTIQ themed event in the area and this makes it a unique selling point for local newspapers, TV and radio.

The key to attracting media attention is to provide a fresh angle and to make things as easy as possible for the journalist.

Tips for getting media coverage:

- Get in contact with your local league or council who may have a media or marketing contact to help with writing a media release.
- Write a media release to distribute to TV, radio and local papers.
- Be sure to put the most newsworthy information at the top – including personal stories of LGBTIQ people linked to your club or any high profile guests appearing at Pride Cup – and be sure to include dates, times, location and links to social media accounts.
- Offer photo opportunities such as pictures of players or supporters in rainbow colours, and provide suggestions for people the reporter can interview including club officials, players or sponsors.
- If you are supplying your own images, use high quality photos with necessary credits and captions.
- Include Pride Cup dates and training times in your media release so local media can send a photographer if they want their own pictures.

Ask your local sponsors if they want to be involved in a photoshoot to help promote the event and if you're working with a large organisation, see if they have contacts within local media.

- Give the editor plenty of notice in the lead up to their print deadline.
- Ensure your players are aware of potential media coverage at training sessions so you can have a unified message and a full team turnout.
- Invite local radio stations to host an outside broadcast on game day.
- Consider hiring a professional photographer to capture the event. The images can be sent to media who could not attend.

See Appendix for an example media release to send to your local media franchises.

Overwhelmingly, Pride Cup receives support from local communities. However, there may be a small minority of people who are resistant to change. This is often an opportunity to educate and change hearts and minds, however if you do need help managing any tensions that arise, contact Pride Cup Australia for support and advice.

PrideCup

WE ARE Community

Game Day

There is no set way to stage a Pride Cup but visibility and inclusion are guiding principles to keep in mind when planning your event.

This is a celebration of diversity, bringing together communities who have traditionally not mingled. For some LGBTIQ people it may be the first sporting event they have attended, and for many sports fans – this may be their first Pride event! Having visible symbols of Pride sends a strong message that everyone is welcome at your club.

Rainbow Visibility

- Visible symbols of inclusion such as rainbow 50m lines, jumpers, socks, shoelaces, armbands, and goal umpire flags.
- Consider flying the rainbow flag above your club for the day.
- Pride Cups tend to culminate in one centrepiece game – usually the senior team – but try to include all men's, women's and junior teams and incorporate rainbow colours into their matches.

Carnival Atmosphere

- Think of ways to engage the whole crowd, beyond watching the match.
- Encourage families to attend by offering kid-friendly attractions such as face painting, jumping castles, or half-time sporting activities.

The Yarra Valley Pride Cup invited LGBTIQ sporting group Proud 2 Play to run inclusive sporting games for LGBTIQ young people and their families.

- Invite local LGBTIQ groups, health organisations and youth groups to run stalls promoting their services. Examples may include local headspace centres, local council groups and LGBTIQ support services.
- Corporate sponsors may want to run stalls and offer giveaways such as branded footballs, keyrings, or water bottles.
- Approach local businesses who may want to host stalls showcasing their products or produce.
- Food trucks from the local area are a great way to attract spectators. You may want to charge them a flat fee to offset any losses from your canteen.

This is a format that has worked for many Pride Cups, However there's a lot of ways you can run your own Pride Cup and individuality is encouraged.

Game Day

Pre-match Function

– Most clubs hold an information breakfast or lunch before the game to share stories, and educate the wider community on the importance of LGBTIQ inclusion in sport.

The Holy Trinity Cricket Pride Cup hosted a luncheon during game with guest speakers who shared their stories of inclusion in community sport and beyond.

– Think about your audience. Do you want it to be open to the public or invite-only?
– Guests could include representatives from other clubs in your league, LGBTIQ community members, sponsors, local business owners, school captains.
– Could you invite a high profile figure or well known local personality to MC the function or to be a key note speaker?

Opening Ceremony

– This usually takes place on the ground and is a way to engage the whole crowd in proceedings.
– Invite a local First Nations elder to give a Welcome to Country address to the community (include in budgeting)
– Include short speeches from club officials, sponsors, local celebrities or LGBTIQ members to help to set the scene for the day and outline Pride Cup's purpose.
– Invite a local singer to perform the national anthem as teams line up.

