



FOOTBALL NSW COMMUNITY MARKETING TOOLKIT

2024 Registration Campaign



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INTRODUCTION

Off the back of a highly successful FIFA Women's World Cup 2023™, demand for football is at a peak. Football NSW 2023/24 Summer Football numbers experienced more than 25% year-on-year growth and we are bracing for momentum to continue into the 2024 winter community football season.

Football NSW has reproduced the Community Marketing Toolkit for 2024 as a means of providing greater tools and resources to our local clubs. We understand most clubs are volunteer based and are committed to assisting the promotion of our game at a local level and encouraging growth in all areas.

The template copy / text has been created as a general guide to make local communications less time consuming as well as ensuring state and national consistency in messaging. However, we encourage the community to edit, alter and customise any of the content (be it text or imagery) to illustrate your own identity.

CAMPAIGN MESSAGING

1

PRIMARY PLAY FOOTBALL SLOGANS

- Find Your Place, Join Our Team.
- Join Our Team.

JOIN OUR TEAM

2

GENERAL MESSAGING

- Inspired by the Matildas? Take your place on the football pitch in 2024!
 - From grassroots through to our national teams, there's a place for everyone in football.
 - Football has a place for everyone; find your place!
 - Demand for football is exploding! Secure your spot early in Australia's largest participation sport.

!

CALL TO ACTION

- Don't delay, register today.
- Register with **[CLUB NAME]** today.
- Register now at **[playfootball.com.au / local registration portal]**.

CAMPAIGN ASSETS

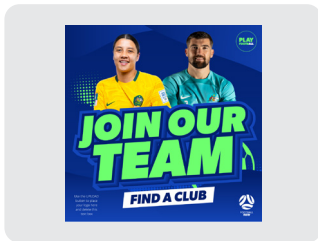
To assist in activating the national Play Football campaign locally, Football NSW has shared a range of customisable templates (via Canva) as well as promotional content. For most of the image-based player promotions, we have provided the opportunity for Clubs and Associations to incorporate your own logo alongside the Play Football branding and imagery, in addition to including local images (if preferred).

In 2024, Football NSW requested imagery of a number of Matildas and Socceroos NSW junior players, in addition to the headline campaign players used, to allow local communities to insert their preferred players into the below templates.

Content available includes:

