



PrideCup



**FOOTBALL
NSW**

HANDBOOK

2026-2028



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Image Credit: Sydney FC



We are **PrideCup**

Pride Cup is an Australian charity supporting clubs and leagues, from community to elite, to create more inclusive environments through education and iconic rainbow-themed game day activations.

We provide support for teams and clubs to execute their PrideGames, LGBTIQ+ inclusion education, and help them bring their communities together to celebrate.

We have designed this resource collaboratively with Football NSW.

Pride Cup clubs are over

40%

less likely to use homophobic and transphobic language than other clubs.



LGBTIQ+ 101

Two key parts of identity underpin the LGBTIQ+ acronym. They are distinct and both are different from sex.

Sexual Orientation:
Who you're romantically, emotionally, or physically attracted to. Not a choice.

Gender:
The innate sense of who you are. Socially-constructed roles, behaviours, expressions and identities.

Sex:
Physical characteristics assigned at birth. Doesn't always match gender.

Lesbian: a woman attracted to other women.

Gay: a person attracted to people of the same gender (often refers to men).

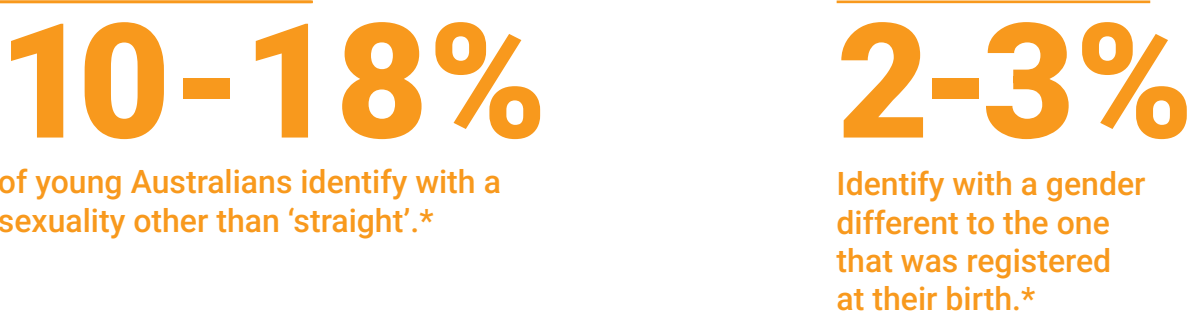
Bisexual: attracted to more than one gender.

Transgender: a person whose gender identity differs from their sex assigned at birth.

Intersex: a person born with sex characteristics that differ from medical norms for male and female bodies.

Queer: an umbrella term for identities outside heterosexual or gender binaries.

Youth population statistics:



*Australian Human Rights Commission (2025) Stats & Facts: LGBTIQ+ rights

The LGBTIQ+ people in your club

A visible and important part of every local sporting community

LGBTIQ+ people are already part of your club, your team, and your wider local community, whether they are players, coaches, volunteers, supporters, or officials.

If sport is not actively safe and welcoming, people are less likely to participate, stay involved, or put their hand up to contribute. Creating inclusion isn't an "extra", it's how clubs make sure they don't miss out on talent, leadership, and community connection.

General population statistics – Australia



Why inclusion matters

- LGBTIQ+ people already exist in every club.* They are your players, parents, volunteers, and coaches.
- Inclusion isn't extra.* It means making existing members safe enough to stay and participate fully.
- 75% of LGBTIQ+ people* have experienced a mental disorder at some time in their life, compared with *42% of heterosexual people*.
- Only ~1 in 3* LGBTIQ+ people feel accepted at social or community events.

Pronouns explained

Pronouns are the words we use to refer to someone in place of their name, such as ‘she/her/hers’, ‘he/him/his’, or gender-neutral options like ‘they/them/theirs’.

The pronouns a person uses typically reflect their gender identity. Using the correct pronouns is a simple, but meaningful way to acknowledge and respect that identity, and it helps to create a safe and inclusive environment.

We cannot assume someone’s gender based on appearance, so pronouns give us a clear and respectful way to understand how a person identifies.

