



PLAY

JUNIOR FOOTY PROMOTIONAL TOOLKIT



OVERVIEW

Junior Footy is the first step into competitive match play, designed to introduce kids to the basics of the game in a fun and age-appropriate way. It focuses on player positioning, rules, training, and game day structure, creating the perfect environment for kids aged 7–12 to learn, grow, and enjoy the game.

This toolkit includes a variety of promotional materials and editable templates to help you spread the word about Junior Footy in your community. Inside, you'll find flyers, social media tiles and stories, plus a range of digital assets available in both editable and ready-to-use formats for print and online use.

AUDIENCE SPECIFIC PROMOTION

Understanding your audience and talking to them specifically is key to cutting through in market. You should ensure:

- Images reflect the community. Can the community imagine themselves in the scene?
- Copy speaks to the audience. Does the message resonate with them?

See below key messages to use throughout promotion.

Ready to rumble and fumble? Footy with an age appropriate twist - modified rules prioritising safety, comradery, teamwork and fun.

- Junior footy is for teamwork, friendship and comradery
- There is a team for everyone, single-gendered and mixed competitions
- Find their team
- Get into the game

CLUB SPECIFIC IMAGERY

Using local imagery is a powerful way to highlight the people, stories, and experiences that make your club unique. Photos and videos from the 2024 season are especially effective in promoting participation for 2025, as they offer an authentic look at the excitement and community spirit of your club.

When featuring young people in any promotional material, make sure to get permission from their parent or guardian before using their image.

MODIFIED RULES

Research shows that some parents may feel hesitant about enrolling their child in junior footy due to concerns about the game being rough or unsafe. To address this, the AFL has introduced specially modified rules tailored for junior players. These rules create a supportive and age-appropriate environment, gradually introducing elements like game duration, field size, and player numbers as children grow and develop.

The Junior Rules are a great tool to reassure parents and encourage them to let their child get involved, showing them that junior footy is all about fun, safety, and learning the game at the right pace.

[LEARN MORE](#)

ASSETS



Social Media Tile (1080x1080)

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

Suggested copy:
“Registrations are now open for season 2025, lock in your place on the team today”
“Ready to rumble and fumble in 2025? Find their team today at play.afl/juniors”

[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.

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Social Media GIF (1080x1920)

Can be used on both stories or posted to account pages.

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