

# Pride Sports Festival

## Impact Report

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In our founding year, the Pride Sports Festival helped celebrate that anyone can play sport.

6

sports

181

athletes

500+

attendees

98%

would recommend the event to a friend

## Building confidence, participation and pride.

Sport makes people happy and healthy. But many LGBTI people often don't feel safe playing sport<sup>1</sup>.

More than one family travelled 4+ hours to watch their son play in the Festival—for some parents this was the first time they had ever seen them play sport! Being supported by spectating family and friends boosted athletes' **confidence**, which in turn, made them more likely join a sports club.

**87.7%** athletes felt the event improved their confidence.<sup>1</sup>

**72.9%** athletes wanted to join a club after the event.

Survey results show that the Festival strengthened player's confidence, participation and pride.

For a first-year event, that's pretty incredible.

**We're on the right track for impact.**

**"It felt good to break some gay stereotypes and showcase our abilities to the public. I believe these kind of events are actively helping to bridge the homophobia gap in sports."**

*Rugby Player*

Feedback Survey

<sup>1</sup> Out on the Fields National Australian Survey

## Redefining sport.

We wanted to celebrate that sport *is* for everyone: it's not just a competition or a beauty contest. From fun trophies and proudest player awards to the half-time mini games, we showed that sport is fun and social.

## Launched a unique brand that drove national interest.

Thanks to a Designer from *Meerkats'*, we launched a unique brand identity that brings "celebrating sport" to life. Local LGBTI athletes became the heroes of the campaign, leveraging them as grassroots ambassadors which drove shares and WOM.

### National presence.

**11%** of players  
were from interstate.

### Casey Conway's reach

**40.6k**  
followers globally.

### Digital reach.

**68.5k**  
Perth residents.

**96.3%** of attendees  
felt the event made sport  
fun and social.



### Media coverage.

InsideCover, OutinPerth, Pride Program, NOVA, RTRFM, CommunityNews.

## Laid foundations for sustainable growth.

**Diversified income.** We secured 19 partnerships in 2018. Our funding is diversified across public grants (40%), private sponsorships (40%), ticket revenue (10%) and other revenue (10%). This diversity protects our financial sustainability.

**Good people and governance.** Complete reliance on volunteer risks our sustainability; we made an HR team to address this. This team recruits and train new volunteers, seeking out reliable and skilled talent. Our CFO is a qualified accountant, and we work law firm *JackMac* to get professional governance, legal and risk management advice.

Pride Sports Festival's biggest impact is:

**We grow the health and happiness of the  
LGBTI community.**

And that wouldn't be possible  
without your support.

So, thank you.

**Simon Thuijs.**  
Director.

**Eva Setiadi**  
General Manager