



**Tips for community
engagement.**

Proud2Play™



Opening your club to the LGBTI+ community and sharing your inclusion efforts is a great way to connect with a new audience and potential club members.

This can be achieved by exploring and building new relationships within your community. These tips provide direction about where to start when engaging with the LGBTI+ community.

This resource is part of a suite of resources that aim to assist sports clubs to be more inclusive of LGBTI+ people. All are available on our website.

[CLICK HERE TO VIEW THEM ONLINE](#)

10 Points for an
LGBTI+ Inclusive
Sports Club

Tips for Talking to
Your Committee
About LGBTI+
Inclusion

Guidelines for the
Inclusion of
LGBTI+ People in
Community Sport

LGBTI+ inclusion
posters for club
rooms

Decide your objective

Consider creating an engagement plan that includes your aim or the reason you want to build new relationships and engage new participants. For example, your aim might be to find new club members to participate in your mixed gender competition. Once you've decided your objective use the tips below to think about who you want to engage and how you plan to engage them.

WHO do you want to engage?

Your club can have existing and potential relationship with people internal and external to the club. Internal relationships include those with existing members who identify as LGBTI+ as well as their allies (people who do not identify as LGBTI+ but are supporters of the LGBTI+ community). External relationships could be with community members who are not currently involved in your club.

In order to plan, consider the following questions:



Internal Relationships

Do you have any members who openly identify as LGBTI+?

Do you do anything specific to welcome these members already, or could they provide you with feedback about what might make them feel more comfortable?



External Relationships

The LGBTI+ community is diverse. Think about who within the community you want to engage. While an overall inclusive environment for everyone should be present, consider if you wish to target specific groups e.g. sexuality diverse people, gender diverse people or young LGBTI+ people.

To help you decide, talk to your existing club members, Council youth services and council community development teams may also be able to help and provide you with additional information.

What already exists in your area? Are there specific groups, programs, events or similar initiatives in place? This will help your club to offer something different (or complementary) and compare how others engage with the LGBTI+ community.

HOW do you want to engage?

Build Community Connections



Identify and build links with local LGBTI+ community groups, such as local council groups and youth organisations. A good place to start is your local council's website. A comprehensive list of LGBTI+ organisations also exists on the **Star Observer website**.



Reach out to LGBTI+ sports clubs. Many sports clubs have been established specifically for LGBTI+ people, mostly within capital cities across Australia. Building relationships with these clubs can provide your club with access to the LGBTI+ community or provide an opportunity for you to learn about what they have done as a club in the space.



Check out **this story** from Melbourne University Water Polo Club about how they teamed up with Melbourne Surge, an LGBTI+ water polo club, to run a pride round in 2019.

What happens when you find an organisation or club?



Explain what you are aiming to achieve and why you would like to engage with them.



If possible, arrange a visit. This assists in trust and relationship building. Here you can provide information about your club and the participation opportunities available. Explore the partnership from both sides – what would you like as a club and what can you offer them?



Work with the group to develop a relationship that works for both of you. For example, an external club or organisation may be willing to provide you with advice on inclusion or promotion to potential participants in exchange for use of your facilities. Every partnership may be different depending on each other's needs.

Run a Pride Cup



A Pride Cup involves choosing a round of your competition or program to run with a pride theme to demonstrate support for LGBTI+ inclusion. Pride Cup Australia can assist in the running of pride rounds including support with promotion and merchandise and connecting you to a club that has previously run a pride cup to help you out.

Visit **www.pridecup.org.au** for more information.

Celebrate inclusion with LGBTI+ events



There are a number of LGBTI+ events and days throughout the year where your club can engage with the community. In Victoria, for example, Midsumma Festival features the Midsumma Carnival where sports clubs can have a stall in a precinct dedicated to celebrating sport. The Midsumma Pride March is an opportunity for clubs to march in support of the LGBTI+ community. **The Australian Pride Network's website** provides an up to date database of LGBTI+ events.

If these events are inaccessible (e.g. you live in a rural area), these events can be recognised and celebrated via social media channels as a show of support.

Where and how do you promote?



To invite LGBTI+ people into your club, it will be important to promote in the right way and in the right places. For best results your communication could target the LGBTI+ community across a range of platforms, including; social media, website, electronic direct mail through a partner organisation/club's mailing list, posters and flyers, and/or local radio and newspapers



Reflect on inclusion messaging on your website, social media and promotional materials, using these tips:

- ✓ Examine the language you use to make sure it is inclusive. For example, 'partners' are invited to a function rather than 'husbands and wives' or including specific advice such as "We welcome people of all sexualities and gender identities".
- ✓ Use the visibility of the rainbow flag as a symbol of inclusion.
- ✓ Promote if you have mixed gender participation opportunities. This can be important to trans and gender diverse people who may feel more comfortable participating in a team without a gender label.
- ✓ **Support key dates for the LGBTI+ community** on your social media channels through activities such as posting in recognition of the day, sharing content from LGBTI+ organisations, changing logos to a rainbow design and profiling LGBTI+ sportspeople.

When promoting in the community, think outside the box and consider locations that are high traffic and make people stop. Look for local cafes and venues that are inclusive of the LGBTI+ community. Many will have a small rainbow flag in the window. LGBTI+ specific news and radio outlets also exist and are a great way to reach your intended audience.

Want to learn more about how you can progress LGBTI+ inclusion? **Get in touch.**

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