

# PrideCup Handbook

Tennis Pride Nights



**PrideCup**

# A message from Pride Cup Australia

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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 200 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



Photo credit: Tennis Australia and Australian Open



# Why do we need Pride night Celebrations?

Sport brings people together, forging social bonds and providing significant mental and physical health benefits. But discrimination remains a major barrier to participation for LGBTI+ 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.\*
- Only 6% of LGBTI+ youth are involved in a team sport\*\*
- Transgender and Gender Diverse Australians have some of the lowest rates of participation in sports due to how unwelcoming the environment is.\*

*\*Denison Et Al, Out on the Fields (2010)*

*\*\* Pantene Australia (2021)*

Transgender, gender diverse and intersex people face unique barriers to participation.

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

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

The Pride Cup model 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.

Pride Cup is very important at the Traralgon Tennis Association. This event highlights to our members and our community that we welcome all members of the community into our club. We want everyone to feel that the club is a safe and welcoming place to come and play tennis, watch major events, volunteer; to take part in whatever capacity they would like to. It’s not only important to promote LGBTI+ inclusion during Pride cup, but across every day of the year.

**Susie Grumley**

Traralgon Tennis Club



# What's in it for my club?

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

LGBTI+ 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 them to leave the sport that they were so excited to once join.

A Pride Cup event has the ability to break down these barriers and bring disparate communities together to form a united bond over the love of the game.

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

More people visiting your club creates more potential for attracting sponsorship opportunities and an increase in making connections into local business networks. The possibilities for economic flow-on effect into the wider community is a welcomed side effect of a Pride Cup!

By taking a leadership role in developing these valuable relationships between communities, 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 and safe environment for generations to come.

\*YouGov data Sept 2022

Research conducted by Monash University highlights exactly how Pride Cup helps to break down those barriers. When a club hosts a Pride event they:

- Decrease incidents of homophobic and transphobic language
- Open up the topic of inclusion within the club
- Have an improved reputation
- More connections with the LGBTI+ community
- Higher spectator attendance
- Greater community support
- Increased sponsorship opportunities



Photo credit: Tennis Australia

# Where to Start?

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

This means that each event will be a bit different from the next, however there are some common guiding principles that will help steer your club through the process from concept 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 night is a success!

Remember, this event is not a political statement. This event is to promote LGBTI+ inclusion; to ensure your sport is a place where everybody is welcome, and to breakdown the barriers to participation present for the LGBTI+ community.

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1 Get Organised

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2 Education

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3 Event Day

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4 Community Interaction/Engagement

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Photo credit: Tennis Australia and Australian Open

# Get Organised

Your Pride Event is above all, a celebration, which has the capacity to educate and unite communities. It takes a team of champions working behind the scenes to deliver these 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 (most will likely be from your club), but we recommend seeking representation such as:

- Local council delegate
- Local business owners
- Community leaders
- LGBTI+ local organisations.
- A Local event manager or person with event experience



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

Roles to consider include:

- Head organiser
- Community liaison
- Event manager
- Communications manager
- Volunteer coordinator

Getting the support of your local community can really help engage the wider town, so you may want to invite a local LGBTI+ representatives 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 your event. We recommend the planning process begin at least 3 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.

*'A diverse range of stakeholders and people on your organising committee will create a more meaningful and engaging Pride event'.*

**Kerry Tavrou**

Head of Inclusion & Diversity, Tennis Australia



Photo credit: Tennis Australia a

# Set Goals

What do you want to achieve with your Pride Night? 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 components you have delivered throughout the planning and execution 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 attendees are you aiming for? How will you attract them?
- **Fundraising targets** – Are you fundraising for your club and/or an LGBTI+ charity? How will you do that? How much do you aim to raise?
- **Media coverage** – What platforms can you leverage for publicity? How many views do you expect? Can you get a story in the local paper?
- **Social impact** – How many local LGBTI+ groups/individuals can you connect with? How can you ensure they feel included and welcome?



# Recruiting Volunteers

Volunteers are the heart and soul of sports clubs - and Pride Cup. From directing traffic in the car park to waiting tables at functions, you'll need a team of helpers to support the organising committee on event day.

