

YOU.
ME.
US.

TOGETHER



23
24

IMPACT
REPORT

Proud2Play™



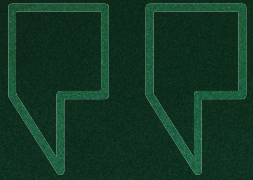
PROUD2PLAY ACKNOWLEDGES THE TRADITIONAL CUSTODIANS OF THE VARIOUS LANDS ON WHICH WE OPERATE.

We acknowledge that our work takes place on lands that are under colonial occupation and that sovereignty has never been ceded. Proud2Play pay their respects to Elders past, present & emerging and wish to extend this respect to all Aboriginal and Torres Strait Islander People across this Country.

Proud2Play celebrates the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of the country.

STATEMENT OF INTENT

**Be challenged by
what is possible.**



If you're not actively engaging, having conversations and learning how to be inclusive & welcoming to people in the community, then we have a stalled feeling where we have to be aware of what part of us we are putting forward instead of just feeling completely comfortable & accepted in the environment"

AL VINEY
PROUD 2 PLAY AMBASSADOR
AUSTRALIAN PARALYMPIC ROWER





Testimonials.

“If I could go back and speak to my younger self, I would...remind myself that every giant leap I was too afraid to take would one day look smaller, and that my queerness would become something that brings both strength and joy to my life.”

CAMPBELL HARRISON
PROUD 2 PLAY AMBASSADOR AND OLYMPIAN

“I recently came across Proud2Play on Instagram. Thanks for creating a visible supportive presence for all athletes and people wanting to play sport.”

ANONYMOUS
PRO GOLFER

“Just dropping you a short note to say a big thank you for the awesome session with the team on Wednesday. I really enjoyed the session and your presentation content and style were perfect”.

LISA HASKER
CEO, VICSPORT

“We really value this partnership and working with the team. We are really keen to see how we can continue to implement this work. While we don't have funding, we have staff that are trained through the previous funding so that commitment to support will not change”.

ELISE SAMPSON
CO-HEALTH

“The Rainbow Ready Program is exactly what we were looking for in order to be prepared for the next stage of our evolution. Even though we have done just the first few steps in the program, the insights and learning have vastly expanded our understanding of the LGBTIQ+ community and the many challenges they face in sport. And having this understanding helps us focus our efforts to address these issues with confidence and a well guided direction. The program is really well structured and optimized for our club, which makes it even more easier to comprehend. Though MSS is in the nascent stages of becoming Rainbow Ready, we already see the benefits of making the players more comfortable knowing that they are welcomed and safe in this space.”

FLOYD
MELBOURNE SOCIAL SOCCER
RAINBOW READY CLUB PARTICIPANT

“Just a quick note after the match day yesterday. I wanted to genuinely thank you for the time and energy you brought to the game day experience. Your attendance at game day was fantastic and the function words were really powerful. Personally, I really thank you. From the Club and event POV – thanks so much for the ongoing support and hopefully we executed the game day well and it has achieved the messaging we all hope for”.

KATH TETLEY
GENERAL MANAGER NSW SWIFTS

“Hi Everyone, for anyone who doesn't know me I'm Richard, Founder/CEO of Racing Pride. I just wanted to say thank you all SO much for this weekend! Kade, you've done a heroic job organising everything – I know you've been working so hard for weeks! And volunteers we couldn't do it without you. Not just because the Hub needs people, but because your positivity and energy is crucial to the success of the whole thing. I've absolutely loved seeing the content coming from Australia and the excitement around the first ever Pride Hub. Including seeing you all becoming friends with each other and having a great time together. The clear success of it has already been noticed and I'm already having fantastic conversations about opportunities opened up by it. You've all been part of something historic this weekend, and because of your commitment there will be much more to come. Thank you.”

RICHARD MORRIS
FOUNDER + CEO, RACING PRIDE

“We just wanted to come in here and show you some love because we saw all the hate you received online yesterday. Thank you for your work.”

GRAND PRIX ATTENDEE
AT THE PRIDE HUB

Contents.

“Thank you for being here.”

GRAND PRIX ATTENDEE
AT THE PRIDE HUB

“I just finished running a 5 week program at Eltham Leisure Centre with Aligned Leisure and Nillumbik Council. They said that P2P came to run a workshop with them before the program started. They all had glowing reviews about it 🥰”.

ZAY CANTERS
DIRECTOR, NON-GENDERED FITNESS

“I have had a look at your website and the work that you do, and I just wanted to say that I am in awe of the incredible work you are doing. The website is clear and well put together. When we found out you were a team of three, we were amazed at what you deliver and achieve”.

MANAGER
NOUS CONSULTING

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JASON GARRICK
ACTING BOARD CHAIR

A year in review.

I am proud to report that Proud 2 Play has continued to grow its impact in community sport and recreation over the past 12 months.

Our Chief Executive Officer, Christine Granger, supported by her dedicated staff and volunteers have worked exceptionally hard to deliver programs which engage grassroots community sport and recreational bodies through to bespoke programs and activations with elite sport and recreational bodies in the 2023-24 year.

I would like to take this opportunity to congratulate Christine and the Proud 2 Play staff in their substantial efforts in making this year a success and a year of growth.