Most common pronouns

**he/
him**

man
“mr”

they/them is inclusive and can be used for non-binary or trans people, or is a good way to be respectful and inclusive if you aren’t sure what somebody’s gender is.

**she/
her**

woman
“miss”, “ms”, “mrs”

**they/
them**

gender neutral
“mx”

Common misconceptions

- Myth:** Gender neutral pronouns are too new, too complicated and are a fad.

Fact: Gender-neutral identities and language have existed for centuries across various communities in nearly every continent of the world.

Myth: They/them isn’t plural and can’t be used to describe a singular person.

Fact: Singular “they” has been used in English for centuries, especially when a person’s gender is unknown (e.g., “Someone left their umbrella”).
- Myth:** Learning new pronouns is too hard.

Fact: Its actually quite simple and is a matter of respect and updating language to be inclusive. We very readily change people’s names when they get married, so why are pronouns different?

Myth: Only transgender or non-binary people should share their pronouns.

Fact: Cisgender people sharing their pronouns helps normalise the practice, reducing the pressure on trans and non-binary individuals.



Inclusive language in sport

What is inclusive language?

Inclusive language is the way we use words that show respect for people of all genders, sexualities, backgrounds, and identities. It avoids assumptions, stereotypes, or language that excludes or marginalises others. In sport, it means using language that helps everyone feel welcome, included, and able to participate fully.

It can be:

- **Verbal** – how we speak to teammates, officials, and opposition
- **Written** – in forms, emails, and club communications
- **Visual** – signage, Pride flags, and inclusion symbols

Inclusive language is about being respectful, intentional, and open to learning how we can communicate more effectively.

Why inclusive language matters

Language shapes whether people feel safe, respected, and like they belong in sport. Exclusionary language, even when unintentional, can make people feel invisible or unwelcome, and over time can impact whether they stay involved in the game.

When language is not inclusive, it can lead to:

- Feeling misidentified or invisible (e.g. being misgendered)
- Feeling unsafe or unwelcome in their team or club
- Withdrawing from participation or leadership roles
- Anxiety about attending training or games
- Reduced trust in teammates, coaches, or officials

Even small repeated moments of exclusion can build up and influence whether someone stays in sport.

When inclusive language is used consistently, it builds trust and psychological safety within teams, strengthens connection between teammates, improves participation and retention, and demonstrates respect in a clear, everyday way. It also helps set the tone for the wider sporting environment, encouraging more inclusive behaviour across clubs, officials, and supporters.

Avoid (non-inclusive assumptions):	Use instead (inclusive language):
"Hey boys / girls"	"Players"
"Ladies and gentlemen"	"Team"
"Man up"	"Everyone" / "All"
"That's not very manly"	"Let's go team"
"Wives and girlfriends"	"Partners and families"
	"That was a strong effort" (instead of gendered praise)

Call it in (safely and respectfully)

When exclusionary or harmful language is used, it is important to respond rather than ignore it. Small, respectful corrections help shift culture and set expectations for what is acceptable in sport.

This can include calmly correcting language in the moment, repeating inclusive alternatives, role modelling better language as a leader, and supporting others to learn without blame or shame. Silence can unintentionally signal acceptance. Even small corrections contribute to safer and more inclusive club environments over time.

On-field actions

Captains, coaches, and leaders play an important role in setting the tone of the game before it even begins. Use gender-inclusive language during play, such as "players, line up" instead of "boys" or "girls," and keep instructions consistent and inclusive for all participants.

Small adjustments in language can significantly improve how safe, respected, and included people feel during a game.

Scenario:

A teammate says after a contest, "Come on, that was weak, don't play like a girl!"

Response: "Hey, that language you just used puts down girls and women, and it doesn't align with our team values. It actually makes me feel pretty uncomfortable hearing it. We're better than that, can you just keep it about the play, and try something more positive and encouraging next time?"

Scenario:

Coach addressing the players, during a quick huddle, for the Bondi Badgers team, before the next quarter or half.

Script: "Alright Badgers, let's reset and come back together as a team. Stick to our structures here, support each other, and keep working as one unit. Keep it simple, stay connected, and trust what we've trained."

