

# PrideCup

Impact report

2021/22



# A message from Pride Cup Australia

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

Pride Cup's message of equity for all has been brought to life in a way that encourages communities to grow together and continues to inspire well beyond the final whistle or siren of a Pride Cup itself.

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

We saw it in the stories of LGBTI+ people who had grown up feeling isolated in their hometown of Hamilton, Western Victoria, only to return to visit and be greeted with rainbow messages in every shop window.

And we saw it in the Queensland AFL, when 15 clubs celebrated LGBTI+ inclusion and diversity throughout one of the largest grounds in Queensland.

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, creating unprecedented visibility for LGBTI+ people and our allies on the front page of regional papers.

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.

We have now taken the lessons, insights, and personal stories from over 500 Pride Cups around the country to help elevate this movement to a permanent place in the national sporting landscape.

Our vision is a world where LGBTI+ people feel included and welcome, and we believe we have the power to get us there.

Thank you for joining us on this journey.

**Holly Ransom, Pride Cup Chair**  
*On behalf of the Pride Cup board.*



The Pride Cup board with leaders from PwC following a strategy session.

# A message from our major partners

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*At NAB we are proud to support a number of Pride focussed Sponsorships & Community Partnerships that back our commitment to inclusion for our colleagues, customers and community.*

*We've been a proud partner of Pride Cup since 2018, supporting their efforts to use community sport as a vehicle to promote inclusion for the LGBTQI+ community.*

*We're thrilled to have been involved in the growth of Pride Cup activity, nationally over the past few years and are excited for what's to come.*



*Our purpose at Coles is to 'sustainably help all Australians lead healthier, happier lives'. As long-time supporters of sport at both community and professional levels, we know that participation in sport at all levels enables both health and happiness.*

*We congratulate Pride Cup and the active role they play in addressing the barriers to participation in sport for LGBTQ+ people.*

*The positive difference they make in bringing together the diversity that exists within Australia, helps build inclusion within our local communities.*

*We are proud to be ongoing supporters of Pride Cup.*



*PwC Australia is proud to bring its community of solvers and our passion for societal purpose and inclusion to supporting the Pride Cup in its ambitions for growth through its proven and research-backed model.*

*PwC has been working with the Pride Cup leadership team in FY22 in setting its go-forward strategy for long term success, and in amplifying its impact through events in our spaces nationally. We are proud to be working with Pride Cup to help make a difference to the lives of members of the LGBTIQ+ community across sporting organisations nationwide.*

# Overview

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2021/22 brought very unique challenges to not only the sporting community, but also the LGBTI+ community due to the increased critical eye on transgender participation in sport. Pride Cup entered the year with ambitious aims to celebrate inclusion and diversity at a time when it was needed most. We wanted to not only grow the amount of Pride Cups happening across the country, but also to increase the impact throughout new sporting codes, new geographical areas, and across Australia's elite level activations.

## OUR 2021/22 AIMS

- Grow the impact of Pride Cups Across Australia in every state and territory
- Grow Pride Cup's community outside of AFL and into new sporting codes
- Encourage positive media and marketing campaigns around LGBTI+ inclusion
- Showcase LGBTI+ inclusion in more elite level activations and clubs
- Donate to Pride Cup clubs to assist with their activations
- Formalise an ongoing long-term strategy to increase the impact of Pride Cup



# A year of growth

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New clubs from a range of sports across the country have joined the movement, all eager to become ambassadors for inclusion in sport and doing so with great enthusiasm to achieve meaningful change. **The below statistics represent the growth of Pride Cup from 2020/21 to 2021/22.**

## THE GROWTH OF PRIDE CUP

Pride Cup has grown from strength to strength and has professionalised its offerings as an organisation. Pride Cup focussed on the growth of our partnerships, merchandise range, online collateral, and impact to communities through the development of our organisational strategy.

## COMMUNITY ADMINISTRATION BUY-IN

Working with more regional/state sporting organisation administrations has been a big win for Pride Cup in 2021/22. LGBTI+ education at this level has a strong impact on the support and encouragement that community clubs receive when they take part in a Pride Cup. We welcomed Outer East AFL, Caulfield District Netball Association, Softball Vic, Hockey Vic, AFLQ, and Lacrosse Vic.

