

Proud2Play™

rainbow
ready CLUBS

Kyneton District Soccer Club Strategy



Your Strategy

On behalf of Proud 2 Play, we are proud to deliver a tailored strategy for Kyneton District Soccer Club that places LGBTIQ+ inclusion at the centre of its culture. This strategy is designed to foster leadership, respect, and visibility across all levels of the club —from coaches and players to volunteers and community events.

The strategy is built around three key pillars:

Building Capacity (0 –3 months): Laying a foundation through conversations with coaches, staff, and players about inclusive language and leadership. This includes developing a coach and volunteer inclusion guide, implementing signage, auditing existing language use, and ensuring the club's values are visible online and in person. Emphasis will be placed on progress over perfection —encouraging staff and players to grow together.

Building Community (3 –6 months): Strengthening relationships and visibility through consistent communication and education. A key moment will be the club's Wear It Purple Day event—engaging LGBTIQ+ organisations, nearby inclusive clubs like Daylesford SC, and local pride networks. The club will work to fill leadership gaps, build confidence in inclusive coaching, and invite community in.

Celebrating Community (6 –12+ months): Embedding inclusion into the DNA of the club by updating programs like GoMums with more inclusive language, onboarding senior players into the inclusion journey, and ensuring all club events and social spaces are welcoming.

By implementing this strategy, Kyneton District Soccer Club will continue to grow as a community-first club —one where all players and families feel they belong, and where inclusion is lived through action and respect.



Kade Matthews

Rainbow Ready Clubs Lead

Proud 2 Play





Community Impact

Inclusive spaces ensure LGBTIQ+ individuals feel welcome, helping strengthen the club's community and reputation.



Breaking Barriers

Inclusion breaks down the discrimination and barriers that prevent LGBTIQ+ people from fully participating in sport.



Supportive Spaces

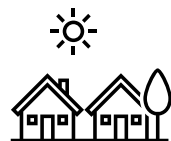
Creating safe, supportive spaces empowers LGBTIQ+ individuals to connect, participate, and thrive.

Strategy Pillars



BUILDING CAPACITY

Laying the foundation for inclusion by listening to the stories and experiences of LGBTIQA+ people and allies at our club. This phase focuses on visibility, reflection, and preparing the club to actively and authentically represent its inclusive values.



BUILDING COMMUNITY

Strengthening relationships and broadening participation by sharing these stories and using them to engage the wider community. This includes showcasing inclusion across club communications and making it easier for new members to see themselves as part of Richmond Rowing Club.



CELEBRATING COMMUNITY

Creating opportunities for connection through inclusive events, partnerships, and visible action. This includes collaborating with LGBTIQA+ organisations, hosting community-focused rowing events, and considering opportunities like Midsumma Carnival to highlight our inclusive culture.

Pillar 1: Building Capacity

FOCUS

Start conversations, build confidence, and create a welcoming environment by supporting coaches, volunteers, and players to grow their understanding of inclusion.

WHY DO THIS?

By focusing on respectful language, clear expectations, and ongoing learning, Kyneton District Soccer Club can support its community to grow together. This approach lays the groundwork for a visible culture of inclusion, where everyone feels safe, supported, and part of the journey.

Pillar 1: Building Capacity

SHORT TERM GOAL

Create a foundation for inclusion by building shared understanding

Why: We want to support coaches, volunteers, and players to understand the power of language and inclusion —and help everyone feel part of the journey, not expected to be perfect. Small steps now will build a stronger, more respectful club culture long-term.