Scenario:

Your team Captain, at the coin toss or pre-game check-in with the umpire.

Script: "Hey, just before we get started, I wanted to mention something quickly. At our club we're really focused on using inclusive language, so we try to avoid gendered terms like 'boys' or 'girls' and stick with 'players' or 'team' where we can. Would you be comfortable doing that in your instructions today? It just helps make sure everyone feels included and not assumed about."



Leadership moment referee engagement

Before the match, captains can take a simple but powerful leadership step by speaking with the referee or umpire at the toss or pre-game meeting. This helps set expectations early for inclusive communication and shows leadership and care for team culture.

Why do we need PrideGame events?

Sport brings people together, forging social bonds and providing significant mental and physical health benefits, but unfortunately, discrimination remains a major barrier to participation for LGBTIQ+ people.

Being part of a football team has wide reaching benefits. Sport improves social connectivity and inclusion. It builds communities, enables diversity through larger social networks and creates friends for life.

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 LGBTIQ+ people.

Pride Cup's powerful message of acceptance has been shown to reduce these feelings of isolation and bring LGBTIQ+ 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 communities.

What's the problem: Australia in 2024

53%

of young LGBTIQ+ people had witnessed discrimination*

63%

of gay men have had a homophobic slur used against them*

0%

of trans men played competitive sport in 2024*

*Storr Et Al, Free To Exist (2024)



"I stopped playing footy because I routinely heard the words 'faggot' and 'poofter' on the field or in the stands and I was terrified of what would happen if my teammates found out I was gay. Years later, seeing players in rainbow jumpers at the Pride Cup moved me to tears. It was the first time in my life I felt like I belonged in the sporting world."

JASON BALL
Pride Cup Co-Founder

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.

Attract more players

LGBTIQ+ Australians make up between 5-12% of the population.* and represent a significant proportion of your local community.

Many Australians do not feel safe or supported in sport, and as a result, often step away from games they were once excited to be part of.

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.

Bigger crowds

Some Pride Cups have attracted crowds up to **four times** larger than a regular game.

Many of these were LGBTIQ+ people who said they felt welcome for the first time at a community sporting event.

Sponsorship opportunities

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 into the wider community is a welcomed side effect of a Pride Cup!

Become a leader

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.

*Australian Human Rights Commission (2025) Stats & Facts: LGBTIQ+ rights



"At Adelaide United, we are immensely proud and appreciative of the Pride Cup initiative. This event holds a special place in our hearts, symbolising the unity and acceptance that football can inspire. Pride Cup not only celebrates the LGBTIQ+ community but also underpins our belief that everyone has a place in the world of football, regardless of background or identity. Adelaide United is honoured to be part of a movement that promotes equality, both on and off the field."

NATHAN KOSMINA
CEO, Adelaide United

Where to start?

Your Pride Cup 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 event is a success! This event is to promote LGBTIQ+ inclusion; to ensure your sport is a place where everybody is welcome and to breakdown the barriers to participation present for the LGBTIQ+ community.

Before you begin:



Register your game with pride cup

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

Create your committee

The most important first step is to put together an organising committee to share the load and make your event the best it can be. Start by bringing in volunteers from across your club with a mix of skills and backgrounds, people who can contribute to fundraising, music and entertainment, marketing, graphic design, communications, logistics, and match day coordination all help to lighten the load and strengthen the event overall.

You can also reach out to friends and family from the LGBTIQ+ community, to help ensure your whole community are engaged.

- STEP 1: Get organised
- STEP 2: Education
- STEP 3: Event day
- STEP 4: Community interaction
- STEP 5: E-Safety & inclusive communications



"We determined this season that we wanted to amplify our voice in our community for equality and inclusivity. This led us to hosting our inaugural PrideGame and we are taking respectful steps to educate ourselves on how to make the most of the opportunity.

As an organisation we pride ourselves on our diversity and inclusion and equality in basketball is central to our vision. Sport plays a huge societal role in bringing people together and celebrating what a diverse society we live in. Our ambition is to reflect the Melbourne community and like many organisations we are a work in progress in authentic diversity and inclusion."

