

KICK
PLAY
play
KICK
KICK
SMILE



superkick

PROMOTIONAL TOOLKIT



PLAY

OVERVIEW

This toolkit is designed to provide a range of promotional assets to promote your local NAB AFL Superkick centres. These assets are a suite designed to inform, engage, and encourage participation in NAB AFL Superkick for the 2025 season and are part of a multichannel and multi phase campaign strategy. Please refer to the 2025 Kids Pathway Campaign Strategy for more information.

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/auskick webpage for audiences to get more information and register to play via play.afl/club-finder-map.

The toolkit includes a range of promotional materials and editable templates that can be used to promote NAB AFL Superkick locally and across different audience groups. These assets include flyers, social media tiles, stories, and digital resources, available in both editable and non-editable formats, as well as print and digital options.

Please remember the official designation for the program is "**NAB AFL Superkick**", you will need to write it in full for your initial mention. After that, you may use the term 'Superkick' " for brevity.

AUDIENCES

The Game Development Engagement team have done significant work to understand the target audience for NAB AFL Superkick is parents of children aged 7 - 12, no matter their previous or current relationship with footy.

Engaging parents is key, especially ensuring messaging supports why superkick is can be a program for both those new to footy and those looking to get even more footy in their week. In our 2025 campaigns, we will also emphasize that the AFL Play experience is flexible, fun, and supportive of children's overall wellbeing. Above all, we want to convey at NAB AFL Superkick you will fun mates, fun and footy. Mud is just a bonus.

A reminder when sharing content from your centers, 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 **messaging hierarchy within the campaign strategy document** for specific audience considerations and copy suggestions to support promotions across various audience segments.

EDITABLE CANVA TEMPLATES

The following pages in this toolkit include links to both editable and non-editable templates in Canva. Some features will be locked to maintain brand consistency, but editable fields are available for you to customize with program-specific information. To access these templates, simply click on the 'EDITABLE TEMPLATE HERE' button next to the relevant asset.

If you're new to Canva or need a refresher, you can find a helpful tutorial via the link below.

[CANVA TUTORIAL HERE](#)

SOCIAL MEDIA ASSETS

Social media is an effective way to connect with a wide audience, reaching both your current followers and potential new ones. By sharing videos, tagging other accounts, and linking to websites, social media allows you to deliver messages and guide your audience exactly where you want them to go.

We encourage you to tag **@aflplay** whenever possible so we can reshare your posts and help boost engagement. For maximum impact, include any specific details or additional information in your post captions rather than on the images themselves. This will help drive stronger interaction with your audience.

Social media tiles are available for posting on state and centre Facebook and Instagram accounts, see below:



Social Media Tile (1080x1080)

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

Suggested copy:

Hone your footy skills, and show them off straight after. NAB AFL Superkick has more footy, mud and memories..

At NAB AFL Superkick you will find fun, mates and footy. Mud is just a bonus.



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 SOCIAL MEDIA ASSETS HERE](#)

[DOWNLOAD EDITABLE TEMPLATES 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 STATIC ASSETS HERE](#)

[DOWNLOAD MOTION ASSETS 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



Flyer (A5)

Digital and print 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.

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)

ALL GIRLS GROUPS

As a key growth area, it is crucial for girls to begin learning and developing the fundamentals of the game, which is essential for increasing both participation and retention nationwide. A welcoming environment and strong sense of belonging offer girls the opportunity to build a positive connection to the sport, and when provided with these opportunities, they can truly thrive!

The below assets are designed to offer a range of promotional materials and editable templates that you can use to encourage greater participation among girls at your club, especially highlighting the availability of all girls groups, to elevate any barriers or hesitations to participate.

Suggested messages:

- ***Girls can do it – and they'll love the fun, friendships and confidence Auskick brings to the field.***
- ***Auskick is designed to welcome and empower girls to play, have fun, and be themselves.***
- ***Footy's not just for the boys – girls-only teams and supportive coaches make Auskick the perfect start.***



Assets

- Flyer
- Social tiles

[DOWNLOAD HERE](#)