



**BHP**

# WOMEN'S COACHING MONTH

## PROMOTIONAL TOOLKIT

## OVERVIEW

Established in 2020 and proudly supported by BHP, Women's Coaching Month shines a light on the pathway programs and initiatives aimed at encouraging more women and girls to take up coaching from grassroots through to the elite level. The theme in 2026 is '**Keep Coaching. Keep Leading**' which celebrates retaining and empowering women coaches, supporting growth through programs, recognising leadership, and inspiring long-term involvement and their continued impact.

The below assets have been created for you to share with your audiences, throughout July. This includes promoting national initiatives, activities across states and territories, plus an array of feature pieces and storytelling across social media – all designed to support women in coaching.

Throughout the campaign period, if you take any video footage of amazing women and girl coaches, we'd love if you could either email it to amy.alizzi@afl.com.au and sarah.hedger@afl.com.au, or alternatively post it on your state social media page and tag @aflplay or add @aflplay as a collaborator.

Adding AFL PLAY as a collaborator is a great way to expand your reach. When you collaborate with another Instagram account, your post or reel will appear on both profiles, doubling visibility and engagement.

## SUGGESTED MESSAGING

**CALL TO ACTION:** Visit [play.afl/coach/women-coaching](https://play.afl/coach/women-coaching)

**TAGS:** @AFLPLAY

### **COPY/CAPTIONS:**

#### GENERIC:

It's Women's Coaching Month! This month is all about celebrating our incredible women coaches, and the incredible work they do to in paving the way for the next generation of women to see coaching as a place they belong.

#### THEME FOCUSED:

It's Women's Coaching Month! The theme in 2026 is 'Keep Coaching. Keep Leading' which celebrates retaining and empowering women coaches, supporting growth through programs, recognising leadership, and inspiring long-term involvement and their continued impact.

#### SPOTLIGHT POST:

In celebration of Women's Coaching Month, we would like to recognise the amazing work by *[Coach Name]* in her role as coach of the *[Name of Club]*. *[Insert info about community coach and her work]*

# 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.

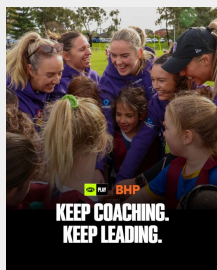
[EDITABLE TEMPLATE HERE](#)



## Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to [play.afn/coach/women-coaching](https://play.afn/coach/women-coaching)

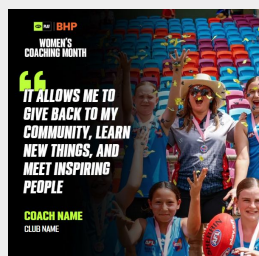
[EDITABLE TEMPLATE HERE](#)



## Theme Social Media Assets (1080x1080) (1080x1920)

Post these when you're referring to the 2026 theme 'Keep Coaching. Keep Leading' which celebrates retaining and empowering women coaches.

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## Spotlight 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.

[EDITABLE TEMPLATE HERE](#)



## Spotlight Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to [play.afn/coach/women-coaching](https://play.afn/coach/women-coaching)

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## Localised Event Promotion

Use the following tiles to promote specific Women's Coaching Month events across your local area. Make sure to always link the location to register in bio and part of the body copy.

[EDITABLE FLYER HERE](#)

[EDITABLE SOCIAL TILE HERE](#)

# PROMOTIONAL VIDEOS

## 2026 WOMEN'S COACHING MONTH HYPE REEL

Feel free to download and promote this video on your channels, and with your community.



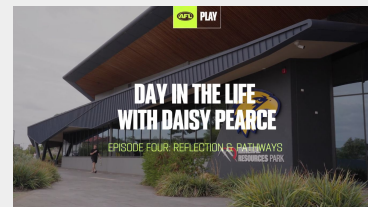
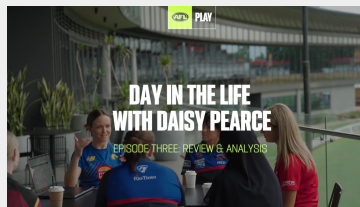
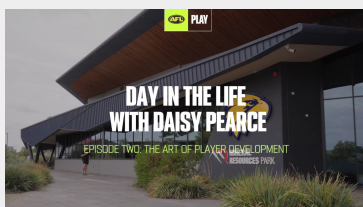
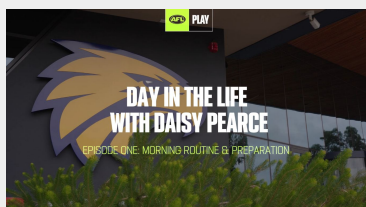
[DOWNLOAD THE VIDEO](#)

## DAY IN THE LIFE WITH DAISY PEARCE

In the lead-up to Women's Coaching Month, we took a group of community coaches behind the scenes for a day in the life of AFLW legend and current West Coast Eagles AFLW coach, Daisy Pearce.

Throughout this month, we'll take our audience on a four episode journey where they can learn tips from an elite level coach who started out just like our community coaches.

Feel free to download and promote these videos on your channels, and with your community.



[DOWNLOAD THE VIDEOS](#)

## COACH SPOTLIGHT VIDEOS

At the National Coach Your Way Conference, we spoke with some of the women coaches in attendance, capturing their insights and experiences through a series of short interviews.

We'll be sharing these stories with community coaches via email and social media to highlight their journeys and perspectives. You're also welcome to download the videos and share them across your own channels and within your local communities.



[DOWNLOAD THE VIDEOS](#)