TONY HALLAM
Deakin Melbourne Boomers Executive Chair

STEP 1:

Get organised

Your PrideGame 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 make your event a success.

Pick a date!

Plan your Pride-themed round, such as a Pride Cup, or celebrate key awareness days like IDAHOBIT (International Day Against Homophobia, Biphobia, Intersexism, and Transphobia) or Wear It Purple Day.

You can tie your Pride Cup or PrideRound to a key day to amplify visibility and community impact, or use these days throughout the year to celebrate inclusion and raise awareness. Aligning your event with recognised days helps engage your community, attract media attention, and show your club's ongoing commitment to LGBTIQ+ support.

Set a timeline

Start planning at least 3 months before your event. Assign tasks to committee members, use email to stay in touch, and appoint someone to take minutes so action items are clearly delegated.

Recruit volunteers

Volunteers are the lifeblood of sports clubs, providing vital support on event day—from promoting the event and sourcing sponsors to decorating the clubhouse.

When recruiting, ensure volunteers understand the event's importance and its impact on inclusion for the club and wider LGBTIQ+ community. Roles can include promoting locally, assisting with parking or decorating,

running fundraising stalls, or other tasks that match your members' skills and strengths to make your Pride Game a success.

Set clear goals

What are your goals for the Pride Cup event?

How many attendees do you want?

How will you attract them?

Are you raising money for your club or charity, and what's your target?

How will you promote the event? Can you get in the local paper?

How will you involve local LGBTIQ+ groups?



"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

STEP 2:

Education



Book your education session here

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

Discrimination and hostility towards the LGBTIQ+ community often stem from ignorance rather than hatred. Educating on LGBTIQ+ inclusion in sport can break down barriers, challenge stereotypes, and foster a more welcoming environment in your club.

Education resources:

Football NSW is committed to fostering diversity, equity, and inclusion in our sport. We provide access to several resources to support LGBTIQ+ inclusion:

- Learn more about our initiatives and policies at the [Resources Hub](#).
- Online Education: Play by the Rules provides two modules on [Creating an LGBTIQ+ Inclusive Club](#) and [Responding to LGBTIQ+ scenarios](#).
- The Australian Human Rights Commission has provided [Guidelines for the inclusion of trans and gender diverse people in sport](#), which have been adopted by Football Australia and underpins the [FNSW Gender Diversity Policy](#).

These resources help clubs, players, and administrators build more inclusive football environments.

Training session 101:

Introduction to LGBTIQ+ Inclusion

Pride Cup clubs are encouraged to participate in an LGBTIQ+ inclusion education session that equips members with the tools to stand against homophobia and transphobia while embedding inclusion in club culture. Ideal for those new to LGBTIQ+ inclusion, the session covers key terms, lived experiences in Australian sports, barriers to participation, and strategies to challenge stereotypes and act as allies.

Training session 201:

In the advanced session, you'll explore LGBTIQ+ experiences, with a focus on transgender and non-binary perspectives. We'll tackle challenges using practical exercises and learn how to be better allies in various contexts.

Education checklist:

- ☐ Decide whether you'd like to have an in-person or online session.
- ☐ Pick a time, date, and venue for the education session.
- ☐ Consult Pride Cup on whether the 101 or 201 session is the best fit, and flag any priority topics.
- ☐ Invite players, coaches, staff, and administrators to the session, and provide information about the session to attendees in advance.



"I love being a part of a club that celebrates and acknowledges pride because everyone should feel like they are included in sports and should have a sporting community where they feel safe in themselves. Holy Trinity is perfect at that. The Pride Cup itself has always been one of my favourite events on the Holy Trinity calendar because it is a day where everyone gets down to the club, has a little run around and a hit against The Quokkas."

LEWIS WILLIAMS
Player, Holy Trinity Cricket Club

STEP 3:

Event day



Shop Pride Cup merchandise
pride flags, hats & socks

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 event celebrates diversity, unites your community, and is all about creating a welcoming environment for everyone. For many LGBTIQ+ individuals who participate or attend, it might be the first time they've set foot into a sporting environment in their adult life. Visible Pride symbols can reduce fear, and convey a message of inclusivity, promoting an environment where everyone feels safe.

