

AFL

PLAY



**THERE'S MORE TO
FOOTY THAN FOOTY**

TOOLKIT 2026

OVERVIEW

In 2025, we launched 'There's More to Footy than Footy' into the market for the very first time. With the aim to drive registrations across coaching, umpiring, volunteering and playing in the community, tapping into both new and existing audiences.

Our results were a standout:

- We increased the volume of communications to participants YoY by +237%
- Through paid digital advertising alone, we reached over 1.9 million Australians, generating a massive 10.5 million impressions
- Our click-through rate (CTR) exceeded over triple the industry standard, with segments like CALD and Women & Girls audiences hitting over 4% CTR in QLD, VIC, and WA (industry average of 1%)
- Website views and users increased YoY with umpire and volunteer pages growing by over +150% YoY in nearly all states and territories. Player pages saw a +258% increase YoY in users
- Our direct marketing efforts alone (120 tailored email sends and SMS follow-ups) converted interest into action, directly leading to 3,025 registrations

In 2026, we are bringing it back, bigger and better than ever, and with the same aim – to drive acquisition and retention of coaches, umpires, volunteers and players.

This year we travelled around Australia, interviewing real-life people in community clubs and their highlighting their stories. Their stories breaking down the barriers we know many people face – lack of visibility for women, girls, ATSI, and CALD communities, lack of time, or lack of confidence.

By showing real life stories, we aim to help inspire and spark a strong sense of belonging. Showing that a community club is where people can learn real life skills, make lifelong friendships and find their place in the community.

ACTION NEEDED

We need to spread this campaign as far and wide as possible, the more people see this campaign, the more likely they are to be inspired to join their local club. Send this toolkit and the provided assets to your local club and community network.

We'd also love for you to extend the campaign - do you know any amazing person in your community? Take a video of them - what inspires them, what is their motivation, why do they love being part of their club, and what's their advice for anyone thinking of joining?

WAYS TO PROMOTE:

- Share the provided posts directly to your social media channels
- Tag your local clubs, groups and leagues, and remember to tag or collaborate with [@AFLPLAY](#) to amplify the message
- Include the below link on any digital communications for participants to find out more and register:
 - Coach: <https://play.afl/coach>
 - Umpire: <https://play.afl/umpire/become-an-umpire>
 - Volunteer: <https://play.afl/clubhelp/get-involved>
 - Player: <https://play.afl/play/local-footy>
- Print the flyers and posters, and distribute them to local communities

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.

THE 2026 **INSPIRING STORIES**



COACHES:



ANTON RAILEY

A GRADE MEN'S COACH, EASTERN PARK FC

Anton's love for footy began as a young boy from New Zealand, and it's grown into a journey of leadership, culture, and community. As a coach at Eastern Park Football Club, he inspires his players not just on the field, but through actions – like performing the Haka at the Grand Final. It created a lasting impact of connection, pride, and belonging that extended far beyond the final siren.

Link to Anton's images: <https://afl.box.com/s/lzzircz2kza19it43hh5hv5rxm5si64x>



TAMIA BLACKWELL

U12 GIRLS COACH & SENIOR WOMEN'S PLAYER, PORT DISTRICT FC

Already a player at her club, Tamia gave coaching a go, bringing her experience as a teacher and a passion for supporting young girls. Her dedication to helping the next generation soon became something bigger – designing the club's first Indigenous team guernsey. Through coaching, mentorship, and celebrating culture, Tamia has created connection, pride, and belonging, showing how one person's drive and passion can inspire a team and leave a lasting impact.

Link to Tamia's images: <https://afl.box.com/s/22miezmmq4jfvf43e0dww6uuzou0vo2b>

UMPIRES:



STEPHEN WILLCOX FIELD & GOAL UMPIRE, NORTH WEST UMPIRES ASSOCIATION

Stephen's umpiring journey began 16 years ago, simply driving his sons to training. What started as a small step quickly grew into a passion, bringing lifelong friendships, fitness, and a deeper connection to his community. From mentoring young players to sharing life lessons with his sons, umpiring has given him the best seat in the house and the chance to give back to the game he loves.