In the past year, new members of the board were welcomed, namely Natalie Charlton, who has a strong history in para-sport and women's issues in sport, along with the elevation of myself into the Acting Chair position, while we saw the departure of Alan White (immediate past Chair) and Amelia Ansell to pursue both professional and personal goals beyond Proud 2 Play.

The next 12 months will see Proud 2 Play continue to pursue their vision, that is to solidify the sporting and recreational landscape as a safe and inclusive environment for everyone to participate and have positive experiences of sport and recreation no matter the format of their engagement.

I am pleased to see such amazing growth with a small and dynamic team. I can't wait to see where we are in the near future. It is an exciting time to be part of Proud 2 Play and I would encourage anyone to volunteer, or to think about how they can engage their club, organisation or elite body in improving the safety and wellbeing of all participants at every level.



Sport is for everyone, but we have to work hard to make sure our actions speak louder than our words.

The background image shows an outdoor basketball court at dusk. A group of people is playing basketball. In the foreground, a person is crouching and operating a professional video camera. The scene is lit with a warm, reddish-pink glow from the setting sun. The text is overlaid on this image.

OUR VISION

An Australia where all LGBTQIA+ folks can engage in sport and recreation without fear and discrimination.

OUR PURPOSE

Reduce social isolation, stigma, and discrimination of LGBTQIA+ folks through the power of sport and recreation to create safe and affirming spaces for participation.

Our impact, at a glance.



NOURISH THE ORGANISATION

- 153% increase in fundraising income on previous year
- New fundraising avenues developed
- Developed merchandise that aligns with our work
- Development of value proposition and messaging for sponsors
- Demand for Proud 2 Play's capacity building continues to grow



SAFER SPACES AND PLACES

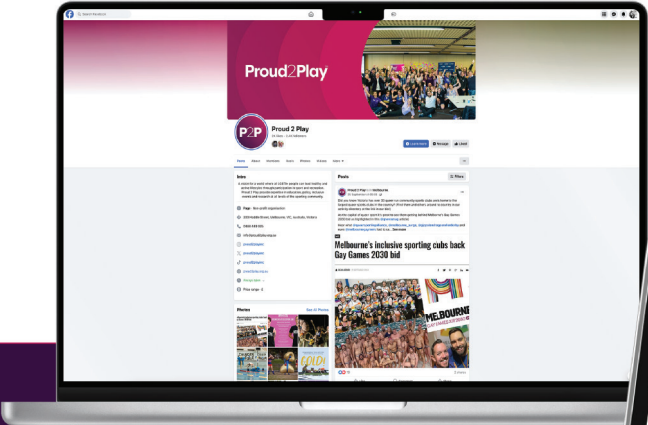
- 161 organisations engaged
- 66 education sessions delivered
- 338 free online course completions
- Presented at 5 forums/conferences
- 5 visibility campaigns
- 3 forums held
- 5 advocacy pieces



A SUPPORTED COMMUNITY

- 130 Clubs listed on activity directory
- 300 requests for support
- 50 community groups supported
- 900 community sporting clubs supported
- 13 community events and programs supported
- 7 Major events activated at:
- Amplifying voices by providing engagement opportunities such as: TGD Advisory Committee, Sports Commission TGD elite Guidelines Development, AIS Play Well Strategy, AIS intersectionality Framework, Cardinia Shire Sport Development Strategy

Our socials.

