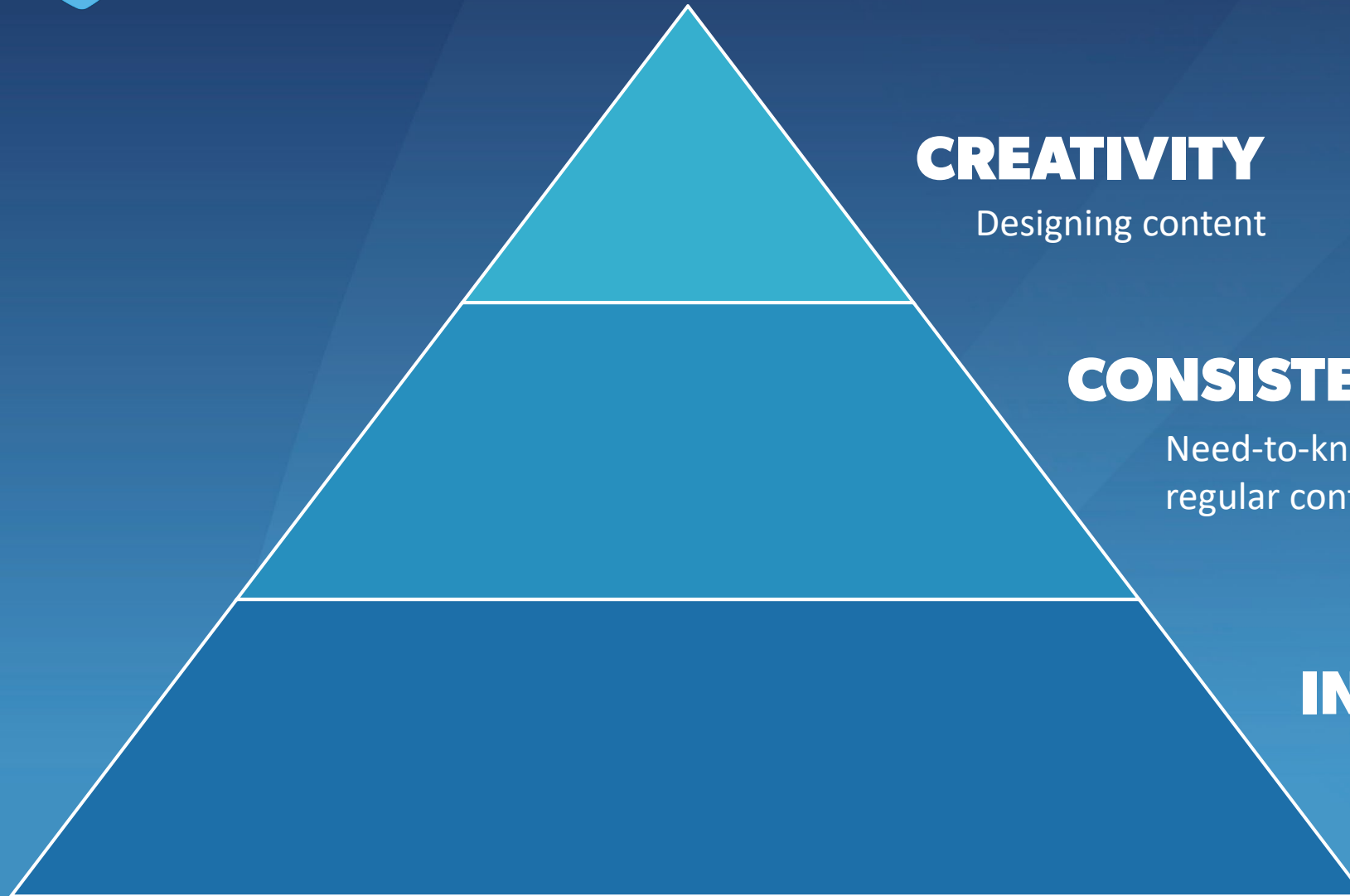


COMMUNITY, CONNECTION AND CAMPAIGNS

2026 CLUB DEVELOPMENT CONFERENCE



OVERVIEW



CREATIVITY

Designing content

CONSISTENCY

Need-to-know information and regular content

INFRASTRUCTURE

Initial capability to communicate



INFRASTRUCTURE



INFRASTRUCTURE



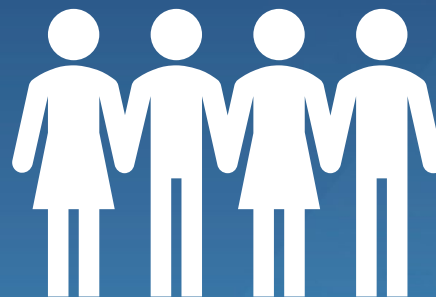
FOOTBALL
NSW



FOOTBALL
NSW

BRAND

- LOGO
- COLOURS
- FONTS



PEOPLE

- CLUB ROLE
- SOURCES
- CONTACTS



CHANNELS

- WEBSITE
- SOCIAL MEDIA
- EMAIL
- OTHER



BRAND



MASTER LOGO



FOOTBALL
NSW



FOOTBALL
NSW



FOOTBALL
NSW



FOOTBALL
NSW



FOOTBALL
NSW



FOOTBALL
NSW

- Logo is the centre of a club's visual branding:
 - Fonts and Icons
 - Primary and Secondary colours
 - Have multiple formats on file: JPEG, PNG, Vector files (EPS/SVG), full colour and mono-colour versions
- Fonts:
 - **Gibson Bold**
 - **Gibson Semibold**
 - Gibson
 - *EVENT (CASUAL)* or *Event (Formal)*
- Colours:

Light Blue

CMYK 59-11-0-0
PMS 292 C
RGB 105-179-231
HEX #69B3E7

Dark Blue

