



PLAY



*superkick*

# OVERVIEW

This toolkit provides a range of assets to drive participation for your local NAB AFL Superkick centre, with a focus on increasing registration amongst our All Girls group. With Tayla Harris as the campaign ambassador, the suite of assets are designed to inspire, engage, and drive participation for girls to participate in a program.

The objective of States, Leagues and Clubs sharing these promotional assets is to build awareness of our NAB AFL Superkick and drive traffic to our dedicated campaign webpage - [play.afl/taylamade](http://play.afl/taylamade) - for audiences to get more information and register to play via [play.afl/club-finder-map](http://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, ensuring messaging supports why Superkick can be a program for both those new to footy and those looking to get even more footy in their week. In this campaign 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 is Tayla made for 7-12 year olds and is 'Super Fun, Super Safe and Super Inclusive.'

A reminder when sharing content from your centre, 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:

***NAB AFL Superkick is Tayla made for girls. It's super fun, super safe and super inclusive.***

***Join Team Tayla. Get your kicks and sign up for Term 4.***



## Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to **PLAY.AFL/TAYLAMADE**

[DOWNLOAD SOCIAL MEDIA ASSETS HERE](#)

# CAMPAIGN VIDEOS

Our 'Tayla Made' campaign videos are the perfect way to showcase how Superkick is Tayla made for girls, and why these programs are designed for girls aged 7-12 to feel safe and included. With Tayla Harris as ambassador, these videos touch on parent pain points and motivations for getting young girls inspired and involved in organised sport.



[DOWNLOAD CAMPAIGN VIDEOS](#)

# 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 including the Term 3 School Holidays.

[DOWNLOAD HERE](#)[EDITABLE TEMPLATE HERE](#)