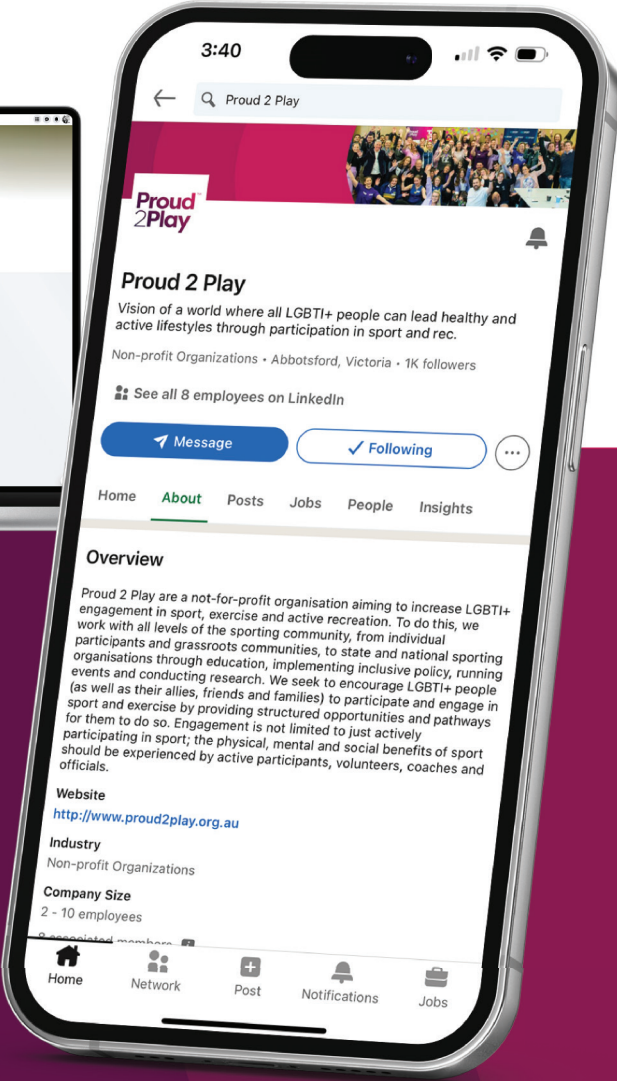


364,000

impressions across all platforms.
Up 35.4% in 12 months

292,000

individual user reach.
Up 64.1% in 12 months



FACEBOOK
2.5k+
Followers



LINKEDIN
1.4k+
Followers



INSTAGRAM
2.6k+
Followers



X / TWITTER
Closed

LINKS CLICK TO VIEW

- Resource Hub
- Individual Support
- Sports Industry Hub
- Local Government Hub
- Community Clubs Hub
- Proud2Play Activity Directory
- Move Your Body Video Series with Bowie
- Move Well with Lauren Video Series
- Club Conversations Video Series

Nourish the organisation.

Building a strong, sustainable financial position has been a high priority for the organisation during this period.

It is vital that we continue to set up future generations to have positive experiences in sport, recreation and movement settings by creating solid foundations with the work we do now.

With the current cost of living crisis, there have come some expected challenges. Grant opportunities have become less prolific, and now often require applicants to come up with new, very specifically designed projects; an arduous task for small organisations. Additionally – many individuals have less disposable income; resulting in smaller and less frequent donations across all industries, as the public remain conscious about where, and how, they spend their money.

With this knowledge at the forefront, we knew it was important to engage with our audience and communities in a variety of ways to offer multiple opportunities for direct donations, as well as hosting events that provide something in return for their financial support.

As is the case for most small organisations, the consistent challenge for Proud 2 Play is growth versus capacity – making decisions on where to focus our time and resources efficiently to sustain our current work is crucial, while simultaneously finding strong revenue streams to create long-term sustainability.

We identified 3 key areas of focus that we believe to be more highly within our control, and easier to innovate without added external support.

Those areas were:

- Fundraising and donations
- Fee for service
- Merchandise

While we currently have several larger pieces of work that require more resources, these are the 3 areas we felt we could make notable change to with a concentrated internal focus.

FUNDRAISING AND DONATIONS

Our inaugural fundraising event ‘Proud 2 Play’s League of Laughter’ was an idea born out of the awareness that much of the work we do can be potentially confronting and tiring for everyone involved, so we decided to bring some joy into our community, in the form of a comedy night.

We used this opportunity to not only fundraise, but to profile up and coming queer comedians Nath Valvo, Donna Collins, Jordan Barr and Bronwyn Kuss. We were also able to support queer businesses in Mollie’s bar and Diner, and Stitch Productions.

A key goal for this event was to leverage it to support our own work, while supporting and connecting with the broader LGBTQIA+ community. The night was a huge success, and we have secured a date for a second Comedy Fundraiser in January 2025.

FEE FOR SERVICE

To increase revenue in this space, we focused on rolling out newly developed programs and education in larger project formats, moving away from one-off ‘introductory’ pieces of work; instead, looking to secure partners into longer term programs that support wider industry culture and behavior change. We have focused on offering a diverse range of offerings at varying price points and levels, allowing organisations of all sizes and financial capacities to undertake LGBTQIA+ inclusion work. Most notably – Rainbow Ready Clubs, Rainbow Ready Leisure and Rainbow Ready Sports have had an encouraging initial uptake. See further below for program engagement numbers.

MERCHANDISE

After a review, we expanded and fine-tuned our merchandise range to align more closely with our industry, and our target of supporting people in sports and recreation. We have created a range that now supports people while they are being active – allowing them to be proud of who they are. The range includes gym towels, headbands, gym socks and bucket hats, in addition to previously stocked LGBTQIA+ flags and pronoun stickers.

- A review of our key messaging and an inaugural fundraising event saw us increase our fundraising and donations by 153%
- Our fee for service income has increased by 48.05%
- Merchandise sales have held steady



IMAGE CREDITS DEAN ARCURI



Safer spaces and places.

In 2024, LGBTQIA+ people are still experiencing high rates of discrimination in sport and movement settings.

Across the board, reported rates have not significantly shifted, despite all efforts to date.

A recent report from Dr Ryan Storr et al. “Free to Exist” that looked at participation data, experiences, needs and engagement of LGBTQIA+ young people aged 16-25 in sport and movement settings, showed that 53% of respondents had witnessed discrimination, and 40% had experienced direct discrimination, mostly through verbal vilification. Interestingly, the research also showed that young people are wary of sport and movement organisations engaging in pride efforts - indicating that events were often seen as ‘rainbow washing’. This reinforces the importance of delivering and implementing long-term culture and behavior change programs across the sector that solidly embed LGBTQIA+ inclusion work into sport and recreation spaces.

When the LGBTQIA+ community is still describing sports and recreation settings as ‘hostile’ and ‘unsafe’, we know there is still a lot of work to do to eliminate the traumatic experiences that can occur when members of our community are trying to be active and social in these settings.

After spending the previous 12 months developing several programs and services that aim to address this issue directly, we spent the last year implementing these programs with several partners, with promising progress being made.

