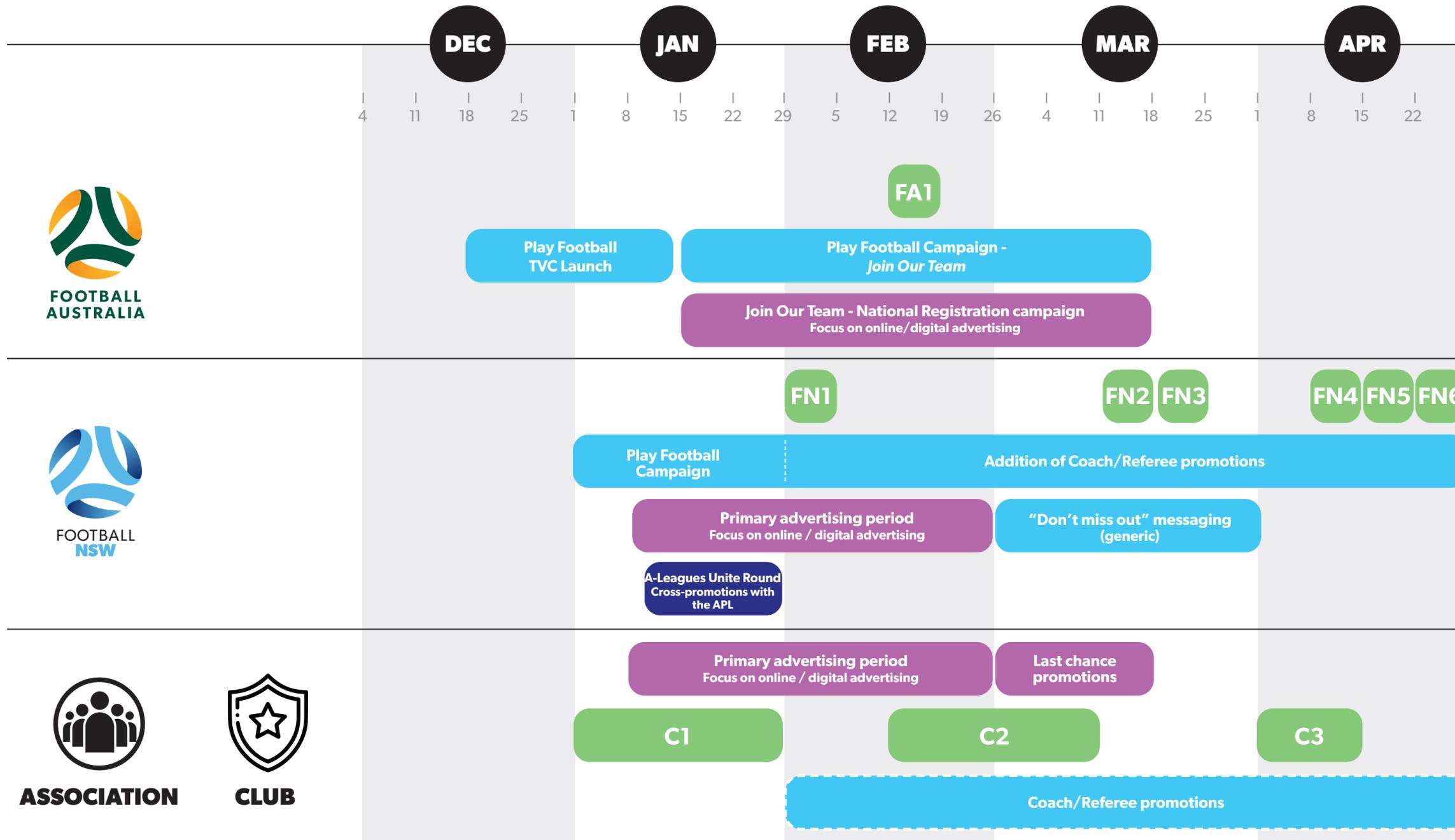




2024 REGISTRATION CAMPAIGN



Proposed timelines



● eDM send

FOOTBALL AUSTRALIA

FA1: Registration promotion
To: All 2023 players (minus newly re-registered)

FOOTBALL NSW

FN1: FNSW Registration - All roles
To: All 2023 participants not re-registered

FN2: Welcome email
To: 2024 participants

FN3: Insurance information
To: 2024 participants

FN4: Welcome email v2
To: 2024 participants (past month regos)

FN5: Insurance information v2
To: 2024 participants

FN6: Non-player role call-to-action
To: All 2023 players not re-registered (Age targeted)

COMMUNITY

C1: Registration call-to-action
To: All 2023 players (Association/Club)

C2: Last chance registration call-to-action (Association/Club)
To: Targeted 2023 players not re-registered

C3: Non-player role call-to-action
To: Potential age-targeted participant send (e.g. players 14+)

