



AFL | **PLAY** | **BHP**

WOMEN'S COACHING MONTH

PROMOTIONAL TOOLKIT 2024

OVERVIEW

Established in 2020 and proudly supported by BHP, Women's Coaching Month also shines a light on the pathway programs and initiatives aimed at encouraging more women and girls to take up coaching from grassroots through to the elite level.

Now in its fourth year, the theme for 2024 focusses on '**Accessibility for All**' and strives to highlight the plethora of transferable skills women possess that could make coaching an ideal career pathway – across any level or league.

The below assets have been created for you to share with your audiences, throughout June. This includes promoting national initiatives, activities across states and territories including education sessions, professional development opportunities, networking and online events, plus an array of feature pieces and storytelling across social media – all designed to support women in coaching and draw more talent to the caper.

And don't forget, if you have any inspiring coaches in your state or territory you want to showcase this month, send their details to melissa.watson@afl.com.au and we would love to feature them on a national scale.

SUGGESTED MESSAGING

CALL TO ACTION: head to play.afl/womens-coaching-month

TAGS: @CoachAFL @AFLPLAY

COPY/CAPTIONS:

This June we are celebrating the incredible women in coaching across our great game as party of Women's Coaching Month.

In celebration of Women's Coaching Month, we would like to recognise the amazing work by XXX in her role as coach of the XXX club. @ CoachAFL

PROMOTIONAL ASSETS



Social Media Tile (1080x1080)

Include any additional text in the caption of your post, rather than on these images for better engagement.

Use the editable file to drag and drop an image of local coaches you want to shout out.

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)



Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to play.afl/womens-coaching-month

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)



Localised Event Promotion (1080x1080)

Including Coach Your Way

Use the following tiles to promote specific Women's Coaching Month events across your local area. Make sure to always link the location to register in bio and part of the body copy.

[EDITABLE FLYER HERE](#)

[EDITABLE SOCIAL TILE HERE](#)



State Website Assets (Various dimensions)

Assets in a wide variety of sizes are available for use across digital platforms.

It is recommended that these website assets are linked to play.afl/womens-coaching-month website when posted.



[DOWNLOAD HERE](#)