Pitch & uniform resources

Some local governments or even local businesses will support the purchase of pride-themed uniforms as part of your celebration

Uniforms: training tops, jerseys, or socks can all be swapped out for pride themed designs.

Corner flags: Rainbow corner flags are another way of bringing colour to the day.

Most leagues and clubs will have your own suppliers, we recommend contacting your local supplier to learn more about the options they have available.

Use these checklists to decide which elements you'll incorporate into your event, and assign a committee member to take responsibility for managing each task.

Rainbow visibility

- ☐ Visible symbols of inclusion such as rainbow decorations, flags, posters and stickers can signify a safe environment.
- ☐ Fly the progress flag above your club house for the day.
- ☐ Consider bringing in multiple community flags, for example the non-binary flag, and having engaging activities for attendees - like rainbow face-painting!

Responsible Committee Member:

Carnival atmosphere

- ☐ Distribute handheld flags to encourage active participation.
- ☐ Organise engaging activations and family-friendly activities throughout the event.
- ☐ Invite local LGBTIQ+ groups, health organisations, and youth groups to set up stalls promoting their services.
- ☐ Consider incorporating a key performance or moment celebrating the community in to the day, such as a drag performance, a guest LGBTIQ+ speaker, or run through a joint rainbow banner with your opposition team.
- ☐ Extend invitations to significant LGBTIQ+ community members to toss the coin at the event's start.
- ☐ Allocate budget for local Indigenous elders and organisations to conduct a **Welcome to Country** prior to the event.

Responsible Committee Member:

Competition elements

Consider adding an element of competition, and raise the stakes of your Pride Cup.

- ☐ Host a pre-match function: Invite speakers, community members, and sponsors.
- ☐ Hold an Opening Ceremony: Organise a meaningful opening to start the event.
- ☐ Arrange Trophy Presentation: Ensure a trophy presentation at day's end, and coordinate celebration for participants.
- ☐ Organise a Pride Trophy and Fairest Player medals. Coordinate award selection process and recognition for winners.

Responsible Committee Member:

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.

Event checklist

Use the below checklist as a guide to keep you on the right track when hosting your Pride Cup

Pre-game

- ☐ Read through this Pride Cup Handbook.
- ☐ Form an organising committee and include a member of your opposition club.
- ☐ Confirm your education session with your working group, opposition club, and Pride Cup.
- ☐ Consider whether you'll purchase Pride jerseys, rainbow arm bands, or Pride socks.
- ☐ Consult with your local LGBTIQ+ organisation or community group to build a united front for this event.
- ☐ Order any Pride flags or merchandise you may need for the day.
- ☐ Organise fundraising opportunities for LGBTIQ+ community organisations, including Pride Cup.
- ☐ 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 LGBTIQ+ inclusion in sport.
- ☐ Share a public message of support from your club and players to the LGBTIQ+ community.
- ☐ Invite VIP guests to attend your event, including local LGBTIQ+ community leaders.
- ☐ Invite local health and LGBTIQ+ organisations to come to your event and showcase what they do.
- ☐ Consider how to turn your event space rainbow to celebrate the LGBTIQ+ community; hang up your welcome pack posters, and hang LGBTIQ+ community flags, for example.
- ☐ Organise a Welcome to Country by contacting local Indigenous elders or organisations.

- ☐ Consider planning an LGBTIQ+ inclusive celebration activation (ie. LGBTIQ+ performer, show or opening, or post event BBQ).

Post-game

- ☐ Send out a post event evaluation feedback form to your club & share results with Pride Cup.
- ☐ Send thank you letters to your volunteers, sponsors and guest speakers.
- ☐ Start planning your Pride Event for the next season!

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.

STEP 4:

Community interaction

A key part of any PrideGame is ensuring your community knows your club/team actively supports inclusion and diversity. Thoughtful engagement demonstrates that your club is a safe, welcoming space for LGBTIQ+ players, families, staff, and fans.

