

EMAIL SIGNATURES

A QUICK GUIDE TO CREATING INCLUSIVE EMAIL SIGNATURES

Respect all
Fear none

Simple Example:

This is where you simply add the rainbow/trans flag to your email signature and articulate your position as an LGBTQ+ Ally. The example below has a hyperlink the Pride in Sports terminology page where it explains further what an 'ally' means.

Regards,
Beau Newell (he/him)
National Program Manager
Pride in Sport Australia
E: beau@prideinsport.com.au | M: 0429 196 108 | www.prideinsport.com.au

YOUR BUSINESS BANNER/LOGO OR OTHER CONTENT HERE

 I am a [Pride in Sport LGBTQ+ ALLY](#)

Addition of pronouns


Text is hyperlinked to a dedicated LGBTQ page on your website (or to Pride in Sport).

Intermediate Example:

In addition to the above, this level is a step up from the simple example, and includes the flags, and a blurb of your organisation's values on inclusion and anti-phobias.

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 I am a [Pride in Sport LGBTQ+ ALLY](#)

Pronouns are **hyperlinked** to 'Pronouns' page at TransHub (transhub.org.au/pronouns)

Addition of Organisation's 'Position Statement' (or alike) along with partnership branding of Pride in Sport

pridein sport | MEMBER 2023
[Organisation name] is committed to providing a safe and welcoming environment for all people to participate, including those with diverse sexualities and genders. To strengthen this commitment, we are a part of Australia's [Pride in Sport](#) program.

Advanced Examples:

While anything is better than nothing, some organisations will go above and beyond by developing their own dedicated artwork to emphasise their organisations commitment to LGBTQ+ inclusion.

Rainbow logos: This may include a rainbow version of your company's logo, and/or links to dedicated LGBTQ+ inclusion pages on your organisation's website. For example:

Standard business logo



Rainbow style business logo



Permission was given by Melbourne University Sport for Pride in Sport to share their logo variations as inspiration. You can also check out their work on LGBTQ+ inclusion at <https://sport.unimelb.edu.au/programs/pride-in-sport>

Including statistics: This may include one of the above example email signatures along with some key learnings to emphasise why this work is so important to your organisation. For example:

80%
OF PARTICIPANTS HAVE WITNESSED OR EXPERIENCED HOMOPHOBIA IN SPORT WITH HOMOPHOBIC LANGUAGE THE MOST COMMON

[Organisation Name] has a zero tolerance policy towards discrimination and vilification of any kind.

This includes homophobia, transphobia and biphobia. We're committed to stamping out this alarming statistic and will continue to work closely with [Pride in Sport Australia](#) to ensure our sporting community are safe and welcoming to people with diverse sexualities and genders.

Find out more at www.prideinsport.com.au

*Statistics courtesy of www.ouonthefields.com

pridein sport MEMBER 2021

LGBTQ days of significance: Some organisation even develop new email signatures for their staff on a regular basis. If this is the case for your organisation, consider developing one that aligns with the official LGBTQ+ Days of Significance, as found at <http://www.prideinsport.com.au/days-of-significance/>



'Ally' variations: some organisations use the above flags; however, an individual may prefer to articulate that they are an 'Ally'. This is regularly seen with the text "ALLY" written over the flag. For example:



Badges: If your organisation has participated in the Pride in Sport Index (PSI), you may also wish to consider using your respective digital badge, supplied to organisations at the release of index and benchmarking results each year. For example:



*Please note: PSI badges are trademarked and must only be used with the approval of Pride in Sport Australia, if supplied to your organisation at the time of PSI results announcement.

Pronouns in email signatures

Pronouns are words that we use to refer to people when we're not using their name. Pronouns are pretty useful because it can sometimes feel silly to say someone's name over and over ("Mark made pasta and Mark put cheese on top and then Mark gave me a bowl and then Mark and I sat at the table and ate"). Using the right pronoun for a person is one of the easiest simplest ways of showing them respect.

Pronouns are a special part of the English language as they are often used to indicate a person's gender. For many trans people, having people know and use correct and affirming pronouns is an important and validating part of their gender affirmation.

To find out more about pronouns, please visit www.transhub.org.au/pronouns

If you would like further guidance or support, please email Pride in Sport – info@prideinsport.com.au