



**FOOTBALL NSW  
COMMUNITY MARKETING  
TOOLKIT**

**2025 Registration Campaign**



**EVERYONE'S  
GAME**

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## INTRODUCTION

In 2025, records were broken at all levels of the game with 9% growth in the community winter football season taking total player numbers to over 246,000.

The Football NSW Community Marketing Toolkit aims to provide greater tools and resources to our local Clubs and Associations. Due to the volunteer nature of Clubs, we understand that time and capacity is often limited at a local level. Thus, the Toolkit has been developed to make local communications and promotions as simple as possible, while helping to ensure consistent messaging and branding across the state.

The template copy and step-by-step guides have been created as a general guide to make local communications less time consuming as well as ensuring consistency in messaging across the state. We encourage Clubs and Associations to customise any of the content (be it text or imagery) to incorporate your own identity into the overarching campaign.

## CAMPAIGN MESSAGING

1

### PRIMARY PLAY FOOTBALL SLOGANS

- Everyone's Game

**EVERYONE'S  
GAME**

2

### GENERAL MESSAGING

- Football is a place we can all belong. Find your place in Australia's largest participation sport.
- Football is a place to find our feet, learn new skills, make new friends and build confidence from the ground up.
  - Football provides a place for us all. Join the football family in 2025.
- More players than ever before registered across junior and senior football competitions last year, with new records set to be broken in 2025.

!

### CALL TO ACTION

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

# CAMPAIGN ASSETS

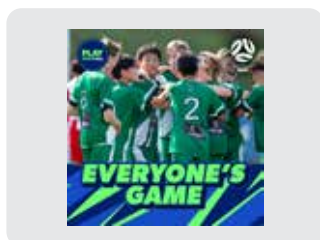
To assist in activating the national Play Football campaign locally, Football NSW has shared a range of customisable templates (via Canva) as well as promotional content.

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).

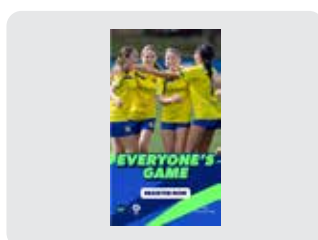
Content available includes:

## PLAYER ASSETS

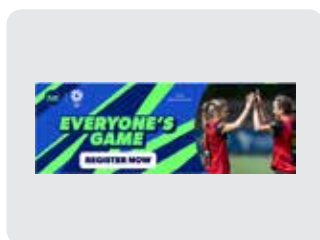
### Customisable Canva templates



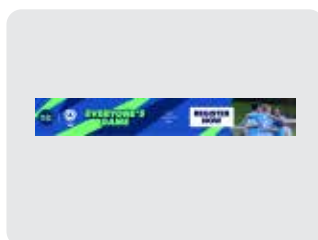
1080 x 1080 - Social Posts



1080 x 1920 - Social stories



800 x 280 - edm banners



1920 x 270 - Web banner

## REFEREE ASSETS

### Video & graphic resources



## COACH ASSETS

### Video & graphic resources



## GENERIC FOOTBALL NSW ASSETS

### Graphic resources



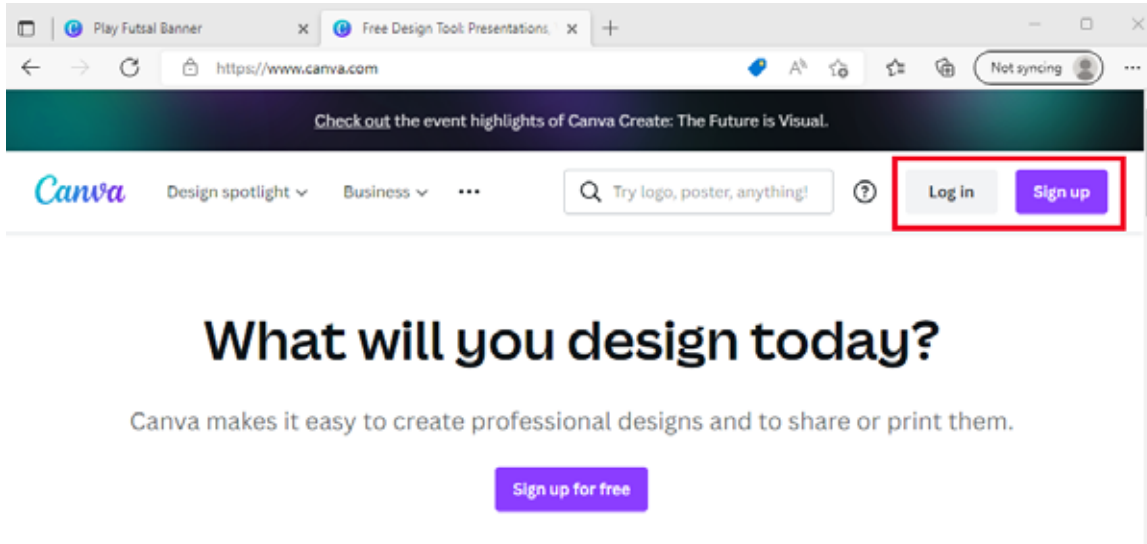
**VISIT OUR WEBSITE TO ACCESS ALL ASSETS**

