

Socials and copy for Partner Network

This campaign is changing hearts and minds. Please share it widely.

Please use: #RaiseTheAgeNSW #HappierTenthBirthday #TenIsTooYoung

Please tag @raisetheagensw on Instagram

Please remember to use ALT Text on the tiles.

Please the assets available here:

raisetheagensw.org.au/share

This is the YouTube Link: <https://www.youtube.com/watch?v=XEYJ0tz2qgo>

Please note: It's very important that if you are talking about raising the age to a particular age – you say *from 10 to at least 14*.

Please direct people to raisetheagensw.org.au

TVC rollout – please adapt for your audiences and channels Use YouTube link or MP4

We are one of more than 150 organisations calling on the NSW Government to raise the age of criminal responsibility from 10 to at least 14.

Many people don't know that 10-year-olds can be arrested and sent to lock-up.

Help us to change hearts and minds and build support by sharing this short video.

#RaiseTheAgeNSW #HappierTenthBirthday #TenIsTooYoung

Static Posts – please adapt for your audiences and channels Use assets available at raisetheagensw.org.au/share. Static assets are in 'social media tiles'.

On their tenth birthday, children should be looking forward to parties and presents not the prospect of prison.

The NSW Government must do better for all children and all communities. Find out more, join the movement: raisetheagensw.org.au

#RaiseTheAgeNSW #HappierTenthBirthday #TenIsTooYoung

or

In NSW, the age of criminal responsibility is 10. That is too young. The NSW Government must do better for all children and all communities. Find out more, join the movement here: raisetheagensw.org.au

#RaiseTheAgeNSW #HappierTenthBirthday #TenIsTooYoung

or

The NSW Government needs to join us, come to the party and give NSW children a happier tenth birthday. They should raise the age from 10 to at least 14 and invest in service supports that work.

Find out more here: [raisetheagensw.org.au](https://www.raisetheagensw.org.au)

#RaiseTheAgeNSW #HappierTenthBirthday #TenIsTooYoung

or

In 2024, NSW Treasury reported that raising the age of criminal responsibility would likely be of both social and economic benefit. The evidence is in. Criminalising kids is costly, damaging and doesn't work.

Find out more, join the movement here: [raisetheagensw.org.au](https://www.raisetheagensw.org.au)

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Or

10 is the age of criminal responsibility in NSW. That is too young.

To change the law, and do better for kids and communities, we need to change hearts and minds.

Learn more, join the movement and spread the word: [raisetheagensw.org.au](https://www.raisetheagensw.org.au)

#RaiseTheAgeNSW #HappierTenthBirthday #TenIsTooYoung

Please feel free to edit the above for BlueSky or other short formats.

LinkedIn – Use MP4 [here](#) or YouTube link

We are one of more than 150 organisations calling on the NSW Government to raise the minimum age of criminal responsibility from 10 to at least 14.

In NSW, 10 is the age of criminal responsibility. That is too young. The NSW Government needs to do better for kids and communities.

Many people don't know that 10-year-olds can be arrested and sent to lock-up. We can't change the law without building public support and awareness.

Help us to change hearts and minds by sharing this stunning short video. And visit the Raise the Age NSW website to join the campaign and learn more: www.raisetheagensw.org.au/

<https://www.youtube.com/watch?v=XEYJ0tz2qgo>

Draft copy for EDMs/Newsletters

(Name of Organisation) is proud to be a part of a coalition of 150+ organisations and groups calling on the NSW government to raise the minimum age of criminal responsibility from 10 to at least 14.

In NSW ten-year-olds can be sent to prison. That is too young.

Criminalising young children harms them and is criminogenic, that is, it and does not prevent crime. It *creates* crime.

We need to do better for all children and for all communities in NSW and to do that we need to build awareness and support.

Many people don't know that the age of criminal responsibility in NSW is just 10 years old.

On their tenth birthday children should be looking forward to parties and presents, not the prospect of prison.

To change the law, and do better for all kids and all communities, we need to change hearts and minds.

[Include a call to action specific to your audience if you want. "We courage our member organisations to join the partner network" or "we invite staff and supporters to join us in this critical campaign", "We encourage you to spread the word about this important campaign in your networks"].

Watch our TV commercial, learn more, join the movement: raisetheagensw.org.au

Other important information for partners

Media Requests:

Please send media requests to Emily Mayo, Campaign Manager, Raise the Age NSW emily@raisetheagensw.org.au

More info:

Go to raisetheagensw.org.au for info, stats and more.

[Here's a briefing](#) to assist you in conversations.

Our NSW Parliamentary Submission is [here](#).

If you have questions or have opportunities to build the campaign, contact emily@raisetheagensw.org.au