

**DESPITE THE INTRINSIC STRENGTH AND DIVERSITY OF SAME-SEX ATTRACTED AND GENDER-DIVERSE IDENTITIES, LGBTI+ PEOPLE IN AUSTRALIA FACE FAR WORSE MENTAL HEALTH OUTCOMES COMPARED TO THE GENERAL POPULATION.**

**FOR MANY AUSTRALIANS, SPORTING CLUBS ARE THE HEART AND SOUL OF THEIR COMMUNITY, ACTING AS A KEY TOOL FOR SOCIAL CONNECTION AND PHYSICAL ACTIVITY.**

**RECENT RESEARCH INDICATES THAT ONLY 6% OF LGBTI+ PEOPLE ARE INVOLVED IN A TEAM SPORT, AND 80% OF AUSTRALIANS HAVE EXPERIENCED OR WITNESSED LGBTI+ DISCRIMINATION IN SPORT. THESE FINDINGS HIGHLIGHT THAT HOMOPHOBIA AND TRANSPHOBIA REMAIN A SIGNIFICANT ISSUE IN SPORTING ENVIRONMENTS.**

**HOWEVER, SPORTING CLUBS ARE OFTEN UNDER-RESOURCED TO UNDERTAKE VISIBLE, PRACTICAL AND MEANINGFUL EDUCATION AND CULTURE CHANGE ACTIVITIES.**

**'If we can capture the attention of the average punter, by drawing on an understood, shared love of sport and team-based values.**

**It will reduce the space between 'us and them', and ultimately result in more welcoming environments and higher LGBTI+ participation.'**

**- Holly Ransom, Pride Cup Chair**





**AUDIENCE**

Sporting & recreational clubs & organisations

Players & participants

Our LGBTIQ+ community & allies

Corporate & government partners

**INPUTS**

Community good will

Staffing & volunteers

Funding

IP / content

Evidence-based

Lived experience

Digital delivery platforms

**ACTIVITIES**

Pride-themed sporting events to activate community awareness & raise visibility

Education programs delivered to players, coaches & the broader community to tackle LGBTIQ+ based discrimination, build empathy & promote acceptance

Capacity-building to empower communities to run their own events & lead initiatives supporting LGBTIQ+ inclusion

Partnership development to scale our growth & amplify impact through collaboration

Positive storytelling designed to increase the visibility of LGBTIQ+ people, allyship and LGBTIQ+ inclusion.

**OUTCOMES**

Reduction of language that is harmful to LGBTIQ+ people

Increased literacy of LGBTIQ+ identities & lived experiences

Increased willingness to intervene in episodes of discrimination towards LGBTIQ+ people

Improved experiences of wellbeing for LGBTIQ+ people within sporting clubs

Increased participation & engagement of LGBTIQ+ people with clubs that have participated in Pride Cup activations & education

line of accountability

**WIDER BENEFITS**

Increased participation & engagement of LGBTIQ+ people in sporting communities

Improved inclusive practices within clubs on issues of diversity more broadly

LGBTIQ+ people in regional areas are feeling more supported & connected within their communities

Improved mental & physical health outcomes for LGBTIQ+ people

LGBTIQ+-inclusive practices used beyond the context of sport

Greater visibility of LGBTIQ+ people in Australian sport

**A WORLD WHERE EVERY LGBTIQ+ PERSON IS INCLUDED, ACCEPTED AND PROUD TO BE WHO THEY ARE.**