Link to Stephen's images: <https://afl.box.com/s/c50uxkqeffnx1bziik33t4uwgigbqkde>



MUNEERAH FOSTER GOAL UMPIRE, WAFL

Muneerah has always loved sport, and umpiring gave her a way to stay involved in football while honouring her cultural values. What began as a way to participate quickly grew into a passion, creating lifelong friendships, mentorship opportunities, and the chance to officiate at AFLW level. From winning awards to achieving personal goals, Muneerah has become a role model for young girls from diverse backgrounds, showing how following your passion can make an impact on the game and the community.

Link to Muneerah's images: <https://afl.box.com/s/fzrik7t67c5aanm5whbpi2icmw0bnuiy>

VOLUNTEERS:



KEVIN PHILLIPS **VOLUNTEER AND COACH, WILLETTON FC**

Kevin's journey with football began by chance after moving from South Africa and discovering the game while supporting his son through a serious accident. What started as helping out at training quickly grew into coaching, volunteering on the committee, and becoming a pillar of his club. Through dedication, generosity, and a passion for the game, Kevin has created a family environment for his players, showing that volunteering in football isn't just about the game, it's about connection, impact, and belonging.

Link to Kevin's images: <https://afl.box.com/s/6hrx03do36iau2dex5ta3u6fd62kriin>



ASHTON OATES **VOLUNTEER PHOTOGRAPHER, CAMPANIA FC**

What began as watching her boyfriend play footy quickly turned into something more for Ashton – a camera in hand and a passion for capturing the spirit of the game. Volunteering to photograph players, supporters, and community moments has allowed her to combine a long-time hobby with skills from her day job in real estate. The appreciation she receives and the sense of connection she has felt keeps her coming back, showing how volunteering can bring purpose, pride, and belonging to anyone involved.

Link to Ashton's images: <https://afl.box.com/s/arxts0kunlrenm673ubu5nool1uki13b>

PLAYERS:



JOSH KIRK

SENIOR MEN'S PLAYER & VOLUNTEER, WAGIN FC

Josh's love for footy began as a kid, kicking the ball on his family farm, and it's stayed with him ever since. Living and working on thousands of acres can be isolating, but football gives him a chance to catch up with mates, share a laugh, and feel part of something bigger. In a small town, the footy club is the heart of the community – a place for connection, tradition, and lifelong friendships that extend far beyond the field.

Link to Josh's images: <https://afl.box.com/s/o2gqzs06meot40uhks9cib3ic6014v3o>



EMMA WALLER

SENIOR WOMEN'S PLAYER & COACH, LAUDERDALE FC

Emma's sporting journey began with basketball, but at 30, and after having her third child, she gave football a go, and never looked back. Sharing the field with her daughter, she discovered a passion for the game. For Emma, football is about more than goals; it's the friendships, the mentorship, the community she built as a Mum returning to sport, and the sense of belonging in a supportive club culture that keeps her coming back season after season.

Link to Emma's images: <https://afl.box.com/s/43cu35f9vqbz6rwtfb1h2igxgk6v658e>

CAMPAIGN VIDEOS

SOCIAL MEDIA ASSETS: OVERARCHING

SOCIAL MEDIA ASSETS: COACHING

SOCIAL MEDIA ASSETS: UMPIRING

SOCIAL MEDIA ASSETS: VOLUNTEERS

SOCIAL MEDIA ASSETS: PLAYERS

FLYERS AND POSTERS: ALL

CAMPAIGN VIDEOS

Our "There's More to Footy than Footy" campaign videos are the perfect way to showcase the sense of belonging local footy has to offer. These assets can be used across your social media channels and club website.