When: 0-3 months

How:

- Hold conversations with coaches and volunteers about language, leadership, and respect
- Create a simple coach and volunteer manual with guidance on inclusive language
- Review and update code of conduct to clearly reflect inclusion values
- Install visible inclusion signage around club spaces
- Share social media posts about the club's commitment to inclusion
- Conduct a language and signage audit to assess current level of inclusive language
- Encourage informal conversations with players, focusing on respect and leadership

Tracking:

- Number of conversations held and who was reached
- Visibility of inclusion signage around the club
- Updates to policy documents and social media presence

Who:

- Coaches, volunteers, and committee members
- Players (as leaders and role models)





Advice on How to Complete Pillar 1: Building Capacity

Focus on building confidence through open conversations, clear expectations, and small visible actions that demonstrate Kyneton District Soccer Club's commitment to inclusion.

Start by having informal conversations with coaches, volunteers, and leaders about inclusive language, respect, and leadership. Emphasise that inclusion is a journey, not about perfection — and that the club is committed to walking that journey together. Use these conversations to shape a simple coaches' manual that outlines language expectations, values, and key messages.

Conduct a quick audit of signage, social media, and internal policies to identify language that may need updating. This can help make small but visible improvements straight away. Installing inclusion signage and sharing public messages of support (e.g. through social media or newsletters) will show that change is already underway.

Support conversations with players by linking inclusion to leadership, teamwork, and respect—especially within junior teams. Frame it as part of being a good teammate.

Ensure all messaging is consistent and reflects these values. Use statements like:

“At Kyneton District Soccer Club, we're learning together to make the game better for everyone.”

Encourage volunteers and committee members to get involved early—whether that's helping update the code of conduct, reviewing signage, or promoting messages online. These are early wins that build momentum and confidence.

By starting with real conversations, practical tools for coaches, and visible inclusion cues, Kyneton District Soccer Club can lay the groundwork for a respectful and welcoming club environment.

Key Tips for Success



Start with small, practical steps — like conversations with coaches and volunteers — to build confidence and understanding over time.



Reinforce that inclusion is a journey, not about perfection — encourage coaches and staff to ask questions and learn as they go.



Make your values visible through signage, updated language, and consistent messaging across club platforms.



Involve players, especially juniors, in conversations about leadership and respect to build a culture of inclusion from the ground up.



Pillar 2: Building Community

FOCUS

Strengthen connections and deepen inclusion by increasing visibility and celebrating community through events, partnerships, and communication.

WHY DO THIS?

Events and visibility show the community who you are. Hosting inclusive events like Wear It Purple Day—and inviting in LGBTIQ+ groups and nearby supportive clubs—builds trust, signals your values, and creates meaningful connections. It also shows that inclusion isn't just a statement, but something the club actively lives and celebrates.

Pillar 2: Building Community

MEDIUM TERM GOAL

Strengthen relationships and increase visibility by celebrating inclusion through events, partnerships, and clear, consistent communication.

- Why:** We want to grow community trust and engagement by making our values visible and inviting others to be part of them. Events like Wear It Purple Day give us the chance to bring people together and highlight our commitment to inclusion in a meaningful way.
- When:** 3–6 months
- How:**
- Host a **Wear It Purple Day** celebration with visible inclusion signage and storytelling
 - Invite local LGBTIQA+ groups (e.g. ChillOut, Ballarat Pride, SunburyCobaw, school pride groups)
 - Extend invites to supportive clubs like Daylesford Soccer Club to celebrate together
 - Develop consistent language and communication that reflects inclusive values
 - Identify and fill gaps in coaching/leadership team to support inclusive direction
- Tracking:**
- Event attendance and participation (esp. LGBTIQA+ organisations and clubs)
 - Visibility of inclusion signage or campaign materials
 - Feedback from participants and community partners
 - Level of support from community
- Who:**
- Club committee and event leads
 - LGBTIQA+ groups, local councils, and partner clubs
 - Coaches and leaders engaged in inclusive leadership





Advice on How to Complete Pillar 2: Building Community

To achieve Pillar 2: Building Community, focus on creating visibility through inclusive events, partnerships, and clear communication to strengthen community connections and show leadership in inclusion.