Trophy Presentation

– Presenting a Pride Cup trophy creates a great photo opportunity and a natural way to wrap up the day.
– Invite a high profile sports person or member of the LGBTI community to present the trophy.
– Consider also awarding a Pride medal to the best player of the day.
– Closing speeches are a great way to remind spectators of the impact the event has had and an opportunity to thank volunteers, players and sponsors.
– Some Pride Cups have hosted post - match functions after their trophy presentations, continuing the celebration with jumper auctions, live music and catering.

Merchandise

Rainbow & Trans themed merchandise for both players and supporters is a great way to show support for the LGBTIQ community.

No matter how big or small your budget, you can add a splash of rainbow to your Pride Cup.

From laces and scarves to flags, socks and beanies, Pride Cup Australia offers merchandise to suit your club's needs.

In 2019 Pride Cup Australia launched their Pride Cup Merchandise range, The Pride Cup merchandise range donates ALL proceeds back into running Pride Cups across Australia, meaning that by purchasing merchandise, you will ultimately be supporting the Pride Cup movement.

If you want to purchase rainbow guernseys for your teams, we have a licensing arrangement with major suppliers of sporting jumpers who will offer great rates for your events.

Head to the Pride Cup website to view the full range of merchandise – www.pridecup.myshopify.com

'Our players wore rainbow socks during the game and the socks we had left over we sold straight away to spectators and family members. To see everyone kitted out in their rainbow colours was such a special moment.'

Sally Crosswell
Lead organiser, Gold Coast Pride Cup 2018

Timeline Of The Pride Cup

Use the below checklist as a guide to see if you're on the right track when hosting your Pride Cup.

Pre-Game Day

- [ ] Download the Pride Cup Handbook
- [ ] Seek club approval to host a pride cup
- [ ] Touch base with your league or governing body to inform them about your pride cup
- [ ] Create an informal budget for the event (for more info email Pride Cup)
- [ ] Find an opposition team
- [ ] Form an organising committee
- [ ] Organise a marketing plan and contact your local newspaper and media outlets
- [ ] Have your first planning meeting with your organising committee
- [ ] Register your Cup at Pridecup.org.au to get free branding and a Facebook event
- [ ] Book in an education session via the Pride Cup website
- [ ] Order Merchandise via the Pride Cup website
- [ ] Contact local businesses and organisations to see if they will support your cup
- [ ] Look for local government grants that could be applied for
- [ ] Invite VIP guests to attend your events
- [ ] Invite local health and LGBTIQ organisations to come to your game
- [ ] Organise a welcome to country by contacting local elders/ indigenous organisations
- [ ] Paint your area rainbow and set up for the game day

Post-Game Day

- [ ] Host a post game celebration to celebrate the event and community
- [ ] Send out a post event evaluation & ask for committee feedback
- [ ] Start planning for your Pride Cup for next year
- [ ] Send thankyou letters to your volunteers, sponsors and guest speakers

PrideCup

WE ARE Inclusion

Pride In Any Sport

Pride Cup may have started in a country football club, but the founding principles of inclusion, acceptance and diversity are universal and can easily be applied to any sporting code.

There is also no 'right' way to show your club's support for the LGBTIQ community. Sporting clubs and leagues have adapted their events to suit the unique attributes of their code, ensuring sure they have the greatest impact while still sitting within the Pride Cup model.

Some examples:

Water Polo

Water Polo Australia hosted their inaugural Pride Cup in 2016. Held during Melbourne's Midsumma Festival, which celebrates arts and culture within the LGBTIQ community, the fixture was played between two Australian Water Polo League sides, the Victorian Seals and the Queensland Breakers.

The event staged multiple games, featuring both the professional clubs and affiliated grassroots clubs, on a 'Pride themed night' with both an opening and closing ceremony, celebrating the LGBTIQ community.

Community stalls were set up for LGBTIQ organisations and services to promote their resources and the money raised from the event was donated to Beyondblue.

This event has since become an annual fixture on the water polo calendar, travelling to a different state each year.