OVERARCHING AWARENESS CAMPAIGN VIDEOS:



[DOWNLOAD 10 MINUTE CAMPAIGN VIDEO](#)

[DOWNLOAD 30 SECOND CAMPAIGN VIDEO](#)

ANTON RALEY:



[DOWNLOAD 2 MINUTE VIDEO](#)

[DOWNLOAD 15 SECOND VIDEOS](#)

TAMIA BLACKWELL:



[DOWNLOAD 2 MINUTE VIDEO](#)

[DOWNLOAD 15 SECOND VIDEOS](#)

STEPHEN WILLCOX:



[DOWNLOAD 2 MINUTE VIDEO](#)

[DOWNLOAD 15 SECOND VIDEOS](#)

MUNEERAH FOSTER:



[DOWNLOAD 2 MINUTE VIDEO](#)

[DOWNLOAD 15 SECOND VIDEOS](#)

KEVIN PHILLIPS:



DOWNLOAD 2 MINUTE VIDEO

DOWNLOAD 15 SECOND VIDEOS

ASHTON OATES:



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DOWNLOAD 15 SECOND VIDEOS

JOSH KIRK:



DOWNLOAD 2 MINUTE VIDEO

DOWNLOAD 15 SECOND VIDEOS

EMMA WALLER:



DOWNLOAD 2 MINUTE VIDEO

DOWNLOAD 15 SECOND VIDEOS

CAMPAIGN VIDEOS

SOCIAL MEDIA ASSETS: MORE TO FOOTY

SOCIAL MEDIA ASSETS: COACHING

SOCIAL MEDIA ASSETS: UMPIRING

SOCIAL MEDIA ASSETS: VOLUNTEERS

SOCIAL MEDIA ASSETS: PLAYERS

FLYERS AND POSTERS: ALL

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.

The 'There's More to Footy than Footy' campaign follows incredible stories of community coaches, umpires, volunteers and players around Australia. From this, we have a range of assets for you to use across your social media channels.

THERE'S MORE TO FOOTY THAN FOOTY - AWARENESS PHASE (COACH, UMPIRE, VOLUNTEER & LOCAL FOOTY PLAYERS)

The awareness phase sets the foundation, introducing the campaign, sparking connection and building strong recognition. It targets coaches, umpires, volunteers and players, anchored by the key message: There's More to Footy Than Footy.

This phase will run from **Wednesday 4th Feb - Sunday 15th March**

Social Media Tile (1080x1080)

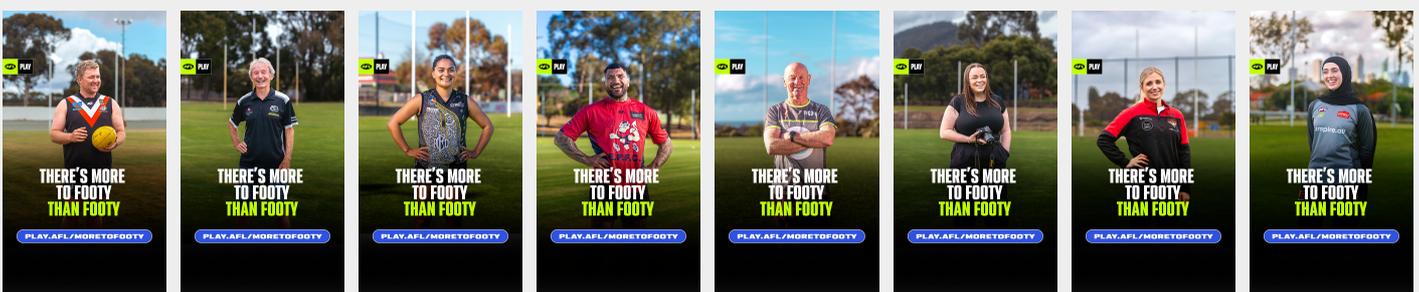
Include any additional text in your post rather than on these images for better engagement.