Anchor your efforts around key events like **Wear It Purple Day**, which provide natural opportunities to invite in local LGBTQIA+ groups, partner clubs, and community members. Use the event to reinforce your club's values, promote respectful culture, and demonstrate inclusion in action —without needing to create entirely new programs.

Engage with your local **council**, **community health services**, and **LGBTQIA+ organisations** (such as ChillOut, Ballarat Pride, and SunburyCobaw Community Health) to co-host or promote the event. Ask if they can share it in newsletters, on socials, or provide support on the day. This external visibility helps extend the club's message beyond the pitch.

Invite nearby supportive clubs like **Daylesford Soccer Club** to participate or celebrate alongside you —showing community alignment and encouraging peer connection.

Ensure consistent communication before, during, and after the event. Use your club's social media, newsletter, or posters to build awareness and continue conversations. Reinforce values through signage and club announcements.

Track your success by looking at participation, engagement from local groups, and feedback from attendees. These reflections will help grow the event in future years and ensure it remains meaningful and accessible to all.

By partnering with trusted organisations, inviting others into your space, and using events to promote your values, Kyneton District Soccer Club can strengthen its role as an inclusive community hub and deepen relationships across the region.

Key Tips for Success



Use events like Wear It Purple Day to highlight your values in action — they're great opportunities to showcase inclusion visibly and meaningfully.



Collaborate early with LGBTIQ+ groups and nearby clubs to co-design or support the day — shared ownership builds stronger community ties.



Promote events across multiple platforms — newsletters, social media, and posters — to reach both your club and the broader community.



Follow up after the event with a recap and a thank-you post to keep the momentum going and show appreciation for participation.



Focus on consistency in messaging across the club to reinforce your values and invite new people in with confidence.



Pillar 3: Celebrating Community

FOCUS

Build a visible and welcoming club culture by embedding inclusion into programs, social events, and leadership across all levels of the club.

WHY DO THIS?

Celebrating inclusion helps create lasting cultural change. By recognising the role everyone plays—from senior players to juniors and volunteers—Kyneton District Soccer Club can show that inclusion is not just encouraged, it's expected. These actions build pride, strengthen belonging, and demonstrate leadership in your community.

Pillar 3: Celebrating Community

LONG TERM GOAL

Increase participation and build a welcoming culture by embedding inclusion into programs, leadership, and club-wide events.

- Why:** We want to ensure everyone at the club—from juniors to senior players —feels welcome and respected. Creating visible, inclusive spaces and empowering key leaders helps grow community pride and shows that inclusion is part of who we are, not just what we say.
- When:** 6–12 months
- How:**
- Update the language of the GoMums program to be more inclusive and accessible
 - Onboard senior players into the inclusion journey —help them understand the role they can play
 - Highlight and support inclusion champions who model inclusive behaviours
 - Conduct a second language audit to check for improvements over time
 - Ensure all events, social functions, and game days are inclusive and welcoming
 - Focus on juniors —create opportunities to learn about identity, respect, and community
 - Use *Changing the Game: Rethinking Sport's Inclusion Dilemma* as a guide to manage inclusion-related conversations and challenges



Pillar 3: Celebrating Community

LONG TERM GOAL

Increase participation and build an inclusive atmosphere at the club by valuing and celebrating diversity.

Tracking:

- Number of inclusive social events and who participates
- Changes made to program names or content (e.g. GoMums)
- Feedback from members and community
- Leadership engagement and participation in inclusion initiatives
- Changes observed through language audits over time

Who:

- Senior players and coaches as inclusion role models
- Club committee and volunteers
- Community partners and local families
- Junior participants learning about inclusion and respect





Advice to Successfully Achieve Pillar 3: Celebrating Community

To complete Pillar 3: Celebrating Community, focus on embedding inclusion into the day-to-day life of the club —through inclusive leadership, welcoming events, and consistent messaging across programs.

