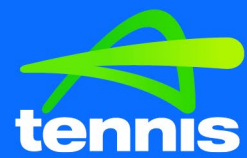


2026 SERVING PRIDE INITIATIVE



INFORMATION SHEET FOR CLUBS & COACHES

WHAT IS THIS INITIATIVE ABOUT?

Serving Pride is all about creating tennis spaces where everyone feels they truly belong. Under this initiative, clubs and coaches will have the opportunity to receive a \$750 grant to create welcoming, safe and inclusive environments for their local LGBTQIA+ community, both on and off the court.

Through this Serving Pride initiative, clubs and coaches can deliver a range of fun and social tennis activities including Cardio Tennis, Padel, Pickleball and POP Tennis. Many clubs also choose to host Social Play sessions and relaxed BBQ gatherings, helping LGBTQIA+ players and their allies connect, make friends and feel part of a vibrant community.

Since launching AO Pride Nights and the Serving Pride initiative, more than 50 clubs across Australia have proudly participated. Along with offering inclusive tennis opportunities, clubs and coaches also gain access to tools, resources and connections with local LGBTQIA+ organisations and businesses which helps them strengthen community engagement in meaningful ways.

WHY DO WE NEED THIS?

Around 10% of Australians identify as part of the LGBTQIA+ community, and many love sport—including tennis. But too many have felt excluded, unsafe or discriminated against in sporting environments which can discourage participation.

Tennis Australia's *Game On – LGBTQ+ Participation in Tennis Research (2020)* highlighted that LGBTQIA+ people:

- Often do **not** feel safe or welcome in Australian sport
- **Want** to participate and connect with community sport
- Experience strong **psychological, physical and social benefits** when they do participate
- LGBTQIA+ people represent around 10% of the Australian population

From this research, key recommendations include:

- Creating welcoming, safe and inclusive environments
- Taking a **zero-tolerance** approach to homophobia, biphobia, transphobia and interphobia
- Increasing the visibility of LGBTQIA+ inclusion across tennis

The Serving Pride initiative directly supports these recommendations, giving clubs a practical and meaningful way to champion inclusion and create tennis spaces where LGBTQIA+ community members feel valued, respected and safe.

2026 SERVING PRIDE INITIATIVE



HOW DO I PARTICIPATE?

Getting involved is easy. All you need to do is:

Step 1 - Submit an EOI to register your interest in hosting a Serving Pride event or program:
[Expression of interest \(EOI\) Registration](#)

Step 2 – Attend one of the four workshops outlined below

Step 3 – Connect with your local LGBTQIA+ community and promote a Serving Pride event

Step 4 – Host your event and share stories throughout your network

Step 5 – Complete a short post event evaluation form

Tennis Australia will provide \$750 for clubs or coaches who complete the 5 steps listed above.

Please note:

- An initial grant of \$500 will be provided once the club or coach completes a Pride Cup workshop
- The final grant of \$250 will be provided as soon as the Serving Pride Event Evaluation form has been completed

As part of the EOI process, everyone involved in your club or venue including members, officials, coaches, participants and volunteers have an opportunity to participate in complimentary [Pride Cup](#) workshops including:

- Introduction to LGBTQIA+ Awareness
- Supporting your local LGBTQIA+ Members
- LGBTQIA+ Inclusion Across Cultures
- Trans and Gender Diverse Inclusion

These workshops offer insights, tools and resources on how everyone at your club or venue can engage with and support your local LGBTQIA+ community.

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CLUB AND COACH BENEFITS

Successful clubs will receive:

- LGBTQIA+ Education Sessions presented by Pride Cup
- Serving Pride Pack (includes rainbow bunting, wristbands, flags and resources)
- Open4All badge for clubhouse display
- Serving Pride grant to assist with costs of running the event
- TA branded marketing materials via the Canva Design Hub

Items that can be covered by the grant to ensure a successful event include:

- Court hire
- Coaching fees for social play
- LGBTQIA+ Guest Speaker/Ambassador fee
- Food and non-alcoholic beverages
- Party supplies (napkins, cups, etc)
- Entertainment, ie. DJ
- Signage (TA Pride branded signage)
- Social media promotion fees (ie. Facebook post boosts)
- Contingency

2026 SERVING PRIDE INITIATIVE



SERVING PRIDE SUCCESS STORIES

Collaroy Tennis Club, NSW

Highlights:

- Hosted Serving Pride 3 times
- Activities included:
 - American Round Robin Format
 - Stroll n Roll Activation
 - Raised funds for local LGBTQIA+ group Fusion Pride
 - Guest Speakers
 - BBQ
- Partner: Fusion Pride



2026 SERVING PRIDE INITIATIVE

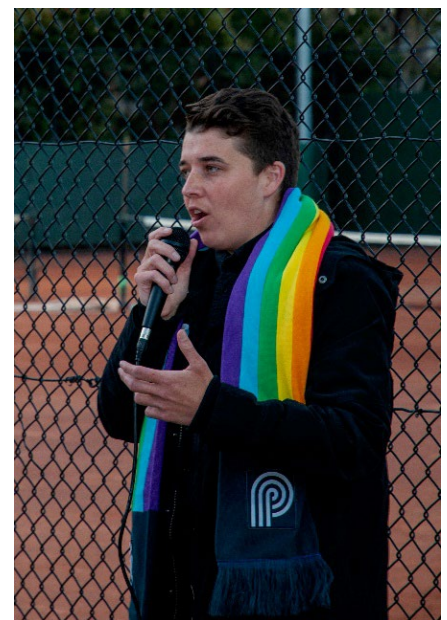


SERVING PRIDE SUCCESS STORIES

Royal Park Tennis Club, VIC

Highlights:

- Hosted Serving Pride 3 times
- Activities included:
 - Round Robin Tennis
 - POP Tennis
 - Guest Speaker from Pride Cup
 - BBQ
- Partners: Pride Cup and VicTennis



2026 SERVING PRIDE INITIATIVE



SERVING PRIDE SUCCESS STORIES

Margaret River Tennis Club, WA

Highlights:

- Hosted Serving Pride 2 times
- Activities included:
 - Social play & Pickleball
 - Trivia Night
 - Club Choir
 - Guest Speakers – Pride Cup
 - BBQ

