



VILIFICATION TOOLKIT 2024



OVERVIEW

Australian Rules Football is a game for everyone. We want everyone to feel included in the footy world, whether that's on the field, online, or any other place.

Embracing diversity and ensuring you are welcoming, supportive and encouraging to all in your community will improve your club.

It will provide an opportunity to grow with an improved culture, more players, more volunteers, more funding and more sponsors, ultimately making a difference to your community.

The below assets have been created for you to share with your audiences to help educate and create awareness on this important topic.

SUGGESTED MESSAGING

CALL TO ACTION: To learn more, visit play.afl/vilification

TAGS: @AFLPLAY

COPY/CAPTIONS:

We want everyone to feel included in the footy world, whether that's on the field, online talking about the footy, or any other place.

Everyone has the right to feel safe and welcome playing or watching footy.

PROMOTIONAL ASSETS



Social Media Video

Available for use across social media channels.
It is recommended to use the suggested messaging seen above.

[DOWNLOAD HERE](#)

PROMOTIONAL ASSETS



Social Media Tile (1080x1080) GIF

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

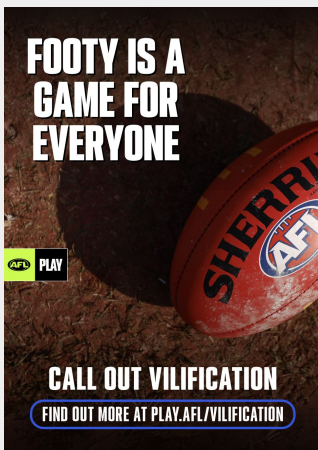
[DOWNLOAD HERE](#)



Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to <https://play.afl/vilification>

[DOWNLOAD HERE](#)



Posters (A4 & A3)

Use the following posters to educate and raise awareness of vilification in your local area.

[DOWNLOAD HERE](#)



Digital Banner (1200x400)

Available for use across digital platforms. It is recommended that these assets are linked to <https://play.afl/vilification>

[DOWNLOAD HERE](#)