



## The Adelaide University Sharks Funding Report

The Adelaide University Sharks are now an established team within the Adelaide University Rugby Union Football Club. We could not have achieved this without the initial injection of funds through the grant received from the Parkestone Foundation to create promotional material. Initially, this was to go towards posters and postcards.

A bulk of the funds enabled us to purchase a banner for longer term use. The banner made its public debut in the Adelaide Pride parade with our float and players marching proudly alongside. Since then, the banner has been used at our Come and Try, Feast Picnic stand and recently in our match at North Torrens where the host club requested our banner be part of their 'past members' day.

By displaying the Sharks logo and promoting the team as a gay and inclusive rugby team, the value received from allocating the funds to this piece of promotional material has been immeasurable and will continue to come to good use. Additionally, posters and postcards were created to distribute through various LGBTIQ organisations and businesses to promote the team. For an alternative approach, we also used stamps (to place images on people's hands) to remind people to check our socials and events.

Thank you to Parkestone Foundation for the boost for our sport into the rainbow community. We look forward to providing rugby opportunities to the LGBTIQ people of Adelaide for many years to come.

Yours in rugby and inclusion,

Pete  
Adelaide University Sharks

