



# NSWRL

2016 JUNIOR LEAGUE  
RESPECT CAMPAIGN



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## OVERVIEW

In a bid to eliminate offensive behaviour on and off the field, the New South Wales Rugby League are implementing a Junior League 'Respect Campaign' across all 11 Districts in the Sydney region for 2016. To ensure all players, volunteers and parents act in a manner that displays the core values of the game, every Sydney Junior Rugby League competition, club and district will be involved in this great initiative through the entire season. From key off field messages like #letthemplay to on field coach armbands and player handshakes, all Junior Rugby League clubs and teams will have the opportunity to promote and be involved in this fantastic campaign.

## RATIONALE

- 1 in 9 Rugby League Match Officials have been lost to the sport as a direct result of verbal and/or physical abuse
- 2015 saw an increase in the number of reported incidents on and off-field across all Junior Rugby League districts
- NSWRL Participation numbers were down in 2015 - identified through the Gemba "Junior League Participation Research" in some part due to poor sideline and on-field behaviour
- Coach and parent behaviour is a key driver of recruitment and retention of players, reflecting the poor retention rates in the NSWRL Junior Leagues

## OBJECTIVES

- To improve the Junior Rugby League environment at a grass root level
- To compel participants, coaches, trainers, spectators and all club officials to take greater responsibility for their actions
- To promote the core values of Rugby League and to educate parents, coaches, players and officials on the true philosophies of grass roots footy
- To promote a greater level of compliance with the NRL Code of Conduct
- To recognise and reward junior league clubs which clearly demonstrate the highest standards of RESPECT and proper behaviour at matches



## INITIATIVES

### NSWRL Junior League Respect Pledge

Across the months of April and May, all Junior League participants including players, coaches, trainers, managers, volunteers, match and club officials have the opportunity to take the "NSWRL Junior League Respect Pledge". Each district is encouraged to share the below link with all involved in Rugby League and take the online pledge.

The NSWRL Junior League Respect Pledge outlines the fundamentals of our great game, asking them to act in a manner that displays the core values of:

### **EXCELLENCE INCLUSIVENESS COURAGE TEAMWORK RESPECT**

Junior Rugby League Districts will compete with each other for the opportunity to win a double pass to the State of Origin Game 1 held in Sydney on the 1<sup>st</sup> June 2016 at ANZ Stadium, the district with the highest percentage of pledges wins. A member of that district will be picked at random to receive the prize. Clubs with the highest percentage of pledges will be recognised with a NSWRL Junior League Respect Campaign certificate of appreciation and rewarded with Steeden gear vouchers (The percentages will be calculated by the total pledges per district/club divided by total number of members per district/club times 100).

Clubs with the most pledges will receive:

1. \$1000 Steeden Voucher
2. \$500 Steeden Voucher
3. \$250 Steeden Voucher

Link to take the pledge:

[NSWRL JL RESPECT PLEDGE CLICK HERE](#) (Copy and Paste this Link and send!)

### Main Points

- NSWRL Junior League Respect Pledge runs from the 1<sup>st</sup> April 2016 to the 15<sup>th</sup> May 2016
- Pledges will be tallied on the 16<sup>th</sup> May 2016
- The district with the highest percentage of pledges will be announced at the NSW JLA General meeting on the 18<sup>th</sup> May 2016, including the winning pledgee and clubs
- The above link can be sent via email or SMS including shared on Facebook, website and twitter
- Start sharing and get the NSWRL Junior League Respect Pledge out there!
- At the end of every communication either shared on social media or on a website including being sent via email or SMS, please ensure you finish the message with the hashtags **#letthemplay** and **#respect** as well as tagging the NSWRL on twitter using the handle @NSWRL or tagging our Facebook page in your post ([NSWRL](#) or [NSW Blues](#))



## NSWRL Junior League Respect Round

All involved in this great game need to demonstrate the highest levels of respect for those around them. The NSWRL Junior League Respect Round involves all coaches, referees and players demonstrating actions of "Respect" by wearing armbands and shaking hands before the start of matches during the NSWRL Junior League Respect Round (4<sup>th</sup> – 5<sup>th</sup> June 2016 – following State of Origin Game 1 in Sydney).