[DOWNLOAD SOCIAL MEDIA TILE ASSETS HERE](#)

Social Media Story (1080x1920)

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



[DOWNLOAD SOCIAL MEDIA STORY ASSETS HERE](#)

CAMPAIGN VIDEOS

SOCIAL MEDIA ASSETS: MORE TO FOOTY

SOCIAL MEDIA ASSETS: COACHING

SOCIAL MEDIA ASSETS: UMPIRING

SOCIAL MEDIA ASSETS: VOLUNTEERS

SOCIAL MEDIA ASSETS: PLAYERS

FLYERS AND POSTERS: ALL

COACHING - CONSIDERATION ASSETS

The consideration phase is about turning interest into intent – helping people explore what coaching could look like for them and encouraging them to take the next step. The focus is on coaching, with the message: There's More to Coaching. This phase will run from **Monday 23rd Feb - Sunday 15th March**

Social Media Tile (1080x1080)

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



[DOWNLOAD SOCIAL MEDIA TILE ASSETS HERE](#)

Social Media Story (1080x1920)

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



[DOWNLOAD SOCIAL MEDIA STORY ASSETS HERE](#)

COACHING - CONVERSION ASSETS

The conversion phase moves participants from consideration to action, encouraging them to register and step into their coaching journey. The key message: Ready to Lead? Ready to Coach.

This phase will run from **Monday 16th March - Sunday 5th April**

Social Media Tile (1080x1080)

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



[DOWNLOAD SOCIAL MEDIA TILE ASSETS HERE](#)

Social Media Story (1080x1920)

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



[DOWNLOAD SOCIAL MEDIA STORY ASSETS HERE](#)

CAMPAIGN VIDEOS

SOCIAL MEDIA ASSETS: MORE TO FOOTY

SOCIAL MEDIA ASSETS: COACHING

SOCIAL MEDIA ASSETS: UMPIRING

SOCIAL MEDIA ASSETS: VOLUNTEERS

SOCIAL MEDIA ASSETS: PLAYERS

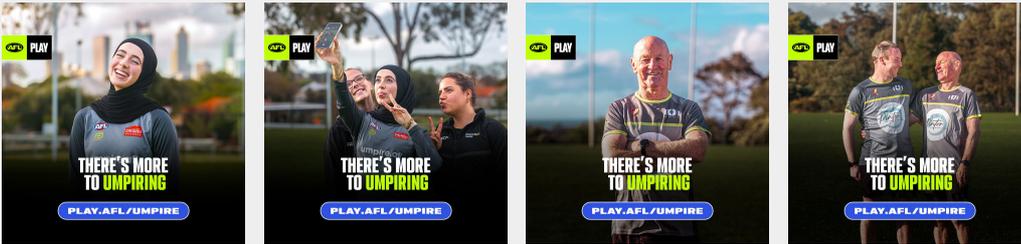
FLYERS AND POSTERS: ALL

UMPIRING - CONSIDERATION ASSETS

The consideration phase is about turning interest into intent – helping people explore what umpiring could look like for them and encouraging them to take the next step. The focus is on umpiring, with the message: There's More to Umpiring. This phase will run from **Monday 23rd Feb - Sunday 15th March**

Social Media Tile (1080x1080)

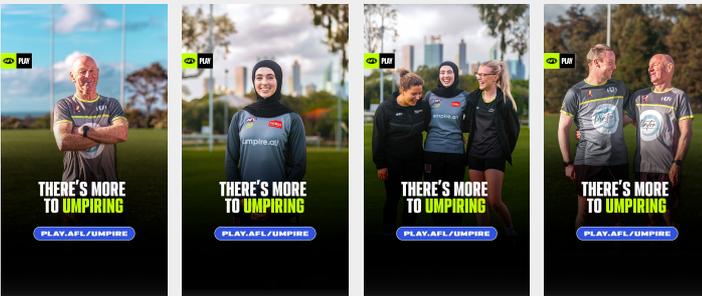
Include any additional text in your post rather than on these images for better engagement.



[DOWNLOAD SOCIAL MEDIA TILE ASSETS HERE](#)

Social Media Story (1080x1920)

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



[DOWNLOAD SOCIAL MEDIA STORY ASSETS HERE](#)

UMPIRING- CONVERSION ASSETS

The conversion phase moves participants from consideration to action, encouraging them to register and step into their umpiring journey. The key message: Make a Great Call. Become an Umpire.

