

## INTRODUCING SILENT SIDELINES

**Silent Sidelines doesn't mean you have to be totally quiet, it just means that all comments that players hear on the day are positive!**

Silent Sideline days, weekends or rounds, encourage spectators not to make comments to players, coaches, officials or other spectators during the game. Polite clapping is acceptable when spectators recognise good play from either side.

However, if you don't think your spectators would be able to stay totally silent, Silent Sidelines can promote a day where only positive comments are made from the sidelines and no coaching is allowed by spectators.

Silent Sidelines and Shoosh campaigns have been happening all over the world and reports indicate that children appreciate these moments as it encourages them to speak up to each other, helping them enjoy the game and have a positive experience.

Communicating awareness of the campaign requires posters, flyers, newsletter articles and social media posts to ensure all club members and spectators are aware that a Silent Sideline event is occurring.

You can also advertise the campaign on your website, tell everyone at training and announce information about the campaign to all players and spectators before the game.

### Introducing Silent Sidelines in your club/association

Identify whether this campaign would be feasible to achieve within your club or association. Consider some the advantages and resource requirements:

#### Advantages

- Raise awareness and promote the values of Show Respect and Have Fun at your games.
- Ensure players and spectators hear the same messages about these values at the same time.
- Build a positive environment and culture for everyone involved.

#### Resources required

- Campaign coordinator to promote the campaign and communicate to your club and community what is required/expected and why.
- Small budget may be required if you are marketing your campaign by giving out printed handouts, stickers, posters or even merchandise.



SHHHH

## Planning

Consider the following when planning to introduce Silent Sidelines to your club or association:

- What do your leaders, administrators and officials think of this idea?
- If you're a club, do you need to go through your State Sporting association to implement this idea?
- Should you have a trial run of the system?
- How will you promote the initiative?
- Do you require any other support or expertise to organise the introduction of this campaign?
- Will you need to get volunteers or others involved?
- Will you need/do you have a budget to produce posters or other marketing materials you might need?  
(Posters and templates are available on the True Sport website [www.truesport.com.au](http://www.truesport.com.au))