**307** New sporting clubs involved in Pride Cup activation

**SEVEN** New sporting codes represented in Pride Cup activations

**580%** Pride Cup merchandise growth year on year

**69.2%** Financial growth year on year

**\$25,000** Donated directly to regional and rural sporting clubs in 2021/22

# Pride Cup Highlight: Fighting against transphobia

Pride Cup partnered with Proud 2 Play, Pride In Sport, and Equality Australia to launch the 'Supporting Women's Sport' campaign.

This campaign aimed to redirect the harmful narrative surrounding the 'save women's sport' bill and associated narrative around trans inclusion in sport. The campaign reclaimed the supporting women's sport framework to spotlight the disingenuous nature of the debate and what women's sport *actually* needs in order to be supported.

This messaging was cemented by a poster series which was promoted throughout NSW, VIC, and QLD, and shared as an accessible resource in sporting organisations, clubs, and associations around the country in order to show the TGD community that sport is everyone's game and inclusion is paramount to its success.



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# A year of growth

**501** Clubs involved in a Pride Cup activation since launch

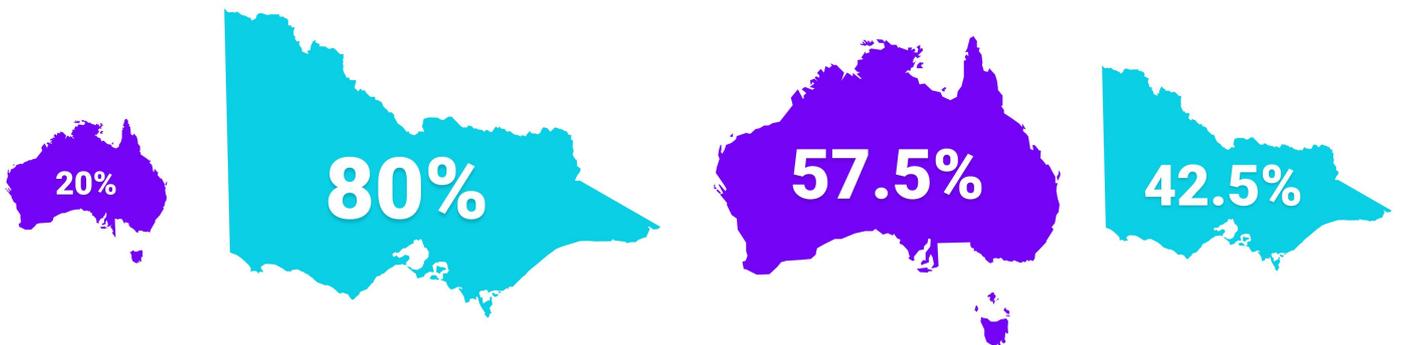
**16** Sporting codes represented by Pride Cups

## NEW AREAS

Pride Cup successfully expanded across the country in 2021/22. Pride Cup events were held in every state and territory in Australia as we grew our presence by more than 37% outside of Victoria. Pride Cup aims to continue our growth into new regional areas throughout the country, while still encouraging growth throughout our metropolitan regions.

