



AFL Goulburn Murray

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Club Release: Beyond the Boundary – Respect in Footy

Respect is at the heart of our game.

As part of the *Beyond the Boundary – Respect in Footy* campaign, we are proud to reaffirm our commitment to creating a positive, inclusive and supportive environment for everyone involved in our club and the wider football community.

Football is more than just what happens on the field. It's about the way we treat each other—players, coaches, umpires, volunteers, and supporters alike. Every interaction shapes the experience of our game.

We encourage all members and supporters across every club to:

- Show respect to umpires, teammates, opponents, and officials
- Lead by example, both on and off the field
- Support a safe and welcoming environment for all participants
- Call out and discourage poor behaviour

Let's all play our part in ensuring football remains a game that everyone can enjoy, be proud of, and feel safe participating in.

Respect starts with us.

Campaign Resources

AFL Goulburn Murray has developed a range of media assets to help clubs promote this campaign across their channels.

 **Download campaign assets:**

https://www.dropbox.com/scl/fo/n2hdjvwt6up1a7xk1o9cy/AEezcbSU4_BvcKo49PQ_bQc?rlkey=9lyvqhsyegirzkkm3tfgi4wd3&st=2vgzz086&dl=0



Editable Canva template (add your own photos): <https://shorturl.at/83JTF>

Supporting Content

Please also see:

- Example social media captions to accompany your posts
- Suggested wording to address and call out inappropriate behaviour in a respectful and constructive way

We encourage all clubs to utilise these resources and consistently promote positive behaviours throughout the season.

Supporting Wording for Social Media Messages

Campaign Launch

Respect the Game. 🧡

Every weekend, thousands of players, umpires, volunteers, and fans come together for the game we love.

Let's make sure everyone feels safe, valued, and respected — on and off the field.

👉 Abuse, sexism, and poor behaviour don't belong in football.

It's time to set the standard.

#RespectTheGame #FootyForEveryone #PlayItRight

Language Matters

Your words have power.

Shouting abuse from the boundary or directing sexist comments at players and umpires doesn't make you passionate — it makes the game worse.

Let's cheer hard. But let's cheer with respect.

Because respect makes the game better for everyone. 💬

#RespectTheGame #WordsMatter #FootyForEveryone

Supporting Umpires

Without umpires, there's no game.

Abuse and intimidation have no place in footy.

Let's make the boundary a safe space, not a battleground.

Respect every whistle. Respect every decision. Respect every person. 🟡

#RespectTheGame #SupportTheUmpires #FootyForEveryone

Ending Sexism

Sexism doesn't belong anywhere — especially not at the footy.

Every player, official, and fan deserves the same respect, no matter their gender.

If you hear it, call it out.

If you see it, stand up.

Together, we can change the culture.

#RespectTheGame #StopSexism #FootyForEveryone

Be a role Model

The next generation is watching. 👁️👁️

What we say and how we behave sets the tone for the future of our game.

Let's show young players that passion and respect can go hand in hand.

Be the example they'll want to follow.

#RespectTheGame #LeadByExample #FootyForEveryone

Club Message

Our club stands for respect, inclusion, and fairness.

We're proud to support the "Respect the Game" campaign — reminding everyone that footy is better when we all feel safe and valued. 🧡

Because real supporters lift others up — they don't tear them down.

#RespectTheGame #ClubCulture #FootyForEveryone



Phrases

It's time to make a change for the better. Respect your game, your club, your moments.

It's up to you to make footy a safe and fun place for everyone.

#callitchangeit #thisisus

Everyone has the right to feel safe and valued at the footy.

It's up to you to make our game great

Respect your Game. Respect your Club. Respect your Moment.

#callitchangeit #thisisus

Respect isn't optional. Abuse, sexism, and foul language have no place in our game — on or off the field.

Footy's better when everyone's respected. Let's stamp out abusive language and sexist behaviour, together.

Passion is part of the game — abuse isn't. Respect players, umpires, and each other.

You can barrack without being abusive. Think before you speak — your words matter.

Sexism stops here. Respect every person who makes our game great.

Footy is for everyone. Every voice, every role, every person deserves respect.

Respect builds the game. Abuse tears it down. Choose respect.

Real fans show respect — not abuse.

How to call it out.

- "We can express that without the language."
- "We want this to be a space everyone's comfortable in."

Neutral but firm:

- "Hey, language please."
- "Let's keep it clean, there are families and juniors around."
- "Take a breath — no need for that language."
- "We can make the same point without swearing."

Team-based reminders:

- "We represent the club — let's show respect."
- "We want everyone to enjoy the game — tone it down, please."
- "Remember, the juniors are watching us set the standard."

Reinforcing standards:

- "That's not acceptable — we're here to create a respectful club culture."
- "We don't use that language here — let's reset and move on."
- "I know emotions are high, but that crosses the line."

After the moment (for learning):

- "I just wanted to check in about what you said before — that comment could come across as sexist."
- "We all slip up sometimes, but it's important we keep the environment safe for everyone."