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 LGBTI+ 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 flyers
- Decorating local shops with posters
- 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 be the key to the success of your event, so make sure they value the event and its impact - and that you value them!

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

- Club internal communication channels
- 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



# Education

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The power of Pride Night events come from the potential to change culture.

Discrimination and hostility towards the LGBTI+ community often comes from a place of ignorance, not hatred.

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

Clubs will undertake Proud 2 Play's Introduction to LGBTI+ inclusion in sport and movement settings.

This session will help prepare participants with to start implementing LGBTI+ inclusion in their organisation. The session is ideal for those organisations or individuals who have never engaged in LGBTI+ inclusion, or recently started working with LGBTI+ communities.

Key learning units will include:

- Introduction to working with LGBTI+ communities
- LGBTI+ inclusive language and terminology
- LGBTI+ people's experiences of sport and movement settings
- Examples of how to implement LGBTI+ inclusion in your club

Research conducted by Monash University highlights exactly how Education helps to break down those barriers. When a club hosts a Pride event they:

- Decrease incidents of homophobic and transphobic language
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- Greater community support
- Increased sponsorship opportunities

It is often the small things that make the biggest difference and impact to our communities. Seeing local clubs make a genuine effort to be safe for us speaks volumes. My biggest piece of advice, is to make sure that what you promote is reflected in the experience of participants

**Christine Granger**  
CEO, Proud 2 Play



# Event day

There is no set way to stage a Pride event, 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 LGBTI+ people it may be the first sporting event they have attended in a sporting environment! 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 imagery at the ground; decorations, flags and posters.
- Consider flying the progress flag above your club house for the day.
- Although rainbow visibility is important, consider bringing in multiple community flags and interaction pieces into your space (see appendix)
- Review previous Pride Cup games and learn from their experiences and outcomes

## Carnival Atmosphere

- Think of ways to engage the whole crowd, beyond just the sporting club
- Encourage active participation by giving out hand held flags, through engaging activations around the event and family friendly activities.



The Sydney Swans invited organisations and partners to activate in rainbow across their concourse, while Adelaide United invited all of their partners to activate with rainbow branding for their LED's.

- Invite local LGBTI+ groups, health organisations and youth groups to run stalls promoting their services. Examples may include local headspace centres, LGBTI+ organisations and support services.
- Corporate sponsors may want to run stalls and offer giveaways such as branded balls, keyrings, or water bottles.
- Consider a key performance celebrating the community, be that from an LGBTI+ inclusive artist show or a pre-game celebration of diversity.
- Invite LGBTI+ community members of significance to toss the coin at the start of the event.
- Budget for local Indigenous elders and organisations to do a **welcome to country** prior to your event



Photo credit: Tennis Australia and Australian Open

This is a format which has worked for many events, however there are many ways you can run your own Pride event and creativity is encouraged.

# Community Interaction

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## LGBTI+ Inclusion Training

- Help ensure all your staff and club members understand why being LGBTI+ inclusive matters by holding annual training for players and officials.
- Ensure your players and administration group understand the importance of this event and are keen to activate/promote the event with Pride

## Visibility

Publicly communicate your club's stance on LGBTI+ 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 LGBTI+ people (Both teams captains and key playing groups)
- Model and encourage respectful communication at all levels of your organisation
- Promote the positive stories of your club's LGBTI+ volunteers, players or supporters throughout the year eg. in newsletters
- Encourage your stadium to implement Gender Neutral bathroom facilities to ensure LGBTI+ community members feel safe in all environments

## Community Engagement

- Partner with and support local LGBTI+ community organisations (including Pride Cup)
- Participate in LGBTI+ community events and promote them throughout your network
- Share a public message of acceptance to your LGBTI+ community members and share resources/information about the need for greater inclusion

- Find out what local LGBTI+ services and support networks there are in your area so you can share these resources with people in your club
- Build a narrative of inclusion throughout your social media and traditional media opportunities
- Enable gobubble technology on posts about your events and ensure that you are deleting comments that are directly negative or discriminatory (including homophobia, biphobia, Transphobia, Intersexism, Racism and sexism)
- Create a social media reply matrix of how you respond to questions about your event and the activities that your club is undertaking

## Privacy & Confidentiality

- If someone 'comes out' and opens up to you about their LGBTI+ status, this information is strictly confidential unless you are 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 LGBTI+ person, please reach out to Pride Cup or your local LGBTI+ counselling organisation for more information



As a direct result of the Hamilton Pride Cup a local LGBTI+ 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.