**2020/21**

**2021/22**

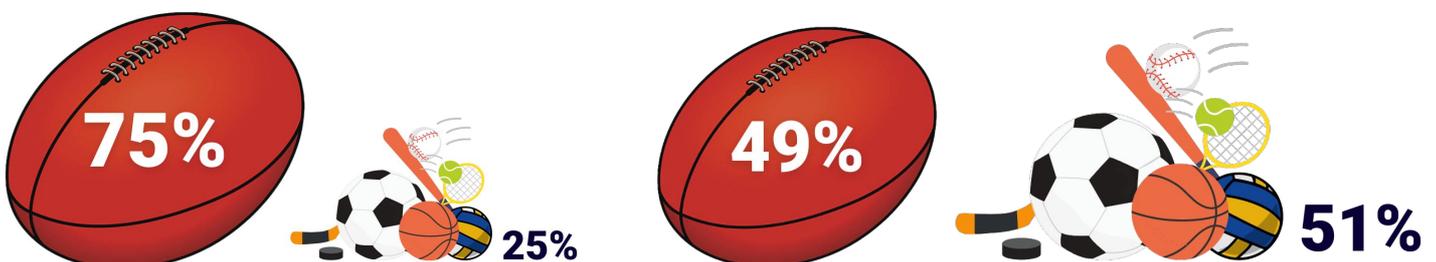


## NEW CODES

In 2021/22 the Pride Cup family grew our impact within new sporting codes, broadening our reach outside of our founding sport of AFL, we had a specific focus on informal and innovative sports and recreation. Pride Cup welcomed the new codes of Lacrosse, Fencing, Ice Hockey, Squash, Orienteering, Beach Wrestling and Rugby Union.

**2020/21**

**2021/22**



# Pride Cup Highlight: Diversifying LGBTI+ inclusion

This year has seen Pride Cup move into new spaces, beginning a journey into the important areas where sport and the LGBTI+ community intersect with CALD communities and disability sports. Working intersectionally is the only way to truly support the LGBTI+ community across the entire sporting environment.

These events have clearly demonstrated that as an organisation, the way we approach both educating on LGBTI+ inclusion and celebrating Pride needs to be expanded to ensure we are meeting needs across a variety of communities.



## LIVING WITH A DISABILITY AND PRIDE

Both the Blind AFL Pride Cup and the Wheelchair AFL Pride Cup were outstanding events in 2022. While not enormous in size, the impact on everyone who attended and participated was profound. These communities were already observably more diverse in nature than most standard sporting clubs. Wheelchair AFL brings together wheelchair players from a variety of cultures across Victoria, as well as from within the LGBTI+ community. These teams not only embraced Pride Cup, but wholeheartedly supported those in their ranks who openly identified as LGBTI+. It was fantastic to have such solid buy in from AFL Vic to take on the organisation of these great Pride Cup events.

# Overwhelmingly positive results

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This year, Pride Cup launched our internal evaluation program for organisers running a Pride Cup activation with a pre-event and post-event survey. Initial results are already promising.

**100%** Satisfied or extremely satisfied with the results of their Pride Cup

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Of clubs achieved greater community engagement and social/traditional media reach **100%**

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**72%** Of clubs reported a higher attendance rate than standard games

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Found the handbook useful or extremely useful **100%**

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**100%** Of clubs identified the support from Pride Cup as excellent

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Of evaluated clubs would run a Pride Cup again next season **100%**

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# Meaningful impact

In addition to our internal evaluation program, Pride Cup partnered with Monash University for an evaluation program looking at the impact of the Pride Cup model on discriminatory behaviour, language usage, and actions. Results are extremely encouraging and show the power of the Pride Cup model on sporting clubs throughout Australia - **overall, Pride Cup has one of the only intervention models proven to shift discriminatory behaviour and language by up to 70%.**



## 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.



## Higher spectator attendance

Than any other game in the season. Attendance of up to 400 people at supporting functions.



## 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.



### Homophobic language from coaches

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.



### Homophobic language from players

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.



### Future use of homophobic language

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

# Pride Cup Highlight: Adelaide United Pride Game

On Saturday 26 February, Adelaide United made history by holding the inaugural A-Leagues double header Pride Game involving both the women's and men's teams.

While the Pride Game at Coopers Stadium was a momentous day, a lot occurred in the lead up prior to the double header. Beginning almost six months earlier, we took steps toward educating the playing groups, creating stadium activations, audience education, and fan group engagement; actions we hope to build on for many years to come



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Pride Cup delivered two 'Pride Education Sessions' in the Club's RAA Lounge at Coopers Stadium after each of the women's and men's training sessions. These sessions were attended by players as well as football and administration staff. These enlightening seminars discussed raising awareness for the LGBTI+ community, the barriers that exist for participation, the promotion of acceptance and respect, and how we can improve inclusivity within the community.



# Impactful marketing campaigns

The data from our social media insights over the past year reveal the power of elite partnerships to drastically increase our reach and find new audiences. The below statistics represent the growth of Pride Cup from 2020/21 to 2021/22.

From January to March we were engaged in three major activations - the **Australian Open Pride Day**, the **Community Cricket Series** (in partnership with the UK Government) and the inaugural **A-Leagues Pride Cup**.