PLAYER ASSETS

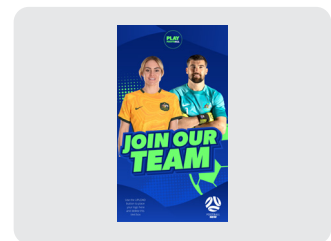
Customisable Canva templates



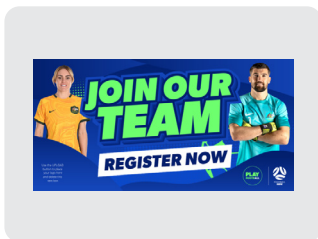
1080 x 1080 - Social Posts



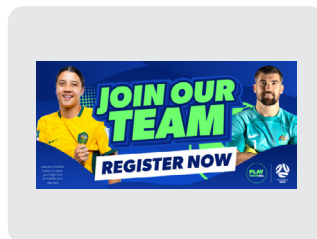
1920 x 1080 - Slides



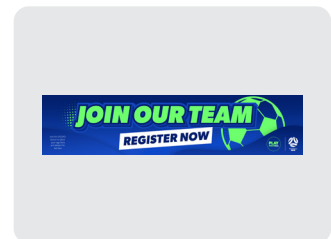
1080 x 1920 - Social stories



600 x 300 - edm banners



520 x 255 - Email signatures



2000 x 450 - Web banner

REFEREE ASSETS

Video & graphic resources



COACH ASSETS

Video & graphic resources



GENERIC FOOTBALL NSW ASSETS

Graphic resources

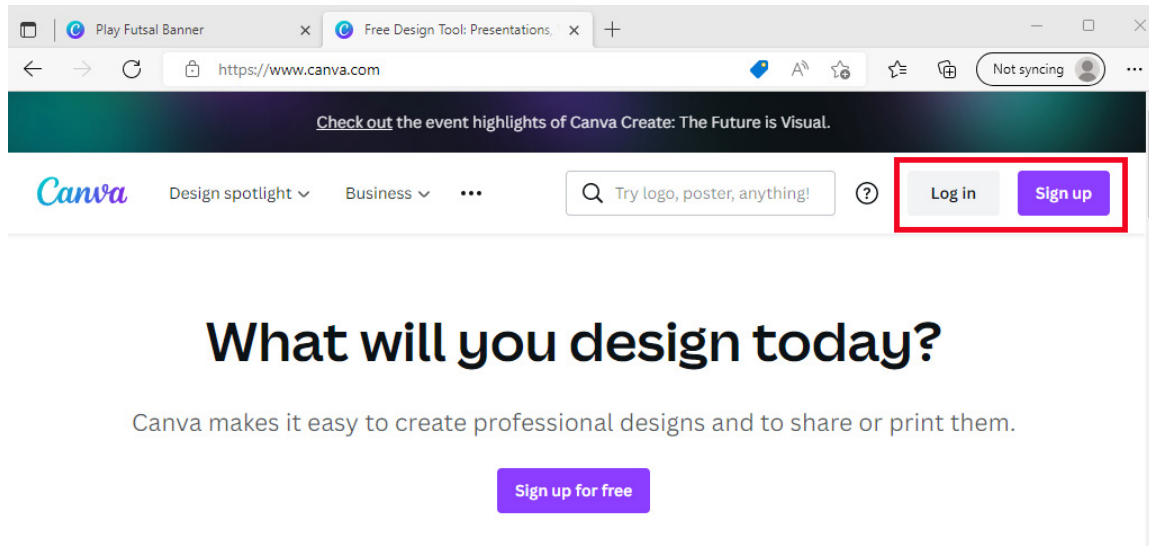


VISIT OUR WEBSITE TO ACCESS ALL ASSETS
FOOTBALLNSW.COM.AU/GET-INVOLVED/PLAY-FOOTBALL-ASSETS

HOW TO EDIT CANVA TEMPLATES

STEP 1

Create a canva account <https://www.canva.com> and/or log in



STEP 2

Choose a design to edit.

STEP 3

Select "USE TEMPLATE"

A template created by Football NSW was shared with you, start designing now



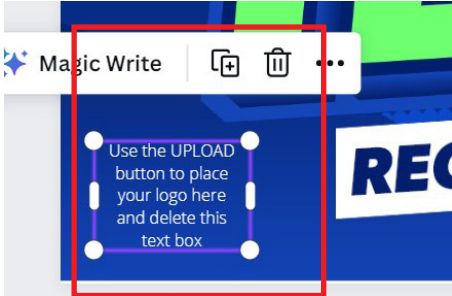
1080px x 1080px

Use template

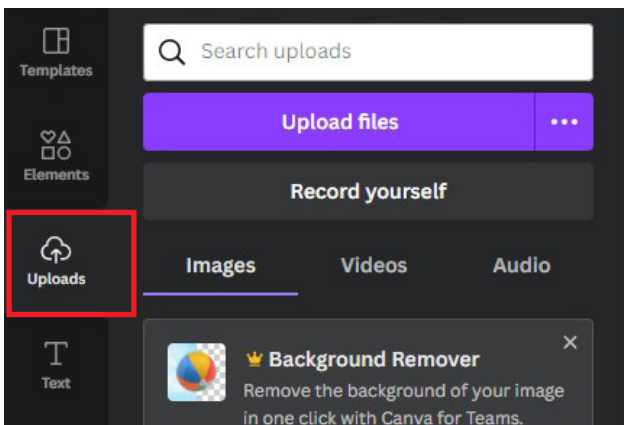
STEP 4

ADD YOUR LOGO

Select text box and delete



Click on UPLOADS in the menu on the left and then select UPLOAD FILES and locate your logo file on your computer (must be a jpg or png file format)

