

Consultation.

The Justin Campaign team would like to begin by thanking all those who took part in our global consultation around the international day opposing homophobia in football; Football v Homophobia.

We received enormous support throughout 2009/10 in the lead up to the launch of “Football v Homophobia” and the consultation results have only reinforced that support.

Your comments and suggestions have been incredibly useful in helping us to understand how we can continue to ensure that this initiative remains accessible to everyone and is, above all, influential in impacting on the problem of homophobia in football on a global scale.

The primary motivation behind the “Football v Homophobia” consultation was to establish whether the majority were satisfied with the overall concept of the initiative and also whether the date of the initiative suited those who wished to take part.

Overwhelmingly, **91% of respondents** expressed their approval of “Football v Homophobia” as an initiative and would be willing to rally behind it with a further **81% of respondents** stating they were happy with “Football v Homophobia” landing on February 19th each year.

A pleasing **35% of respondents** expressed their interest in becoming part of a “Football v Homophobia” steering group.

In light of the consultations results and taking into consideration the need for a degree of flexibility around the date of the initiative for particular countries, The Justin Campaign team felt it best that the official date for

“Football v Homophobia” would remain the same however some flexibility would be afforded to groups and individuals that wanted to observe the initiative on a different date because of conflicting football seasons and fixtures etc.

The comments and suggestions offered around the format and future content of the initiative have all been taken into consideration and will be instrumental in shaping the imminent 2011 observance of “Football v Homophobia”.

Finally, discussions will take place with the respondents that expressed their interest in becoming a steering group member with a view to having a representative group in place to help steer the development of Football v Homophobia 2012 and beyond.

The Justin Campaign team would like to take this opportunity to once again thank all those who contributed to the consultation process and their continuing support for the “Football v Homophobia” initiative.

Regards,

The Justin Campaign team.



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Football v Homophobia Consultation results.

Question 1 – What kind of organisation are you involved in?

Over half of the people who took part in the survey are involved in a football club, with almost 40% involved in an LGBT organisation.



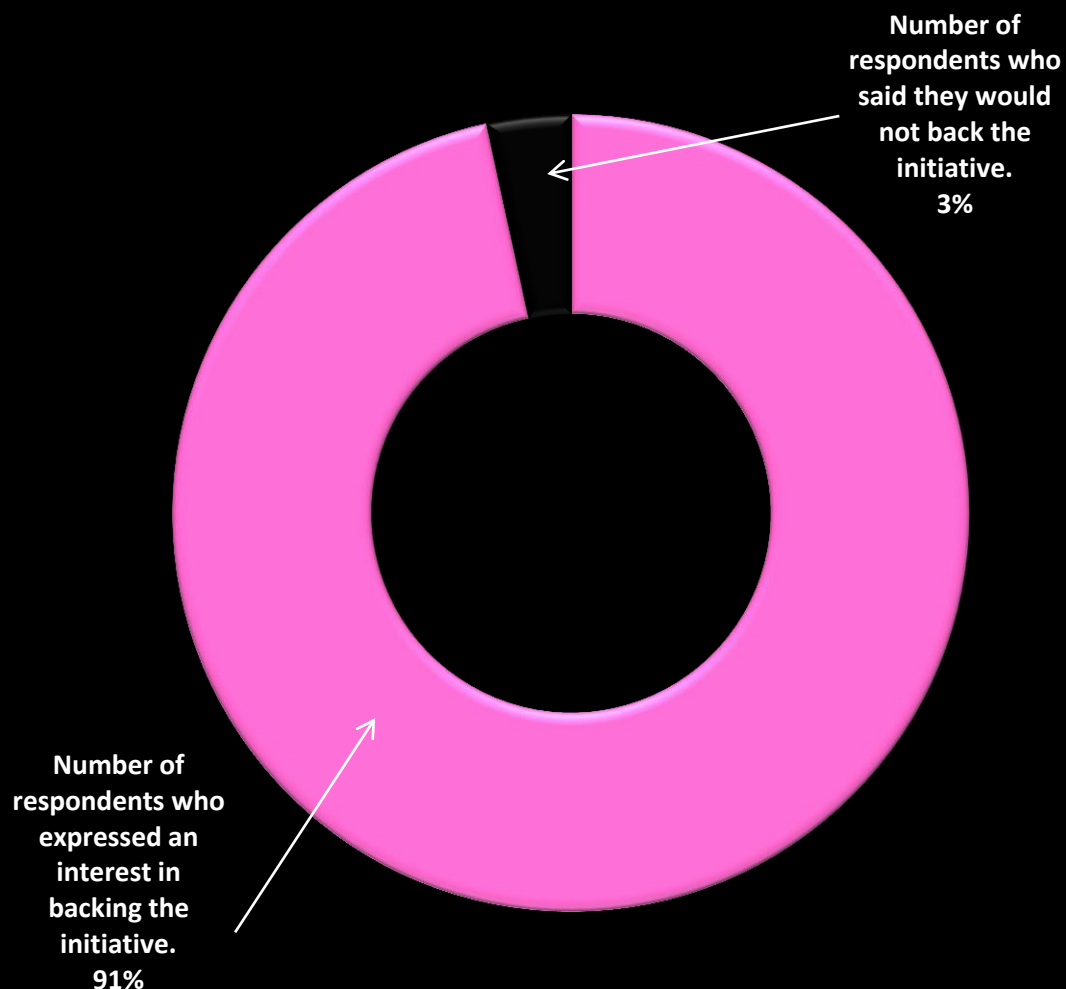
Question 2 – Did you participate in “Football v Homophobia” 2010?