RAINBOW READY PROGRAMS

Rainbow Ready Clubs

- 25 community clubs currently undertaking the program
- 2 community clubs have completed the program

Rainbow Ready Leisure

- 4 Leisure facilities currently undertaking the program

Rainbow Ready Sports

- 6 State Sporting Bodies currently undertaking the program
- 1 State Sporting Body Completed the program

OTHER PROGRAMS

Rainbow Sports Alliance

The Rainbow Sports Alliance continues to grow with 30 current members, up 9 from 21 last year. This is an industry group, made up of state and national sporting bodies, local governments, universities and elite clubs.

Breaking Barriers

The Breaking Barriers program was developed in partnership with CMSport to improve inclusion practices in sport for LGBTQIA+ and multicultural communities. The program provides innovative support through a series of workshops, practical strategies, action plans and evaluation methodology.

In addition to these structured programs, we also delivered 3 forums into the sector in partnership with Vicsport, ran 5 national visibility social media campaigns (including our ‘Trans Icons’ piece) and continued to advocate at all levels of government for our community.



A supported community.

This part of the work is the absolute heart and soul of where we get our endless drive to support the community.

Our connective network provides us with real, heart-warming interactions that make us laugh, and make us cry; those stories are what motivated us to always push for more - more understanding, more visibility, more safety, and more welcoming spaces for LGBTQIA+ folks to take part.

A common theme in our conversations amongst our community is that it can be difficult to find/recognise safe and inclusive spaces in sport and recreation. In response to this, we set our focus on improving the ways we promote opportunities for safe participation, and how we support community groups to highlight what they are doing in the sporting space. This involved us increasing the number of listings in our activity directory - supporting more inclusive clubs and community groups by promoting their activities via our social media platforms.

We are striving to amplify the voices of the LGBTQIA+ community. This year we were able to provide engagement opportunities for community voices to be heard on the following important development pieces: the Australian Sports Commissions Elite TGD guidelines for sport, the AIS Play Well Strategy, and the Cardinia Shire Sport Development Strategy.

We also helped with connecting community members into speaking opportunities at various industry events, ensuring the right voices are always at the table.

This year we received over 300 direct requests for community support - mainly from parents/carers of TGD young people. These are families trying to navigate sports and recreation systems that, by design, often tell them that they are not welcome to play. Attending to these requests often includes hours of phone calls and emails to provide support, information and referrals. Often, we can assist to resolve issues by communicating directly with sporting clubs/orgs on behalf of the person / family who sought the help, however there are cases that require face-to-face meetings, engagement of the relevant state sporting body and occasionally legal support. Proud 2 Play is the leading organisation that engages with this work in the junior sporting space, which is an area experiencing elevated levels of growth as increasingly, parents and caregivers are recognising and supporting TGD children in their identities.



Across the past 12 months, we have supported 900 community sports clubs with education to improve knowledge, understanding and inclusive practices for the LGBTQIA+ community. Providing training sessions is a strong part of our wheelhouse at Proud 2 Play.

We have a wide range of different sessions that we deliver to meet the varying needs of the industry. With every club that we reach, we know we are making a positive difference to the lives of any LGBTQIA+ people who are members there, or who live nearby within the local community.

Being present and visible for the LGBTQIA+ community is an important part of what we do. At Proud 2 play, we approach this in two ways - first by supporting community run and smaller grassroots events, and the second by activating at major industry events. We strive to show up and represent our community at both designated 'Pride' events, and mainstream sports / recreation events.

This year we continued our support of community events such as Hockey Victoria's 'Stand Out Cup', Lacrosse Victoria's 'Lacrosse Together Cup' and the Rainbow Golf Cup, as well as connecting with new groups such as the crew at Rainbow Beach Tennis.

We are proud to continue on board as the organisers of the sports precinct at Midsumma Carnival and were thrilled to become official partners this year. This is a major event on the queer calendar and the sports precinct plays an integral role in highlighting queer sports clubs in Victoria to all visitors to the precinct.

Midsumma continues to be a major event in the rainbow calendar.

“We work hard to create a precinct that is a fun and welcoming space for anyone who might be interested in getting involved with sport and movement.”

Encouraging people to 'come and try' has been highly successful at Midsumma, so this year, we utilised our ongoing relationship with Tennis Australia and the AO and extended the TGD youth come and try session to include a Rainbow Families session as part of the AO 2024 Pride Day.

This was a well-received idea, connecting rainbow community members into an international sporting event in recognition of Pride; we hope to build on this in coming years.

In a world first for Pride recognition in major sporting events, we were able to bring the first ever Pride activation to a Formula 1 race at the Formula 1 Rolex Australian Grand Prix in the form of the 'Pride Hub' in partnership with Motorsport Australia and Racing Pride! Over 445,000 people attended the Grand Prix this year, with the Pride Hub visible in a main thoroughfare for the event. This allowed for over 1,000 direct engagements with race goers - people from all walks of life - everyone from excited community members, to family, friends and teachers looking for information and support.

This activation led to the implementation of pride hubs at motor races across the UK, delivered by Racing Pride, and included the Formula 1 at Silverstone. This is an incredible step forward for the Motor Racing Industry, and we are thrilled to have played such a pivotal role.