CMYK 100-85-5-36
PMS 281C
RGB 0-32-91
HEX #00205B



PEOPLE

Who in your Club is responsible for marketing & communications?

Appoint a communications coordinator to your volunteer committee (targeting young adult age groups who may be studying is a great place to start looking!).

Communications and Social Media Coordinator Position Description

Identify sources of information/content from within your club

Committee members and their specific areas of management, volunteers or parents who take photos, videos etc.

Audience

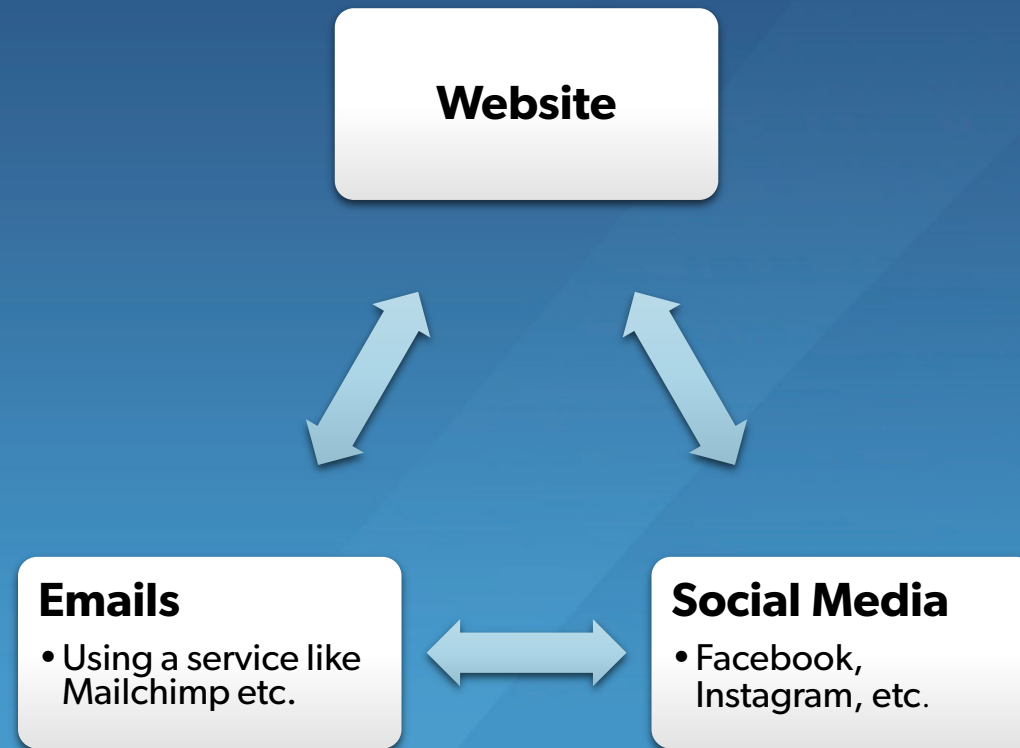
This will influence your style and avenues of communications.

E.g. school or university based, male or female only, focus on academy/competitive pathways and teams



CHANNELS

The three main areas your Club should be focused on when it comes to weekly marketing activities are outlined below.





WEBSITE

Your Club's website should be your one primary source of information; a 'one-stop shop' for any information a new or returning member could need.

