

Media Release

Steve Dimopoulos MP

Minister for Tourism, Sport and Major Events
Minister for Creative Industries



Thursday, 27 October 2022

BACKING A-LEAGUE PRIDE CUP AT AAMI PARK

The Andrews Labor Government is boosting the A-League Pride Cup between Melbourne Victory and Adelaide United in February next year.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced a \$200,000 investment to support the event, celebrating the inclusion of LGBTIQ+ communities in sport.

It will include a Victory Pride Village at Gosch's Paddock full of activities and events to engage and entertain the broader community, and ensure a safe, welcoming and inclusive environment for all supporters attending.

People from LGBTIQ+ communities face unique barriers to participation in sport and active recreation. The effects of exclusion can be profound, contributing to disproportionately high rates of mental health issues and suicide.

The Pride Cup will highlight the significant role the sporting community can play in creating a positive and inclusive environment for all Victorians, while encouraging more people to participate in sport.

The event is aligned with the Labor Government's *Active Victoria Strategy* and *Pride in our Future: Victoria's LGBTIQ+ Strategy*.

The organiser – Pride Cup Limited – is a not-for-profit organisation that uses education and awareness-raising at sporting and cultural events to make LGBTIQ+ communities feel safe, welcome and accepted.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"Sport is a key area to create safe, inclusive and welcoming environments for the LGBTIQ+ communities – and to improve mental health and challenge stereotypes."

"We're proud to support this event and ensure there is a place for all Victorians to engage in sport."

Quote attributable to the Minister for Equality Harriet Shing

"It's so important for our sporting codes to be safe and inclusive environments that reflect and celebrate the diversity in Victoria, including LGBTIQ+ communities".

Quotes attributable to Pride Cup CEO James Lolicato

"We are so thrilled to be partnered with Melbourne Victory, Adelaide United and the State Government to celebrate LGBTIQ+ inclusion in football."

"Working with two clubs so enthusiastic and dedicated to creating meaningful change in the culture of sport is very special, and we couldn't be prouder to deliver this event."