



The Rainbow Roadmap: Resource

Background

Sport has the power to create connection, belonging, and community. Yet for many 2SLGBTQ+ people, sport environments have historically been exclusionary, unsafe, or unwelcoming.

Despite growing awareness, many sport organisations still struggle with how to move from intention to meaningful inclusion. The Rainbow Roadmap is a practical, evidence-informed framework designed to support sport organisations and clubs to embed 2SLGBTQ+ inclusion across:

- policies
- programs
- culture
- everyday practices





The Rainbow Roadmap: Overview

Developed through research, sector experience, and applied practice—including insights from work with Proud2Play—the Roadmap balances best practice with real-world practicality. It was designed to help those enacting 2SLGBTIQ+ inclusion in sports clubs and organisations, to become ‘rainbow ready’ and ensure safety and inclusion for 2SLGBTIQ+ people. Each stage builds on the previous one, moving organisations from awareness, to sustained, embedded inclusion.

The Roadmap is a five staged journey:

Assess → Educate → Consult → Engage → Enact

Important note: There is no one-size-fits-all approach—engagement must reflect your sport, community, and context (including geography and demographics).

Stage 1: Assess

What this means: Develop a clear, evidence-based understanding of your organisation’s current level of 2SLGBTQ+ inclusion.

Why it matters: Organisations often overestimate how inclusive they are, or do not understand the level of inclusion within their own organisation or club. Without an honest assessment, efforts can be misdirected or superficial.

Key focus areas:

- Policies and procedures
- Internal culture and attitudes
- Marketing and communications
- Participation experiences

Action steps

- Conduct an independent review (ideally external and arm’s length)
- Analyse policies, websites, and social media
- Gather insights on organisational culture and climate
- Use lived-experience perspectives to inform findings

Outcome: A clear baseline of strengths, gaps, and priority areas for action.



Stage 2: Educate

What this means: Build knowledge, awareness, and capability across the organisation.

Why it matters: One-off training sessions do not create change. Ongoing education is essential to shift behaviours and build inclusive environments.

Key focus areas:

- Understanding 2SLGBTQ+ identities and communities
- Inclusive language
- Allyship and bystander action
- Responding to discrimination and harm

Action steps:

- Deliver structured, ongoing education (not one-off sessions)
- Provide training for staff, coaches, and volunteers
- Normalise inclusive language and expectations
- Use evidence-based, well-designed learning approaches

Outcome: A more informed, confident organisation/ club equipped to support 2SLGBTQ+ participants.

Stage 3: Consult

What this means: Create meaningful opportunities for 2SLGBTQ+ communities to share their experiences and inform decision-making.

Why it matters: Inclusion cannot be designed for communities without engaging with them.

Key focus areas

- Lived experiences of participation
- Barriers to inclusion
- Trust and relationship-building

Action steps

- Run community forums, focus groups, or surveys
- Engage directly with 2SLGBTQ+ participants and stakeholders
- Provide safe, supported environments for sharing experiences
- Respond appropriately to disclosures of discrimination

Outcome: Deeper understanding, increased empathy, and stronger organisational commitment.



Stage 4: Engage

What this means: Actively connect with and include 2SLGBTQ+ communities in meaningful and visible ways.

Why it matters: Engagement signals that your organisation is not only inclusive—but welcoming and proactive.

Key focus areas

- Visibility and representation
- Community connection
- Inclusive participation opportunities

Action steps

- Develop a 2SLGBTQ+ engagement and inclusion strategy
- Participate in key events (e.g., Pride Month, IDAHOBIT)
- Host inclusive programs (e.g., come-and-try days, pride rounds)
- Partner with 2SLGBTQ+ organisations and community groups

Outcome: Stronger relationships, increased participation, and visible inclusion.

Stage 5: Enact

What this means: Embed 2SLGBTQ+ inclusion into everyday practice across the organisation.

Why it matters: Inclusion must move beyond one-off initiatives to become part of “how things are done.”

Key focus areas

- Institutionalisation of inclusive practices
- Accountability and leadership
- Ongoing evaluation and improvement

Action steps

- Implement inclusive policies, programs, and practices year-round
- Assign clear responsibilities and allocate resources
- Establish KPIs and accountability mechanisms
- Collect data and monitor impact over time

Outcome: Sustained, measurable inclusion embedded across the organisation/club.