



## Pride House Final Report

### Background

The first Pride House took place during the 2010 Winter Olympic and Paralympic Games in Vancouver + Whistler. Imagined and delivered by a core of individuals and local community groups, Pride House Vancouver + Whistler succeeded in establishing two pavilions, one in Vancouver and one in Whistler, as well as doing educational outreach in the local communities.

When it was announced that Australia had been awarded the rights to host the 2023 FIFA WWC 2023, Proud2Play felt it was a great opportunity to host a Pride House during the tournament given the strong support for LGBTQI+ inclusion within women's football.

Proud2Play were successful in receiving the rights to host the Pride House from Pride House international and opted to host 'Pride House – WWC 2023 Naarm (Melbourne)

### Aim

Create a safe and welcoming, inclusive environment for LGBTQI+ supporters, athletes, staff, volunteers and organisations at the 2023 FIFA Women's World Cup

### Goals

*Inspire* - participants in the Pride House program to keep the movement going: Provide

participants with history and knowledge about LGBTIQ+ rights and trailblazers with women's football.

*Celebrate* - bring positive stories and experiences to the community: deliver a program of activities that celebrates the right to play. Focusing on the world game as a game for 'all' and the empowerment of queer identities through women's football.

*Create* - the people who will deliver and develop the world game in our future: Promotion of opportunities for LGBTIQ+ folks to get involved in football throughout and beyond the tournament. Delivery of activations that promote participation, career development and support for LGBTIQ+ communities.

### **Partners/Supporters**

Proud2Play were successful in receiving support from:

- YMCA Victoria who provided free and discounted venue hire
- Change Our Game in the form of a small Grant, and
- Football Victoria in the form of promotional support, coaches and speakers

### **Event Program**

The final program for the Pride House was for 2 evening watch parties open to the general public with panel sessions and guest speakers with one day session with a clinic, watch party and guest speaker targeting schools.

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Promotion for the 2 evening sessions was public with the school session being sent directly to schools



via our contact list.

We made a choice to host our event in a venue that ease easily accessible to public transport including V-Line trains for commuters coming into the city from rural and regional areas, centrally located and alcohol free.

### Event Outcomes

Disappointingly, the event was not as successful as we had hoped or expected based on the interest and registrations received for each session. Due to limited capacity, we made the decision to ask people to register in advance. This also meant we were able to send reminders prior to the event.

Session 1: Evening watch party and panel session, open to public

- 48 registrations
- 17 attendees

Session 2: School session with clinic

- Cancelled – Schools pulled out last minute due to staffing shortages amid teacher strikes

Session 3: Evening watch party and panel session, open to public

- 60 registration

- 10 attendees



## Review

Despite the low numbers feedback from those who attended was good.

*"It was a pleasure to be there. Your team and the speakers were so great! I'll bring our crew next time".*

*PH Attendee - Chantelle*

*'What a great idea. I am really pleased I came and met some new people'.*

*PH Attendee*

*"It's a shame more people didn't come. The weather probably stopped some people. I had a fun time and really liked the speakers".*

*PH Attendee – Junior*

Numbers for our event reflected that of other LGBTQI+ organisations that ran events during the WWC with Pride Cup and Pride in sport seeing similar issues with good registrations then low attendance. They had slightly higher numbers, but they hosted their events at bars which may have been part of the reason. It also reflects the trend we were seeing across the sector with people registering for community events then not attending. This has been seen across all areas in the LGBTQI+ space and beyond, especially in Melbourne.

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On reflection we feel that a mix of venues may be a better approach for future events of this style, ensuring we can engage a diverse range of folks from the community.

#### Difficulties

As an organisation we received the MOU to host the Pride House Prior to Covid becoming a worldwide pandemic. At this time, we had a strong and active board. A strong working group of volunteers and resources to pull the event together well.

As a result of Covid, we lost a number of volunteers, had staff change and loss due to financial strains and extreme uncertainty around when lockdowns would end. There was a lot of stop/start in Victoria which took its toll on people. The mental health strain on the community was high. Our team suffered extreme personal loss during this time and our board were exhausted. As a result, we lost a number of board members and have struggled to regain them. The working group of volunteers did not re-engage for a number of reasons including, returning to their home countries, relocation for work and life. Victoria saw a mass exodus of people due to the strict lockdowns and sheer exhaustion.

Promotion was good and gained us excellent registration numbers however FIFA were very particular and stopped a lot of promotion from multiple organisations going out including ours. Despite meeting their initial requirements, we had to make several changes to get the promotion through including not using FIFA in the title.

The program had to be stripped back due to the challenges we faced in order to manage the workload of staff and board members. Whilst this was disappointing, we felt it was better to run 3 high quality sessions as opposed to multiple sessions that stretched us thin.

We are disappointed with the turn out. We ran checks to make sure we did not have bots registering for the events and they all appear to be legitimate registrations with about half being folks on our

database. As mentioned above it has been a trend across Victoria in particular. It has been most obvious in restaurants where they have seen a significant number of bookings either cancel last minute or just not bother turning up. Our post session surveys gained limited responses with those that did respond who had not attended stating illness as a reason or the other was that they had something else come up.

### Financial Report

Account Name	Proudcut/Service	Cost allocated	Actual
Design	Sinden Creative - Logo design	\$1,000	\$500
Venue hire	Atrium and court bookings	\$1,500	\$300
Catering	Food and drinks	\$3,000	\$1,411.80
Program signage and equipment	Dinkums Printing	\$1,000	\$435.22
Other program Costs	Optus licencing fee	\$25	\$49.98
Honorariums	Prezee	\$2,000	2,000
	<b>Total</b>	<b>\$8,525</b>	<b>\$4,697</b>