**[FOOTBALLNSW.COM.AU/GET-INVOLVED/PLAY-FOOTBALL-ASSETS](https://www.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 • 1080px

Use template

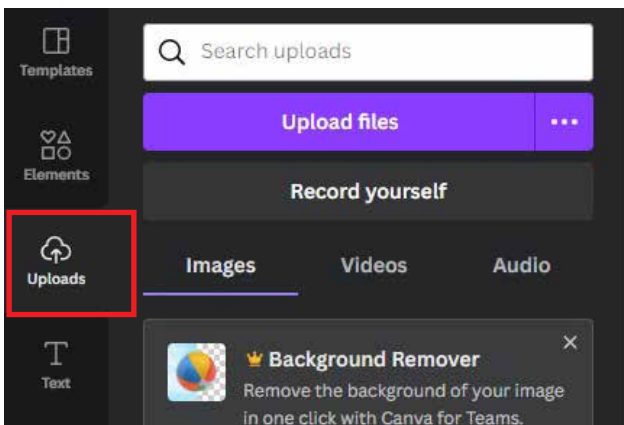
## STEP 4

### 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).

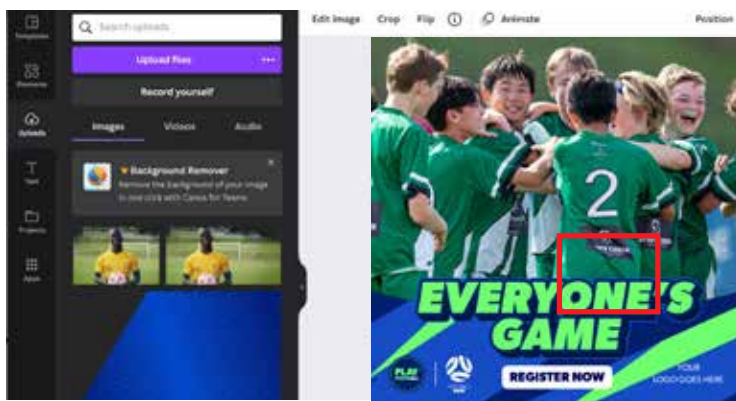


When your logo image appears, click on the image and Canva will place the logo on your graphic.

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.

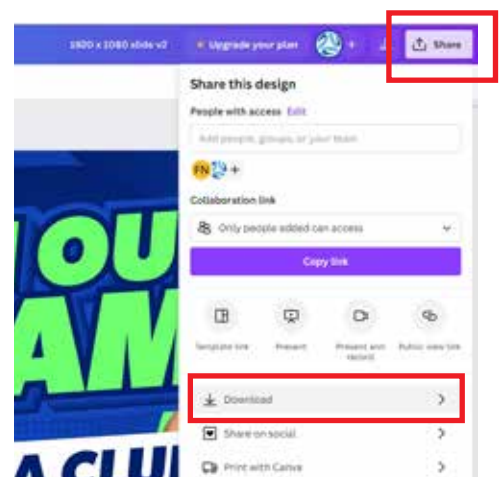
## OPTIONAL

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

<b>WHEN</b>	Early January
<b>TEMPLATE COPY</b>	2025 Registrations are now OPEN! After a record-breaking year of registrations, there's never been a better time to join the football family!
<b>URL</b>	Register today to Play Football with <b>[CLUB NAME]</b> for the 2025 season! playfootball.com.au



## CLUB REGISTRATION REMINDER

<b>WHEN</b>	Late January
<b>TEMPLATE COPY</b>	Football is a place we can all belong. Find your place with <b>[CLUB NAME]</b> in 2025! Don't delay, register today at
<b>URL</b>	playfootball.com.au



## CLUB UPDATE / REGISTRATION REMINDER

<b>WHEN</b>	Early February
<b>TEMPLATE COPY</b>	Haven't registered yet to play football this season? Places are filling up fast! Secure your spot with <b>[CLUB NAME]</b> for 2025! Don't delay, register today at
<b>URL</b>	playfootball.com.au

## LAST CHANCE REGISTRATION

<b>SUGGESTED TIMELINE</b>	Prior to team submissions
<b>TEMPLATE COPY</b>	LAST CHANCE! Register to Play Football with <b>[CLUB NAME]</b> before <b>[CLOSING DATE]</b> to secure your place for the 2025 season. Spots are filling fast so don't wait! Head to playfootball.com.au or contact the club more information.