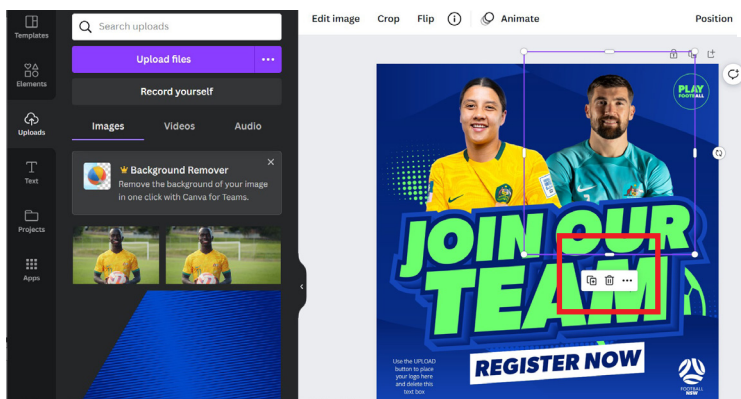


When your logo image appears, click on the image and Canva will place the logo on your graphic.

Resize by hovering your cursor over a corner - click and drag. Move the logo by placing cursor over the image and click and drag into place.

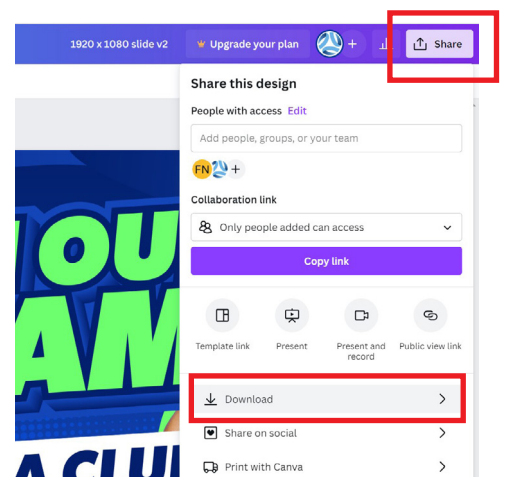
OPTIONAL

If you wish to use your own imagery, the player images can also be updated.



ON COMPLETION

Select SHARE and DOWNLOAD



SOCIAL MEDIA

REGISTRATION LAUNCH

WHEN	Early January
TEMPLATE COPY	2024 Registrations are now OPEN! Following on from the Matildas' incredible FIFA Women's World Cup 2023™ campaign, there's no better time to join the football family. Register today to Play Football with [CLUB NAME] for the 2024 season!
URL	playfootball.com.au



CLUB REGISTRATION REMINDER

WHEN	Late January
TEMPLATE COPY	Haven't yet registered to play football? Demand for football is bursting at the seams. Secure your spot with [CLUB NAME] for 2024! Don't delay, register today at
URL	playfootball.com.au



CLUB UPDATE / REGISTRATION REMINDER

WHEN	Early February
TEMPLATE COPY	<p>With the Registration Campaign in full swing, it's not too late to play football for [CLUB NAME] in 2024.</p> <p>Gather your friends and follow in the footsteps of NSW juniors like Caitlin Foord and Mathew Ryan.</p> <p>[You may want to adjust the above sentence if you have a 'local' national team player, e.g. Ellie Carpenter from Cowra]</p> <p>Find Your Place, Join Our Team!</p>
URL	playfootball.com.au

LAST CHANCE REGISTRATION

SUGGESTED TIMELINE	Prior to team submissions
TEMPLATE COPY	<p>LAST CHANCE!</p> <p>Register to Play Football with [CLUB NAME] before [CLOSING DATE] to secure your place for the 2024 season. Spots are filling fast so don't wait!</p> <p>Head to playfootball.com.au or contact the club more information.</p>

TEAM SPOTS AVAILABLE

WHEN	After team submissions are complete, prior to season start
TEMPLATE COPY	<p>POSITIONS AVAILABLE!</p> <p>[CLUB NAME] still has the following spots available for the 2024 winter football season.</p> <p>[LIST AGE GROUP/DIVISIONS]</p> <p>To register, head to playfootball.com.au or contact the club!</p>

COACHING POST

WHEN

After team submissions

TEMPLATE COPY

There's a place for everyone in football.

Option 1: Help support the next generation and become a coach in 2024!

