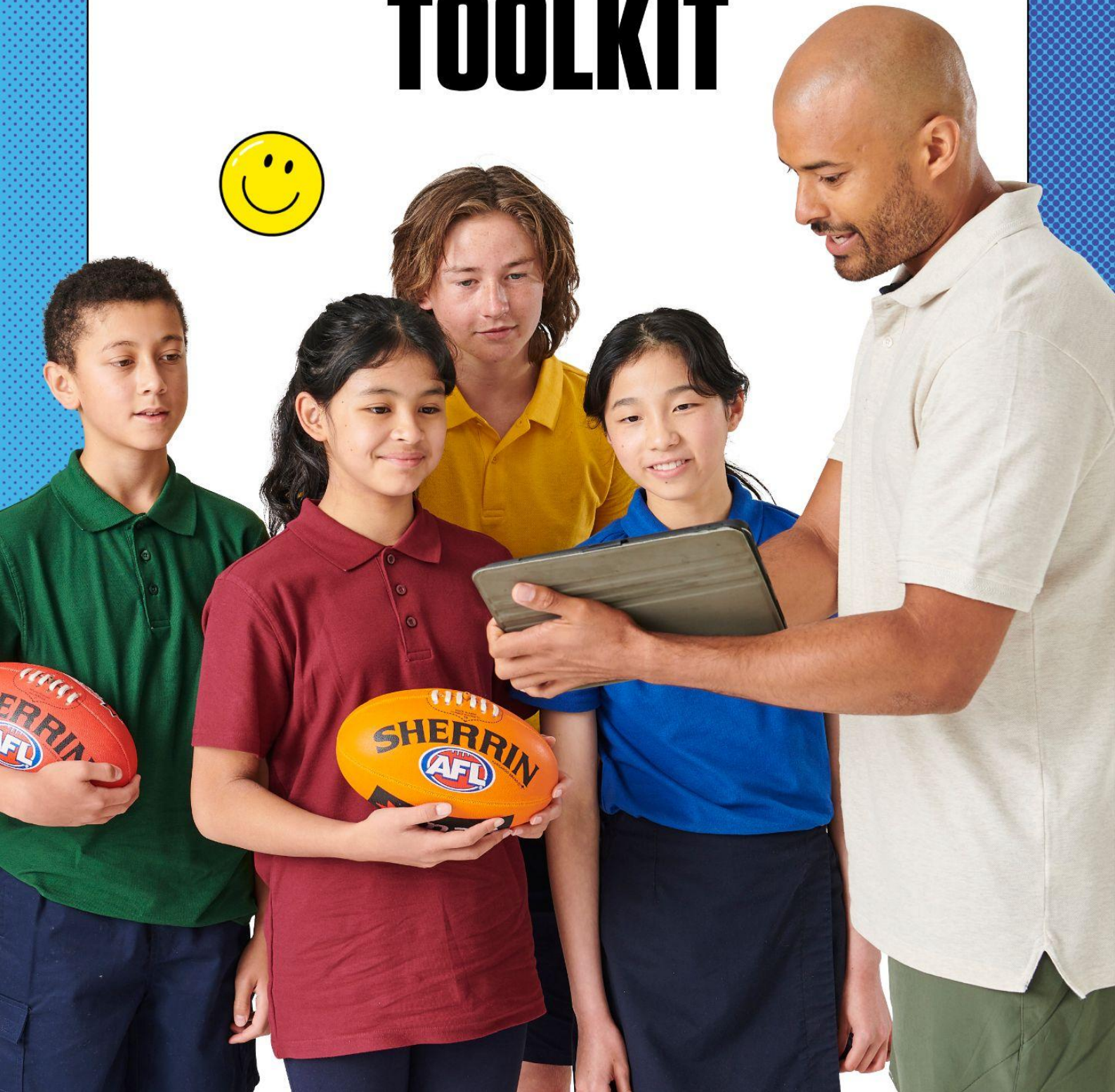


AFL SCHOOLS PROMOTIONAL TOOLKIT



OVERVIEW

Schools are key in introducing kids to AFL, fostering a love for the game and pushing participation into NAB AFL Auskick, NAB AFL Superkick, Local Footy and AFL Nines. Promotional assets can encourage teachers and students to introduce and implement AFL Schools curriculum (on-field and in-class programs) at their school and participate in school competitions in 2024.

This toolkit is designed to provide a range of promotional assets and editable templates that you can use to promote footy in schools. These assets include flyers, social media tiles and social media stories, with editable and non-editable, print and digital options available.