### **Coaches**

During the NSWRL Junior League Respect Round (4<sup>th</sup> – 5<sup>th</sup> June 2016), all coaches of a team are required to meet on the field, with the players, and shake hands with the referee prior to kick off. In addition to this all coaches are to wear a "Respect" armband identifying them as the leader, demonstrating they believe in and display the core values as a coach. Being responsible for:

#### Coaches Pledge

- I pledge to put the well-being of the players in my care first and refuse to use fear or intimidation to "motivate" them
- I pledge to do my best to teach not only the skills of the game but also teamwork, sportsmanship and respect for others
- I will coach all players to play fair, always within the games rules, and respect the decisions of all Match Officials
- I pledge to always respect the rich history, traditions and spirit of rugby league
- I will encourage the parents and supporters of my players to exhibit positive behaviours and appreciate the efforts of both team

### **Players**

Players across Sydney during the NSWRL Junior League Respect Round (4<sup>th</sup> – 5<sup>th</sup> June 2016), are required to meet on the field, line up opposite to each other and shake hands prior to kick off. By doing this the players are not only demonstrating their desire to adhere to and respect the game but display the following values:

#### Players Pledge

- I pledge to always display leadership, integrity, balance, respect and true sense of sportsmanship
- I pledge that I will always play within the rules and encourage my fellow players to do the same
- I pledge to respect the rich history, traditions and spirit of Rugby League
- I pledge to always respect the decision made by the match officials
- I pledge to display control and to respect opponents, coaches officials and spectators

### **Referees**

During the NSWRL Junior League Respect Round (4<sup>th</sup> – 5<sup>th</sup> June 2016), all match officials and referees are required to meet on the field, alongside the players and shake hands with the coach prior to kick off. By doing this the referees and match officials are not only demonstrating their desire to adhere too and respect the game but display the following



values:

### Referees Pledge

- I pledge to always display leadership, integrity, balance, respect and true sense of sportsmanship
- I pledge that I will always referee within the rules and not display any bias
- I pledge to respect the rich history, traditions and spirit of Rugby League
- I pledge to always respect the opinion of the captains and coaches
- I pledge to display control and to respect the players, coaches and spectators

### Main Points

- Armbands to be provided by the NSWRL
- Armbands must be worn by all coaches, in all teams, across all games during the NSWRL Junior League Respect Round (4<sup>th</sup> – 5<sup>th</sup> June 2016)
- All coaches, referees and players will be emailed their pledge prior to the weekend in an EDM, thanking them in advance for their involvement in this round
- All players, coaches and referees must walk out onto the field prior to all games, line up opposite each other and shake hands during the NSWRL Junior League Respect Round (4<sup>th</sup> – 5<sup>th</sup> June 2016)
- Its encouraged for clubs, associations and districts to take as many photos as possible, sharing on their social media platforms promoting this great initiative
- At the end of every communication either shared on social media or on a website including being sent via email or SMS, please ensure you finish the message with the hashtags **#letthemplay** and **#respect** as well as tagging the NSWRL on twitter using the handle @NSWRL or tagging our Facebook page in your post ([NSWRL](#) or [NSW Blues](#))

### Online Junior League Messages and Resources (Videos, audio and digital flyer)

The following online resources will be used assist Junior League Districts and clubs when promoting the NSWRL Junior League Respect Campaign.

### Video Messages

Three videos will be used throughout the 2016 season to emphasise the campaign.

**Video One** - is a shorter promotional version to be used and shared across all Junior League Districts on Friday the 1<sup>st</sup> of April 2016 (anytime during the day), officially launching the NSWRL Junior League "Respect Campaign" (If the video won't upload directly use this link instead [NSWRL #letthemplay video](#)). All districts and clubs are encouraged to post this video, sharing on social media and websites. Forwarding onto all participants including all players, coaches, trainers, managers, volunteers, match and club officials creating a social media frenzy (we want the message to be loud and clear) on this date. Pushing social media tags #letthemplay and #respect with a focus on the message that the start of the Junior League season is coming soon/here this weekend.



**Video Two** – this focuses on the negative off field elements and how this impacts the kids. It's to be used on Friday the 29<sup>th</sup> April 2016 and is encouraged by all districts and clubs to post this video and share on their social media channels and websites forwarding on to all participants including all players, coaches, trainers, managers, volunteers, match and club officials creating a social media frenzy on this date. Pushing social media tags #letthemplay and #respect focusing on the message "have you taken the NSWRL Junior League Respect Pledge??" (Attached the pledge link [NSWRL JL RESPECT PLEDGE CLICK HERE](#)).

