

# CAMPAIGN TOOLKIT

The Sideline Behaviour Initiative is here to make sure that everyone feels safe and comfortable playing the sport they love. It isn't an easy topic and it will take a commitment from us and the community to improve sideline behaviour.

United to embed the principles of True Sport, SportWest, with the support of State Sporting Associations will stand together to stamp out poor sideline behaviour in sport. Share the campaign and let's build the momentum together.

There's no place for poor sideline behaviour. Let us play!

True Sport. Everyone. Every Sport.





## CAMPAIGN OVERVIEW

The True Sport Sideline Behaviour Initiative seeks to increase public awareness of the impact of poor sideline behaviour in sporting environments. A marketing campaign seeks to inspire change, with supporting resources to support behaviour change.




Via a coordinated campaign schedule (provided below) for all SSAs and relevant organisations, the goal is to ensure maximum campaign exposure and amplification of the campaign message. We suggest running the campaign for a 4-6 week period.

We ask that the campaign schedule is closely adhered to, including key messages as provided. If SSAs do not have a dedicated resource to do this, you are encouraged to share the posts by True Sport and SportWest.

### SportWest

-  sportwestau
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### True Sport

-  truesportau
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## CAMPAIGN ASSETS:

- Main Campaign Video – 30 second/long version
- Social media tiles with relevant campaign messages
- A4 poster
- A3 poster
- E-signature
- Case study
- True Sport Club Respect Resources

## CAMPAIGN KEY MESSAGES:

- There's no place for poor sideline behaviour..... Let us play!
- Together, let's build and maintain a culture of respect in our sport.
- True Sport. For Everyone. And Every Sport.

## SUPPORTING EDUCATION RESOURCES:

SportWest have partnered with Club Respect to provide resources to help sports clubs build and maintain respectful club environments. These resources seek to educate, empower, and positively influence the individuals involved in clubs.

- **AWESOME Game Plan** – outlines the steps a club can take to create positive change.
- **SMART Steps** – strategies clubs can adopt to deal with poor behaviour, safely and constructively.
- **Club Roles** – an individualised overview for a Coach, Parent, Volunteer, Team Manager, Player, Supporter, Club President and Committee Member on how to build and maintain respectful club environments.

For more information on Club Respect visit [www.clubrespect.org.au](http://www.clubrespect.org.au)

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## CAMPAIGN TIMELINE:

PLATFORM	COPY	HASHTAGS/TAGS	DIGITALS TO USE
Facebook Instagram Twitter/X LinkedIn	<p>United to embed the principles of True Sport, “SSA Name” and SportWest, stand together to stamp out poor sideline behaviour in sport. There’s no place for poor sideline behaviour. Let us play!</p> <p>Share the campaign and let’s build the momentum together.</p> <p>True Sport. Everyone. Every Sport.</p> <p>For more information or to access resources visit: <a href="http://truesport.com.au">truesport.com.au</a></p>	<p>#truesport #truesportsidelinebehaviour #letusplay #SportWest #PoweredbySportWest #thevoiceofsport #clubrespect</p> <p>@sportwestau @truesportau @clubrespectteam</p>	<p>Videos – Sideline Behaviour Campaign File:</p> <p>Sideline Behaviour Video</p>
Facebook Instagram Twitter/X LinkedIn	<p>We all love our sport. Our game means so much to us. Supporters influence the culture of a sports club and bring so much passion to game day. Let’s support in a respectful way. The game is worse off with slurs, abuse and menacing on the sidelines.</p> <p>Support your side, respect the other and love the game. Together, let’s build and maintain a culture of respect in our sport.</p> <p>There’s no place for poor sideline behaviour. Let us play!</p> <p>True Sport. Everyone. Every Sport.</p> <p>For more information or to access resources visit: <a href="http://truesport.com.au">truesport.com.au</a></p>	<p>#truesport #truesportsidelinebehaviour #letusplay #SportWest #PoweredbySportWest #thevoiceofsport #clubrespect</p> <p>@sportwestau @truesportau @clubrespectteam</p>	<p>Sideline Behaviour Social Media Graphics File:</p> <p>Sideline Behaviour_ The Supporter.png</p>