## TEAM SPOTS AVAILABLE

<b>WHEN</b>	After team submissions are complete, prior to season start
<b>TEMPLATE COPY</b>	POSITIONS AVAILABLE! <b>[CLUB NAME]</b> still has the following spots available for the 2025 winter football season. <b>[LIST AGE GROUP/DIVISIONS]</b> To register, head to playfootball.com.au or contact the club!



## 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 2025!

Option 2: Help inspire a love of the game and become a coach in 2025!

Go to [playfootball.com.au](https://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](https://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 2024 players returning for a new season (e.g. discounts, free equipment, new club facilities).



## CLUB EDM 1

<b>PURPOSE</b>	Notify club players of registration window being open
<b>WHEN</b>	Early-mid January
<b>TARGET</b>	2024 registered players (player focused)
<b>SUBJECT LINE</b>	Register now with <b>[CLUB NAME]</b> for the 2025 football season
<b>TEMPLATE COPY</b>	<p>Following record registrations last season, we are excited to announce that <b>[CLUB NAME]</b> is now accepting registrations for 2025!</p> <p>As Australia's largest participation sport, Football provides us all with a place to belong. We look forward to welcoming you back to the family in 2025!</p> <p>Register now at <a href="https://playfootball.com.au">playfootball.com.au</a></p>

## CLUB EDM 2

<b>PURPOSE</b>	Final reminder to 2024 players (not registered for 2025)
<b>WHEN</b>	Late February (pending Club registration progress)
<b>SUBJECT LINE</b>	Last call for <b>[CLUB NAME]</b> 2025 registrations!
<b>TEMPLATE COPY</b>	<p>It's not too late to register for the 2025 football season!</p> <p>With competitions set to kick off in a matter of weeks, continue your football journey with <b>[CLUB NAME]</b> for what is set to be our biggest season yet!</p> <p>Join our team in 2025 at <a href="https://playfootball.com.au">playfootball.com.au</a>.</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 2025 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 prepped to break new records in 2025 with registrations now open as part of the nation-wide Play Football campaign.

In 2024, player numbers across the state rose by 9%, with **[CLUB OR ASSOCIATION]** overseeing a **[##]** increase locally.

*Consider a line about how the club performed in 2024, desired growth for 2025 or new initiatives / programs being introduced.*

Club President, **[NAME SURNAME]** spoke of the Club's excitement ahead of what is promising to be its biggest yet.

"The buzz around football has not diminished and we continue to be inundated with new enquiries," they said.

"We had 450 players last season and with the introduction of a new local over 35 women's competition, we are aiming to break the 500 barrier in 2025."

*Consider some complementary information related to 2024 or promote any specific events, initiatives or programs the club will be running through the year.*

During last year's winter season, **[CLUB NAME]**'s growth was headlined by an incredible **[##]** increase in female player numbers. The Club is not planning on stopping there however with more programs planned for 2025 to welcome even more to the game.

*Optional quote around specific initiative, program or event.*

"We're proud to be implementing a football4all program in 2025, continuing our local commitment to providing a place for everyone to participate in our game."

In addition to players, the Club is also welcoming members of the local community to join the football family as a volunteer, coach or referee.

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

“The Club is one big family and helping to ensure hundreds of kids and adults can play football every weekend gives you a strong feeling of satisfaction”, **[SURNAME]**

For more information about the 2025 season, contact the club directly via **[CLUB NUMBER/EMAIL]** or register online at [www.playfootball.com.au](http://www.playfootball.com.au).

## VERSION 2: REGISTRATION TOTALS

### 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 ahead of season launch**

Participation growth in football is showing no signs of slowing locally with **[CLUB NAME]** breaking new ground ahead of the 2025 community season.

As final registrations trickle through, the Club is set to break the **[###]** mark, representing a **[##]**% increase in player numbers.

Leading the increase has been a **[##]**% increase amongst **[SPECIFIC AGE/GENDER SEGMENT]** and Club volunteers are delighted about the continued growth.