- Keep it simple but effective; provide a user-friendly journey (e.g. don't create an overload of menu options).
- Ensure primary resources and links (e.g. registrations, competition information) are front and centre; don't make it a difficult task to find important information!
- Your website should provide a portal to your other marketing channels (e.g. social media icons and newsletter sign-up forms can be added on most website platforms).



WEBSITE

i am a parent of a 7 year old daughter living in Pendle Hill, a suburb of Sydney, New South Wales, Australia. I want my daughter to play soccer this year, what options are available near me?

Here are some great **soccer options for your 7-year-old daughter near Pendle Hill, NSW**, especially for the **2026 season** — from local clubs to introductory programs:

Local Club & Programs

- **Pendle Hill Football Club** – Community soccer club right in Pendle Hill
 - Offers MiniRoos programs including **Under 6 & Under 7 MiniRoos Kick-Off** — perfect for beginners learning skills and playing small-sided games on Saturday morning.
 - Friendly, mixed boys & girls teams focusing on fun, participation and skill development.
 - You can **register for the 2026 season now** via their website or Football NSW's PlayFootball system.

Other Nearby Soccer Clubs (short drive from Pendle Hill)

While a bit further out, these clubs also run junior soccer suitable for kids about your daughter's age:

- **Quakers Hill Junior Soccer Club** – junior teams from Under 5 up; boys & girls.
- **Lidcombe CSC** – well-established club at Phillips Park, Lidcombe, offering grassroots junior soccer.



WEBSITE



FOOTBALL
NSW

[Home](#)[Register](#)[Play for Pendle Hill](#)[Contact](#)[Partners](#)

THE PLACE FOR FOOTBALL

2026 REGISTRATION IS OPEN

Pendle Hill FC is the place to find your team

We invite you to be a part of our club in 2026. Join our MiniRoo, Junior or Senior competitions.

Learn about [our programs](#) for teams of all ages.

[Contact us](#) or visit [@pendlehillfc](#) to stay up-to-date with trials, team registration days and other events.

Player grading in 2026

Junior Grading will held on Sunday 22 February from 9am. Players from U8s to U15 are graded into teams. For more details visit [@pendlehillfc](#)

Pendle Hill FC the place to play

We are a community football (soccer) club for anyone and any age. We field mixed teams, boys and girls teams, mens and womens teams, at Binalong Park in Western Sydney.

Pendle Hill FC is the place to grow

Join our junior or senior teams now using the online registration system [Play Football](#).

Start early with the **MiniRoo CUBS** programs for players up to 5 years old.

Our Under 6 & 7 years play in-house **MiniRoos Kick-Off**.

Under 8 to 11 year olds compete in **MiniRoos Club Football** against other clubs.

Youth and Adult Football teams of all ages play full field competitions from Under 12s to adults of all ages and skills.

<https://www.pendlehillfc.com/>



SOCIAL MEDIA

Platforms

Social media provides a public channel to to increase community engagement (important for member retention) and grow club awareness.

Facebook and Instagram are the primary channels used. Potentially TikTok, YouTube, Threads/BlueSky/X pending your audience.

Managing online risks

Before creating and publicly posting on behalf of your Club, it's important to have processes and controls in place for the protection of the Club and its members.

- Monitoring the platform (including comments)
- Limit and constantly review access
- All Clubs and participants are expected to follow the Football NSW Social Media Policy.
 - Clubs are encouraged to create and promote a localised Social Media Policy for its members (ensuring they are aligned with Football NSW policies).



EMAILS

Email newsletters are a great way to communicate direct to your membership, both within and outside of the competition season.

Tips

- Create an eDM calendar to highlight key times you may want to communicate information to members (e.g. when registrations open, to launch fundraising events).
- Weekly or fortnightly newsletters (time dependant) allow the sharing of a Club's latest news, results and promotions in one concise communication.
- Most eDM providers allow you to track open rates and link clicks. This allows you to track what subject headings are grabbing members' attention and which news items are of most interest.



Be mindful of using direct messaging services within club management apps: TeamApp, Majestri, DRIBL



ADVERTISING CHANNELS



Digital advertising provides cost-effective avenue to advertise within your local community.

- Target specific to your local area, chosen demographics and interests.
- Run on specific days, times, etc.
- Limit your budget to a specific daily amount.

Football NSW will often produce generic and customisable promotional images and videos that can be utilised for advertising at a local level (e.g. for registration campaigns).