Option 2: Help inspire a love of the game and become a coach in 2024!

Go to playfootball.com.au or contact the club for more information!

Note: Clubs and Associations are encouraged to utilise the various video and graphic assets provided to promote coaching amongst your community.



REFEREE POST

WHEN

February / March (ideally aligned to local courses)

TEMPLATE COPY

Option 1: Earn money while watching football and keeping fit.

Option 2: Develop yourself at a personal and professional level.

Option 3: Join a passionate football community.

Become a **[ASSOCIATION/ BRANCH NAME]** Referee today!

URL

playfootballnsw.com.au
OR local referee landing page

Note: Clubs and Associations are encouraged to utilise the various video and graphic assets provided to promote refereeing amongst your community.



ELECTRONIC DIRECT MAIL (EDMS)

eDMs are a direct communications medium that can be utilised to encourage re-registration and help to achieve a high retention rate. While our template copy is a starting point, you may wish to consider any local incentives that may assist with more 2023 players returning for a new season (e.g. discounts, free equipment, new club facilities).



CLUB EDM 1

PURPOSE	Notify club players of registration window being open
WHEN	Early-mid January
TARGET	2023 registered players (player focused)
SUBJECT LINE	Register now with [CLUB NAME] for the 2024 football season
TEMPLATE COPY	<p>One of the most exciting football seasons in memory is upon us and [CLUB NAME] is now open for 2024 registrations!</p> <p>With the recent success of Australia's co-hosting of the FIFA Women's World Cup 2023™, there's never been a better time to be part of the world's biggest game.</p> <p>Register with [CLUB NAME] for 2024 at playfootball.com.au</p>

CLUB EDM 2

PURPOSE	Final reminder to 2023 players not registered for 2024
WHEN	Late February (pending club registration progress)
SUBJECT LINE	Last call for [CLUB NAME] 2024 registrations!
TEMPLATE COPY	<p>It's not too late to register for the upcoming football season with local competitions set to kick off in a matter of weeks.</p> <p>Continue your football journey with [CLUB NAME] and register for what will be a thrilling 2024 season.</p> <p>Join our team and head to playfootball.com.au.</p>

MEDIA RELEASE / ARTICLES

There are always insightful stories to tell within the local community and media releases around the registrations period can be a great way to achieve some free exposure to the greater public.

Football continues to be in the spotlight as the sport continues to grow and prosper in many unique ways.

Media releases provide a great opportunity for clubs to promote some of the fantastic initiatives in various areas across the local community.

VERSION 1: LAUNCH RELEASE

WHEN

January

MESSAGING

Speak to any participation goals for the 2024 season (e.g. record playing numbers) and the various opportunities to participate with the club.

TEMPLATE COPY

Local football clubs brace for history season

[CLUB NAME] are preparing for a record-breaking 2024 season, with registrations expected to soar as the national Play Football campaign gets underway.

Off the back of co-hosting the FIFA Women's World Cup 2023™, the **[SUBURB]** based club is hopeful of an increase in player numbers across the board with interest in the sport at an all-time high.

Consider a line about how the club performed in 2023 and potentially look towards any participation records you are hoping to break (whether that's total or female specific).

Club President, **[NAME SURNAME]** was eagerly awaiting the new influx of registrations.

"There has never been a more exciting time to get involved in football," **he/she/they** said.

"Football is already the biggest participation sport in NSW, and **[CLUB NAME]** is proud to offer playing opportunities for individuals of all ages and abilities."

Consider a line around club numbers from 2023, which might relate to a small segment of growth or speak to topline numbers. You may also use this as an opportunity to promote any specific events, initiatives or programs the club will be running through the year.

Last season, **[CLUB NAME]** boasted **[##]** female and male teams and was able to grow its **[JUNIOR/SENIOR]** numbers by **[#]** per cent.

In 2024, **[CLUB NAME]** will be further implementing more opportunities for players in the local community to participate while consolidating the player's experience in a fun, social and safe sporting environment.

Optional quote around specific initiative, program or event.

However, the club is not just seeking players with **[CLUB NAME]** providing opportunities for anyone in the local community wishing to connect with their local team.