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# Event Checklist

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

## Pre-Game Night

- Read through the Pride day Handbook
- Create and send in your EOI for the Pride Night event to Tennis Australia
- Form an organising committee and include a member of your opposition club
- Attend the Proud 2 Play educational program with the entire working group
- Attend the Pride Cup events program with the entire working group
- Consult with your local LGBTI+ organisation or community group to build a united front for this event
- Form an organising committee and include a member of your opposition club
- Organise fundraising opportunities for LGBTI+ community organisations, including Pride Cup and Proud 2 play
- Develop a theme and guidelines for your event, including a no discrimination policy
- Promote stories from your playing group to talk about the importance of LGBTI+ inclusion in sport
- Share a public message of support from your club and players to the LGBTI+ community
- Invite VIP guests to attend your events - including LGBTI+ members of significance
- Invite local health and LGBTI+ organisations to come to your event and showcase what they do
- Encourage ways for your event space to go rainbow to celebrate the LGBTI+ community
- Organise a welcome to country by contacting local Indigenous elders or organisations
- Consider planning an LGBTI+ inclusive celebration activation (ie. LGBTI+ performer, show or opening)
- Send out a post event evaluation & ask for committee feedback
- Send thank you letters to your volunteers, sponsors and guest speakers
- Start planning your Pride Event for the next season!

# Appendix



Photo credit: Tennis Australia and Australian Open

# LGBTI+ Community

## Definitions

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### 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 with. To do this, we can politely ask 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 LGBTI+ individuals may 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

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### Australia wide

#### Pride Cup

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

W [pridecup.org.au](http://pridecup.org.au)

#### Proud 2 Play

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

W [proud2play.org.au](http://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](http://pdgc.org.au)

#### Minus18

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

W [minus18.org.au](http://minus18.org.au)

#### Ygender

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

W [ygender.org.au](http://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](http://beyondblue.org.au)

#### Q Life

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

W [qlife.org.au](http://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](http://humanrightscommission.vic.gov.au)

#### Team Melbourne

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

W [teammelbourne.org.au](http://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](http://rainbownetwork.com.au)

# LGBTI+

## Organisations

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### Victoria

#### Transgender Victoria

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

W [transgendervictoria.com](http://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](http://thorneharbour.org)

### NSW

#### Twenty10

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

W [twenty10.org.au](http://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](http://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](http://prideinsport.com.au)

### Team Sydney

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

W [teamsydney.org.au](http://teamsydney.org.au)

### Queensland

#### GLBN

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

W [glbn.org.au](http://glbn.org.au)

#### Open Doors

An LGBTI+ youth service that provides drop-in services, counselling, outreach workers and group activities.

W [opendoors.net.au](http://opendoors.net.au)

### WA

#### Diverse Voices

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

W [glwa.org.au](http://glwa.org.au)

#### Living Proud

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

W [livingproud.org.au](http://livingproud.org.au)

# LGBTI+

## Organisations

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### South Australia

#### **BFriend**

Offering mentoring, support, information and referral for people coming out as LGBTI+, and their families.

W [yourbestlife.org.au/services/bfriend](http://yourbestlife.org.au/services/bfriend)

#### **Team Adelaide**

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

W [teamadelaide.org.au](http://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](http://shinesa.org.au)

### TASMANIA

#### **Rainbow Tasmania**

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

W [rainbowtas.org](http://rainbowtas.org)

#### **Working it out**

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

W [workingitout.org.au](http://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](http://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](http://aidsaction.org.au)

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