Pride In Any Sport

Tennis

In 2018, Traralgon Tennis Association hosted its first Pride in Tennis Day. This event turned a fixtured competition day at the AGL Loy Yang Traralgon International into a celebration of LGBTIQ inclusion. On court features included a rainbow families activity zone, a rainbow-themed opening ceremony and an exhibition match where celebrities from the LGBTIQ community were planned to play for the namesake Pride Cup.

Cricket

The first ever Cricket Pride cup was played on Sunday 3rd November,2019. The event was played at Holy Trinity Cricket Club and featured a women's T20 match between Holy Trinity and Darebin Falcon's, followed by a Men's T20 match followed between Holy Trinity & Preston Cricket Club.

The event also included an amazing youth activation by Cricket Victoria and an entertaining and informative luncheon featuring AFLW superstar Darcy Vescio, the mayor of local council (Darebin Mayor - Susan Rennie) and comedians. .

Post the Cricket Pride Cup, Holy Trinity Cricket Club hosted a 4 week trial program with Cricket Victoria and Proud 2 Play; designed for LGBTI+ youth to come and learn the game of cricket in a supportive and inclusive environment.

Pride In Any Sport

Roller Derby

The first Roller Derby Pride Cup was hosted by the Gippsland Pride Initiative in association with the Gippsland Roller Derby League in May & June 2019.

The event was a masterpiece of LGBTI+ inclusion and celebration, becoming a A three-pronged strategy to celebrate diversity in Gippsland.

1. The Gippsland Pride Initiative Community Forum
2. The First Gippsland Roller Derby Pride Cup
3. The Inaugural Gippsland Pride Gala

The Community forum invited hundreds of members of local health, wellbeing and local businesses in the Gippsland area to listen to an education session run by Pride Cup Australia as well as real life stories of LGBTI+ people in sport.
This session was a great basis to the other two events to allow the local community to understand the need for events such as the Pride Cup and Gala and also to encourage volunteers and helpers to come on-board.

The first Gippsland Roller Derby Pride Cup was held at Lardner Park and saw hundreds of Roller Derby enthusiasts (and first timers) celebrating LGBTI+ inclusion and diversity at a Roller Derby game. The main game was played between The Gender Ending Story and the Gippsland Roller Derby Club. The Pride Cup had dozens of community stalls (LGBTI+ inclusive organisations and groups) present at the event to share with the crowds what they do and why.

The Inaugural Gippsland Pride Gala was held on the night of the Pride Cup. The Gala was a beautiful event with special guest performers, celebrity hosts and a three course dinner. The Gala also ran a raffle with prizes and giveaways and the evening concluded with everyone showing off their best moves on the dance floor.

See more photos on Pride Cup Australia's Facebook @pridecupaus

Pride In Any Sport

Hockey Victoria

While there is always work to be done, across Australia many hockey clubs are well renowned for being a welcoming place for the LGBTIQ+ community.

Down south, Hockey Victoria has always been a proudly diverse organisation and has actively celebrated LGBTIQ+ Pride in sport through their much loved 'Fair Go' round in past years originally championed by the Victorian Equal Opportunity and Human Rights Commission and passionate Hockey Vic members. Working now with Pride Cup, Hockey Victoria is part of a wide network of sporting codes and clubs who are equally as dedicated to celebrating sexual and gender diversity in sport. Hockey Vic we are committed to ensuring that old attitudes, language and policies of the past that contributed to any LGBTIQ people feeling unwelcome, uncomfortable or unrecognised are left in the past where they belong. Hockey Victoria are excited to be taking their commitment to diversity to the next level by aligning with the team here at Pride Cup.

Each season, Hockey Victoria will dedicate and announce a specific round to Pride Cup, though events can be held outside these dates, whenever a club chooses. If you are part of a Hockey Club and you are keen to jump on board and host a Pride Cup event please check out our Camberwell Hockey Club case study mini documentary at pridecup.org.au for inspiration, and feel free to contact us here at Pride Cup.

Lasting Impact

Equality and inclusion are not just for one day of the year. It is important to view Pride Cup as only the beginning of the diversity journey for your club.