Quote 2: Speak to coaching, referees and volunteer roles.

“There’s a place for everyone in the world’s biggest game,” **[SURNAME]** said.

“Whether it be coaching our youth, volunteering to help keep the club running on a weekend, or signing up as a local referee, the football family is welcoming of all.”

Interested participants can contact the club directly via **[club number/email]**, or register online at www.playfootball.com.au.

VERSION 2: REGISTRATION TOTALS

Note: Thanks to the successful hosting of the FIFA Women’s World Cup 2023™, it is expected that there could well be more female participants joining their local team so where possible, leverage off the back of that and talk up the positives from your club in that space.

WHEN

March

MESSAGING

Speaking to any club records or increases in participation (whether in total or relevant to a certain segment).

EXAMPLE RELEASE

[CLUB NAME] records tumble in 2024

The local momentum from the FIFA Women’s World Cup 2023™ is showing no signs of slowing with **[CLUB NAME]** recording a record number of players ahead of the 2024 community season.

After completing the 2023 season with a total of **[#]** players, the club has experienced a **[##]**% increase in registrations, led by a significant surge in **[specific age/gender segment – e.g. ‘junior 6–12-year-olds’]**.

[CLUB NAME]’s **[POSITION]**, **[FIRST NAME] [SURNAME]**, was delighted about the growth.

This could be the Club President or, if the messaging is tailored towards female growth, a female committee member, volunteer or coach could be a great option.

“We are certainly experiencing a healthy increase of **[female]** participants and part of the reason for that is the increased demand for football that the FIFA Women’s World Cup has provided,” said **[Surname]**.

“Whether it’s young girls beginning their sporting journey or mothers

returning to community sport, we are thrilled that the local community has got behind the programs **[Club name]** are delivering in 2023.”

Newly registered **[First name] [Surname]**, spoke of her excitement to be participating in a fun and social sporting environment for the first time and that’s thanks to the popularity of our very own Matildas.

“I had the privilege to watch the Matildas last year and it lit a flame in me, providing motivation to join a team in 2024,” said **[Surname]**.

“I’m so excited to start the journey and play football in what is such an inviting and family friendly environment with the **[Club Name]**.”

With limited spaces still remaining within some of **[CLUB NAME]**’s registered 2024 teams, interested players are encouraged to contact the club on **[PHONE NUMBER]** or visit **[WWW.CLUBURL.COM.AU]**.

META ADS

Meta advertising, incorporating Facebook, Instagram and Messenger advertisements, can be a great cost-effective way to advertise your club within your local community without breaking the budget.

What's more, an ad can be created in just a few simple steps, whether you are utilising our topline Play Football campaign assets or incorporating some of your own local imagery.


CREATE YOUR OWN META ADVERTISEMENT

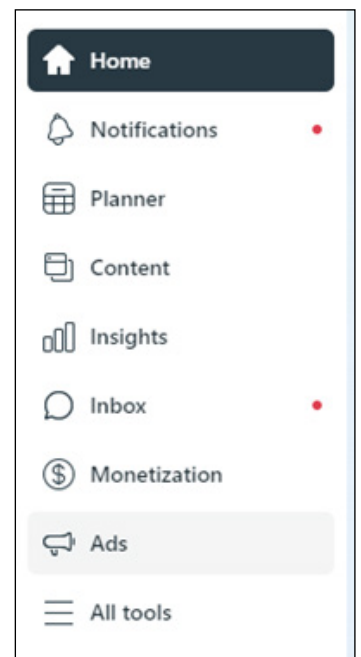
1. Open [Meta Business Suite](#)

 **What is the Meta Business Suite?**

2. In the main menu (in the left column if using a desktop), select 'Ads', before clicking 'Create Ad'.

3. Within the 'Create Ad' pop-up window, choose a campaign objective.

 **For promoting club registrations, Football NSW recommends choosing 'get more website visitors' as a means of driving individuals to the appropriate registration platform.**



4. Upload your Ad creative/media file.

5. Add text to the description dialogue box. This copy will show similarly to how text is presented when posting to Facebook.

Example 1: "Join our Team in 2024! Register to play football with Club FC today!"