Our biggest spike in reach occurred on Feb 13, the day we announced the first A-Leagues Pride Game double header.

Our reach drops back to our core audience when we are solely focused on community events.

As our elite level engagements grow, we will continue to expand our reach into 2023.

## TRADITIONAL MEDIA

Pride Cups have received more traditional media attention than ever before, showcasing our incredible clubs to new communities all across Australia. This includes: The Project, ABC News, Channel 10 sports, the Barwon Times, and many more.

**50%** Increase in Facebook reach

**137%** Increase in Instagram reach

**115k** Page impressions

**81.7%** Increase in followers



# Pride Cup Highlight: Diversifying LGBTI+ inclusion

## DIVERSITY AND PRIDE

Intersectionality in Pride events is of extreme importance to Pride Cups growth, and events in 2022 brought the intersection of CALD communities and Pride to the forefront of Australian sport.

The Endeavour Hills Pride Cup was hosted by a club who has the highest member ratio of Pacific Islander players within their league, and was a spearhead moment for inclusion in Rugby Union.

Rugby Victoria and Monash University worked closely with this event. They had incredibly passionate representatives who, as members of the PI community, strived to bridge the gaps, to help Pride Cup education reach all players in a way that was effective, respectful to different cultures and religious experiences.

The Endeavour Hills Pride Cup was a beautiful celebration of LGBTI+ identities in rugby and was a great day for all involved, highlighting an inclusive message that rippled much further than just the playing fields.



# Proud partnerships

For the very first time, Pride Cup has increased partnerships across the board - with thanks to the commitment and visibility of our long term partners (NAB), Pride Cup was also able to sign on two new major partners - Coles and PwC.

In addition, Pride Cup saw more elite level partnerships develop in 2021/22 than ever before, formalising multi-year long relationships with Tennis Australia, Hockey Victoria, A-Leagues, AFL Queensland, Adelaide United and Melbourne Victory.



## MAJOR PARTNERS

NAB  
Coles  
PwC

## SUPPORTING PARTNERS

UK government  
Lush  
Deliveroo  
Dowson Turco Lawyers  
Mim and Mike Bartlett

## ELITE LEVEL PARTNERSHIPS

A-LEAGUES  
Tennis Australia (Australian Open)  
St Kilda Football Club  
Adelaide United  
Melbourne Victory  
Port Adelaide FC  
Hockey Victoria  
AFLW (clubs)  
AFL Queensland (AFLQ)  
PFA



# Pride Cup Highlight: Australian Open Pride Day

Pride Cup partnered with Tennis Australia and the Australian Open to hold the inaugural Pride Day at the Australian Open.

Activities on Pride Day itself included: a special breakfast event, pre-match show tunes, an educational hub, glam stations for makeovers, as well as various Pride-themed entertainment parading across the grounds (musicians, roller derby, TGD drag performers) and an incredible atmosphere celebrating LGBTI+ inclusion in Tennis.

With one of the biggest audiences in Australian sport, the impact of LGBTI+ visibility at the Australian Open is significant and will continue to grow as this partnership develops over time.



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# The Pride Cup team

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Pride Cup has the right team and board to bring us into the future and continue making impact throughout Australia to ensure sport is everyone's game.



**James Lolicato (He/Him)**  
CEO



**Kara Montoneri (She/Her)**  
Activation and Inclusion Manager



**Cassie Willcocks (She/Her)**  
Media and Comms Coordinator



**David Sellin (he/him)**  
Secretary

# The Pride Cup board

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**Holly Ransom (she/her)**  
Chair



**Karen Skinner (she/her)**  
Deputy Chair



**Morgan Owen (she/her)**  
Treasurer



**Claire Tenzler (she/her)**  
Board member



**Prof. Braden Hill (he/him)**  
Board member



**Lucy Thomas (she/they)**  
Board member



**Simon Ruth (he/him)**  
Board member



**Cameron Brown (he/him)**  
Board member



**Jason Ball (he/him)**  
Board member &  
co-founder



**Kathryn Gill (she/her)**  
Board member



**Rochelle Pattison (she/her)**  
Board member



**Angus Lade (he/him)**  
Board member

# PrideCup



Proudly supported by our major partners:

