PROMOTIONAL TOOLKIT

OVERVIEW

This toolkit is designed to provide a range of promotional assets to promote your local NAB AFL Auskick centre. These assets are a suite designed to inform, engage and encourage participation in NAB AFL Auskick for the 2026 season and are part of a multichannel and multi phase campaign strategy.

The objective of States, Leagues and Clubs sharing these promotional assets is to build awareness for NAB AFL Auskick and drive traffic to the play.afl/auskick webpage for audiences to get more information and register to play via play.afl/club-finder-map.

The toolkit includes a range of promotional materials and editable templates that can be used to promote NAB AFL Auskick 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 Auskick"**, you will need to write it in full for your initial mention. After that, you may use the term "Auskick" for brevity.

AUDIENCES

The Game Development Engagement team have done significant work to understand the target audience for NAB AFL Auskick is parents of children aged 4–7, no matter their previous or current relationship with footy.

Engaging parents is key, especially considering that children may be hesitant to join due to factors like anxiety, school pressures or feeling disconnected. In our 2026 campaigns, we aim to address these concerns by highlighting important aspects such as safety, inclusivity and balancing competing priorities. We will also emphasise that the AFL Play experience is flexible, fun and supportive of children's overall wellbeing. Above all, we want to convey that NAB AFL Auskick is about having fun, getting messy and enjoying the game!

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 customise 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 **@aflauskick** 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:

For fun, friendship and getting your hands dirty – it's got to be NAB AFL Auskick.

NAB AFL Auskick creates active, confident kiddos while developing footy skills.

Social Media Story (1080x1920)
It is recommended that a link sticker is added to each social media story directing clicks to PLAY.AFL/AUSKICK

DOWNLOAD SOCIAL MEDIA ASSETS HERE

DOWNLOAD EDITABLE TEMPLATES HERE

ADDITIONAL DIGITAL ASSETS

Assets in a wide variety of sizes are available for use across digital platforms. These assets can be used when you have promotional opportunities on your club website and where other promotional opportunities occur.

It is recommended that these website assets are linked to the play.afl/auskick website when posted.

Digital Assets

- (300x250) MREC - digital (for example: webpage, digital newsletter)
- (728x90) Leaderboard - digital (for example: webpage, digital newsletter)
- (300x600) Half Page Ad - digital (for example: webpage, digital newsletter)
- (300x100) Sidebar - digital (for example: webpage, digital newsletter)
- (600x300) eDM header - digital (for example: Facebook cover, operational communications)

DOWNLOAD ASSETS 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.

Flyer (A5)

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

DOWNLOAD HERE EDITABLE TEMPLATES HERE

SPECIFIC AUDIENCE TARGETING

ALL GIRLS GROUPS

The below assets are designed to offer a range of promotional materials and editable templates that you can use to encourage greater participation among girls at your club, especially highlighting the availability of all girls groups, to elevate any barriers or hesitations to participate.

Suggested messaging:

- *Girls can do it – and they'll love the fun, friendships and confidence NAB AFL Auskick brings to the field.*
- *NAB AFL Auskick is designed to welcome and empower girls to play, have fun and be themselves.*
- *Footy's not just for the boys – girls-only teams and supportive coaches make NAB AFL Auskick the perfect start.*

Assets

- Flyer
- Social tiles

DOWNLOAD HERE

DISABILITY INCLUSION CENTERS

The below assets are designed to offer a range of promotional materials and editable templates that you can use to encourage greater participation for all abilities at your club, especially highlighting the availability of groups to support participants with physical disability, autism, anxiety and more.

Suggested messaging:

- *NAB AFL Auskick is led by inclusive coaches creative safe spaces for everyone to enjoy the game*
- *<Centre Name> is a Disability Inclusion Centre. Creating opportunities for all to have a go at NAB AFL Auskick.*

Assets

- Flyer
- Social tiles

DOWNLOAD HERE