



Pride Cup Evaluation Findings

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🔍 Pride Cup inclusion



The LGBTI+ community faces a range of barriers to participating in sport and physical activity, including negative and exclusionary experiences when seeking to participate.

As a result, participation levels of the LGBTI+ community is low. Gay and bisexual teenage males play team sport at less than 50% the rate of heterosexual peers (Drury, 2011). Girls who identify as lesbian are known to experience discrimination and exclusion within sport settings (Drury, 2011; Symons et al, 2014).

Pride Cup began as a powerful gesture of mateship in a country footy club when the Yarra Glen Football Netball Club supported teammate Jason Ball in coming out as gay in 2012. Since then, Pride Cup has grown into a national organisation dedicated to promoting LGBTI+ inclusion in sport. Pride Cup Australia promotes LGBTI+ inclusion and challenges homophobic behaviours through the delivery of education and supporting community sporting clubs to run their own Pride Cup events.

With support from VicHealth, Monash University evaluated Pride Cup programs and resources to understanding what works in LGBTI+ inclusion approaches within sport. This is a summary of those findings.

Summary

Pride Cup plays an important role in helping to place LGBTI+ inclusion on the agenda of local sporting clubs. This evaluation found that Pride Cup was the main initiative seeking to promote LGBTI+ inclusion in the following areas:

- ✓ helping clubs undertake positive messaging and illustrate support for LGBTI+ inclusion
- ✓ encouraging clubs to have conversations about inclusion
- ✓ raising awareness of LGBTI+ inclusion amongst club members

51%

Why LGBTI+ inclusion is still needed

Only 51% of all participants interviewed strongly disagreed that homosexuality is wrong or unnatural, demonstrating that there's still a lot of work to do to eradicate homophobia in sporting clubs. **These views do not belong in community sport.**

Clear and supportive framework



Clubs found the Pride Cup framework an easy way to engage with LGBTI+ inclusion



Pride Cup team were very supportive and provided timely advice and guidance to help clubs every step of the way



72% of clubs found the handbook useful

"I think that what they're [Pride Cup team] doing in enabling clubs to host events and making it as easy as possible is definitely an asset for these volunteer clubs. There's not much of an excuse to not hold something or, at least, put a team in colourful socks or have a rainbow flag. It's very easy to support it, which I think is the key."

Club Member

Increased knowledge



The Pride Cup team offered a safe, supportive and open education environment



Education and resources were perceived to be valuable in increasing understanding of LGBTI+ inclusion



Pride Cup provided a space to address discrimination and homophobic language



Pride Cup clubs had members with significantly higher levels of empathy toward the experiences of LGBTI+ people in sport

"I can now go away to my own local footy club or my own chess club or my own, you know, my friends catch up on a Friday night and comments made there. Well I can call that out because of the experience and the learning that I have had."

Club Member

Awareness raising and visibility



Pride Cup promoted a focus on LGBTI+ inclusion and encouraged discussions



Running a Pride Cup provided a clear symbol of inclusion to the broader community



Gave visibility to the transgender community

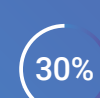
"...trans people should be visible in all sports. LGBTI+ people should be visible in all sport. That shouldn't be something that's a thing, it should be just the way it is. Pride Cup is prompting that conversation. And I think right now it's incredibly necessary. My hope is that by the time my kids are adults, it's just not even something that is bothered about. It was just, you know, another part of society. That's just the way it is."

Club Member

Creating inclusive environments



Males at Pride Cup clubs were half as likely to report using homophobic language themselves, or hear it from teammates



30% of males from non-Pride Cup clubs members reported that their coach had used homophobic language in the prior two weeks



73% of males from non-Pride Cup clubs witnessed their teammates use homophobic language in the prior two weeks



57% of males from non-Pride Cup clubs were the target of homophobic language in past year

"Just the language...like, 'oh you stupid poofter' and when you do something you used the term gay as a put down...And that really didn't stop happening until we had the Pride Cup."

Club Member

Benefits for local clubs



Increased opportunities to make connections with local LGBTI+ community and organisations



Greater community support with bigger crowds. The increased spectator attendance allowed clubs to financially benefit.



Provided sponsorship opportunities for clubs and increased success in community grants.

"When we apply for grants and things like that, we have a positive message to use and we've done very well in terms of getting grants."

Club Member

References

Drury, S. (2011). 'It seems really inclusive in some ways, but... inclusive just for people who identify as lesbian': discourses of gender and sexuality in a lesbian-identified football club. *Soccer & Society*, 12(3), 421-442.

Symons, C., Sullivan, G. O., Andersen, M. B., & Polman, R. C. J. (2014). The impact of homophobic bullying during sport and physical education participation on same-sex-attracted and gender-diverse young Australians' depression and anxiety levels. Melbourne, Australia.