



# Rainbow Ready

## A Framework for LGBTIQA+ Inclusion in Sport and Recreation





# Who is Proud 2 Play?

A charity with a vision to create an Australia where all LGBTQIA+ folks can engage in sport and recreation without fear or discrimination.





# Who Am I?

Kade Matthews (he/him)

Community Development Officer

Rainbow Ready Clubs Lead





97%

of Australians aged  
over 18 years believe  
that sport and  
physical activity are  
good for their health  
and wellbeing

88%

of Australians agree  
that sport is  
important for  
bringing people  
together in their  
local communities



80%

of individuals have  
witnessed or  
experienced  
homophobia on the  
sports field

70%

of LGBTQIA+  
people do not feel  
sport is safe or  
welcoming

50%

of trans people  
avoid playing sports  
they're interested in



**Sport and recreation is essential for achieving meaningful change in the health of the LGBTIQA+ community.**

So how do we  
make sure **all**  
Australians reap  
the benefits of  
sport and  
recreation?





# The Challenges





Many LGBTQIA+ people  
are **disengaged** from  
sport and recreation.



**Discrimination from these environments have caused generational harm and distress.**



**Sporting culture  
prioritises **competition**,  
not **inclusion**.**



**Our clubs are traditionally  
binary gendered spaces**



Media coverage and discourse makes sports appear **unsafe** for our community.



**Sports strategy in  
Australia calls for **broad  
participation**, not  
focussed programs for our  
community.**



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# The Rainbow Ready Program





**There's more to physical  
activity in Australia than  
sports clubs.**



People want to move **their**  
**way.**



# The Rainbow Roadmap Framework





**Implementing the  
Rainbow Roadmap for **all**  
physical activity spaces.**



rainbow  
ready **SPORT**

rainbow  
ready **GYMS**

rainbow  
ready **LEISURE**

rainbow  
ready **CLUBS**



- Designed for regional, state and national sporting bodies
- Professional advice for policy development
- Education for all levels of the organisation
- Supports requirements of Pride in Sport Index
- Comprehensive LGBTQIA+ strategy and action plan development



- Designed for gyms and movement settings, such as dance spaces and yoga studios
- Assessment of physical location
- Observation of sessions for language and culture assessment
- Education for all staff members
- Targetted LGBTQIA+ strategy and action plan development



- Designed for leisure facilities such as pools and multipurpose facilities
- Assessment of physical location, including bathroom audit
- Front desk, instructor and staff auditing
- Education for all staff members
- LGBTQIA+ strategy and action plan development focused on needs of community



- Designed for community sporting clubs
- Assessment of physical location and online presence
- All types of clubs - juniors, seniors and womens
- Education for all club members
- LGBTQIA+ strategy and action plan development focused on building ongoing links with community



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## Overcoming Community Club Challenges





**Clubs are often  
challenged for resources.**



They are afraid they will  
**"get it wrong"** and offend.



Don't know how to  
**genuinely engage** with the  
LGBTIQA+ community



# Lack of LGBTIQA+ **representation** at the club



The **timing** isn't right.



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Making the Rainbow  
Roadmap Framework  
Personal and Relatable.



**Make the experience **real**  
with storytelling.**



# Meet Sam

## Sam's Journey

Sam's journey is a familiar one for many in the LGBTQ+ community. As a teenager, they were passionate about sports, but their relationship with sports was tarnished due to an unwelcoming atmosphere at their former club while coming to terms with their identity as an LGBTQ+ individual. When Sam revealed their sexual orientation to their teammates, they encountered discrimination and judgement, leading them to leave the club they once cherished.

Having recently relocated to your area, Sam is eager to enhance their well-being, forge new friendships, and contribute to the community through volunteering. They begin their search for a local club online, discovering your club alongside others in the vicinity.

Haunted by their past experience, Sam is now seeking a club that empathises with their concerns and past struggles, fosters a welcoming atmosphere, and is dedicated to ensuring that they can embrace their authentic self while participating in the club's activities.