*This could be the Club President or a relevant spokesperson for a key growth area (e.g. women’s football).*

“We are certainly experiencing a healthy increase of participants, with female growth continuing to lead the way as it has for a number of years now,” said Club **[POSITION] [FIRST NAME] [SURNAME]** .

“Whether its young girls beginning their sporting journey or mothers returning to sport, we are thrilled to be welcoming more and more

members of our local community to the football family.”

*Consider incorporating words from a new player or family who have joined the Club to give the release more of a personal touch.*

Newly registered **[FIRST NAME] [SURNAME]** spoke of her excitement to be participating in what is now NSW’s largest female participation sport.

“Every year, more of my friends and family have been joining so this season, I was eager to join in myself,” said **[SURNAME]**.

“I’m looking forward to just having some fun with friends and the **[CLUB NAME]** seems to have a great environment to enjoy the game.”

With limited spaces still remaining within some of **[CLUB NAME]**’s 2025 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

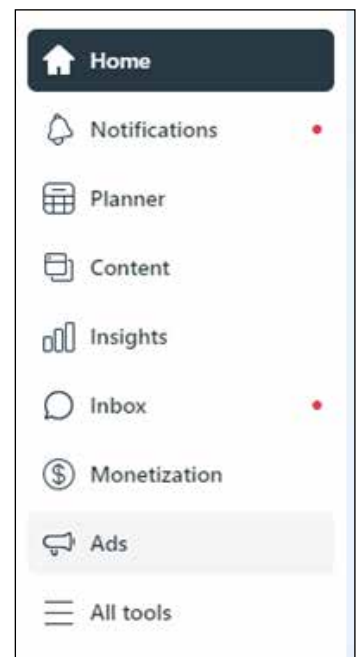
1. Open [Meta Business Suite](#)

**i** 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.

**i** 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!"

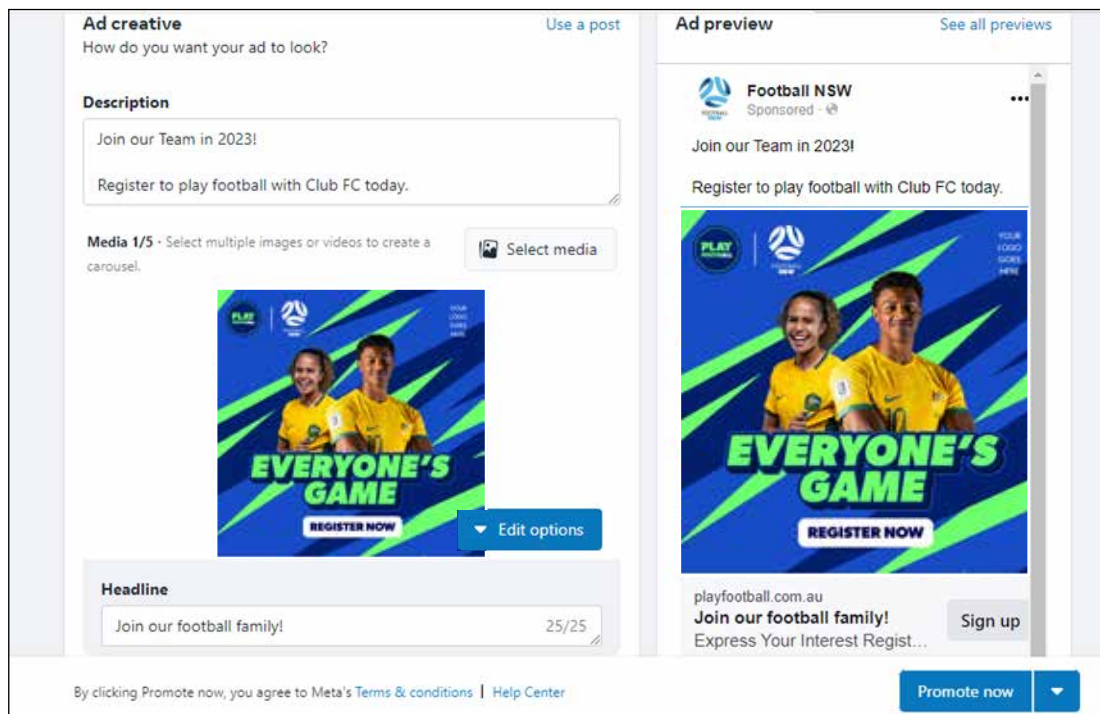
6. Add a headline.

**i** 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**