Visibility

Publicly communicate your club's stance on LGBTIQ+ inclusion and zero tolerance approach to discrimination. You can do this via social media, a press release, or a statement posted on your club's website. An example of this is the Yarra Glen press release, featuring quotes from their players, families, and Pride Cup's CEO. You can see it here:



Support staff and facilities

Advocate for the implementation of 'All Gender' bathroom facilities in your stadium to ensure the safety and inclusivity of LGBTIQ+ community members in all environments. You can do this by writing to your local council, your local MP, or if privately owned - to the board and management.

Additionally, it's important to consider external staff that might provide a service at your event. If you're hiring security, consider connecting them with Pride Cup so we can provide them with education and training to handle issues of homophobia or transphobia appropriately.

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

Engagement tips and best practices

- Pronoun Usage: Encourage personal pronouns on name tags, email signatures, and member profiles to help everyone feel respected.
- Zero-Tolerance Policies: Clearly implement and communicate policies against homophobic or transphobic language, including consequences for violations.
- Actively participate in LGBTIQ+ events and awareness campaigns to show your club's support in practice.

Community engagement

Engaging with the LGBTIQ+ community helps your club strengthen relationships, foster trust, and demonstrate genuine support. This can include:

- Partnering with local LGBTIQ+ organisations: Work together on events, education sessions, or outreach programs. Collaboration helps amplify your message and ensures it aligns with community needs.
- Attending community events: Show your presence and support at local Pride festivals, awareness days, or LGBTIQ+ sporting initiatives. Participation signals that your club values inclusion beyond its own walls.
- Sharing resources: Provide your members with information on local LGBTIQ+ services, support networks, and counselling organisations. Making these resources visible demonstrates care and builds trust.
- Listening and learning: Take the time to understand local community priorities and perspectives. Engage with members to see how your club can best support LGBTIQ+ inclusion.

Tip: Use the "Organisations to Reach Out To" page at the back of this handbook as a starting point to identify local LGBTIQ+ groups and services in your area.

STEP 5:

E-Safety & inclusive communications

Many LGBTIQ+ people will experience online abuse at some point. Understanding how to protect ourselves, and others at our sporting clubs, and how to deal with it, can help to reduce the impacts.

Social media management

Your club’s social media channels are a key way to promote your Pride event and show support for inclusion. Be prepared for questions, such as “Why are you holding a Pride event?” and plan clear, consistent responses.

Promptly address negative or discriminatory comments. Consider using services like GoBubble or Areto, which automatically remove harmful content. Social media managers should also use profanity filters and hide, block, or report offensive comments.

Activity: Create a list of Q&As to help your club respond confidently to social media questions about your event and activities.

Privacy & confidentiality

If someone ‘comes out’ and opens up to you about their LGBTIQ+ identity, this information is strictly confidential unless you are given explicit consent to share it with other people.

If you need help to support an LGBTIQ+ person, please reach out to Pride Cup or your local LGBTIQ+ counselling organisation for more information.

Safety reminder
If anyone is in immediate danger in Australia, call 000.

Example website statement

[Club Name] is proud to be an inclusive and welcoming space for everyone. We celebrate diversity and are committed to ensuring that all players, families, volunteers, and supporters feel safe, respected, and valued—regardless of gender identity, sexuality, ethnicity, cultural background, ability, or lived experience. Everyone has a place here, and we invite you to join our community.

Consent & social media

Always seek consent before taking or sharing photos, or using names/images on social media. Avoid tagging personal accounts unless the person is fully aware of risks.

Support and safety

- Keep Lifeline and QLife contacts available.
- Notify local authorities in advance.
- Have an emergency response plan, consider hiring security.
- Pride Cup can train volunteers and security on responding to LGBTIQ+ abuse.
- Report incidents to club/league MPIO, eSafety, or support services like 1800 RESPECT.

Inclusive club websites

Make your club welcoming online by including a clear inclusivity statement (e.g., “We welcome everyone at this club”) and visible symbols like a rainbow flag. Check that registration forms are inclusive, ensure reporting channels and policies are easy to find, and share posts showing support for the LGBTIQ+ community during key events and awareness moments. Small touches like these signal safety, respect, and belonging.

