

**AFL NINES**

**PROMOTIONAL  
TOOLKIT**



**PLAY**



# OVERVIEW

AFL Nines is our tackle-free, modified version of the game, providing people aged 13+ with another way to play.

Promotional assets can help create awareness, inform and encourage audiences to participate in Nines programs and competitions in 2024.

The objective of States, Leagues and Clubs sharing these promotional assets is to build awareness of AFL Nines and drive traffic to the [play.afl/nines](https://play.afl/nines) webpage for audiences to get more information and register to play via [play.afl/club-finder-map](https://play.afl/club-finder-map) or local PlayHQ pages.

This toolkit is designed to provide a range of promotional assets and editable templates to promote AFL Nines locally and to various audience segments. These assets include flyers, social media tiles, social media stories and digital assets, with editable and non-editable, print and digital options available.

## AUDIENCES

Understanding our varied audiences, and addressing them specifically through promotional assets, is key to reaching the right people and cutting through the market.

It's important that:

- Images reflect the community, and we ask ourselves “Can our audiences imagine themselves in the scene?”  
Our Canva templates are a great way to update imagery ensuring individual assets resonate with specific audiences.
- Copy speaks to the audience, and we ask ourselves “Will this message resonate with them?”  
See the appendix for specific audience considerations and copy suggestions to support promotions across various audience segments.

## CANVA TEMPLATES

Canva is an easy to use online design tool, allowing us to share editable and non-editable promotional assets for you to share with your local audiences across platforms, events and activations.

The following pages in this toolkit provides links to editable and non-editable templates in Canva. Canva will include some locked features that cannot be changed to ensure brand integrity, but will also include editable fields to include program specific information. Click on the ‘EDITABLE TEMPLATE HERE’ button next to each asset on the following pages to view the Canva templates

If you are new to Canva, or need a refresh, you can find a helpful tutorial via the link below.

[CANVA TUTORIAL HERE](#)

# SOCIAL MEDIA ASSETS

Social media is a great way to reach a wide range of 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 and directing the audience to where you want them to go. In this case, we want to send our audiences to the [play.afl/nines](https://play.afl/nines) webpage.

Provided templates will work on both Facebook and Instagram in feed posts and stories.

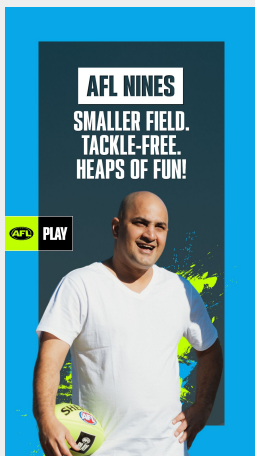


## Social Media Tile (1080x1080)

Include any additional text in the caption of your post, rather than adding text to images. This will allow you to add more context, information and likely result in better engagement.

For suggested copy, see appendix for audience specific considerations and suggestions.

[DOWNLOAD HERE](#)



## Social Media Story (1080x1920)

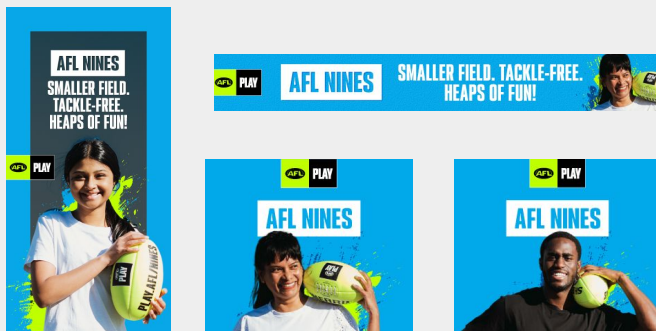
It is recommended that a link sticker be added to each social media story directing clicks to [play.afl/nines](https://play.afl/nines)

[DOWNLOAD HERE](#)

# ADDITIONAL DIGITAL ASSETS

Assets in a wide variety of sizes are available for use across digital platforms.

It is important these assets are linked to the [play.afl/nines](https://play.afl/nines) website to help drive traffic and registrations.