**Make the story **real** using  
the assessment data.**



# Assessment Data

## Discovering your club

Website				
	Stars		Notes	
Contact information	★	★	★	Comprehensive contact information section. Lots of different options. Unclear who to contact if I have a question as a new player though
Directions to find the club	★	★	★	Has Google map with specific location and directions availability
Information about programs, including who they are intended for	★	★		Link to Community Tennis Guidelines is not working. Lots of information, but inconsistently formatted. Some key information missing in some spaces – for instance age range is featured in Major competitions, but not Seniors. A key information table at the top that features age, skill level required, gender, commitment, available nights and cost would be handy. No guidance on gendered competition.
What do players need to bring to their first session?	★			If I'm a new player, do I need special shoes (e.g. white sole?), a racquet, tennis balls, etc?
Photos showing diverse people at the club	★	★		Some good photos, hidden under links for the competitions, would be good to see the diversity of the people at the club on the front pages.
Clear and readable text on website	★	★	★	Contract is good for people with vision issues and good font type.

## The first visit

### Arriving at the club for the first time

	Stars		Notes	
Meeting point exists for new players	★	★		No clear meeting point exists, just club rooms. Club rooms can be difficult when busy. We suggest a tear drop banner or explicit meeting point.
Were players welcomed on arrival?	★	★		Club members were friendly and keen to chat about the club.
Were coaches/committee/volunteers easily identifiable?	★	★		No visible identifiers for key people in the club; some additional identifiers would be useful, e.g., hats, lanyards.
Signage indicating the club is welcoming to all	★	★	★	Great signage with flags and other symbols visible
Do community posters/flags/LGBTIQ+ collateral exist?	★	★		No community posters/flags/LGBTIQ+ marketing materials such as fliers or posters existed, but signage around POWA Tennis inclusion very clear.

# Making Data Relatable

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What do players need to bring to their first session?	★			If I'm a new player, do I need special shoes (e.g. white sole?), a racquet, tennis balls, etc?
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Clear and readable text on website	★	★	★	Contrast is good for people with vision issues and good font type.

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## Sam's Journey

### Learning More

Sam locates the club's address and a Google map on the website. This is great as precise instructions on venues and buildings are essential, especially if your club shares space with others or uses different facilities for various training sessions.

Sam discovered some information about training. However, they are unsure what to expect at their first session as they haven't played Tennis before. They would appreciate some more information around who can enter what competitions and how competitive they are. They also want to know more about if they need their own equipment (such as water bottle, racquet, tennis balls or uniform).



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# Making Data Relatable

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## Sam's Journey

### How does Sam currently feel?

With their previous experiences and the research on your club, Sam feels slightly anxious about attending their first session. They haven't seen a lot of photos that show the make up of the club and they aren't sure about their fitness levels or what they need to bring to the first session. Sam also would've liked to see specific policies and a process if a person experiences issues at the club on the website to ensure a safe and welcoming environment due to their experiences at their previous club.

A few days later, after receiving an email response addressing some of their questions, Sam attends their first training session, hoping this club will offer the welcoming and supportive environment they seek.



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**Reinforce the experience  
by connecting the club  
with real people with real  
experiences.**



**Break down complex scenarios with simple values.**



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Encourage  
Reflection and  
Learning





**Check in often. Has the goals and aims of the club **changed** with new data.**



**Experiences come first.  
Back these with **data**.**



**Leadership with strong,  
known values, is **easy** to  
enact.**



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## Developing Realistic Actions



**Actions must align with  
the club's **vision and  
goals.****



**Structure actions around short, medium and long term goals.**



**Build on previous actions  
to ensure confidence and  
capacity.**



**Actions should be clearly stated, measurable and achievable.**

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## Building the Rainbow Ready Movement





**Provide ongoing opportunities to **connect** with community and promote their work.**



**A Community of Practice  
allows clubs to **share**  
experiences and **support**  
each other.**



**Build connections**  
**between clubs, especially**  
**in local regions.**



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## We Need Your Help and Support





**70,000** sports clubs.  
**3** Proud 2 Play employees.



**Scale** is our single biggest problem.



**We need organisations to partner with to help this program **grow**.**



**Not just funding for clubs  
to participate, but  
opportunities to train  
facilitators and educators.**



**Together we create an  
Australia where all  
LGBTQI+ folks can  
engage in sport and  
recreation without fear or  
discrimination.**



# Thank you.

## Kade Matthews

Community Development Officer

Rainbow Ready Clubs Lead

[kade@proud2play.org.au](mailto:kade@proud2play.org.au)

0418654752

<https://www.linkedin.com/in/kadematthews/>

