



**PLAY**

# UMPIRE REGISTRATIONS

**PROMOTIONAL TOOLKIT 2026**

# OVERVIEW

Umpires are the heartbeat of community football – they set the standard, leading with confidence, integrity, and a genuine love for the game. With umpire registrations opening November 1, early promotion is key to help us:

- Encourage returning umpires to confirm their spot for 2026
- Inspire new umpires to get involved in their local competitions
- Help leagues plan ahead with a strong and ready umpiring group
- Ensure ongoing education, and match readiness 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 there are more umpires than ever, 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 umpire registrations across your channels.

## WAYS TO PROMOTE:

- Share the provided posts directly to your social media channels
- Tag your local umpire groups and leagues, and [@AFLPLAY](#) to amplify the message
- Include the [registration link](#) on your website or in any digital communications
- Print the flyers and posters, and distribute them to local communities
- Use the Umpire Induction Series to educate new audiences on what to expect as an umpire

# SUGGESTED MESSAGING

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

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

## COPY/CAPTIONS:

### GENERIC:

There's more to umpiring in 2026. Whether you're returning to the field or giving it a go for the first time, now's the time to register and be part of leading the game we love. Register at [PLAY.AFL/UMPIRE](#).

### NEW UMPIRE:

Thinking about umpiring in 2026? There's no better time to get involved. Step up, lead the way, and have the best seat in the house on game day. Register at [PLAY.AFL/UMPIRE](#).

### EXISTING UMPIRE:

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

# PROMOTIONAL ASSETS



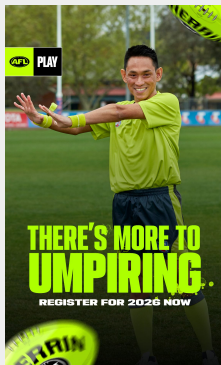
## Social Media Tile (1080x1080)

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 umpires you want to shout out.

DOWNLOAD HERE

EDITABLE TEMPLATE HERE



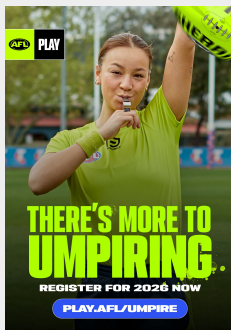
## Social Media Story (1080x1920)

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

<https://play.afl/umpire>

DOWNLOAD HERE

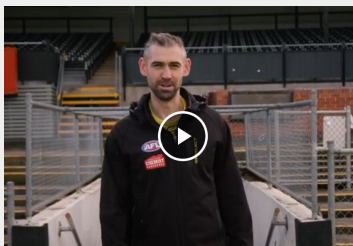
EDITABLE TEMPLATE HERE



## Flyers (A5 & A3)

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

DOWNLOAD HERE



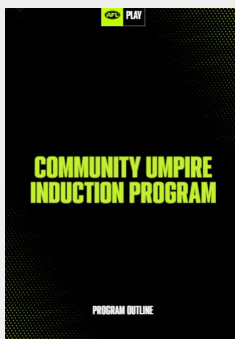
## Umpire Induction Video Series

In 2025, we have developed the Umpire Induction Series to help educate new umpires on what to expect when registering as an umpire. These videos cover topics such as: benefits to umpiring, what to expect for their first game, registration process and pathways available.

Use these videos across your channels, send to your umpiring groups and managers to further promote, and help educate umpiring at a community level.

DOWNLOAD VIDEOS

DOWNLOAD SOCIAL MEDIA READY VIDEOS



## Umpire Induction Booklet

To support the new video series, we have also developed a booklet that covers all the topics of what to expect as a new umpire. There are two versions, one that is ready to download, and one that is in an editable format for you to add State/Territory contacts and state based leagues.

DOWNLOAD BOOKLET

EDITABLE BOOKLET

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

# 2026 UMPIRE EDUCATION COURSES

## BACKGROUND INFORMATION

The AFL is committed to providing community Umpires and Umpire Coaches with access to education that promotes the development of those involved in community umpiring and supporting those wishing to pursue the umpire talent pathway.

For the 2026 season, the AFL is pleased to introduce two mandatory courses for new Umpires and all community Umpire Coaches, which replace the mandatory Umpire Education Modules used in previous seasons.

New Umpires will be required to complete the Foundation Umpire Course and all community Umpire Coaches will be required to complete the Foundation Umpire Coach Course, with each course taking approximately 30 – 40 minutes.

Returning Umpires from the 2025 season do not have any mandatory Umpire Education Course to complete for season 2026. However, they do have the option to complete the Foundation Umpire Course if they choose to do so.

The Foundation courses are compulsory for new umpires and all umpire coaches, who will initially be marked as 'unavailable' for appointments within OfficialsHQ. Once the education course has been completed, they will become eligible for match appointments and able to be selected in the OfficialsHQ platform. Returning Umpires from the 2025 season will be available for appointments following the completion of registration. Please note that this may take up to 24 hours to be visible in OfficialsHQ.

You will be able to access the Umpire Education Course through your OfficialsHQ profile. You will also be required to link your AFLiD, or create one, to your OfficialsHQ & LMS accounts. This feature will provide all umpires and umpire coaches with an improved user experience across all AFL platforms.