This phase will run from **Monday 16th March - Sunday 5th April**

Social Media Tile (1080x1080)

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



[DOWNLOAD SOCIAL MEDIA TILE ASSETS HERE](#)

Social Media Story (1080x1920)

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



[DOWNLOAD SOCIAL MEDIA STORY ASSETS HERE](#)

CAMPAIGN VIDEOS

SOCIAL MEDIA ASSETS: MORE TO FOOTY

SOCIAL MEDIA ASSETS: COACHING

SOCIAL MEDIA ASSETS: UMPIRING

SOCIAL MEDIA ASSETS: VOLUNTEERING

SOCIAL MEDIA ASSETS: PLAYERS

FLYERS AND POSTERS: ALL

VOLUNTEER - CONSIDERATION ASSETS

The consideration phase is about turning interest into intent – helping people explore what volunteering could look like for them and encouraging them to take the next step. The focus is on volunteering, with the message: There's More to Volunteering.

This phase will run from **Monday 23rd Feb - Sunday 15th March**

Social Media Tile (1080x1080)

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



[DOWNLOAD SOCIAL MEDIA TILE ASSETS HERE](#)

Social Media Story (1080x1920)

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



[DOWNLOAD SOCIAL MEDIA STORY ASSETS HERE](#)

VOLUNTEER - CONVERSION ASSETS

The conversion phase moves participants from consideration to action, encouraging them to register and step into their volunteering journey. The key message: Join your Local Club. Your Way.

This phase will run from **Monday 16th March - Sunday 5th April**

Social Media Tile (1080x1080)

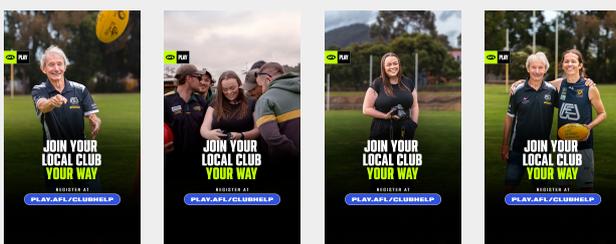
Include any additional text in your post rather than on these images for better engagement.



[DOWNLOAD SOCIAL MEDIA TILE ASSETS HERE](#)

Social Media Story (1080x1920)

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



[DOWNLOAD SOCIAL MEDIA STORY ASSETS HERE](#)

CAMPAIGN VIDEOS

SOCIAL MEDIA ASSETS: MORE TO FOOTY

SOCIAL MEDIA ASSETS: COACHING

SOCIAL MEDIA ASSETS: UMPIRING

SOCIAL MEDIA ASSETS: VOLUNTEERS

SOCIAL MEDIA ASSETS: PLAYERS

FLYERS AND POSTERS: ALL

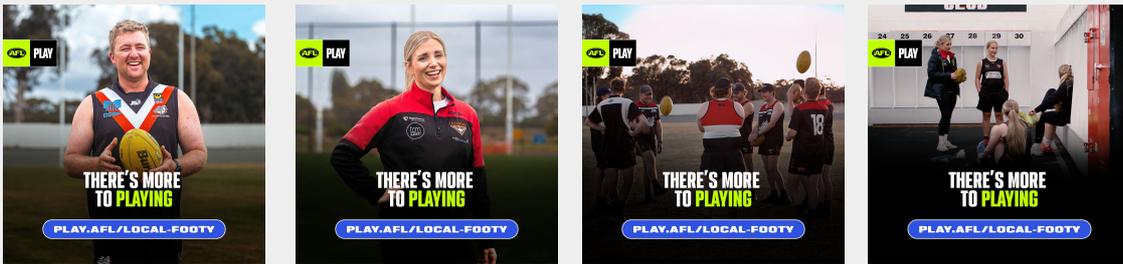
PLAYER - CONSIDERATION ASSETS

The consideration phase is about turning interest into intent – helping people explore what playing could look like for them and encouraging them to take the next step. The focus is on playing, with the message: There's More to Playing.