**Video Three** – this emphasises the good times and enjoying moments of Junior Rugby League, promoting key positive messages. It's to be used on Friday the 3<sup>rd</sup> of June 2016 (following origin game 1) and is encouraged by all districts and clubs to post this video and share on their social media and websites forwarding on to all participants including all players, coaches, trainers, managers, volunteers, match and club officials creating a social media frenzy on this date. Pushing social media tags #respect and #letthemplay with a focus on the message that the "NSWRL Junior League Respect Pledge Round" is occurring this weekend. Remember your pledges to this great game.

### Audio Message

The audio message is NSW Blues coach Laurie Daley talking about the concerns and issues around poor behaviour off the field. Encouraging all involved to act responsible at Junior League matches for the benefit of all. This audio message can be used and shared from the 8<sup>th</sup> of April 2016. Districts and Clubs are encouraged to share on social media along with their website and to use this audio message at their ground during Junior League matches throughout the season.

### Digital Message

The digital message is a visual jpeg tile that can be used to promote the message of #letthemplay. A tile has been created for each district with individual logos included and can use at any time from the 1<sup>st</sup> of April 2016.

All online resources will be provided prior to the dates below via a drop box link to Junior League Administrators, this can be forwarded to clubs.

### NSWRL Blindside Project

During season 2016 a trial will be conducted for the use of video cameras during games, operated by referees in the Sydney Combined Competition. The games will be videoed by the Central Referee in the Under 16 age group, covering all divisions. Approximately 50% of these games will be videoed each week for the first 10 rounds of the competition. Permission to use the video cameras will be asked of all players in the Under 16 age group competitions. Sandwich Boards will also be utilised at the grounds to advertise the cameras will be in use. District Referees Association involved include Balmain, St George and South Sydney.

## RESOURCES

The NSWRL will be providing the following resources for Junior League districts and clubs across the course of the 2016 season. These will be provided over the coming month.

**Armbands** – for coaches during the NSWRL Junior League Respect Round

**Sandwich boards and corflute messages** – for all Junior League Clubs to use throughout the season (messages to be phased across certain time periods, more info to come)

**Wrist Bands** – for mod and junior internationals highlighting the campaign with key



messages #letthemplay and #respect

**Posters** – posters for clubs and teams in Junior Leagues

**Grand Final Bollards** – signage for all grand finals across the 11 Syd Junior League districts

## KEY DATES TO REMEMBER

Initiatives	Dates	Requirements	Social Tags
NSWRL Junior League Respect Pledge (For all in & around Rugby League)	1 <sup>st</sup> April to the 15 <sup>th</sup> May 2016	By sharing this link via email, SMS, website and social media <a href="#">NSWRL Junior League Respect Pledge</a> Competition for clubs and districts	#letthemplay #respect Tag NSWRL and VB NSW Blues
NSWRL Video Message (Video One)	1 <sup>st</sup> April 2016	By uploading or sharing the video One – key message: start of junior league season (If the video wont upload use this link <a href="#">NSWRL #letthemplay video</a> instead)	#letthemplay #respect Tag NSWRL and VB NSW Blues
NSWRL Audio and Digital Message	Can be used from the 8 <sup>th</sup> April 2016	To be used at grounds and social media/website	#letthemplay #respect Tag NSWRL and VB NSW Blues
NSWRL Video Message (Video Two)	29 <sup>th</sup> April 2016	By uploading or sharing video two – key message: have you taken the NSWRL Junior League Respect Pledge	#letthemplay #respect Tag NSWRL and VB NSW Blues
NSWRL Video Message (Video Three)	3 <sup>rd</sup> of June 2016	By uploading or sharing video 3 – key message: NSWRL Junior League Respect Round is occurring this weekend	#letthemplay #respect Tag NSWRL and VB NSW Blues
NSWRL Junior League Respect Round (Coach)	Weekend of the 4 <sup>th</sup> – 5 <sup>th</sup> June 2016	Coaches to wear a “Respect” armband and shake hands with referees - Upload photos on social media	#letthemplay #respect Tag NSWRL and VB NSW Blues
NSWRL Junior League Respect Round (Player)	Weekend of the 4 <sup>th</sup> – 5 <sup>th</sup> June 2016	Players to shake hands on the field prior to kick off – Upload photos on social media	#letthemplay #respect Tag NSWRL and VB NSW Blues
NSWRL Junior League Respect Round (Referee)	Weekend of the 4 <sup>th</sup> – 5 <sup>th</sup> June 2016	Referees to shake hands with the coaches prior to kick off – upload photos on social media	#letthemplay #respect Tag NSWRL and VB NSW Blues

Meeting Invites will be used and sent as a reminder to all Junior League administrators. Please ensure all clubs are aware of the above requirements.