## EMAIL TEMPLATES TO BE USED BY S/T UMPIRE DEPARTMENTS AND UMPIRE GROUPS

The following slide outlines a series of emails that are required to be sent by State/ Territory Umpiring Departments, as well as local Umpiring Groups to further promote the new Umpire Education Course. Please follow the communications plan to determine the dates of when each set of emails need to be sent.

Communication	Summary	Responsible	Due Date
eDM 1 – Module Rollout	eDM 1 will be sent by the AFL to all S&T umpires and umpire coaches.	National Umpire Team	30/10
eDM 2 – Module Rollout S&T Follow Up	eDM 2 will be sent by each S&T Umpiring Department to all umpires and umpire coaches within their state as a follow up to eDM 1 sent by the AFL.	S&T Recruitment & Retention Lead – eDM 2 distribution	10/11
eDM 3 – Umpire Group eDM Follow Up	eDM 3 will be sent by Local Umpire Groups as a follow up to eDM1 & 2	S&T Recruitment & Retention Lead – eDM 3 template distribution to local umpire group  Local Umpire Group – eDM 3 distribution	17/11

# 2026 UMPIRE EDUCATION COURSES

## EMAIL TEMPLATE - SENT BY S/T UMPIRING DEPARTMENT

### eDM 2 – Communication to state umpire & umpire coaches

\*eDM 1 will be sent by National team 30/10/25

**This communication will be sent by the S&T Umpiring Dept to all umpires/coaches within their State/Territory on 10/11/2025. A link to the user guide is included in the below email.**

---

Dear Umpires and Umpire Coaches,

Last week the AFL sent an email to all umpires and umpire coaches announcing the opening of 2026 umpire registrations and the introduction of the new Foundation Umpire and Foundation Umpire Coach Courses.

In recent months, the [\[add S&T name\]](#) Umpiring Department has been working collectively with the AFL to further enhance our umpire operations and services provided to you. As a result, the mandatory Umpire Education Modules used in previous years have been replaced with the Foundation Umpire Course & Foundation Umpire Coach Course.

In 2026, new Umpires will be required to complete the Foundation Umpire Course and all community Umpire Coaches will be required to complete the Foundation Umpire Coach Course. Each course should take approximately 30 - 40 minutes to complete.

Returning Umpires from the 2025 season do not have any mandatory Umpire Education Course to complete for season 2026. However, they do have the option to complete the Foundation Umpire Course if they choose to do so.

The Foundation courses are compulsory for new umpires and all umpire coaches, who will initially be marked as 'unavailable' for appointments within OfficialsHQ. Once the education course has been completed, they will become eligible for match appointments and able to be selected in the OfficialsHQ platform. Returning Umpires from the 2025 season will be available for appointments following the completion of registration. Please note that this may take up to 24 hours to be visible in OfficialsHQ.

You will be able to access the Umpire Education Course through your OfficialsHQ profile. You will also be required to link your AFLiD, or create one, to your OfficialsHQ & LMS accounts. This feature will provide all umpires and umpire coaches with an improved user experience across all AFL platforms. You must access the Learning Management System (LMS) through OfficialsHQ to ensure that your course completion will sync to your OfficialsHQ profile correctly.

Further details about how to access the education course & AFLiD can be found in the user guide available [here](#).

We appreciate your commitment to umpiring and look forward to your active participation in the 2026 season.

If you have any questions, please contact [umpire.afl@afl.com.au](mailto:umpire.afl@afl.com.au)

Kind Regards,  
**[Add S&T]** Umpiring Department



# 2026 UMPIRE EDUCATION COURSES

## EMAIL TEMPLATE - SENT BY UMPIRING GROUP

### eDM 3 – Local Umpiring Group Communication to local umpires & umpire coaches on 17/11/25

Dear **[Add League Name]** Umpires and Umpire Coaches,

In recent weeks, the AFL communicated to all umpires and umpire coaches nationally the 2026 Umpire Education Course requirements with the introduction of the two courses for new Umpires and all Umpire Coaches.

- New Umpires – Foundation Umpire Course
- All Umpire Coaches – Foundation Umpire Coach Course

The Umpire Education Courses serve as an important aspect delivered by the AFL to provide continuous improvement and professional development to all Umpire and Umpire Coaches across Australia and replace the mandatory Umpire Education Modules used in previous years.

Most notably, new Umpires and all Umpire Coaches will initially be marked as 'unavailable' for appointments within OfficialsHQ. Completion of the Education Course via the AFL Learning Management System (LMS) will automatically update your availability status in OfficialsHQ to 'available', allowing you to be considered for match appointments. Please note that this may take up to 24 hours to become visible.

Returning Umpires from the 2025 season do not have any mandatory Umpire Education Course to complete for season 2026. However, they do have the option to complete the Foundation Umpire Course if they choose to do so. Umpires returning from 2025 will be available for appointments following the completion of their registration.

We kindly request that those required complete the Foundation Umpire Education Course do so as soon as possible to allow us to appoint you to matches once the season commences.

Further details about how to access the education course & AFLiD can be found in the user guide available [here](#). You must access the Learning Management System (LMS) through OfficialsHQ to ensure that your course completion will sync to your OfficialsHQ profile correctly.

If you have questions about the module content, please reach out to our team at **[add local league contact email]** or for technical assistance please contact [umpire.afl@afl.com.au](mailto:umpire.afl@afl.com.au)

Thank you for your commitment to umpiring and we look forward to supporting you on your journey!

Kind Regards,  
**[Add local league name]** Umpiring Department