Complaints & reporting

Football NSW complaints and reporting

When your club receives a complaint, it is an opportunity to reflect and communicate about:

- Unacceptable behaviour.
- Breaches of the Codes of Conduct or Member Protection Framework.
- Safety concerns.
- Where a policy, guideline, communication or reminder to members may be necessary.

Member Protection Information Officers are your first call for any complaints within the club environment. They can escalate concerns where appropriate and support complaint handling.

The Football NSW website contains all the relevant information and procedures for making a complaint, and for managing one fairly within your club.



View complaints handling policy

National integrity framework

Football Australia’s National Integrity Framework sets the standards for fair, safe, and ethical conduct across all competitions and events. It includes policies and resources to prevent corruption, regulate behavior, and take action against misconduct.

W footballaustralia.com.au/governance/integrity-framework

For anti-doping concerns, contact Sport Integrity Australia: [Report Here sportintegrity.gov.au/what-we-do/anti-doping](https://sportintegrity.gov.au/what-we-do/anti-doping).

For criminal matters, contact Crime Stoppers at 1800 333 000.

Zero-tolerance commitment

Clubs should adopt and clearly communicate a zero-tolerance approach to homophobic, transphobic, sexist, racist or other discriminatory language and behaviour. This applies across all club settings — games, training and social activities — and should outline clear consequences for breaches, such as warnings, sanctions or suspension.

Diversity, equity & inclusion (DEI) policy template

A practical way to embed zero tolerance is through a written Diversity, Equity and Inclusion (DEI) policy. Play by the Rules offers a ready-to-use DEI policy template for sporting clubs, addressing discrimination based on sexuality, gender identity, race, sex, ability and more.

Clubs can adopt or adapt this template to suit their context and share it with members once approved.



Play by the Rules DEI policy template

PrideCup

Appendix



LGBTIQ+ definitions

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

Sexual orientation

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

"Intersex people have innate sex characteristics that don't fit medical and social norms for female or male bodies, and that create risks or experiences of stigma, discrimination and harm. Sex characteristics are physical features relating to sex, including chromosomes, genitals, gonads, hormones, and other reproductive anatomy, and secondary features that emerge from puberty."

- InterAction for Health and Human Rights

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 LGBTIQ+ 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.



LGBTIQ+ organisation directory

Australia wide

Equality Australia: use legal, policy and communications expertise to achieve equality for LGBTIQ+ people.

W equalityaustralia.org.au

Interaction for Health and Human Rights

Australia: a national charity by and for people with innate variations of sex characteristics.

W interaction.org.au

Parents of Gender Diverse Children: peer support for parents of transgender and gender diverse children.

W pgdc.org.au

Q Life: providing nation-wide LGBTIQ+ phone and web counseling services.

W qlife.org.au

Trans Justice Project: standing up for justice, freedom, and equality for all trans and gender diverse people.

W transjustice.org.au

Rainbow Families: the leading voice for LGBTQ+ families.

W rainbowfamilies.com.au

Pride in Sport: a national initiative dedicated to improving LGBTQ+ inclusion in sport.

W prideinsport.com.au

NSW

ACON: formerly the AIDS Council of NSW, ACON is one of Australia's largest LGBTIQ+ sexual health and wellbeing organisations, offering various services across all parts of NSW.

W acon.org.au

Team Sydney: an umbrella organisation supporting Sydney's LGBTIQ+-inclusive sporting clubs.

W teamsydney.org.au

Twenty10: supporting young LGBTIQ+ people through case work, accommodation, drop-in services, counseling, and group activities.

W twenty10.org.au

LGBTIQ+ flags

Progress flag



Think about how you can integrate the different flags into your event and the design of your merch and resources.

There are also flags for other groups within the LGBTIQ+ community, including asexual, pansexual, gender-fluid, non-binary and more.

LGBT (Rainbow)



Transgender



Bisexual



Intersex



Lesbian



Non-binary





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