



# **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 the 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 2025 season are especially effective in promoting participation for 2026, 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](#)

# 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 **@afplay** 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 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 2026, lock in your place on the team today”

“Ready to rumble and fumble in 2026? Find their team today at [play.afl/juniors](https://play.afl/juniors)”



## Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to the Play.AFL website.

[DOWNLOAD SOCIAL MEDIA ASSETS HERE](#)

[DOWNLOAD EDITABLE TEMPLATES HERE](#)

# FLYERS

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 – 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. 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.



## Flyers (A5)

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

[CANVA TEMPLATE](#)

[\(ALL GIRLS\) CANVA TEMPLATE](#)