



Stuart Ayres
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Minister for Sport
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MEDIA RELEASE

Monday, 12 November 2018

SHOOSH FOR KIDS REMINDS EVERYONE SPORT SHOULD BE FUN

Minister for Sport Stuart Ayres and partner summer sports are calling on all community members, spectators and athletes to keep junior sport focused on fun this season.

The Shoosh for Kids awareness week, 12 to 18 November is the perfect time to have conversations about why sport needs to be kept positive for the kids.

“SHOOSH for Kids is all about reminding people that sport is more about the fun than the scoreboard,” Mr Ayres said.

Mr Ayres is reminding spectators that there is no place for negative comments in local sport and encouraging clubs and associations across NSW to promote Shoosh for Kids awareness week.

“It doesn’t matter if you’re a player, spectator or official, sport should be a fun, safe and enjoyable activity for all participants,” said Mr Ayres.

“If local sporting groups are creating positive and welcoming environments there is no doubt more kids will play sport.”

The campaign message also works hand in hand with supporting officials and volunteers, who are the lifeblood of grassroots sport.

“Sport bring our communities together unlike anything else and SHOOSH for Kids builds on that make sure we keep a smile on everyone’s face while playing sport,” Mr Ayres said.

Basketball NSW CEO, Maria Nordstrom said she has been a strong supporter of the SHOOSH for Kids program since its inception and continues to run the program year-round.

“As an organisation Basketball NSW promotes a strong culture of zero tolerance for negativity on the sidelines and want to ensure the top priority is kids enjoying the game. SHOOSH enables us to continue to promote a positive sporting environment, so we are grateful for such a great program.”

CEO of Cricket NSW, Andrew Jones said that by keeping comments positive, cricket can be fun and enjoyed by all with a focus on enjoyment, building friendships and getting active.

“Cricket NSW is incredibly supportive of the Shoosh for Kids program which is a fantastic reminder to all of our local cricket parents and families that we need to maintain a positive sporting environment,” Mr Jones said.

Summer sports participating in Shoosh for Kids Week include Basketball, Cricket, Gymnastics, Little Athletics, Softball, Swimming, Tennis and Touch. These sports are encouraging their clubs to promote the importance of keeping comments positive at junior sport, during the awareness week and all-season long.

Clubs and associations can sign up to support the campaign, download the free resources and share the message with their members at www.sport.nsw.gov.au/shooshforkids

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