



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 LGBTIQ+
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



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**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
LGBTIQ+ community**



Lack of LGBTIQ+ **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 Maps competitions, but not Tennis. 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	★	★	★	Contrast 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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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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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, measureable 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

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Rainbow Ready Clubs Lead

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