



**PLAY**

KINGSLEY JUNIOR  
FOOTBALL CLUB

# COACH REGISTRATIONS

**PROMOTIONAL TOOLKIT 2026**

# OVERVIEW

Coaches are the heartbeat of community football – they inspire, guide and shape positive experiences for players at every level of the game.

With coach registrations opening November 1, early promotion is key to help us:

- Encourage returning coaches to get their coach accreditation completed before the start of the 2026 season
- Attract new coaches to get involved in their local clubs
- Help clubs plan ahead with confirmed coaches
- Ensure ongoing education and accreditation pathways are completed ahead of Round 1

This is your opportunity to help spread the word and inspire more people to take on this rewarding role. Together, we can ensure every team has a coach ready to lead the way in 2026.

We've provided a suite of ready-to-use assets and copy to make it easy for you to promote coach registrations across your channels.

## WAYS TO PROMOTE:

- Share the provided posts directly to your social media channels
- Tag your local leagues, clubs and [@AFLPLAY](#) to amplify the message
- Include the [registration link](#) on your club's website or in newsletters
- Print the flyers and posters, and distribute them to local clubs and committees

## THE FEATURES OF THE COACH ACCREDITATION SYSTEM:

Throughout the season it's important for coaches to complete modules, attend events and programs that can earn valuable points to build their Coach Accreditation. Below are the features of each tier:

- Registered: < 90 points  
You're a registered coach but haven't completed any training, you won't be able to coach a team at this level or be added to a team sheet
- Registered Accredited: 90 points  
This is the minimum requirement for you to be able to coach on game day
- Bronze: 100 points  
You're beginning your coaching career, at Bronze level you'll be able to access extra learning modules and video content
- Silver: 200 points  
You are developing your coaching skills. At Silver level, you'll gain access to extra learning opportunities, exclusive development sessions, and recognition for your ongoing commitment to improving your coaching craft.
- Gold: 400 points  
The Gold Tier is the top level of coach accreditation - a recognition of excellence, commitment, and leadership in the coaching community. To be a Gold Tier coach, you'll need to complete the Advanced Coaching Course. You've reached the peak of the coaching pathway, demonstrating a deep understanding of the game, a drive for continuous improvement, and the ability to inspire those around you.

# SUGGESTED MESSAGING

**CALL TO ACTION:** Register now, visit [PLAY.AFL/COACH](#)

**TAGS:** [@AFLPLAY](#)

## COPY/CAPTIONS:

### GENERIC:

There's more to coaching in 2026. Whether you're returning to the role or stepping up for the first time, now's the time to register and be part of shaping the next generation of players. Register at [PLAY.AFL/COACH](#).

### NEW COACH:

Thinking about coaching in 2026? There's no better time to get involved. Step up, make an impact, and help shape the next generation of players. Register at [PLAY.AFL/COACH](#).

### EXISTING COACH:

We're back for another season! You know the drill – new season, same passion. Coach registrations for 2026 are now open, lock in your spot and keep leading the way. Register at [PLAY.AFL/COACH](#).

# PROMOTIONAL ASSETS



## Social Media Tile (1080x1080)

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

Use the editable file to drag and drop an image of local coaches you want to shout out.

DOWNLOAD HERE

EDITABLE TEMPLATE HERE



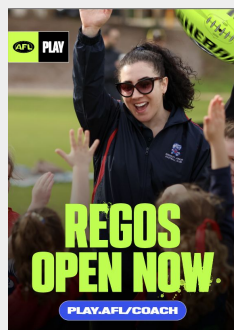
## Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to

<https://play.afl/coach>

DOWNLOAD HERE

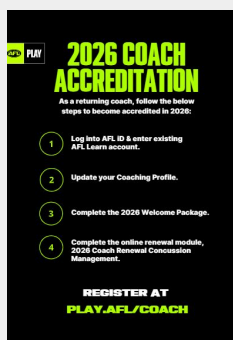
EDITABLE TEMPLATE HERE



## Flyers (A5 & A3)

Print these out and circulate within your local communities to raise awareness of coaching and registrations being open.

DOWNLOAD HERE



## Coach Accreditation Flyers (A5)

Print these out and circulate within your local communities to help educate on the process of how to register as a coach. There is a different process for new coaches, and existing coaches.

DOWNLOAD HERE



## Coach Accreditation How To Guide

We've put together this handy step-by-step guide to understand the process to become a coach in 2026. Please use this asset on your website, in your digital communications or as a personal reference point. We also have a video of 'how to register' on our website.

DOWNLOAD HERE

FIND OUT MORE ONLINE

**\*\*When using the editable template, remember to click "use template for new design". Then save it with your state's details.**

# CHANGE MANAGEMENT DOCUMENTS

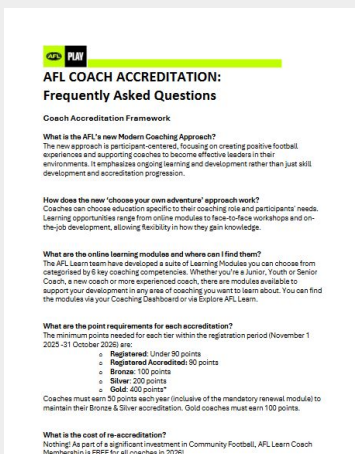
As we roll out updates to the 2026 coach registration process, we want to make sure everyone feels informed and supported. The Change Management document outlines what's new, what's changing, and how these updates will impact coaches and club administration – helping your team prepare smoothly for the season ahead.



## Registration Changes for Coaches and Coach Administration

Download this document to familiarise yourself with the changes that have been made for the 2026 registration process.

[DOWNLOAD HERE](#)



## FAQ's

Got questions? Download this document to find helpful answers and guidance.

[DOWNLOAD HERE](#)