Finally, we are beyond proud to be continuing our support of the AIS Thrive with Pride program. Being able to be your whole self in any environment is so incredibly important, and for elite athletes this can often be overlooked due to the other pressures that exist when competing at an elite level. The athletes engaged in the Thrive with Pride program are committed to changing that experience in their respective sports, to set the example for all levels of sport and show younger, emerging elite athletes that they belong as their true selves.



STORIES OF US.

TOGETHER

HER

AMELIA CATT
PROUD 2 PLAY AMBASSADOR





RAINBOW BEACH TENNIS



Chantelle Khouri.

Rainbow Beach Tennis Victoria, founded in 2021, is dedicated to fostering an inclusive and enjoyable atmosphere where members of the LGBTQIA+ community can participate in Beach Tennis without fear of discrimination. Our mission is to combat social isolation, stigma, and bias by providing a supportive environment that welcomes LGBTQIA+ individuals, their allies, friends, and families. Through our activities, we aim to create a sense of belonging and community, encouraging everyone to engage in beach tennis and other outdoor pursuits.

Proud2Play has significantly impacted the development of Rainbow Beach Tennis Victoria by providing vital support and guidance. Their assistance has been crucial in running our LGBTQIA+ social beach tennis program and organizing the first Rainbow Beach Tennis Festival at Altona Beach in February 2024. The exposure and support we have received from Proud2Play have been invaluable, ranging from education to visibility, empowering us to advocate for inclusivity in sports confidently.

Christine and the team at Proud2Play have consistently aligned with our values as an inclusive community sporting group. Their dedication to inclusivity, support, and advocacy has been instrumental in our growth and success. Proud2Play's guidance has ensured our events are well-organised, welcoming, and safe for all participants. Their unwavering support has helped us create a thriving community where LGBTQIA+ individuals can enjoy beach tennis together, fostering connections and a sense of belonging that extends beyond the sport itself.



LACROSSE VICTORIA

Kristen Hutchison.

IMAGE CREDITS KANE MANNIX @SPORTSLAXOZ



LV started our journey of becoming More inclusive of the LGBTQIA+ Community in 2021, and it all started with a conversation. This conversation led to more conversations which identified there was a significant need for Lacrosse to engage with this work. The timing ended up being perfect.

Proud2Play and Vicsport had just launched the Rainbow Roadmap, and we had some research funding to get us started on the assessment phase. We were starting from square 1. We knew we had a massive amount of work ahead of us, but with the support of the Board and Staff, we jumped in headfirst. The support we received from Proud2Play was invaluable.

They helped us every step of the way, and with the results from the assessment phase, we had the evidence we needed to apply for additional funding. The partnership with P2P grew from there. We were successful in the partnership grant from VicHealth, which enabled us to co-design the Lacrosse Together project with the LGBTQIA+ Lacrosse Advisory Group, and we started to make real strides towards making lacrosse a more welcoming and inclusive environment for the LGBTQIA+ community, through education, governance, community engagement and visibility.

Proud2play supported us not only with the Lacrosse Together project, the Rainbow Roadmap, our LGBTQIA+ Inclusion strategy, the Rainbow Sports Alliance, but also in upskilling our staff to confidently enact the work that needed to be done. It's pretty rare to be able to receive one on one support from a peak sporting body, but that's how much the team at Proud2Play supports their partners.

Numbers speak loudly. When we started our journey of inclusion at the end of 2021, we scored 7 out of 100 points on the Pride in Sport Index. In 2022, we scored 54 points and achieved Silver Sport Status. In 2023, we scored 87 out of 100 and achieved Gold Sport Status. Without the support of the amazing Proud2Play staff, we would not be where we are today.

When we started our journey, we had made 0 social media posts, trained 0 members of the community, engaged 0 times with the LGBTQIA+ community. In the last 12 months, we have 38 LGBTQIA+ related Instagram posts, which included promotion of 9 days of significance, LGBTQIA+ inclusion training opportunities and events. We've trained 196 people in LGBTQIA+ inclusion in sport training since 2021. We've embedded 3 major LGBTQIA+ Lacrosse events into the Lacrosse Victoria Annual Calendar.



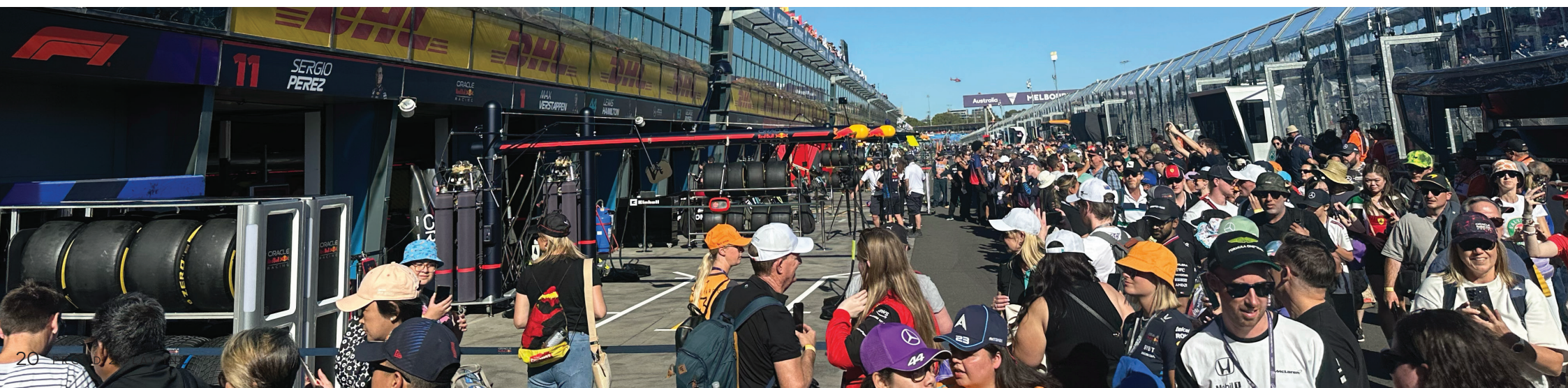
Richard Morris.

