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Start to Talk Communications Pack

June 2023

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START 
TO TALK.

playbytherules.net.au

Introduction

Start to Talk is a new Child Safe Sport awareness campaign from Play by the Rules.

Start to Talk is a national campaign aimed at promoting child safety by encouraging parents and sporting organisations to discuss how to create a child safe environment.

www.playbytherules.net.au/start-to-talk-campaign

The campaign asks users to **read, download and discuss Child Safe Sport** resources developed by Sport Integrity Australia.

The campaign was developed in response to recommendations from the [Royal Commission](#) which identified sport clubs as having an important role to play in the prevention and detection of abuse. It is based on a [European child safety campaign](#) lead by the Council of Europe.

The campaign is due to be launched in Australia on 1 June 2023. **Start to Talk** Ambassadors will be speaking to the media about the campaign and TV and Radio CSAs will be released to the media and via the PBTR website.



What you can do

If your organisation would like to inform your stakeholders about **Start to Talk**, we encourage you to share the campaign and the link to the Start to Talk Campaign web page on your social media.

In this pack there are links to assets to assist in promoting the campaign, and suggested copy for use on social media and other communications.

If you have any further questions, please contact our team at playbytherules@sportintegrity.gov.au

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Share it on Social Media

To share on social media, you can use one of the images attached to this pack or feel free to create your own.

Suggested copy:

When it comes to kids' sport, ask the right questions. "How will your club keep my child safe?"

Don't take child safety at your club for granted. Find the important questions at www.playbytherules.net.au – read, download and discuss our Child Safe Sport resources and Start to Talk.

#StartToTalk #InclusiveSafeAndFairSport #PlayByTheRules

How to tag us:

Facebook @playbytherules

Instagram @playbytherulessport

Twitter @playbytherules

LinkedIn @Play by the Rules

Supporting Assets

Start to Talk Campaign Webpage:

www.playbytherules.net.au/start-to-talk-campaign

Sport Integrity Australia Child Safeguarding Webpage:

www.sportintegrity.gov.au/what-we-do/safeguarding

TV and Radio Community Service Announcements

TV CSAs

- <https://vimeo.com/playbytherules/sttlong>
- <https://vimeo.com/playbytherules/sttshort>

Radio CSAs are available on the campaign webpage:

www.playbytherules.net.au/start-to-talk-campaign

If you have any questions regarding images and assets, please contact nadine.sadler@sportintegrity.gov.au

Child Safe Sport Resources

Key Child Safe Sport Resources to read, download and discuss are featured on the STT Campaign web page and the SIA Safeguarding web page and include:

- [Child Safe Practices Do's and Don'ts](#)
- [A Parents/Carers Guide to Selecting a Safe Sporting Club](#)
- [How to Involve Children and Young People in Your Sporting Organisation](#)
- [Checklist for Selecting a Safe Sporting Club](#)
- [Choosing a Child Safe Club – Poster](#)

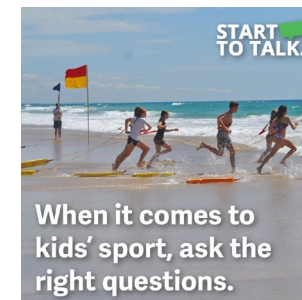
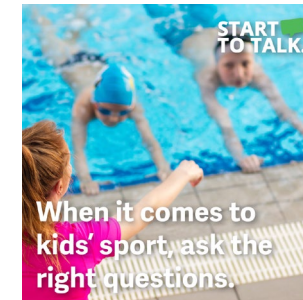
Supporting Assets

We have attached a .zip folder to this email for your use on Facebook, Twitter and Instagram (square images).

Facebook and Twitter:



Instagram:



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Thank you

Play by the Rules appreciates your ongoing support. With your help, we can continue to make sport inclusive, safe and fair.

Enquiries:

playbytherules@sportintegrity.gov.au



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About us

Play by the Rules is a unique collaboration between Sport Integrity Australia, Sport Australia, the Australian Human Rights Commission, all state and territory departments of sport and recreation, all state and territory anti-discrimination and human rights agencies, the Office of the Children's Guardian (NSW) and the Anti-Discrimination Board of NSW. These partners promote Play by the Rules through their networks, along with their own child safety, anti-discrimination and inclusion programs.

Play by the Rules provides information, resources, tools and free online training to increase the capacity and capability of administrators, coaches, officials, players, parents and spectators to assist them in preventing and dealing with discrimination, harassment, child safety, inclusion and integrity issues in sport.



Our Partners