PLATFORM	COPY	HASHTAGS/TAGS	DIGITALS TO USE
Facebook Instagram Twitter/X LinkedIn	<p>Parents play a huge role in creating a positive sporting experience for all. Model respect and set the standard.</p> <p>Commend good play on both sides and promote the positives – win, lose or draw!</p> <p>There’s no place for poor sideline behaviour. Let us play!</p> <p>For more information or to access resources visit: <a href="http://truesport.com.au">truesport.com.au</a></p>	<p>#truesport #truesportsidelinebehaviour #letusplay #SportWest #PoweredbySportWest #thevoiceofsport #clubrespect</p> <p>@sportwestau @truesportau @clubrespectteam</p>	<p>Sideline Behaviour Social Media Graphics File:</p> <p>Sideline Behaviour_ The Parent.png</p>
Facebook Instagram Twitter/X LinkedIn	<p>Play the sport you love, for the love of sport. Respect your peers, opposition and personnel on both sides. Respect and accept a referee’s decision. Embrace people from all diverse backgrounds and cultures.</p> <p>It’s about playing the game the right way. For Everyone. And Every Sport.</p> <p>There’s no place for poor sideline behaviour. Let us play!</p> <p>For more information or to access resources visit: <a href="http://truesport.com.au">truesport.com.au</a></p>	<p>#truesport #truesportsidelinebehaviour #letusplay #SportWest #PoweredbySportWest #thevoiceofsport #clubrespect</p> <p>@sportwestau @truesportau @clubrespectteam</p>	<p>Sideline Behaviour Social Media Graphics File:</p> <p>Sideline Behaviour_ The Player.png</p>

PLATFORM	COPY	HASHTAGS/TAGS	DIGITALS TO USE
Facebook Instagram Twitter/X	<p>True Sport is being your best. It's about playing the game the right way. For Everyone. And Every Sport.</p> <p>SportWest, have partnered with Club Respect to provide resources to tackle poor sideline behaviour and build and maintain a culture of respect.</p> <p>There's no place for poor sideline behaviour. Let us play!</p> <p>For more information or to access resources visit: <a href="http://truesport.com.au">truesport.com.au</a></p>	<p>#truesport #truesportsidelinebehaviour #letusplay #SportWest #PoweredbySportWest #thevoiceofsport #clubrespect</p> <p>@sportwestau @truesportau @clubrespectteam</p>	<p>Videos - Sideline Behaviour Campaign File:</p> <p>Sideline Behaviour Video</p>
Facebook Instagram Twitter/X LinkedIn	<p>Volunteers are the heartbeat of community sport.</p> <p>Whether timing, scoring, officiating, bringing the oranges, there's no volunteer role too big or too small. Disrespect is unacceptable, on or off the field of play.</p> <p>There's no place for poor sideline behaviour. Let us play!</p> <p>For more information or to access resources visit: <a href="http://truesport.com.au">truesport.com.au</a></p>	<p>#truesport #truesportsidelinebehaviour #letusplay #SportWest #PoweredbySportWest #thevoiceofsport #clubrespect</p> <p>@sportwestau @truesportau @clubrespectteam</p>	<p>Sideline Behaviour Social Media Graphics File:</p> <p>Sideline Behaviour _ The Volunteer.png</p>



PLATFORM	COPY	HASHTAGS/TAGS	DIGITALS TO USE
Facebook Instagram Twitter/X LinkedIn	<p>We know the impact of a great coach – welcoming, composed, powerful role models who get the best out of their players and athletes.</p> <p>Coaches' actions send a message to others. The yelling, fist-thumping coach, yelling at the opposition, referees, even their own players.</p> <p>People remember these coaches – they make a lifelong impact. Be the role model, build a culture of respect.</p> <p>There's no place for poor sideline behaviour. Let us play!</p> <p>For more information or to access resources visit: <a href="http://truesport.com.au">truesport.com.au</a></p>	<p>#truesport #truesportsidelinebehaviour #letusplay #SportWest #PoweredbySportWest #thevoiceofsport #clubrespect</p> <p>@sportwestau @truesportau @clubrespectteam</p>	<p>Sideline Behaviour Social Media Graphics File:</p> <p>Sideline Behaviour_ The Coach.png</p>
Facebook Instagram Twitter/X LinkedIn	<p>A good game plan is everything.</p> <p>Transforming a club culture is well worth the effort. Strong club foundations are the key. Everyone has a role to play in building a respectful club culture, both on and off the field.</p> <p>To develop a culture of respect clubs can build on each element of the A.W.E.S.O.M.E. Game Plan.</p> <p>There's no place for poor sideline behaviour. Let us play!</p> <p>Want to work on the culture of your club and build an A.W.E.S.O.M.E game plan? Visit: <a href="http://truesport.com.au">truesport.com.au</a> to download the tip sheet!</p>	<p>#truesport #truesportsidelinebehaviour #letusplay #SportWest #PoweredbySportWest #thevoiceofsport #clubrespect</p> <p>@sportwestau @truesportau @clubrespectteam</p>	<p>Sideline Behaviour Social Media Graphics File:</p> <p>Sideline Behaviour_ Social Graphic19.png</p>