Platforms

Meta advertising (via Facebook & Instagram)

Nine Ad Manager (Football NSW partner)

Google Ads (more advanced)





OTHER CHANNELS

Google Business profile

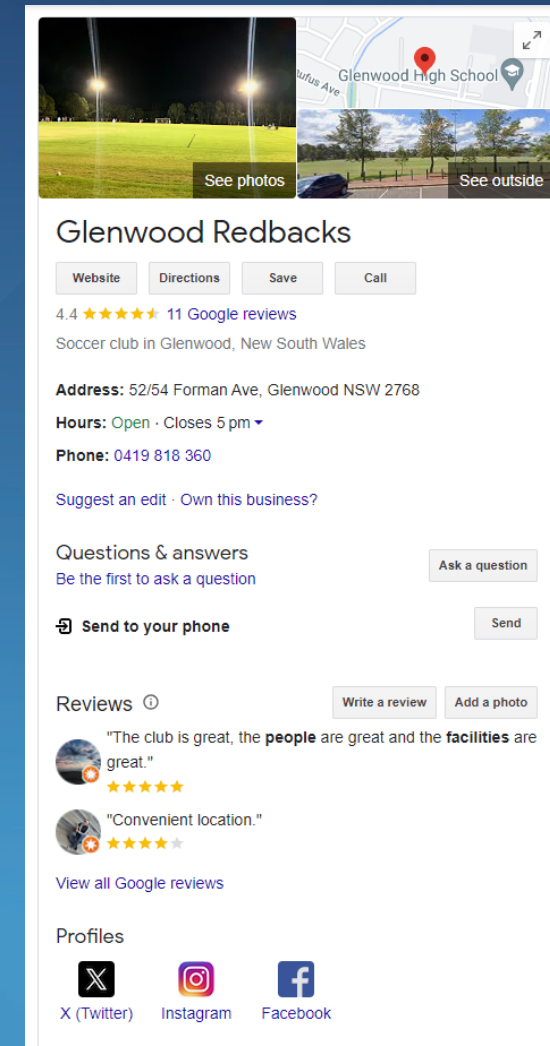
One valuable check for every Club is to ensure there is an active and up-to-date Google Business profile.

This ensures that Club information is easily accessible through Google searches and adds authority to the organisation through reviews.

[View instructions to have your Club verified on Google](#)

Local Media / Community Groups / Schools

Providing information around key results, registrations, gala days and other promotions can be a great way to attain exposure throughout the local community.





CONSISTENCY



CONSISTENCY

THE ESSENTIALS

- 2026 Winter Season Registration Campaign
 - Players, coaches referees
- Start of Season Information
 - Reminders of club policies/procedures
- End of Season Information
 - League winners, presentations, gear return
- Key Club Updates – AGM, Strategic Plan updates, etc.
- Sponsorship Obligations





CONSISTENCY

SOCIAL MEDIA

- Posting regular and consistent content features helps achieve strong engagement with your community. Weekly features may include; Team of the Week, Volunteer of the Month, fixture and results posts / graphics, etc.
- Avoid trying to put too much information in one post. Utilise and link to your website where possible for more in-depth information.
- Don't spam your followers' newsfeed! Spread your posts out throughout the day if posting multiple times (e.g. on game day).



FOREST RANGERS FOOTBALL CLUB

**PLAYERS WANTED:
A GRADE / ADVANCED**

U8 BOYS
1 player + a Goalkeeper

U9 BOYS
Goalkeeper

U10 BOYS
Goalkeeper

U13 BOYS
1 player + a Goalkeeper

U18 BOYS
3-4 players - various positions

Contact our Club Coach, Adam, on
REDACTED if interested.

#weareforestrangersfc

SPORTS
GRAPHY



CONSISTENCY

THE CONTENT FUNNEL

Resharing content from the different levels of Australian football

- Football Australia: Club Changer, Socceroos, Matildas etc
- A-Leagues: partnered club updates, local juniors competing in the competition
- Football NSW: Courses, events, workshops
- Association/Branch: Local coaching/referee courses, special events within community



SUMMER HOLIDAY *Clinics*

Wednesday 14 th & Thursday 15 th January	9:00AM - 12:00PM
---	------------------

**LYNWOOD PARK, SYNTHETIC
ST HELENS PARK**

MACARTHUR BULLS FC AND MACARTHUR FA
HAVE YOUR SCHOOL HOLIDAYS SORTED!

REGISTER NOW

MACARTHURFC.COM.AU



CONSISTENCY

PROGRAMS AND EVENTS

Are there events your club organises/participates in every year?

Is your club hosting a Football NSW / Football Australia affiliated program?

