



## MEMORANDUM

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To: **Community Football Clubs**

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Cc: **AFL NSW ACT All Staff**

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From: **John Boulous**

Date: **05/12/2022**

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Re: **Community Football Toolkit – 2023 season**

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Dear Club Presidents,

I hope you have had the opportunity to enjoy a break post the 2022 season and as our planning is increasing ahead of the 2023 season, I am excited to provide the community football toolkit for your use around promoting NAB AFL Auskick, Junior, Youth and Senior Community Football registration at your Club.

The toolkit includes various social media, website and flyer editable templates and assets for your personalisation and use throughout your relevant platforms. There is also suggested wording and links to accompany your posting of the images.

As the promotion of registration commences through the various assets in the toolkit provided it is vitally important your club is set-up to take registrations on Play HQ for returning and new participants. We have some incentives for Clubs that are set-up for registrations for the 2023 season prior to 1 January 2023. Any Club that is fully set-up to take registrations on Play HQ prior to this date will go into the draw to win 1 of 3 \$500 Sherrin vouchers for your Club. To be eligible to go into the draw to win one of the 3 vouchers, your form must be setup and switched to visible. If you need any assistance to do this, please don't hesitate to contact your Participation or League co-ordinator.

Together, our priority is to continue to grow participation in our game through retaining and transitioning current participants, as well as recruiting new participants to our game.

Thank you for your ongoing support, have a wonderful and safe festive season break and we look forward to working with you throughout this important registration period. For your information the AFL NSW/ACT office is closed between Thursday 23 December and Tuesday 10 January 2023.

Regards

A handwritten signature in black ink, appearing to read 'John Boulous'.

John Boulous

**Community Football Manager NSW ACT**