AUDIENCE SPECIFIC PROMOTION

Understanding your audience and talking to them specifically is key to cutting through in market. You should ensure:

- Images reflect the community. Can the community imagine themselves in the scene?
- Copy speaks to the audience. Does the message resonate with them?

See below specific copy to support prospective teachers and students across various community groups. The Canva templates are a great way to update imagery to ensure it highlights each audience.

Audience/Roles	Message
Primary and Secondary School Teachers (aged 20+)	<p>Have you heard of our FREE AFL Schools Membership? Unlock a broad range of free curriculum-based resources to teach in your classroom. AFL Schools is not only for PE teachers taking on-field activities, but also offers resources for in-class learning.</p> <p>Have you also heard of AFL Schools National Schools Grants Program? You can apply for grants within Casual Relief Teacher (CRT) cover, guernseys, event attendances support, goal post padding and 'AFL Starter' equipment pack. AFL Schools sets you up for plenty of learning and fun at your school!</p> <p>Keep an eye out for AFL School competitions in your state. From NSW Paul Kelly Cup and Q Schools Cup, there are a number of opportunities for your students to take their learnings and skills, and compete against other schools in prestigious competitions.</p>
Primary and Secondary School Students (aged 5-18)	<p>Did you know you can play outside at schools AND inside your classroom with AFL Schools? AFL Schools offers activities on-field, but also in-call educational resources. From kicking the footy to learning to read and write, you can have fun whilst you learn!</p> <p>AFL Schools also offers your teachers FREE AFL Schools Memberships. This means they can teach AFL on-field and in-class at your school for FREE! There is also a National Schools Grants Program your teachers can apply for, which means you they can set up your school for plenty of fun and learning with the footy!</p> <p>You might also have the opportunity to play in an AFL Schools competition. Take your skills learnt at your school to play against other schools in a fun and positive environment!</p>

EDITABLE ASSETS (CANVA TEMPLATES)

Canva is a great tool to allow you to update information and imagery that is better suited to your audience. The following toolkit provides links to editable templates in Canva for flyer and social media assets. Canva will include some locked features that cannot be changed, but will also include editable fields to include program specific images, club logos and additional information. Click on the 'EDITABLE TEMPLATE HERE' button next to each asset to view the Canva templates.

[CANVA TUTORIAL HERE](#)

Diversity and inclusion imagery

Our great game is for everyone, and it's important the images of our programs and participants reflect this.

You can access a range of images below to utilise when showcasing or targeting programs to people with disability, Aboriginal and Torres Strait Islanders and culturally diverse people.

[DOWNLOAD D&I IMAGES HERE](#)

FLYERS

Flyers are used to share information with the audience and allow them to take that information home to read when they are ready. Flyers can be distributed to teachers and also used at other community events as required. Flyers should look to include an engaging image, program or event specific information and end with a call to action. For example, scan the QR code to learn more.

QR codes should be generated using Bitly. By using Bitly, you will be able to track how many scans your QR code has had, and therefore measure or determine the success of the flyer and whether it was useful for advertising that specific event/program. Once signed up to Bitly, simply copy and paste your link [here](#) to generate the trackable QR code, then use the editable template button below to add the QR code to your flyer.



Flyer (A4)

Digital and print versions are available for state and club use.

[EDITABLE TEMPLATE HERE](#)

SOCIAL MEDIA ASSETS

Social media is a great way to reach a large range people, both current followers and new audiences.

From sharing videos and tagging other accounts to linking through to a website, social media is a strong tool in communicating a message a directing the audience where you want them to go.

Social media tiles are available to post on your local Facebook and Instagram accounts. These can be used to promote AFL Schools Memberships, AFL Schools curriculum (on-field and in-class programs), and state-based school competitions.

Including any additional or specific information text in your caption, rather than on the images drives stronger engagement.



Social Media Tile (1080x1080)

Include any additional text in the caption of your post, rather than on these images for better engagement.

Suggested copy:

“Have you heard of our FREE AFL Schools Membership? Unlock thousands of curriculum-based resources to teach in your classroom. Visit play.afl/schools to learn more now!”

“Have you heard of our National Schools Grants Program? From CRT cover to goal post padding, AFL Schools can set your school up for plenty of learning and fun! Visit play.afl/schools to learn more now!”

“From kicking the footy to learning to read and write, have fun whilst you learn with AFL Schools! Visit play.afl/schools to learn how you can get AFL at your school!”

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)



Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to play.afl/schools.

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE](#)