Providing an ongoing safe and welcoming environment for all players, supporters, officials and volunteers requires commitment and a clear vision about the kind of culture you want to promote all year round.

This will not only make your club more inclusive but will create powerful bonds with your local community and improve the health, wellbeing and social connection of LGBTIQ people for generations to come.

Here are some helpful tips for strengthening clubs:

Anti-Discrimination Policies

- Take a zero-tolerance stance on any discriminatory, homophobic or transphobic language, behaviour, harassment or abuse.
- Develop policies and procedures that specifically tackle discrimination against LGBTIQ people and clearly outline the club process for responding to complaints, including instigating disciplinary action if discrimination, bullying or harassment does occur.
- Contact your state human rights commission to see if they have a template document you can use.
- Ensure that all members, staff and players are informed and signed off on these policies and understand they are required to comply with them.
- Provide details about how to get more information or to escalate complaints or concerns under the policy eg. contacting the club representative or your state's equal opportunities commission.

'Since our Gippsland Pride match I had some parents contact me to share their child's story and their own difficult journey. After attending the Pride Cup they shared with me a heartfelt message that our actions are making a difference for their whole family. These parents probably don't know what a powerful and engaging moment that discussion was equally for me. I was truly humbled by their kind words and inspired about what the future could really look like.'

David Kyle
Gippsland Pride Cup organiser

Lasting Impact

LGBTIQ Inclusivity Training

- Help ensure all your staff and club members understand why being LGBTIQ inclusive matters by holding annual training for players and officials.
- Contact Pride Cup Australia for more information about training in your area.

Visibility

Publicly communicate your club's stance on LGBTIQ inclusion and zero tolerance approach to discrimination with stickers, resources posters and social media posts.

- Encourage club leaders to provide strong statements of inclusion for LGBTIQ people
- Model and encourage respectful communication at all levels of your organisation
- Promote the positive stories of your club's LGBTIQ volunteers, players or supporters throughout the year eg. in newsletters

Community Engagement

- Partner with and support local LGBTIQ community organisations
- Participate in LGBTIQ community events and promote them throughout your network
- Find out what local LGBTIQ+ services and supports there are in your area so you can share these resources with people in your club
- Host a Proud 2 Play 'come and try' session with your club to give LGBTIQ youth and rainbow families a safe place to trial your sport

Privacy & Confidentiality

- If someone 'comes out' and opens up to you about their LGBTIQ status it's important to keep this information confidential unless given explicit consent to share it with other people.
- It's great if someone feels safe to be 'out' and open at your club but that doesn't always mean they're 'out' in other parts of their life
- If you need help to support an LGBTIQ person, please see the organisations listed in the back of this guide for assistance

As a direct result of the Hamilton Pride Cup a local LGBTIQ support group was formed. The Pride Cup raised funds for the local support group through the auctioning of rainbow jumpers, and the club has continued to maintain a close working relationship with the group year on year.

Evaluation

The lessons learned after staging a Pride Cup can provide valuable information to help you measure the benefits gained by your club and community and are invaluable when planning any future events.

The evaluation process helps you determine if you met the goals you set early in the planning stages.

Here are some questions to consider when evaluating your Pride Cup :

- What proportion of the attendees identified as LGBTIQ?
- Did attendees appreciate the event?
- Will they come back to the event for another year?
- Does this event give them a heightened appreciation of their club ?
- Are there recommendations for the event in future years?
- Was there a higher figure for your bars, gates or canteen?
- Did more people attend the event than your average games?
- Were new connections created in terms of supporters, members, LGBTIQ community, volunteers, sponsors etc?

Ensure that you write individual thank you letters to organising committee members, volunteers, participating clubs, community partners, stallholders and sponsors. You may wish to share some of the positive outcomes from your Pride Cup evaluation results in the letters.

The organisers of the Yarra Valley Pride Cup worked with their local council to create an online survey tool which asked attendees to give their opinions of the event on an iPad in exchange for a rainbow wristband. This allowed the organisers to determine what percentage of the crowd identified as LGBTIQ, their feedback on the day, as well as how many people had traveled from out of the area to attend – great data to get new sponsors on board for the next year.