Use your existing programs, like GoMums and junior teams, as an opportunity to model inclusive language and behaviour. Updating the name or framing of a program is a simple but powerful step. Make sure all social events and game-day spaces are welcoming to all—this includes signage, communication, and the way people are greeted and engaged.

Empower senior players and longtime members by inviting them into the inclusion journey. Even if they're not actively involved in planning, they can lead by example on the pitch and at social events. Identify a few key champions who can promote inclusion with confidence and help set expectations for the broader group.

Reinforce club values at every opportunity. Use signage, matchday announcements, and social media to highlight inclusion, and refer to your updated code of conduct to maintain consistency. Regularly check in on progress. Perform a followup language audit to see if shifts in tone, signage, and communications have taken place. Small improvements show the club is moving forward.

If challenges arise around conflicting views or tricky topics, lean on tools like *Changing the Game: Rethinking Sport's Inclusion Dilemma* to support conversations and keep things constructive. By creating inclusive environments, supporting community champions, and fostering respect across all levels of the club, Kyneton District Soccer Club can demonstrate leadership in inclusion and continue to grow a connected, values-driven culture.

Key Tips for Success



Involve senior players in inclusion conversations — they don't need to lead programs, but their support can help shape a respectful and welcoming culture.



Review the language of existing programs like GoMums to ensure they reflect your values and are inclusive of all participants



Make social events and game-day environments visibly inclusive through signage, announcements, and club messaging.



Celebrate inclusion champions — highlight those who are modelling respectful behaviour and supporting others to feel welcome.



Regularly check progress with tools like language audits and member feedback to ensure the club is moving forward and learning as it goes.



Key Contacts

Organisation	Website	Email	Purpose
Sunbury Cobaw Community Health	sunburycobaw.org.au	info@sunburycobaw.org.au	Support inclusive health and wellbeing across the Macedon Ranges region.
ChillOut Festival	chilloutfestival.com.au	info@chilloutfestival.com.au	Collaborate on visibility and community events that celebrate diversity.
Shire of Macedon Ranges	mrsc.vic.gov.au	mrsc@mrsc.vic.gov.au	Strengthen local partnerships, promote inclusion, and support club initiatives.
Thorne Harbour Country	thorneharbour.org/services/thcountry/	thcountry@thorneharbour.org	Offer LGBTIQA+ inclusive health services and connection opportunities across regional Victoria.
Proud 2 Play	proud2play.org.au	kade@proud2play.org.au	Provide strategic support, resources, and guidance through the Rainbow Ready Clubs Program.
Tiny Pride	tinypride.org.au	ange@tinypride.org.au	Create welcoming spaces and resources for LGBTIQA+ families and kids in regional areas.

Thank You

Thank you for taking the time to explore this strategy as part of the **Rainbow Ready Clubs Program** delivered by Proud 2 Play. By focusing on our three key pillars—**Building Capacity, Building Community, and Celebrating Community**—we will ensure that **Kyneton District Soccer Club** continues to grow as a club where everyone is respected, supported, and welcomed.

Through building capacity, we will work with coaches and volunteers to create an inclusive culture that values respectful language, leadership, and participation from all members. By building community, we will connect with LGBTIQ+ organisations, local groups, and neighbouring clubs to celebrate inclusion and strengthen our visibility in the Macedon Ranges. And through celebrating community, we will use events, partnerships, and inclusive programs to recognise the important role every person plays in shaping a club culture where diversity is seen and valued.

This strategy outlines clear, actionable steps that will help embed inclusion at every level of the club—from our youngest juniors to senior teams, coaches, volunteers, and supporters. By strengthening leadership, showcasing visible commitment to inclusion, and inviting in community partners, **Kyneton District Soccer Club** can become a recognised leader in regional inclusion, showing that sport can be a place for everyone to belong.

Thank you for your commitment to this journey and to building a better future for your club. Proud 2 Play is here to support you every step of the way and can't wait to see the impact this work brings to your community, now and into the future.