Racing Pride is the leading international movement to promote and champion LGBTQ+ inclusion through motorsport, the broader associated automotive industry, and its technological and commercial partners. Launched in the UK in 2019 as the first sustained, structured initiative of its kind, Racing Pride has been crucial to starting and advancing meaningful conversations around LGBTQ+ inclusion from grassroots motorsport right up to the level of Formula One. Racing Pride currently has Industry Partners, Ambassadors, Community Champions, and members across the UK, Europe, North America, and Australia.

From the beginning, we've known that creating meaningful change requires strong collaborations with those who share our vision for a more inclusive world. That's why our collaboration with Proud 2 Play in Australia has been so powerful. Over the past three years, Proud 2 Play has been instrumental in helping us expand our reach and impact. Their commitment to creating an Australia where all LGBTQ+ people can engage in sport and recreation without fear or discrimination perfectly aligns with our mission at Racing Pride. Our joint efforts have led to some significant milestones, including the Pride in Motorsport events, which have brought people together to hear from those in the F1 paddock and beyond while providing a space for fans to connect and network.

The Pride Hub at the Australian Formula 1 Grand Prix, which we launched in partnership with Proud 2 Play and Motorsport Australia, has become a flagship example of how powerful collaboration can be. This visible and welcoming space trackside offered LGBTQ+ fans and allies a place to connect, socialise and feel welcome in a safe space. The success of this concept has even inspired similar initiatives at other F1 events, including the British Grand Prix.

Proud 2 Play's dedication and support have amplified our voice in Australia, helping us to show that motorsport can be a space where everyone belongs. I'm excited to continue this journey together as we keep pushing boundaries and breaking down barriers in motorsport and beyond.





Kate Beveridge.

Proud 2 Play has provided invaluable support throughout the lifecycle of the AIS Thrive with Pride program. Each year the AIS Thrive with Pride program has engaged the Proud 2 Play team to deliver tailored education to the athlete ambassador cohort.

The support however does not stop at education, with Proud 2 Play providing individual support to athletes working with their respective sports to create positive change within the sporting landscape. This support has ensured athletes feel comfortable, confident and backed to discuss policy, organise education and run events within their sporting environment. Having the support and expertise of Proud 2 Play has been vital to the running of the Thrive with Pride program.

Pictured: Amelia Catt, Proud2Play Ambassador and Thrive with Pride program participant.



ELITE ATHLETE

Anonymous.

As a professional athlete and a member of the LGBTQI+ community, I've experienced firsthand the impact of advocacy initiatives like those led by Proud2Play. These efforts have been instrumental in giving a voice to athletes like myself whom have historically been marginalized or silenced in the current inflammatory environment of social media.

Proud2Play's advocacy has done more than just raise awareness—it has created real, tangible change. By promoting inclusivity and educating sports organizations, they've helped to break down barriers that once seemed insurmountable. Policies have been reformed, support networks have been established, and there is now a growing recognition that everyone, regardless of their gender identity or sexual orientation, deserves a fair chance to compete.

Knowing that there is a community and an organisation that stands with me has given me the strength to pursue my passion. It's not just about playing sport; it's about playing it openly, authentically, and with pride. This support has allowed me to focus on my performance, knowing that I'm part of a broader movement towards equality in sports.

Proud2Play's efforts have ensured that athletes like me will be supported in our toughest times. They've given us a platform to share our stories, challenge stereotypes, and inspire the next generation of LGBTQI+ athletes. The journey is far from over, but with organizations like Proud2Play leading the way, we're making strides every day towards a more inclusive and equitable sporting world.



Mel Pratt.

Cardinia Shire Council is committed to creating opportunities for all residents to be healthy, active and connected within their community. Cardinia Shire consists of many cultures and identities that contribute to our diverse community life. Sport and active recreation provides opportunities for people from different cultures and identities to connect and collaborate, bringing our community closer together and therefore resulting in healthier communities.

Creating an 'equal playing field' requires action by Council and all partners and stakeholders to address the barriers to participation faced by diverse communities. LGBTQIA+ communities also face heightened barriers to participation and inclusion within traditional sport and active recreation environments. Cardinia Shire Council is committed to creating places and spaces that are safe, accessible and supportive that will ensure people of all genders feel welcome to participate equally.

*Active Cardinia Strategy

In 2023 Cardinia Shire embarked on a transformative partnership with Proud 2 Play aimed at enhancing inclusion for LGBTQIA+ folks within the local sport and active recreation community. Cardinia Shire Council, through Proud 2 Play's Together More Active (SRV) funding, were one of the 2 pilot Council's to deliver Rainbow Ready Clubs in 2022 - 23.

