

**Messaging
Guidelines**

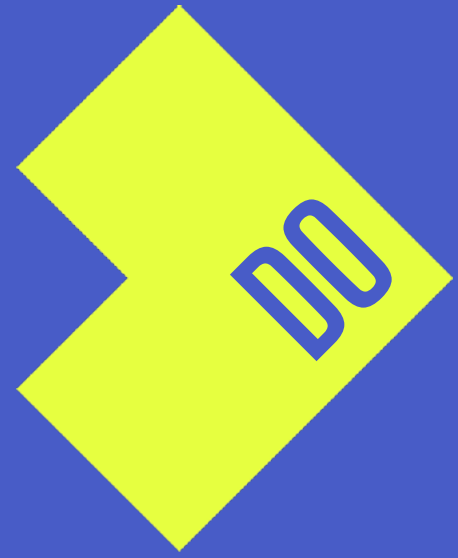
**Show respect
on the sidelines.**

**OUT THERE
GAME**

AKTIVE

TURNING GOOD FEELINGS INTO GOOD BEHAVIOURS

	LOVE FOR YOUR CHILDREN, IS LOVE FOR THE GAME					
THINK: FINDING THE LINE	YOU'RE HERE FOR YOUR KIDS GROWTH		YOU'RE HERE FOR YOUR KIDS BELONGING		YOU'RE HERE FOR YOUR KIDS FUTURE	
	LANGUAGE: FACILITATE SELF-DISCOVERY	BEHAVIOUR: CELEBRATE EFFORT AND IMPROVEMENT	LANGUAGE: SUPPORTIVE & INCLUSIVE	BEHAVIOUR: RESPECTFUL & WELCOMING	LANGUAGE: FUN & ENCOURAGING	BEHAVIOUR: BE A GOOD ROLEMODEL



GROWTH

**LANGUAGE:
FACILITATE
SELF-DISCOVERY**

SHORT:

BEFORE THE GAME – I’M LOOKING FORWARD TO SEEING YOU LEARN AND HAVE FUN TODAY.

ON THE SIDELINE – I REALLY ENJOY WATCHING YOU PLAY.

AFTER THE GAME – YOU DID YOUR BEST AND THAT MAKES ME PROUD OF YOU.

LONG:

BEFORE THE GAME – I’M LOOKING FORWARD TO SEEING YOU HAVE A GOOD TIME TODAY. REMEMBER WHAT YOU LEARNED AT PRACTICE AND DO YOUR BEST.

ON THE SIDELINE – HAVE FUN AND DO YOUR BEST TODAY. SEEING YOU HAPPY, MAKES YOU HAPPY.

AFTER THE GAME – WELL DONE! I LOVED SEEING YOU HAVE FUN AND I WAS PROUD OF YOU TRYING YOUR BEST.

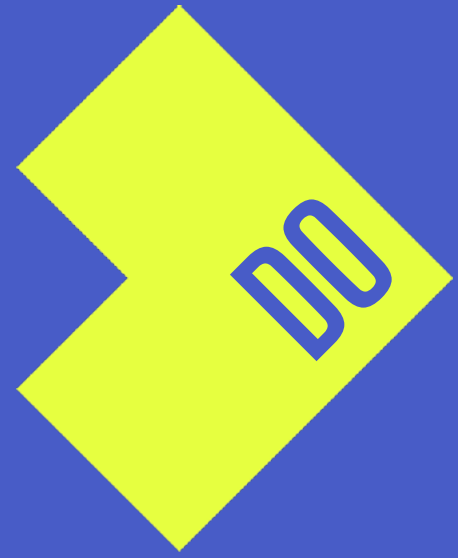
**BEHAVIOUR:
CELEBRATE EFFORT
& IMPROVEMENT**

ACTION:

BEFORE THE GAME – SHARE EXCITEMENT FOR LEARNING AND ACHIEVING GOALS FOR THE GAME.

ON THE SIDELINE – RECOGNISE POSITIVE DIFFERENCES AND ACKNOWLEDGE THEM ENTHUSIASTICALLY.