PrideCup

Appendix

LGBTI+ Community Definitions

Sexuality

Sexual identity refers to who you may love or like.

- **Lesbian:** A woman attracted to other women.
- **Gay:** A man attracted to other men.
- **Bisexual:** Attracted to more than one gender.
- **Pansexual:** Attracted to people regardless of their gender.
- **Straight:** A man attracted to women or a woman attracted to men.
- **Queer:** A word for any sexuality that isn't straight.

Gender Identity

Gender identity refers to how somebody may feel and who they are.

- **Transgender:** When your gender does not match the sex assigned to you at birth.
- **Cisgender:** When your gender does match the sex assigned to you at birth.
- **Non-Binary:** When your gender does not fit into that of the gender binary (he/him or she/her)

Intersex variations

Someone born with natural variations in hormones, chromosomes or sexual organs that differ from conventional ideas about what it means to be female or male.

Pronouns

Pronouns are terms used by everyone. Commonly used gendered pronouns are She/Her and He/Him. A person that identifies as Transgender or Gender Diverse may prefer gender neutral pronouns such as They/Them or their name.

Transgender and gender diverse individuals may not always be visible or open with the status of their gender identity, therefore it is very important to make sure we are referring to them by the correct gender that they identify. To do this, we can politely ask our participants about the pronouns that they use. We should not assume somebody's pronouns just based on their appearance alone.

Eg: Which Pronouns do you use?

Or when introducing ourselves we may use our pronouns to make them feel more accepted into our club's community and start the conversation.

Eg: Hello, my name is Erika and I use she/her pronouns, what about yourself?

The most common pronouns are those referring to the binary model of gender (He/ Him/ His or She/ Her/ Hers) however some LGBTIQ individuals my feel that our most common gender pronouns don't accurately represent their gender identity or expression. An important part of genuine inclusion is to respect the identity of all people , and to make the effort to ensure they feel welcomed as their true self.

* These definitions are taken from the 'All of us' Resource

LGBTI+ Organisations

Australia wide

Pride Cup
Pride Cup harnesses the power of sport to send a strong message of hope, inclusion and acceptance to LGBTIQ+ athletes, officials and supporters.

W pridecup.org.au

Proud 2 Play
Proud 2 Play is focused on creating pathways for the inclusion and participation of LGBTIQ youth in sport and recreation.

W proud2play.org.au

Parents of Gender Diverse Children
Parents of Gender Diverse Children offers peer support for parents of transgender and gender diverse children.

W pdgc.org.au

Minus18
Minus18 provides support, advocates, runs events and provides resources for LGBQI+ youth.

W minus18.org.au

Ygender
Ygender is peer led support and advocacy group for young transgender and gender diverse young people.

W ygender.org.au

Beyond Blue
Beyond Blue works to address issues associated with depression, anxiety disorders and related mental disorders, and to reduce associated stigma.

W beyondblue.org.au

Q Life
Q Life are a nation-wide LGBTIQ phone and web counselling service.

W qlife.org.au

Victoria

Victorian Equal Opportunity and Human Rights Commission
The Victorian Equal Opportunity and Human Rights Commission is an independent statutory body. The Commission's role is to educate people about the rights and responsibilities.

W humanrightscommission.vic.gov.au

Team Melbourne
Team Melbourne is an umbrella organisation supporting Melbourne's LGBTIQ-inclusive sporting clubs.

W teammelbourne.org.au

Rainbow Network
Empowering you to provide safer, more inclusive services for young Same Sex Attracted, Intersex, Trans* and Gender Diverse Victorians.

W rainbownetwork.com.au

LGBTI+ Organisations

Victoria

Transgender Victoria
Founded in the late 1990s to address discrimination faced by trans people in Victoria.

W transgendervictoria.com

Thorne Harbour Health
(Formerly VAC) Australia's oldest HIV and AIDS organisation, offering services for the LGBTI community, such as counselling, community support, alcohol and drug service, rapid HIV tests, and more.

W thorneharbour.org

NSW

Twenty10
supporting young LGBTI people through case work, accommodation, drop-in services, counselling and group activities.

