

Department of People, Sport and Culture

Shoosh for Kids

Stakeholder pack

Background

- We're supporting the Shoosh for Kids campaign, alongside the NSW Office of Sport and local sporting organisations.
- Shoosh for Kids encourages positive and respectful spectator behaviour at junior sporting events.
- The campaign raises awareness of the impacts of negative sideline behaviour at junior sporting events.
- The 2025 Shoosh for Kids round will be held at sporting venues across the Territory from **Friday 2 to Saturday 10 May 2025**.
- The campaign promotes a supportive environment where children are encouraged to develop their skills and passion for sports in a safe and enjoyable setting.
- Core values of the campaign under the theme "Think before you speak" include:
 - Keep it positive. Keep it fun.
 - Encourage positive spectator behaviour.
 - Respect the referees. Think before you speak.
 - Let coaches do the coaching.

Shoosh for Kids

Facebook copy

📣 2025 Shoosh for Kids Round – 2 May to 10 May

Let's create a positive and supportive environment for our young athletes! 💪🌟

Shoosh for Kids encourages positive spectator behaviour at junior sport events. It's simple: If you don't have anything nice to say, shoosh for kids.

Support the kids, celebrate the game, and above all, respect the referees, coaches and each other. 😊

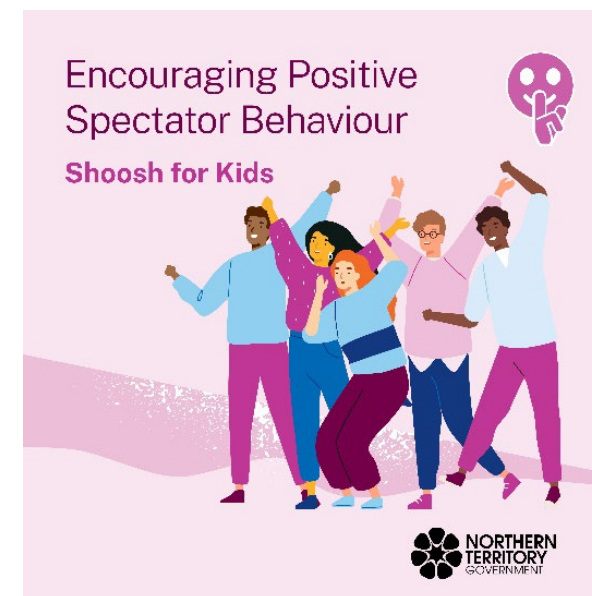
The Shoosh for Kids message is simple:

- ✅ Think before you speak
- ✅ Keep it positive and fun
- ✅ Respect the referee
- ✅ Let coaches do their job
- ✅ Let kids be kids.

Let's work together to make sure every child has a great experience on the field!

To get involved or for more information 📄 dp.sc.nt.gov.au/sport-active-recreation/sport-and-active-recreation/sport-integrity#Shoosh-for-kids

[Download Link](#)



Shoosh for Kids

Instagram copy

📣 2025 Shoosh for Kids Round – 2 May to 10 May

Let's create a positive and supportive environment for our young athletes together! 🤝

Support the kids, celebrate the game, and above all, respect the referees, coaches and each other. 😊

The Shoosh for Kids message is simple:

- ✅ Think before you speak
- ✅ Keep it positive and fun
- ✅ Respect the referee
- ✅ Let coaches do their job
- ✅ Let kids be kids.

Let's give every child an amazing experience on the field!

To get involved or for more information 📍 dpsc.nt.gov.au/sport-active-recreation/sport-and-active-recreation/sport-integrity#Shoosh-for-kids

#ShooshforKids

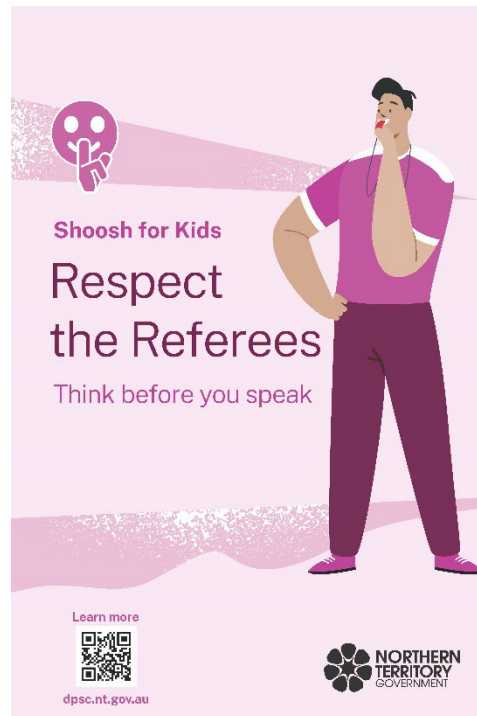
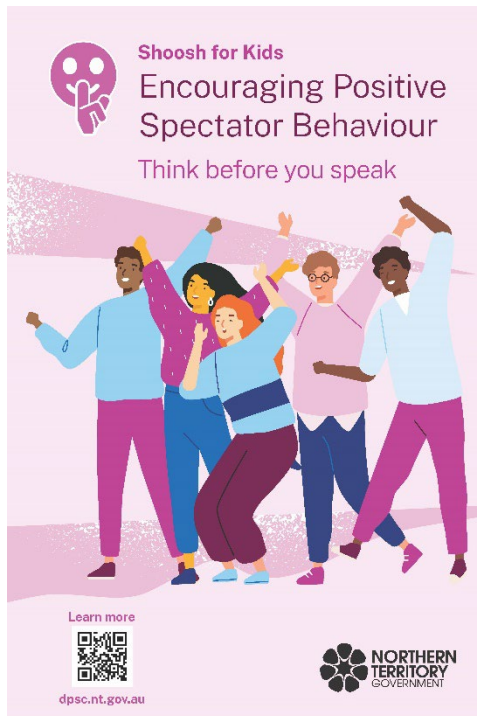
[Download Link](#)



Other collateral available

[Download Link](#) 

1. Corflute/poster



Other collateral available

[Download Link](#) 

2. Social tiles



3. Sports Day voice overs by Katie Woolf

4. Social media reel and audio