## Digital Assets

- (300x250) MREC
- (728x90) Leaderboard
- (300x600) Half Page Ad

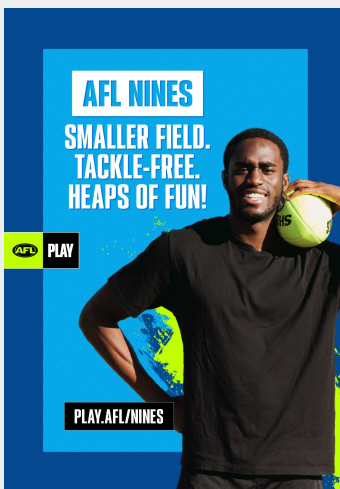
[DOWNLOAD HERE](#)

# FLYERS

Flyers are used to increase awareness of AFL Nines and drive more traffic to the [play.afl/nines](https://play.afl/nines) webpage, [play.afl/club-finder-map](https://play.afl/club-finder-map) web page or local Play HQ links, where people can get more information and register to play.

Flyers are great to distribute to schools, at community events and high foot traffic areas. Flyers should look to include an engaging image, program or event specific information if hyper-local and end with a call to action. For example, scan the QR code to learn more.

QR codes are generated using Bitly so we can track how many scans per QR code and measure success of the flyer as a promotional tool. 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.

Please use the editable template with QR code for printed flyers and without QR code for digital flyers.

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)

## QR Code Flyer (A4)

Please use the editable template with QR code for printed flyers and without QR code for digital flyers.

[EDITABLE TEMPLATE HERE](#)



## Flyer (A5)

Digital and print versions are available.

Please use the editable template with QR code for printed flyers and without QR code for digital flyers.

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)

## QR Code Flyer (A5)

Please use the editable template with QR code for printed flyers and without QR code for digital flyers.

[EDITABLE TEMPLATE HERE](#)

# APPENDIX

## AUDIENCE INSIGHTS

See following tables for the breakdown of existing and new audience groups, their needs, motivations and barriers, as well as key messages and suggested copy for AFL Nines based on their demographics and considerations.

### EXISTING AUDIENCE

Macro Segmentation	Micro Segmentation	Considerations	Key Message
Local Footy Participants	Age 18-34, 35+ Gender Geo-location	<b>Needs:</b> Keep active in the off season <b>Motivations:</b> Keep fit, stay in contact with friends and connected to footy <b>Barriers:</b> Want a rest from footy club commitment.	Stay fit and connected with mates in the off-season—AFL Nines is footy fun without the pressure.  Enjoy footy at your pace—AFL Nines keeps you active and social, without the pressure.
Parents of NAB AFL Auskick / NAB AFL Superkick / Local Footy	Kids aged 13-17  <i>Parents themselves:</i> Age 35+ Gender Geo-location	<b>Needs:</b> Keep playing footy in the off season, safe and fun environment <b>Motivations:</b> Have fun with friends, improve skills, stay connected to footy <b>Barriers:</b> Experience level, competing sports / activities  <b>Needs:</b> Social / casual activity away from the kids <b>Motivations:</b> Keep fit, stay active and have fun with friends <b>Barriers:</b> Busy family life, experience and fitness level	Keep your teen's love for footy alive in a safe, fun, and skill-boosting environment with AFL Nines – the perfect off-season play, no matter their experience level!  Your kids have had a crack, now it's your turn!  Break from the busy—get fit, have fun, and connect with friends in a social game of AFL Nines, no experience needed.
Coaches / Umpires / Volunteers	Age 18-34, 35+ Gender Geo-location	<b>Needs:</b> Low commitment / no pressure way to play <b>Motivations:</b> Dedication to the game <b>Barriers:</b> Busy schedules with coach / umpire / volunteer responsibilities	You've given so much to the game, now it's your turn. Play AFL Nines on a weeknight, so you can have your weekends free for coaching / umpiring / volunteering.
Schools / Universities	High School 13-17 University 18+ (focus on 18-25)	<b>Needs:</b> Accessible sport or social option, safe environment <b>Motivations:</b> Keep fit, stay active and have fun with friends <b>Barriers:</b> Busy school / uni timetables, competing activities, lower priority on sport	Simple to run, easy to play, great with friends – AFL Nines offers an enjoyable and safe environment for students to get active and have fun.
Corporates / Teachers	Age 18-34, 35+ Gender Geo-location	<b>Needs:</b> Team building, accessible activity <b>Motivations:</b> Keep fit, stay active with friends, balance professional and personal life <b>Barriers:</b> Busy work life, experience and fitness level	Step away from the desk and have fun with friends / colleagues. Get fit and stay active with AFL Nines' casual play and no pressure.
AFL/W Fans	Age 18-34, 35+ Gender Geo-location	<b>Needs:</b> Get more footy <b>Motivations:</b> Keep fit, stay active and have fun with friends <b>Barriers:</b> Fitness levels	Stay connected to the game you love—stay fit, have fun with friends, and play footy at your own pace with AFL Nines!



