

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](https://dp.sc.nt.gov.au/sport-active-recreation/sport-and-active-recreation/sport-integrity#Shoosh-for-kids)

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# 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:

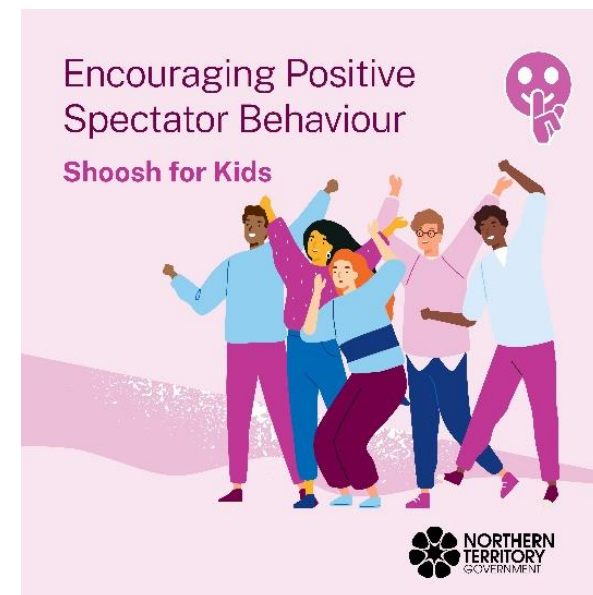
- ✅ Think before you speak
- ✅ Keep it positive and fun
- ✅ Respect the referee
- ✅ Let coaches do their job
- ✅ Let kids be kids.

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](https://dpsc.nt.gov.au/sport-active-recreation/sport-and-active-recreation/sport-integrity#Shoosh-for-kids)

#ShooshforKids

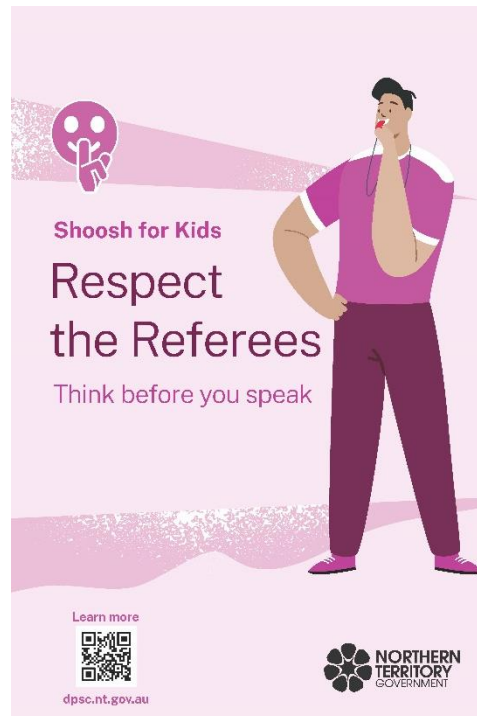
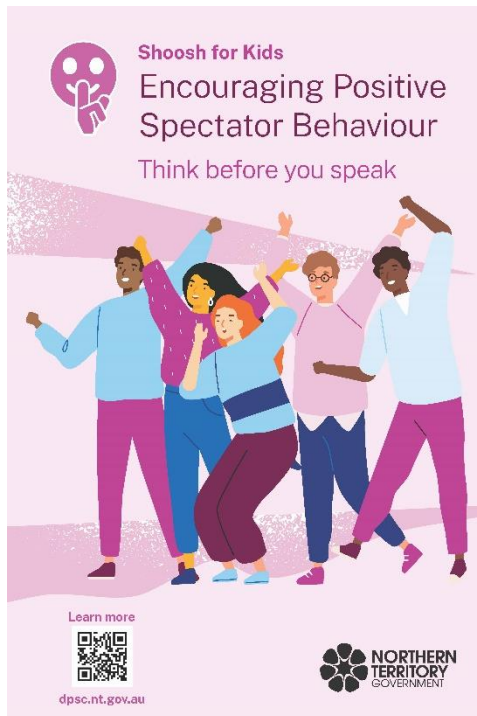
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# Other collateral available

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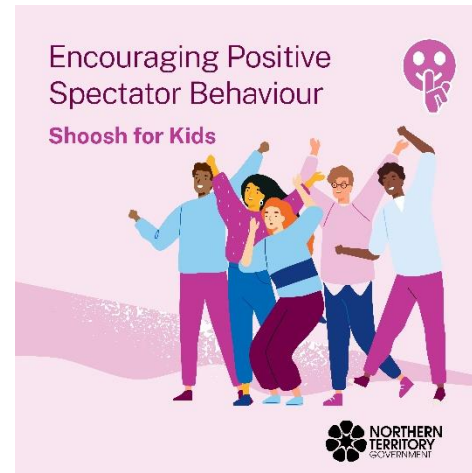
## 1. Corflute/poster



# Other collateral available

[Download Link](#) 

## 2. Social tiles



## 3. Sports Day voice overs by Katie Woolf

## 4. Social media reel and audio