



**superkick**



**PLAY**



**PROMOTIONAL  
TOOLKIT**

# OVERVIEW

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

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

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

This toolkit is designed to provide a range of promotional assets and editable templates to promote NAB AFL Superkick 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 Superkick you use correct designation. In the first instance, the programs must be referred to as NAB AFL Superkick, you can then use Superkick 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 [superkick@afl.com.au](mailto:superkick@afl.com.au).



## Flyer (A4)

Editable versions are available for state and regional use. These can be used for promoting NAB AFL Superkick registrations at events or opportunities with heavy foot traffic. Be sure to tailor the flyer to the audience you are promoting to e.g. new audiences should receive 'Get in the Game' messaging and existing audiences should receive the 'Level Up Your game' messaging.

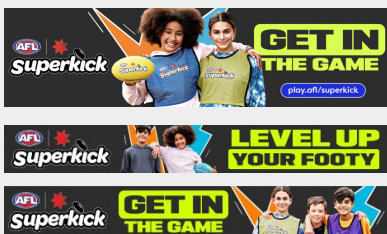
[DOWNLOAD HERE](#)

[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/superkick website when posted.



## Digital Assets

- (300x250) MREC - digital (for example: webpage, digital newsletter)
- (728x90) & (468x60) Leaderboard - digital (for example: webpage, digital newsletter)
- (970x250) Mobile Banners & Billboards - 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](#)

# 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 state and centre Facebook and Instagram accounts. These can be used to promote registrations for NAB AFL Superkick, no matter their level of Australian rules football knowledge.



## Social Media Tile (1080x1080)

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

Suggested copy:

Level up your footy with NAB AFL Superkick! Weekly sessions include skills and modified game play. Register now at [play.afl/superkick](https://play.afl/superkick).

[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/SUPERKICK](https://PLAY.AFL/SUPERKICK).

[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 Superkick	Kids aged 7 - 12  <i>Parents themselves:</i> Age 30 - 55 Gender Geo-location	<b>Needs:</b> <ul style="list-style-type: none"> <li>Engaging activities that will continue to progress their children's development</li> <li>Ease of registration</li> </ul> <b>Motivations:</b> <ul style="list-style-type: none"> <li>Child's continued enjoyment and progress</li> <li>Positive experience and program trust</li> </ul> <b>Barriers:</b> <ul style="list-style-type: none"> <li>Perception of limited progression</li> <li>Changing interest/other opportunities</li> </ul>	Keep your child progressing and loving every moment with NAB AFL Superkick! Easy to join, trusted programs, and skills that grow with them. Register for 2025 today!
Existing Audience: Parents of NAB AFL Auskick	Kids aged 7 - 12  <i>Parents themselves:</i> Age 30 - 55 Gender Geo-location	<b>Needs:</b> <ul style="list-style-type: none"> <li>Progression for their children's development</li> <li>New program structure and focuses</li> <li>Smooth transition from Auskick to Superkick</li> </ul> <b>Motivations:</b> <ul style="list-style-type: none"> <li>Potential for child's development</li> <li>Continuing child's activity levels and interest in AFL without a change in time commitment</li> </ul> <b>Barriers:</b> <ul style="list-style-type: none"> <li>Limited program knowledge</li> <li>Transition to other sports or pathway opportunities</li> </ul>	Keep the AFL fun going with Superkick! Our trusted program offers a seamless transition from Auskick, new skills, and steady progress—no extra time needed. Register today!
Existing Audience: Parents of Junior Footballers	Kids aged 7 - 12  <i>Parents themselves:</i> Age 30 - 55 Gender Geo-location	<b>Needs:</b> <ul style="list-style-type: none"> <li>Skill refinement and advancement</li> <li>Ease of registration and scheduling</li> </ul> <b>Motivations:</b> <ul style="list-style-type: none"> <li>Maintaining child's interest in football</li> <li>Community and social connection</li> <li>Way to play outside of traditional season and commitments</li> </ul> <b>Barriers:</b> <ul style="list-style-type: none"> <li>Limited program knowledge</li> <li>Perception of limited progression as they already play</li> </ul>	Refine skills, stay connected, and keep the footy fun going with NAB AFL Superkick! Easy to join, play year-round, and grow beyond the season.
New Audience: Parents of Kids aged 7 - 12	Kids aged 7 - 12  <i>Parents themselves:</i> Age 30 - 55 Gender Geo-location	<b>Needs:</b> <ul style="list-style-type: none"> <li>Structured, skill building activities that help children socially and developmentally</li> <li>Environments that promote independence in safe environment</li> <li>Opportunities for kids to explore new hobbies/interests</li> </ul> <b>Motivations:</b> <ul style="list-style-type: none"> <li>Children's development and happiness</li> <li>Setting up child's success</li> <li>Offerings that balance learning and fun</li> </ul> <b>Barriers:</b> <ul style="list-style-type: none"> <li>Time constraints – juggling activities</li> <li>Cost concerns</li> <li>Paradox of choice</li> </ul>	Give your child the perfect mix of fun and development with NAB AFL Superkick! Safe, structured activities that fit your schedule and spark new passions.