Why participate? Why promote?

The Pride in Sport Index National Survey is held annually. It is one of the largest long-term research studies investigating the attitudes and behaviours of participants, volunteers and employees within Australian sport.

With this data, you can:

* compare your organisation’s summary data to that of the total Australian data set to see where you are better or worse, and identify any gaps to address within your LGBTQ inclusion strategy.
* track your progress over time and share key experiences and outcomes with your broader sporting community.
* do a ‘deep dive’ into your line-by-line data to see if there are any particular groups that have different experiences from the average.

More responses means more reliable data and stronger insights into your sporting culture.

These templates will help you create social media content to promote participation in the survey.

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| Sample caption text for social media image post | Add your own logo and call to action using our **Pride in Sport PSI background (square)** or **Pride in Sport PSI background (portrait)**  *This year we are participating in the PSI National Survey. This is a national survey run by* [*Pride in Sport*](http://www.prideinsport.com.au/)*, and covers a number of areas related to diversity, inclusion, exclusion and culture - with a particular focus on the inclusion of LGBTQ+ employees, officials and athletes.*  *The PSI National Survey data enables us to gain insights into the knowledge levels and experiences of everyone in our sporting community. It will also provide us with essential information about many areas specific to LGBTQ+ community members, and help us to develop inclusion plans and initiatives for the future.*  *Regardless of how you personally identify, we encourage everyone to participate in this survey.*  *While the survey data will identify the name of our organisation, individual participants remain completely anonymous.*  *To participate in the survey, please click here:* ***[insert URL here]*** |
| Sample text for stories/reels | Use our **Pride in Sport PSI vertical stories background** to create a promotion for stories or reels.  *We want to hear from you!*  *The PSI National Survey is now on. It’s completely anonymous and will help guide our LGBTQ+ inclusion strategy.*  *The survey is for ALL participants, officials and volunteers, regardless of how you identify.*  *[Add link]* |
| Sample text for workplace/venue poster | Use our **Pride in Sport PSI A3 background** to create a poster for venues and workplaces.  ***We want to hear from you!***  *The PSI National Survey is now on.*  *The survey is run by Pride in Sport across more than 40 different sports and investigates the attitudes and behaviours of participants, officials and volunteers.*  *The survey is for ALL participants, officials and volunteers, regardless of how you identify.*  *It’s completely anonymous and will help guide our LGBTQ+ inclusion strategy.*  *[Add QR code]* |

By participating in both the PSI Submission and National Survey, organisations and clubs can measure their inclusion progress against best-practice, and see the impact of their work on employees and participants.

Got a question?

Pride in Sport Members can speak with their Relationship Manager. Community participants should email [PSI@prideinsport.com.au](mailto:PSI@prideinsport.com.au)