- Daughters and Dads
- Kick On for Women
- Girls Love Football
- MiniRoos Kick-Off
- Summer Football (Club/Association)

Ideally promote 4+ weeks in advance with reminders at regular intervals. Post-event content also builds into subsequent events





CREATIVITY



CREATIVITY

GRAPHICS

- Tools like Canva that allow clubs to utilise professional looking templates. Be sure to still implement the Club's colours and branding.
- Ensure brand consistency - use the same colour palette and fonts and try to place your logo in a consistent position.
- Respect your logo - make sure your logo is visible and easy to read. Don't sit your logo on complex images.
- Ensure graphics are the correct size for the social media platform (e.g. post vs story).
- AI generation of images – consider the needs and context

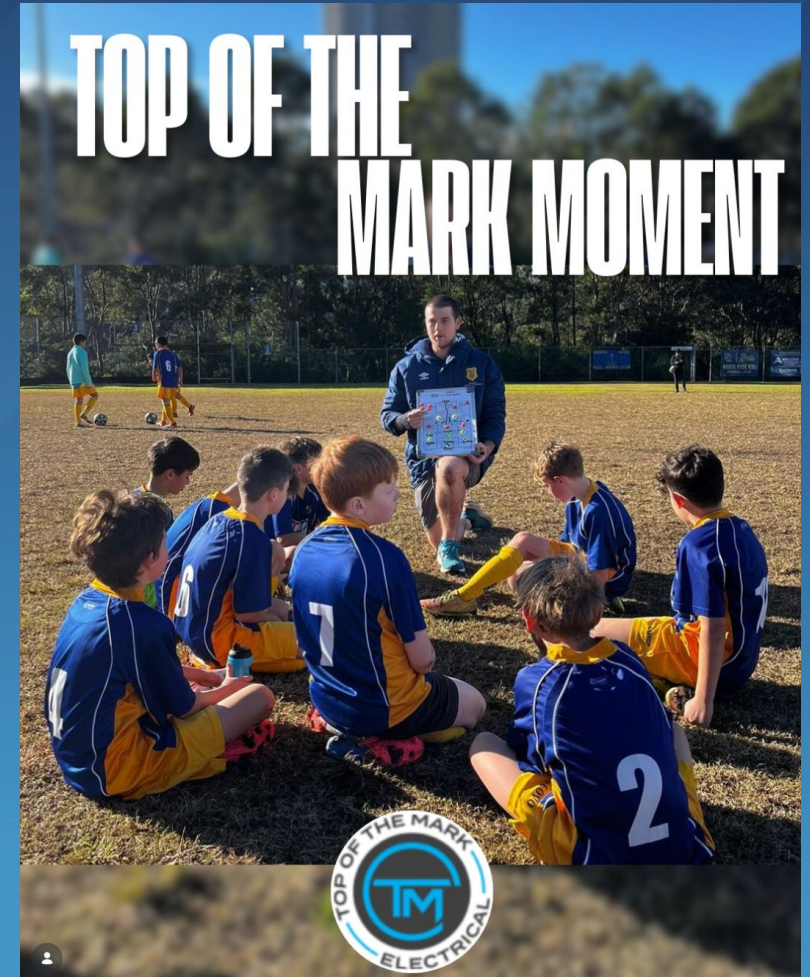




CREATIVITY

PHOTOGRAPHY

- Use high resolution images – be careful when sourcing images via text/email.
- Action photography can be tricky without a high quality camera – most mobile phones do the trick for posed images.
- Ensure you **only** use photos or images you have the rights to, e.g. no Getty images
- Don't overuse filters or effects, they can distract from your message.

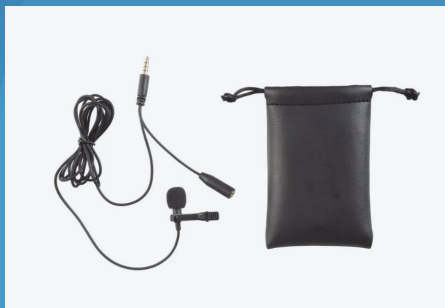




CREATIVITY

VIDEO

- Showcase the personalities of your club and teams
- See what is trending and adapt it to your own club/context
- Videos don't need to be polished game action (sideline scenes are often better!)
- Game footage can be easier to collect for regular content (e.g. if you have a team using a Veo or other analysis camera)
- If recording interviews to camera, investing in a cheap microphone can go a long way to improving content



FOOTBALL
NSW





PLANNING YOUR CONTENT

- Excel can be an easy starting point
- Advanced planning: Trello, Monday or other similar project management tools
- Social media scheduling – Meta Business Suite, Buffer



FOOTBALL
NSW

footballnsw.com.au