AFL PLAY

nab AFL Auskick

promotional toolkit

OVERVIEW

This toolkit is designed to provide a range of promotional assets to promote your local NAB AFL Auskick centres.

Promotional assets can help create awareness, inform and encourage audiences to participate in NAB AFL Auskick in 2025.

The objective of States, Leagues and Clubs sharing these promotional assets is to build awareness of our NAB AFL Auskick and drive traffic to the play.afl/auskick webpage for audiences to get more information and register to play via play.afl/club-finder-map.

This toolkit is designed to provide a range of promotional assets and editable templates to promote NAB AFL Auskick 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.

Please ensure when you are promoting Auskick you use correct designation. In the first instance, the programs must be referred to as NAB AFL Auskick, you can then use Auskick after that.

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 available assets on the following pages to view the templates,

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

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.

Should you wish to share the link directly to your centre, please find your centre on the play.afl club finder map here, find and select your centre and copy your unique centre link. If you have any questions, please contact our customer service team at aflauskick@afl.com.au.

Flyer (A4)
Digital and print versions are available for state and regional use. These can be used for promoting NAB AFL Auskick registrations at events or opportunities with heavy foot traffic.

DOWNLOAD HERE   **EDITABLE TEMPLATE HERE**

ADDITIONAL DIGITAL ASSETS

Assets in a wide variety of sizes are available for use across digital platforms. These assets can be used when you have promotional opportunities on your club website and where other promotional opportunities occur.

It is recommended that these website assets are linked to the play.afl/auskick website when posted.


Digital Assets
- (300x250) MREC - digital (for example: webpage, digital newsletter)
- (728x90) Leaderboard - digital (for example: webpage, digital newsletter)
- (300x600) Half Page Ad - digital (for example: webpage, digital newsletter)
- (300x100) Sidebar - digital (for example: webpage, digital newsletter)
- (600x300) eDM header - digital (for example: Facebook cover, operational communications)

DOWNLOAD HERE

Participant certificates and other coordinator resources can be found on Auskick coordinator hub.
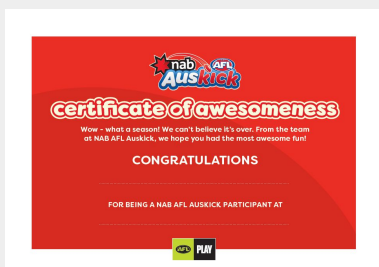
COORDINATOR RESOURCE HUB

SOCIAL MEDIA

Social media is a great way to reach a large 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 a directing the audience where you want them to go.

Social media tiles are available to post on state and centre Facebook and Instagram accounts. These can be used to promote registrations for NAB AFL Auskick, no matter their level of Australian rules football knowledge. At Auskick, we're fun first, footy second!

We recommend tagging @aflauskick where possible, so we can reshare your posts, driving further engagement.
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 your post rather than on these images for better engagement.

Suggested copy:
We're fun first and footy second at NAB AFL Auskick. It's your time to shine, join today! Register today at play.afl/auskick.

DOWNLOAD HERE

Social Media Story (1080x1920)
It is recommended that a link sticker is added to each social media story directing clicks to PLAY.AFL/AUSKICK.

DOWNLOAD 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 school holiday program promotion based on their demographics and considerations.

PRIMARY AUDIENCES

Macro Segmentation	Micro Segmentation	Considerations	Copy/Key Messages
Existing Audience: Parents of NAB AFL Auskick	Kids aged 4 - 7 *Parents themselves:* Age 35+ Gender Geo-location	**Needs:** • Engaging activities that will continue to progress their children's development • Balance between family and personal time • Consistency and familiarity • Social connections • Ease of registration **Motivations:** • Child's enjoyment of the program • Word of mouth • Social benefits for both the parent and child **Barriers:** • Repetition of Auskick for a second year • Transition to other sports or pathway opportunities • Perception of limited progression	Suggested Copy: It's time for another awesome year with NAB AFL Auskick! Get into even more fun and skill development and kick it up a notch in 2025! 🏉💪
New Audience: Parents of Kids aged 4 - 7	Kids aged 4 - 7 *Parents themselves:* Age 35+ Gender Geo-location	**Needs:** • Safe, engaging activities for their children's development • Balance between family and personal time • Reliable experiences **Motivations:** • Child's safety, well-being and happiness • Word of mouth • Ensuring their children has the best experiences and development **Barriers:** • Time constraints • Cost of living • Program uncertainty / fear of commitment • External opinions and societal pressures	Suggested Copy: Join the fun with NAB AFL Auskick! It's all about making friends while developing footy skills!