W twenty10.org.au

ACON
The AIDS Council of NSW is one of Australia's largest LGBTI sexual health and wellbeing organisations, with a variety of services

W acon.org.au

PRIDE IN SPORT
Pride in Sport is the only sporting inclusion program specifically designed to assist National and State sporting organisations and clubs with the inclusion of LGBTI employees.
W prideinsport.com.au

Team Sydney
Team Sydney is an umbrella organisation supporting Sydney's LGBTIQ-inclusive sporting clubs.

W teamsydney.org.au

Queensland

GLBN
Brisbane's Gay and Lesbian Business Network puts on regular networking and social events.

W glbn.org.au

Open Doors
An LGBTIQ youth service that provides drop-in services, counselling, outreach workers and group activities.

W opendoors.net.au

WA

Diverse Voices
Diverse Voices (formerly GLWA) are a phone and web-based counselling service for the LGBTIQ community.

W glwa.org.au

Living Proud
Providing support, information and resources to the Western Australian LGBTI community.

W livingproud.org.au

LGBTI+ Organisations

South Australia

BFriend
Offering mentoring, support, information and referral for people coming out as LGBTIQ, and their families.

W yourbestlife.org.au/services/bfriend

Team Adelaide
Team Adelaide is an umbrella organisation supporting Adelaide's LGBTIQ-inclusive sporting clubs.

W teamadelaide.org.au

Shine SA
Not-for-profit organisation providing sexual health education, early intervention, health promotion, clinical services and therapeutic counselling.

W shinesa.org.au

TASMANIA

Rainbow Tasmania
An information resource and an incorporated body of organisations dedicated to achieving and maintaining inclusion and equity for LGBTIQ people in Tasmania.

W rainbowtas.org

Working it out
Tasmania's gender, sexuality, and intersex status support and education service.

W workingitout.org.au

Northern Territory

Northern Territory Aids Council
Works in the area of blood borne viruses, education and social support in the Northern Territory.

W ntahc.org.au/programs/lgbt-services

ACT

AIDS action council
The ACT's peak HIV and AIDS health organisation also offers counselling, peer education, treatments, resources, and more.

W aidsaction.org.au

LGBTI+ FRIENDLY SERVICES

Find some organisations below that we have worked with previously who are great allies to Pride Cup and the LGBTI+ community.

Photography

J NOT JAY PHOTOGRAPHY

J is an incredible photographer with a great and friendly attitude to photography. J has photographed for many sporting institutions including the Pub football league.

E: hello@jnotjay.com
W: Jnotjay.com

Sophie DeWitt

Sophie has provided Pride Cup Australia with some of their most well known Videography and photography, including on Pride Cups merchandise website.

E: Hello@sophiedewit.com.au

Guernseys and Jerseys

Sherwood Sportswear

Sherwood Sportswear are donating 5% of all their profits on Pride Cup jerseys back into the Pride Cup movement. They are experienced in providing jumpers for us here at Pride Cup, so using them where possible will both streamline the process for you, and support the cause.

E: mary@ventou.com.au
W: sherwoodsportswear.com.au

Graphic Design companies

Sinden Creative

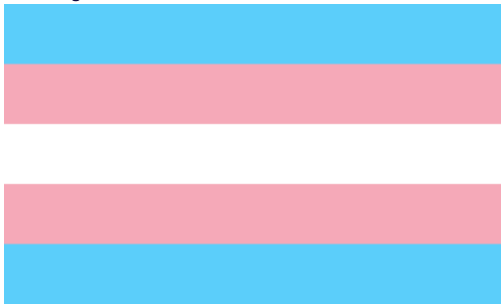
Graphic Design Melbourne. Specialising in graphic and web design, marketing & promotional material, signage, stationery and more

W: sindencreative.com.au

Flags of the LGBTIQ Community

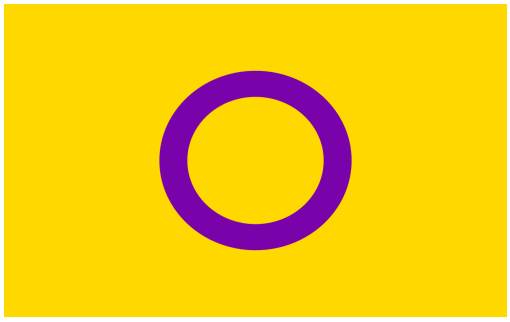
LGBT (Rainbow)

Transgender



Bisexual

Intersex



You Can purchase flags via the Pride Cup website at www.Pridecup.org.au

There are also flags for other groups within the LGBTIQ community, including asexual, pansexual, gender-fluid, non-binary and more.

