

# CHOOSE RESPECT

RESPECT IS TO TREAT WITH CARE AND CONSIDERATION

Choose Respect Network Ltd  
ABN: 31 134 759 621

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## RESPECT MATTERS

The Official Newsletter of the Choose Respect Network Ltd

### BHP Billiton Worsley Alumina Provides \$15,000 Sponsorship to Choose Respect in Australind

THE Choose Respect Initiative has been given a boost in the greater Bunbury area by BHP Billiton Worsley Alumina with a \$15,000 sponsorship to assist in the roll out of the program in Australind.

The Initiative, developed in WA, has been successful in reducing anti-social behaviour in schools and communities. It has already been a major success at the Carey Park Primary School in Bunbury where it was first introduced in 2007.

Choose Respect Managing Director Gary Butcher said there had been growing support in Australind with the Australind Primary School and the developers of Treendale estate supporting the Initiative.

"It is very exciting to know that we now have the financial support to introduce Choose Respect to the Australind community and set up an Australind Choose Respect Committee," Mr Butcher said.

Support for the Choose Respect Initiative has been strong in the South West. In 2008 the Department of Local Government and Regional Development awarded the Choose Respect Network \$160,000 to support the development of Choose Respect in the Bunbury community.

"We have already seen Bunbury taking steps towards becoming the first Choose Respect city and I'm delighted to see the initiative branching out into the wider local community," Mr Castrilli said.

"Having the support of sponsors such as Worsley will help spread the word about the importance of showing respect for yourself, other people and your surroundings."

"It's great to see Choose Respect being embraced by such a wide cross-section of people, from school students to businesses, parents and sporting groups."

"The values promoted by the Choose Respect program have strong parallels with our own business values," said Andy van Dijk, Manager of External Relations at Worsley.

"The evidence from other communities in WA and across the country is that the promotion and supporting behaviour leads to better social outcomes," he said. "It is a program we are proud to support."

To register your interest in attending a Choose Respect community forum to be held in Australind please e-mail [sarah-jane.smith@chooserespect.com](mailto:sarah-jane.smith@chooserespect.com) or call Sarah-Jane on 0409 167 804.



Celia Robertson, Australind Junior Soccer Club Registrar; Champion of Choose Respect Clark Edmeades; with Robyn South, BHP Billiton Worsley Alumina Community Relations Officer; at the AJS Club grounds with players Nick Fitzgerald, Brody Johnston, Jade Colton, Tim Fitzgerald, Emily Robertson and Josh South.

Choose Respect in Bunbury is sponsored by:



Government of **Western Australia**  
Department of **Local Government**  
and **Regional Development**

Choose Respect in Australind is sponsored by:



**Worsley Alumina**

Courtesy car provided by:



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# We are the Champions: Interview with Robert Irvine

*Respect Matters talks to the local Champions of Choose Respect to find out more about what its like to live on the respectful side of life.*



ROBERT IRVINE has travelled a long way from his previous home town of Horsham Victoria to the city of Bunbury but he says Bunbury is already starting to feel like home.

The Dean of the Edith Cowan University South West Campus (Bunbury) recently decided to become a Champion of Choose Respect and has a lot of good things to say about the Initiative. Robert has always been a believer in treating each person he meets, no matter what their background, with care and consideration.

"I think it is about setting a standard with the way you interact with people. It should always be ethically, truthfully and fairly.

This respectful outlook has served Robert well over the years, especially with his move to Bunbury in 2008.

"I think using Choose Respect makes it easier to settle into a new community. People quickly begin to realise that you will always treat them with the same respectful, courteous manner and those people around you will embrace that attitude."

Robert has certainly taken an active role in the Bunbury community since he has lived here. He is a member of a local Rotary group and supports many other community organisations.

Local Rotarians have also been very supportive of the Choose Respect Initiative.

"Rotary also has a strong code of behaviour with many similarities to the Choose Respect Code of Behaviour. Rotary aims to support young people in the community too and ECU will be hosting a Rotary Youth Exchange student this year who still start studying at Manea College in July."

Bunbury's ECU campus offers an education program and is responsible for training many of the teachers that return to work in the South West.

"I think it is important that our student teachers understand what values programs are operating out there in schools. They need to understand how programs like Choose Respect are working as they are likely to encounter these types of programs at local schools in Bunbury.

"For example we have a strong relationship with Kingston Primary School and our student teachers go there for pracs [practical training]."

The Principal of Kingston Primary School, Alan Kidd has expressed an interest in rolling out Choose Respect at the school and with BHP Billiton Worsley Alumina now sponsoring the roll-out of Choose Respect in Australind it is likely that many of the other schools may also take on the Initiative.

Robert believes there will be many benefits for the community of Bunbury in becoming a Choose Respect city.

"Since moving here we have found it be a very safe and pleasant environment to live and work in. For example, the back beach recreation area [in Bunbury] is beautiful. It is well used and maintained and not usually damaged or vandalised. It's impressive to see.

By supporting Initiatives such as Choosing Respect we can all help to maintain this beautiful lifestyle.

"Choose Respect is a very positive way of dealing with people. People can see Respect in a negative way but I believe people have the power to control the way they behave and this is how we can make a difference when dealing with other people."

## From the Managing Director, Gary Butcher:

I BELIEVE that if everyone made a conscious effort to "CHOOSE RESPECT", our world would be a better and safer place to live.