AFTER THE GAME – CONNECT PRAISE AND REWARD TO EFFORT AND IMPROVEMENT (RATHER THAN EXCLUSIVELY WINNING)



BELONGING

**LANGUAGE:
SUPPORTIVE &
INCLUSIVE**

SHORT:

BEFORE THE GAME – PLAY HARD AND ALWAYS PLAY FAIR.

ON THE SIDELINE – GREAT TEAMWORK!

AFTER THE GAME – MAKE SURE YOU THANK YOUR OPPOSITION AND OFFICIALS.

LONG:

BEFORE THE GAME – IT MAKES ME HAPPY TO SEE YOU PLAYING FAIR AND HAVING FUN WITH THE REST OF YOUR TEAM.

ON THE SIDELINE – YOU'RE A GREAT TEAM PLAYER. I CAN SEE YOU'RE MAKING THE GAME BETTER FOR EVERYONE.

AFTER THE GAME – YOU SHOWED RESPECT AND FAIR PLAY TO THE OPPOSITION AND OFFICIALS. IT'S BECAUSE OF THEM YOU COULD PLAY TODAY.

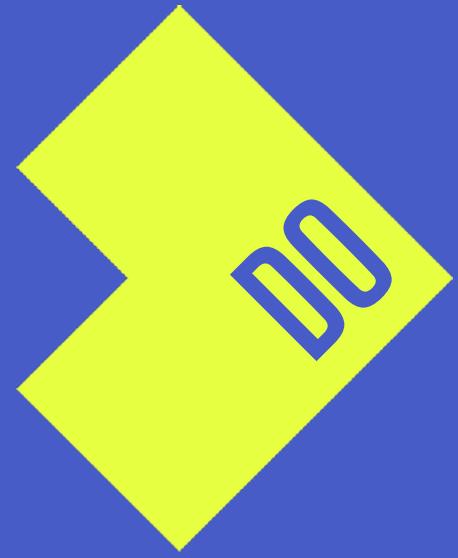
**BEHAVIOUR:
RESPECTFUL &
WELCOMING**

ACTION:

BEFORE THE GAME – BE CLEAR THAT EVERYONE IS PLAYING TOGETHER FOR THE SAME REASONS.

ON THE SIDELINE – ENCOURAGE CO-OPERATION AND FAIR PLAY.

AFTER THE GAME – ROLEMODEL INCLUSIVE BEHAVIOURS BY POSITIVELY ENGAGING ORGANISERS AND OFFICIALS.



FUTURE

LANGUAGE:
**FUN &
ENCOURAGING**

SHORT:

BEFORE THE GAME – I'M EXCITED TO SEE YOU DO YOUR BEST TODAY.

ON THE SIDELINE – YOU'RE DOING WELL. KEEP TRYING.

AFTER THE GAME – I HOPE YOU FEEL GOOD AFTER THE GAME. YOU ARE GETTING BETTER EVERY TIME.

LONG:

BEFORE THE GAME – REMEMBER THE PLAYERS THAT ENJOY THE GAME MOST ARE THE ONES THAT TRY TO HAVE THE MOST FUN.

ON THE SIDELINE – I CAN SEE YOU'RE TRYING HARD. MAKE SURE YOU'RE PATIENT AND YOU'LL IMPROVE.

AFTER THE GAME – YOU MAKE ME PROUD WHEN YOU TRY YOUR BEST. I CAN SEE YOU GETTING BETTER EVERY TIME YOU PLAY.

BEHAVIOUR:
**BE A GOOD
ROLEMODEL**

ACTION:

BEFORE THE GAME – CONNECT SUCCESS TO PERSONAL IMPROVEMENT AND LONG-TERM DEVELOPMENT.

ON THE SIDELINE – SUPPORT LEARNING & RESILIENCE THROUGH BODY LANGUAGE. BE RELAXED, SMILE & GIVE A 'THUMBS UP'.

AFTER THE GAME – ASK ABOUT THEIR MOST ENJOYABLE PART OF THE GAME. PRAISE LEARNING AND FOSTER OPTIMISM.

THANKS

Aktive