Through an 'expression of interest' it was offered to all Cardinia clubs, 3 clubs took up the opportunity to create more inclusive sport and active recreation environments, 2 football (Soccer) clubs and 1 gymnastics club.

The localised level of individualised support to clubs, the education opportunities delivered by Proud 2 Play and those with lived experience has had positive impacts on the clubs involved, thus embedding changes within their clubs from the visual and accessibility aspects of the environment and club facilities and the changes in language and club policies. The practical examples of how to address and overcome challenges has provided club volunteers with confidence in addressing these as well as barriers for the rainbow community.

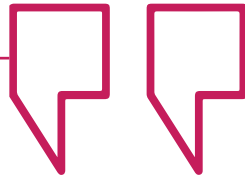
The continuation of this program has been welcomed, onboarding new clubs and using those clubs who have already completed the program as helpful case studies for change and affirmative action.

Rainbow Ready Clubs delivered by Proud 2 Play, offers substantial value to Cardinia Shire Council by supporting volunteer capacity building and advancing inclusivity, strengthening community engagement, and providing valuable resources and insights aligning with the council's commitment to fostering a welcoming and equitable community as well as outcomes of the Active Cardinia Strategy and Cardinia Shire's Liveability Plan.

Supporting these clubs not only enhances local sports culture but also reinforces council's and Proud 2 Play's role as leaders in promoting diversity and inclusion. It has also been great to see Council's aquatic and leisure provider on board with Rainbow Ready Facilities program through Proud 2 Play. As part of the partnership and Cardinia Shire's commitment to LGBTQIA+ inclusion, we joined the Rainbow Sports Alliance (RSA). Through involvement in the RSA, council officers have access to continuous training and shared learning on various topics, access to important research and resources which help inform decision making and relationship and partnership development with likeminded individuals from various sporting organisations.

It is through these partnerships that supportive actions have occurred including Cardinia's Sport and Movement Festival for IDAHOBIT day. The learnings have also been important in supporting Cardinia Shire's internal LGBTQIA+ Action Group and other activities within the LGBTQIA+ spaces across Council.

Cardinia Shire Council values the partnership with Proud 2 Play and looks forward to continuing the positive relationship to ensure we continue to meet the needs of our LGBTQIA+ communities to feel safe, welcome and included in sport and active recreation across the shire.



It is through these partnerships that supportive actions have occurred including Cardinia's Sport and Movement Festival for IDAHOBIT day.



IMAGE CREDITS VICSPORT

What's next?

The demand for Proud 2 Play's support has increased significantly over the past 12 months, and our reach and engagement continue to grow as more people (especially youth) are finding the courage and strength to embrace their queer identities and want to get active.

We are committed to ensuring that sports and recreation spaces keep up with the increasing needs of the community for safe, welcoming, understanding and inclusive active environments.

Meeting this steep increase in demand for our services and support is a challenge, but a welcome one. While most of the work we currently engage in is in Victoria, there is large scope for Proud 2 Play to move into other states - and nationally - with adequate funding and resources, as the demand is already there. Securing high-level corporate, sustainable funding streams is a priority for this next year to ensure that we can move into new networks and meet the needs of the sports and recreation industry. We will also continue to work hard to secure funding where possible in the form of grants, charitable donations and philanthropy. The development of material resources and securing more people power are pivotal to our ability to build capacity at the rate that is needed, so we will continue to have funding at the forefront of our priorities.

As we do expand our education / training resources into the sector, we know that it's not enough to just share facts and stats. To bridge knowledge gaps between the wider communities, we must create space to share the human stories that sit behind LGBTQIA+ experiences in sport and recreation.

Moving into the next 12 months, Proud 2 Play will be using the power of storytelling to foster emotional connections and a broader depth of understanding around barriers to inclusion, and the positive impacts that sport and recreation can have on health and wellbeing. We aim to share a variety of community member stories, voices and experiences, with a focus on encouraging participation and inclusion. This digital content can also aid in advancing our presence further into the national market, as we work to expand our online networks.

As an organisation, we have highlighted the importance of creating more opportunities for intersectional work with the LGBTQIA+ community. We know that a lot of sporting spaces lack diversity in all forms. We want to connect with and support more queer community groups across Victoria and into other states - and we want to find as many wonderfully diverse people to work with as possible; to help bring sport and movement to as many queer people as we can - and to bring Pride into as many diverse sporting environments as we can! As we develop tailored education sessions within this space, it will be a priority to collaborate with experts / people with lived experience to advise and deliver into diverse queer and sporting communities.

To that point, we are also reviewing how we engage with our Trans Advisory Group as we develop and deliver more resources in the TGD space. Mindful that this can be an exhausting space to be in, especially given the current escalation in anti-trans media rhetoric, our advisory group has temporarily moved into a more informal format to reduce some pressures of the role - however continue to be a vital resource for the organisation. In the coming 12 months, we hope to work closely with our experts to finalise a strategy around the handling of negative media narratives around trans athletes - we want Proud 2 Play to be a strong and visible supporting presence for our TGD community.