This phase will run from **Monday 23rd Feb - Sunday 15th March**

Social Media Tile (1080x1080)

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



[DOWNLOAD SOCIAL MEDIA TILE ASSETS HERE](#)

Social Media Story (1080x1920)

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



[DOWNLOAD SOCIAL MEDIA STORY ASSETS HERE](#)

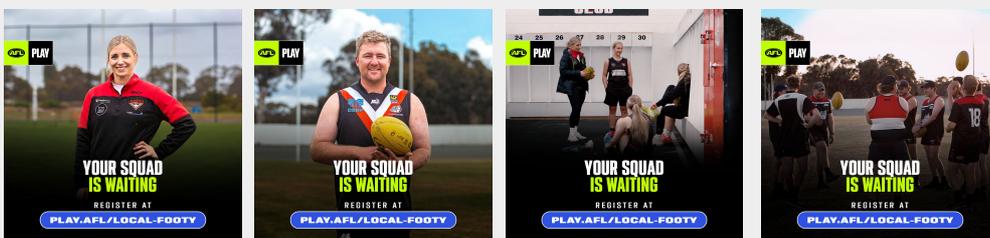
PLAYER - CONVERSION ASSETS

The conversion phase moves participants from consideration to action, encouraging them to register and step into their playing journey. The key message: Your Squad is Waiting.

This phase will run from **Monday 16th March - Sunday 5th April**

Social Media Tile (1080x1080)

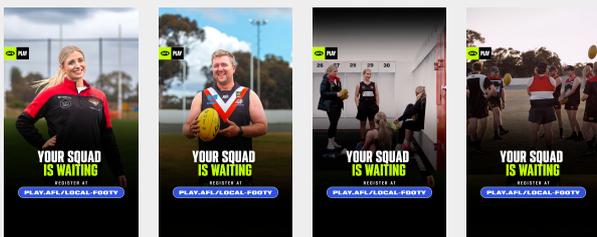
Include any additional text in your post rather than on these images for better engagement.



[DOWNLOAD SOCIAL MEDIA TILE ASSETS HERE](#)

Social Media Story (1080x1920)

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



[DOWNLOAD SOCIAL MEDIA STORY ASSETS HERE](#)

CAMPAIGN VIDEOS

SOCIAL MEDIA ASSETS: MORE TO FOOTY

SOCIAL MEDIA ASSETS: COACHING

SOCIAL MEDIA ASSETS: UMPIRING

SOCIAL MEDIA ASSETS: VOLUNTEERS

SOCIAL MEDIA ASSETS: PLAYERS

FLYERS AND POSTERS: ALL

FLYERS & POSTERS

Flyers and posters 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.

Flyer (A5)

Digital and print versions are available for state and regional use. These can be used for promoting community coaching registrations at events or opportunities with heavy foot traffic.

Flyers Consideration

			
COACH TEMPLATE HERE	UMPIRE TEMPLATE HERE	VOLUNTEER TEMPLATE HERE	PLAYER TEMPLATE HERE

Flyers Conversion

			
COACH TEMPLATE HERE	UMPIRE TEMPLATE HERE	VOLUNTEER TEMPLATE HERE	PLAYER TEMPLATE HERE

Posters (A3)

Digital and print versions are available for state and regional use. These can be used for promoting community registrations at clubs.

Posters Consideration



COACH TEMPLATE HERE



UMPIRE TEMPLATE HERE



VOLUNTEER TEMPLATE HERE

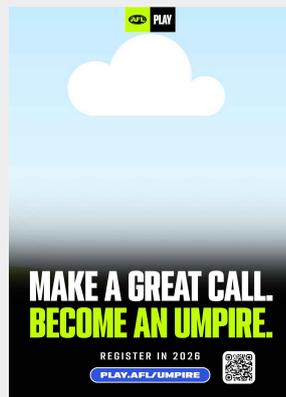


PLAYER TEMPLATE HERE

Posters Conversion



COACH TEMPLATE HERE



UMPIRE TEMPLATE HERE



VOLUNTEER TEMPLATE HERE



PLAYER TEMPLATE HERE