Will YOU help me change the World? You can help me change the World, by becoming a "Champion" of Choose Respect in YOUR World.

If you would like some more information about becoming a "Champion" of Choose Respect, please email me at [Gary.Butcher@chooserespect.com](mailto:Gary.Butcher@chooserespect.com)



## Respect a Sign of the Times in Treendale Community

TREENDALE is one of the first estates in the Bunbury area to show their support for the Choose Respect initiative by putting up a Choose Respect sign.

When Treendale Managers Terry and Kevin Coote heard about Choose Respect they agreed that it was synonymous with the type of community they were trying to establish in Treendale.

Australind Primary School started implementing the Choose Respect initiative last year and Australind High School teachers have listened to a Choose Respect presentation. Other local schools have shown an interest in the Initiative.

Terry and Kevin Coote thought the Choose Respect Initiative was so important they wanted to support it.

"Treendale is a relatively new and modern community, the township is free from graffiti and we haven't had any trouble with theft," Mr Kevin Coote said.

"We feel that by encouraging our residents to treat each other with care and consideration we can help keep Treendale this way and further develop the community spirit of Treendale.

"We'd also really like to get behind the local schools that are coming on board with this initiative."



Champions in front of the Choose Respect sign: Kingston Primary School deputy principal Tanya Uren and teacher Jenny Gates, Australind Primary School principal Darrin Tinley and Treendale Estate's Jen and Terry Coote with BHP Billiton Worsley Alumina's Toni Ciffolilli and John Castrilli.

## Country Coastal Junior Soccer: a Model for Sporting Success

THE Choose Respect Initiative will be implemented by the Country Coastal Junior Soccer Association (CCJSA) this season with coaches, players and spectators being encouraged to treat others with 'care and consideration'.

The CCJSA voted to adopt Choose Respect in early March and they will commence the roll out of the Initiative this season, at the end of April.

The CCJSA is the body that coordinates junior soccer in the greater Bunbury region and includes clubs in Bunbury, Harvey, Australind, Eaton, Burekup, Collie and the Blackwood River area.

Former president of the Australind Junior Soccer Club Clark Edmeades had been looking for something that would help the sport to discourage inappropriate behaviour and encourage a level of respect to develop between players, referees, coaches and parents.

"With local young people learning about Choose Respect at school I thought this would be a good way for sports associations, such as the CCJSA, to reinforce the message while introducing a code of behaviour which could easily be applied across all the clubs.

"Over the more recent years we had seen a decrease in the levels of respect towards linespeople and coaches, and between players in the clubs. We wanted to do something about it.

"Junior soccer is about participation, learning new skills and working in a team - the focus shouldn't be on winning alone.

"I think the Choose Respect code of behaviour will help us to reinforce that message."

Clark said that they would start implementing Choose Respect at the start of this season.

"The clubs have already started an education campaign with the coaches," Clark said.

"Choose Respect banners will be hung around the grounds and the linespeople will wear the Choose Respect bib as a reminder to everyone involved to 'Choose Respect' and consider others.

"I think it will work really well."

It is great timing for the Australind Junior Soccer Club with local company BHP Billiton Worsley Alumina announcing its sponsorship of the roll-out of Choose Respect in Australind.



The new Choose Respect vests are clearly visible at the Junior Soccer games.

# Carey Park Parish Sign Up to Support Choose Respect

ANOTHER CAREY PARK community group has signed on to show their support for the Choose Respect Initiative.

Look out for the next new Choose Respect sign on the Anglican Church in Little Street, Carey Park.

"The Choose Respect sign is an extension of what has already been happening around Carey Park for some time now with the Carey Park community embracing the Choose Respect Initiative," Choose Respect Project Facilitator Sarah-Jane Smith said.

"It is great to see other businesses and groups in the community wanting to support Choose Respect."

Reverend Canon Carol Morgan, Parish Priest said that they had always wanted to support the Choose Respect Initiative since it started at Carey Park Primary School in 2007.

"We use to run an after-school kids club at the Parish and we noticed the students from the school had embraced Choose Respect.

"We wanted to mirror the Choose Respect philosophy.

"Our Church wardens met and we agreed that the sign would help demonstrate our support to Choose Respect in the Carey Park community including the Carey Park Primary School," Rev'd Morgan said.

Since introducing Choose Respect Carey Park Primary School has seen a 35% reduction in bullying and a 40% reduction in negative behaviour at the school.

With the Parish adopting the Choose Respect initiative they hope to reflect the Choose Respect principles in all their outreach projects, including the op shop.

The Anglican Church Parish in Carey Park also sponsors a 'Choose Respect Award' which goes to a student at the Carey Park primary school every year.

"We just wanted to be part of Choose Respect as we think it will really make a difference," Rev'd Morgan said, "We also really want to support the Greater Bunbury area in its desire to become a Choose Respect city."

The sign has been installed on the wall of the Op Shop in Little Street, just off Frankel Street, in Carey Park.

"The Church has been operating in this area for more than 60 years and is well respected by the community for the support and services it provides," Rev'd Morgan said.

The Op Shop is run by members of the church congregation and is one of the many services provided. provided to the community.



Jill Cooney, Vince Cooney, Choose Respect Project Facilitator Sarah-Jane Smith handing over the sign to Reverend Carol Morgan, Heather Porter and Dawn Anderson.

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