

# Benefits of Pride Cup for Community Sporting Clubs

Pride Cup, in association with Monash University and VicHealth, conducted an evaluation of past Pride Cup games. This document shares the benefits of hosting a Pride Cup for your community sporting club.



## Improved club reputation

Clubs had consensus that Pride Cup enhanced the club's reputation as community minded and engaging with social justice and LGBTI+ issues.



## Connect with LGBTI+ community

Pride Cups were shown to significantly increase the clubs' opportunities to make connections with the local LGBTI+ community.

*"I think in the community you see organisations like the [club] showing that they care deeply about the issues that face the LGBTI community, I think a lot of the community... really get behind a club like that and I think it helps us with reputation within that area."*

Pride Club Member

## Financial benefits



**Greater community support** and bigger crowds at games. The enhanced spectator attendance allowed clubs to financially benefit from food and drink sales and tickets for associated events.



**Higher spectator attendance** than any other game in the season. Attendance of up to 400 people at supporting functions.



**More sponsorship and grant opportunities** for clubs with increased success.



**Improved relationship with local council** enhancing access to grants and funding.

## Hosting a Pride Cup promotes LGBTI+ inclusion and encourages clubs to discuss LGBTI+ matters.

*"We don't talk a lot about LGBTI+ issues, at least in my experience with the club... But, I think it's good to raise awareness and let people know that if they're struggling with their sexuality or identity, they're accepted, it's okay, and there's people and allies to talk to. You don't have to talk about it all the time, but be aware that it's a safe and welcoming environment and there's people who understand."*

Pride Club Member

## Creating inclusive environments



Only 11% of males from Pride Cup clubs reported that their coach had used homophobic language in the past two weeks, compared to 30% of non-Pride Cup clubs.



Only 38% of Pride Cup players witnessed their teammates use homophobic language in the past two weeks, compared to 73% at non-Pride Cup clubs.



Only 39% of Pride Club players surveyed felt they were likely to witness teammates using homophobic language in the future, compared to 57% at non-Pride Cup clubs.



*"...[It] especially sends a message saying, 'no we aren't going to tolerate anything less than...we are being inclusive to everyone'."*

Pride Club Member