Sponsorship

An example sponsorship letter that was used in 2016 for the Yarra Valley Pride Cup and sent to local businesses within the area.

Dear Business Owner,

We would like to invite you to be a part of the Pride Cup, held by the Yarra Glen Football Netball club to celebrate and promote diversity and inclusion in local sport.

In a first of its kind, the Pride Cup began in 2014 when a local football club stood tall and held a 'Pride game' to support their first gay player when he 'came out' to his team mates. This sentiment of inclusion, understanding and true mateship has caught on, and our club is stepping up to support our LGBTIQ community.

Hosting a Pride Cup presents the opportunity for Yarra Glen and surrounding clubs to support our LGBTIQ players and friends, and to show everyone in local sport just how rewarding it is to be inclusive of diversity.

The LGBTI+ community makes up approximately 15% of our population (almost 4.5 million Australians) and we want to make sure everybody is accepted and included in our town and sporting club.

Pride Cup is one of the fastest growing LGBTIQ events on the Australian calendar – a day that brings people into our town, not only to watch some sport, but to wander the local stores and to experience all that our region has to offer. Pride Cups regularly attract approximately 1000 extra visitors, with many surveyed in 2017 stating they also gave business to a local café, restaurant, or winery.

In past years, Pride Cup has also helped form partnerships between local government, local business and community groups.

This exciting event has been shown to attract media coverage across print, television, radio and social media.

We are looking for partners to join us in creating this brilliant day of inclusion in sport. For more information on how your business can be involved, we invite you to contact us using the details below.

We would be honoured to work with you to create a mutually beneficial partnership in a follow up conversation.

Kind Regards,

Pride Cup Working Group

Media Release

An example media release that was used in 2016 for the Yarra Valley Pride Cup.

Media Release – (INSERT DATE HERE)
(INSERT TITLE HERE) **PRIDE CUP TO MARK THIRD YEAR CELEBRATING DIVERSITY IN AUSTRALIA'S FAVOURITE SPORT**

Diversity and inclusion needs to be present in every level of sport, and the organisers of Pride Cup are calling on Australian sporting codes, at every level to take on this challenge.

Jason Ball, co-founder of Pride Cup Australia said:
'Pride Cup has made strong progress in netball and the AFL, has inspired a national Pride Cup match between St Kilda and Sydney Swans, as well as events in other leagues but more needs to be done at every level,'

'A lack of diversity in sport has a severe impact on young Australians, and sees them self-select themselves out of the wonderful range of sports that are available in our communities. The other negative of this equation is that Australian sports end up missing out on great talent.'

The Pride Cup celebrates diversity and inclusion in sport for those who identify as lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ).

This year's match sees XXX take on XXX at the XXX Recreation Reserve
– with the ground featuring a rainbow 50m line, the international symbol of gay pride.
The Rainbow Network supports Pride Cup by providing pre-match diversity and inclusion training to players from both teams.

A Pride Cup luncheon for community leaders and fellow coaches will further spread the message of inclusion with speakers including Victoria's Gender and Sexuality Commissioner Ro Allen and openly gay Channel 9 News Presenter Peter Hitchener.

Commissioner Allen says that sporting clubs still present a major barrier for many people who identify as LGBTI.

'There are many young Victorians who are missing out on the benefits that sport can provide because of their sexuality or gender,' says Rowena.

'We know that the attitudes of the Victorian community have changed, and as a community we are more supportive of LGBTI people. I would encourage anyone who runs a sporting club to access some of the great materials, training and education that will help them understand some of the issues that young people face.'

Pride Cup is being held on XX/XX/XX at XXXXX.

(INSERT CONTACT DETAILS) All enquiries to come through to XXX on the below details.

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