Example 2: "Football is for all ages and abilities. Register to play football with Club FC for the 2024 season!"

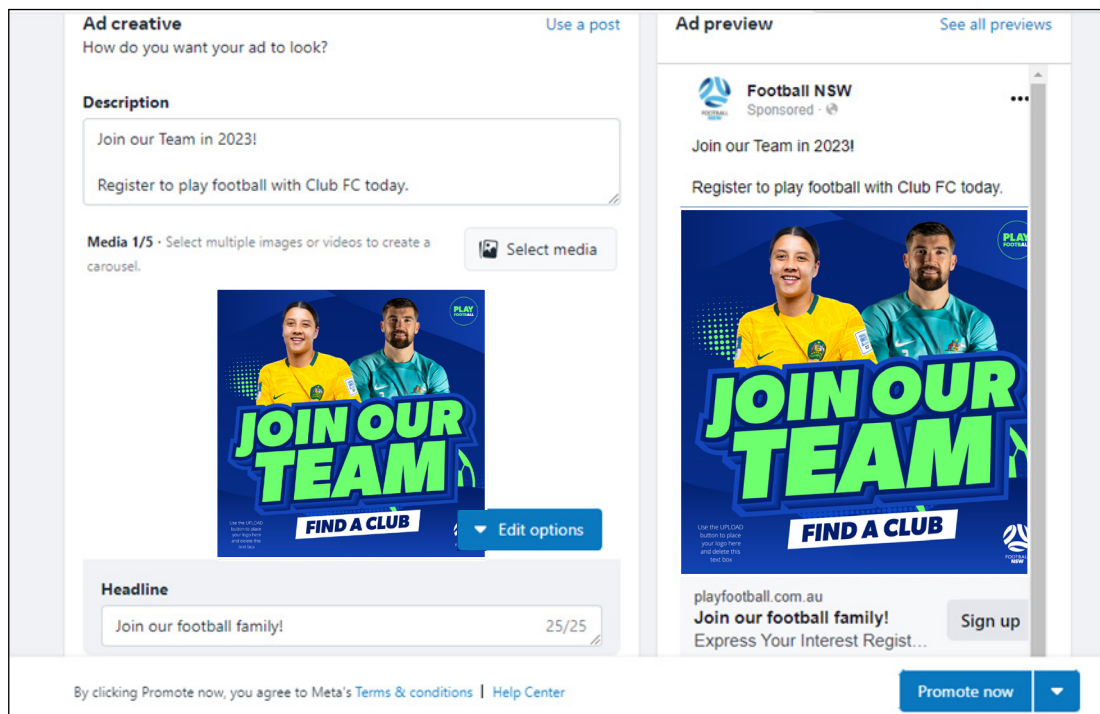
6. Add a headline.

 **You only have 25 characters to play with!**

Example 1: "Play Football in 2024"

Example 2: "Join our football family!"

7. Choose 'Button label' ('Sign up' is recommended) and destination URL (e.g. playfootball.com.au).



8. Choose campaign audience.

Geographic targeting

The primary audience segmentation used at a local level will be the location targeting. By choosing a 'place' (e.g. home ground) as the central point, a Club may place a radius of approximately 10km, depending on the local population spread, whereas an Association may have a radius (or set multiple radius points) of 10-20+km.

Other targeting methods

Associations and Clubs may further target ads based on demographics related to their primary markets or interests. Beware that as the geographic targeting will significantly limit audience numbers, try to avoid reducing the audience too much further by adding demographics or interests that are too specific (Meta will not allow audiences that are too small)."

i Think about who the decision maker is for the type of player you are wanting to attract. E.g. Parents aged 30-45 for junior children.

9. Determine schedule, ad duration and daily budget.

i Consider your budget when choosing your ad duration. If your advertising budget is minimal, it is recommended that you concentrate the spend at the most optimal times during the registration window (e.g. when does your club experience its peak registrations). Spreading the budget too thin over a longer ad duration will result in less effective campaign traction.

10. Select 'Promote now' and monitor the ad accordingly!



Use every ad as an opportunity to learn more about your target audience as well as what messaging and images are most effective.



FOOTBALL
NSW