We have such an exciting year ahead of us, with so many new opportunities to make lasting changes in the sports and recreation industry. While sport can be a very challenging environment for LGBTQIA+ inclusion, we know that we do make a real difference in real lives with this work. It is an incredible feeling when we receive positive stories and feedback - and that's why we want to make sure we prioritise sharing them in the year ahead.



RAINBOW GOLF CUP

IMAGE CREDIT DARCY K SCALES

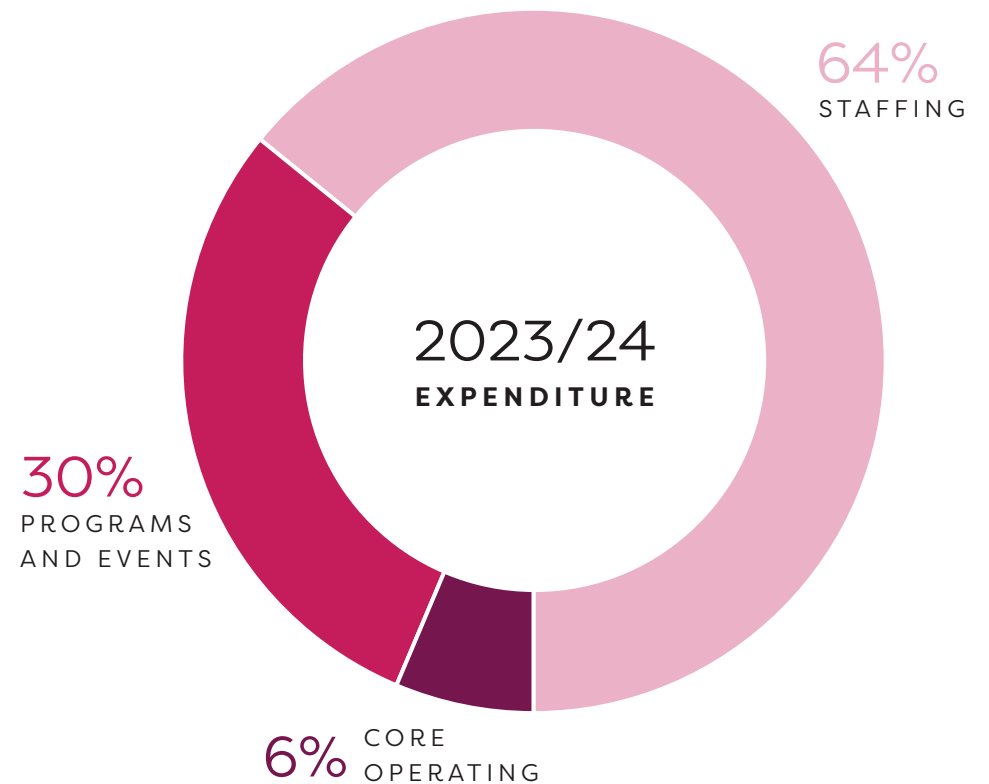
Financials.

REVENUE

CONSULTING AND TRAINING	\$166,950.00
REVENUE FROM DONATIONS AND BEQUESTS	\$17,991.99
INDUSTRY DEVELOPMENT NETWORK	\$9,562.90
MERCHANDISE	\$8,175.92
GRANTS	\$106,482.00
SPONSORSHIP	\$5,500
OTHER REVENUE	\$1,635.36
TOTAL REVENUE	\$316,298.17

EXPENSES

STAFFING	\$237,020.70
PROGRAMS AND EVENTS	\$109,014.38
CORE OPERATING EXPENSES	\$23,510.47
TOTAL EXPENSES	\$369,545.55



How to get involved



PARTICIPATE

Find a program that works for you or get in touch if you just want to talk through what you would like. We are adding new programs this year.



VOLUNTEER

Volunteers are welcomed to support a number of programs and events. By giving some time or skills you support us to deliver our work and gain experience and connections.



SPONSOR

We are always on the lookout for sponsors whose values align with ours. Contact us to discuss via info@proud2play.org.au



DONATE

By donating to Proud2Play you support the social connection of LGBTQIA+ folks and the reduction of homophobia and transphobia in sport and recreation



PARTNER

Contact us about partnership opportunities via info@proud2play.org.au.

Facebook | Instagram | LinkedIn



Thank you.

TO OUR RAINBOW COMMUNITY, THANK YOU.

Thanks for your continued strength and resilience. You are the reason we do what we do and your continued belief in our team pushes us to keep moving.

TO OUR FUNDERS, THANK YOU.

Victorian State Government, Nike, GiveOut, West Gate Neighbourhood Fund, Change Our Game, Highview Accounting and Financial

TO OUR PARTNERS + SUPPORTERS, THANK YOU.

Without your continued engagement and support the work we do would not be possible. To see a full list, visit our website.

TO OUR VOLUNTEERS AND BOARD, THANK YOU.

Thanks for being so invested in our work and giving your time to support this cause.

And finally, to the team, there are no words to describe the gratitude I have for your commitment and passion to the community. The endless hours of work and support you provide for each other is second to none.

Christine Granger

PROUD 2 PLAY CEO







If I could go back and speak to my younger self, I would...remind myself that every giant leap I was too afraid to take would one day look smaller, and that my queerness would become something that brings both strength and joy to my life.

CAMPBELL HARRISON
PROUD 2 PLAY AMBASSADOR AND OLYMPIAN

Proud2Play™

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