



UNDER 9'S GIRLS LOCAL FOOTY
PROMOTIONAL TOOLKIT



OVERVIEW

Women and Girls football participation is on the rise. As part of the [Women & Girls Game Development Action Plan](#), the establishment of Under 9 Girls Competitions are a key element in driving us towards our Women and Girl's Football Vision. Under 9s is a critical age group for girls to participate in learning and developing the basics of the game, to increase participation rates and retention across the country. A welcoming experience and sense of belonging provides a space for girls to foster a positive connection, and when they are given these opportunities, they can flourish!

This toolkit is designed to provide a range of promotional assets and editable templates that you can use to promote your club.

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](#)

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 at community events, and opportunities where there will be heavy foot traffic. 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 regional use.

Editable flyer templates are also available so you can tailor the image and club details to suit your audience.

Only include key details such as program, location & time to make sure your message is clear and simple.

These can be used to promote Junior, Youth and Senior Local Footy.

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)

SOCIAL MEDIA

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 player registrations across Juniors, Youth and Seniors, especially encouraging those who don't think they're competitive enough to play - Local Footy is all about playing with your mates, making new friends and keeping fit. Including any additional or specific information text in your caption, rather than on the images drives stronger engagement.



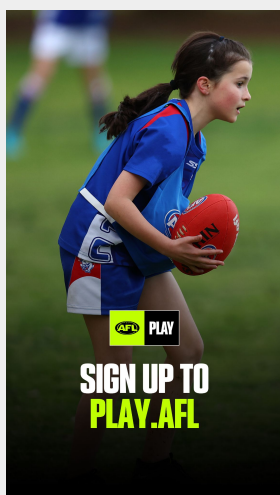
Social Media Tile (1080x1080)

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

"Play with your mates, make new friends and keep fit with Local Footy. Visit play.afl and register now"
"Whether you're just starting out, an up-and-coming star, or keeping fit. Register now for Local Footy at play.afl"

[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 or the club finder page on play.afl (play.afl/club-finder-map)

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE 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](#)