# NEW AUDIENCE

Macro Segmentation	Micro Segmentation	Considerations	Key Messages & copy examples
Parents	Of kids aged 13-17 Geo-location	<b>Needs:</b> Safe and fun environment <b>Motivations:</b> Learn, develop skills and play with mates <b>Barriers:</b> They likely have a lot of extracurricular activities and homework	A safe, fun way for your child to stay active, learn new skills, and make friends - without disrupting your busy schedule.  And for kids themselves: Join AFL Nines for quick, fun games with your mates—it's all about playing, learning, and having a blast.
Males	Age 18-34 Geo-location	<b>Needs:</b> Social activity, keep active <b>Motivations:</b> Keep fit, stay active and have fun with friends <b>Barriers:</b> Experience and fitness level	Want to give footy a crack without the pressure? Get fit, stay active and have fun with mates by playing AFL Nines.
	Age 35+ Geo-location	<b>Needs:</b> Low impact, low pressure, social activity <b>Motivations:</b> Keep fit, stay active and have fun with friends <b>Barriers:</b> Experience and fitness level, pre-existing injuries	Stay active and social with AFL Nines—low impact, high enjoyment, perfect for any fitness level.
Females	Age 18-34 Geo-location	<b>Needs:</b> Safe environment, social activity <b>Motivations:</b> Keep fit, stay active and have fun with friends <b>Barriers:</b> Experience, confidence and fitness level	Join AFL Nines - Fun meets fitness in a safe, social, and confidence-boosting game for every woman, no experience needed.
	Age 35+ Geo-location	<b>Needs:</b> Safe environment, low impact, low pressure, social activity <b>Motivations:</b> Keep fit, stay active and have fun with friends <b>Barriers:</b> Experience, confidence and fitness level, pre-existing injuries	Discover AFL Nines - A low-impact, social game that keeps you active and supported, no matter your experience or fitness level
Schools / Universities	High School 13-17 University 18+ (focus on 18-25)	<b>Needs:</b> Accessible sport or social option, safe environment <b>Motivations:</b> Keep fit, stay active and have fun with friends <b>Barriers:</b> Busy school / uni timetables, competing activities, lower priority on sport	For students: Get active, make friends, and have a blast with AFL Nines—where fun fits right into your busy life.  Stay fit, have fun, and meet new people—AFL Nines is the perfect break from uni life.  For staff: Fun and flexible sport that fits around their school commitments.  Boost campus life with AFL Nines—a flexible, inclusive sport that connects students and promotes well-being.
Corporates / Teachers	Age 18-34, 35+ Gender Geo-location	<b>Needs:</b> Team building, accessible activity <b>Motivations:</b> Keep fit, stay active with friends, balance professional and personal life <b>Barriers:</b> Busy work life, experience and fitness level	Step away from the desk and have fun with friends / colleagues. Get fit and stay active with AFL Nines' casual play and low pressure.  Get fit, have fun, and build stronger bonds with AFL Nines—your perfect escape from the daily grind.  Boost team spirit and well-being with AFL Nines—a simple, inclusive way to energise your workforce.