A quarter of the people who took the survey participated in Football v Homophobia 2011.

Question 3 – The "Football v Homophobia" initiative was created as a means of rallying organisations together in response to the issue of homophobia in football. Is "Football v Homophobia" an initiative you would rally behind?

An overwhelming 91% of those surveyed expressed an interest in getting behind the initiative.

One participant highlighted the fact that they weren't aware of the previous Football v Homophobia day while another suggested the campaign be brought under the umbrella of the Football Association's Respect programme.



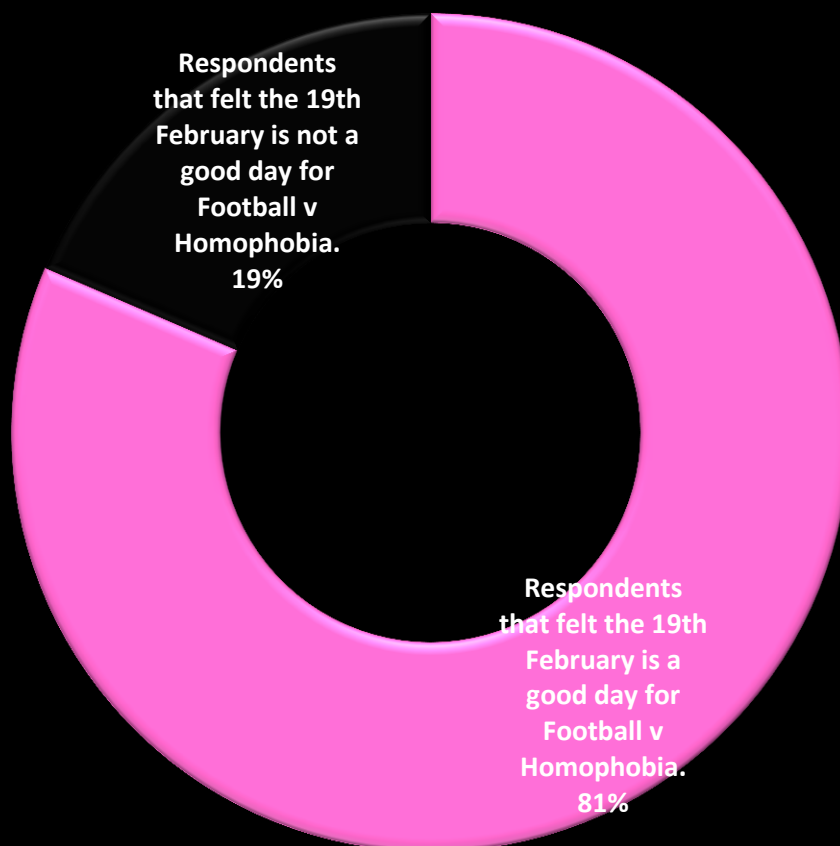
Question 4 - The date of "Football v Homophobia" was chosen as the 19th of February as it commemorates the birthday of Justin Fashanu - the only out professional footballer in the history of the game and is in LGBT History Month (in the UK). Do you think that the 19th of February is a good date for an initiative that tackles homophobia in football?

The date of the 19th of February proved very popular, with over 80% supporting this date for Football v Homophobia.

One minor suggestion made by a number of participants was that the actual day should be flexible, so the nearest Saturday/Sunday would be chosen each year in order to tie in with football games being played.

Some participants also highlighted the fact that some leagues are on their winter breaks and that the poor weather at that time of year would be a factor.

On a general point, there were also questions raised over the use of Justin himself as a figurehead for The Justin Campaign.



Question 5 - Do you have any other comments or suggestions regarding either the "Football v Homophobia" initiative or anything else you may feel is relevant?

- A number of respondents were keen to see the initiative bring together different groups and organisations in a united stance against homophobia in football. Citing the FA, The GFSN (Gay Football Supporters Network) and Stonewall as key organisations that should be contributing in some way to the development of the initiative and the overall campaign.
- One respondent was keen to see "Football v Homophobia" adopt a new theme each year. For example, one year would focus on tackling homophobia at a grassroots level in football and another perhaps focusing on the education of referees and coaches on tackling homophobic behaviour and language.
- A number of respondents expressed their approval of what "Football v Homophobia" had achieved so far and recognised it as a powerful tool to instigate change at both a grassroots and professional level.
- One respondent suggested that it is important to work collaboratively with football teams like Stonewall FC (The current British, European, World and Gay Olympic Champions) who, by competing primarily in "straight" mainstream tournaments for the last 19 years have done wonders in challenging the negative stereotyping and misconceptions around gay and bisexual men in football.
- One respondent wanted to see more information on the initiative's long term aims and objectives, with another respondent requesting more transparency as to which other organisations/networks/clubs were involved internationally and how?
- A number of respondents suggested that the initiative and overall campaign should be more representative of women. It was felt that the celebration and recognition of the achievement of "out" women in grassroots and professional football needed highlighting.

Question 6 - The Justin Campaign is looking for a Steering Group to assist with the direction of "Football v Homophobia" or a similar initiative. Would you be interested in being involved in this group?

An impressive 35% of respondents expressed an interest in being part of a "Football v Homophobia" steering group, with a number of people already involved in other related organisations eager to help.

