



NAB AFL AUSKICK NW NSW – 2025

10:45am – 11:45am

Sunday 2nd March 2025

West's Tamworth Leagues Club

**GOOD
CLEAN FUN**





- Auskick Principles & Objectives.
- Team Manager & Volunteers.
- Recommended Season Structure/Key Dates.
- Support.
- Resources & Equipment Store.
- Half Time Auskick.
- Participant Packs.
- All Girls Groups.
- What is Superkick?



SAFE



FUN



INCLUSIVE

OBJECTIVES

- Maximum Fun!
- More touches of the ball.
- Always on the go.
- Celebrating all forms of play.
- Building confidence in our parents and volunteers.

5 guiding principles of the philosophy

- + Small groups within a small playing area
- + Games and match play suited to each age group
- + Use of new and different equipment.
- + “Change It up” to keep kids engaged
- + Importance of fundamental motor skills



TEAM MANAGER (COORDINATOR)

“Facilitate the best possible program, making sure every child has fun, is involved.
Engage parents and share the load.”

- AFL Staff Liaison.
- Attend Meetings.
- Advertising and Recruitment.
- Retention.
- Parent Volunteers.
- Community Support.
- Resources.



🛡️ NAB AFL Auskick - Community, 2025, Albury Auskick Centre

Choose User

Choose Role

Participant
Details

Fees

Products

AFL ID

Payment &
Summary

Register as a:



Player



Team Manager



Volunteer



Continue →

Ensure all your parent helpers and coaches are registered on Play HQ as “VOLUNTEER”.

Understand the AFL
Policies & Terms [here](#).

Understand the AFL
Safeguarding Children
terms [here](#).

Understand the NAB AFL
Auskick Terms of
Participation [here](#).



Registered volunteers
are covered under
AFL’s public liability
insurances.

Understand your child
protection
responsibilities [here](#).

Refer to Play.HQ reports
to identify parents
willing to assist.

Support Auskick coaches
using resources from all
available sources. E.g.
Playing for Life [here](#).

Help them understand what they need to do:

- No experience necessary.
- Make sure the kids have fun!
- One activity (repeated 4 times).
- One game for a small group.
- One week at a time.
- Share the activity videos prior to each week.
- Red support crew vest.
- Run Parents Vs Kids games!

Parents want to get involved!- All you need to do is ask them in person and politely.





2025 NAB AFL AUSKICK SEASON PLAN



DATE	JUNIORS	AUSKICK	AFL STAFF ACTIONS
6/04/2025	ROUND 1 JUNIORS		FREE COME & TRY PARENT INFO SESSIONS
13/04/2025	ROUND 2		FREE COME & TRY PARENT INFO SESSIONS
20/04/2025	SCHOOL HOLIDAYS	EASTER SUNDAY	
27/04/2025	ROUND 3	WEEK 1 AUSKICK	COORDINATOR COACH TRAINING PARENT LEVEL 0
5/04/2025	ROUND 4	WEEK 2 AUSKICK	CENTRE CHECK-IN/PARENT LEVEL 0
11/05/2025	ROUND 5	WEEK 3 SUB-REGIONAL GALA DAYS	AROUND THE GROUNDS CHECK-IN
18/05/2025	ROUND 6	WEEK 4 AUSKICK	ASK NICELY COMMUNITY ROUND 1
25/05/2025	ROUND 7	WEEK 5 AUSKICK	GALA DAY
1/06/2025	ROUND 8	WEEK 6 SUB-REGIONAL GALA DAYS	MID-SEASON COORDINATOR BRIEFING MEETING / BRING A FRIEND CAMPAIGN DELIVERY
8/06/2025	JUNE LONG WEEKEND	WEEK 7 AUSKICK	MID-SEASON ENTRY DELIVERY
15/06/2025	ROUND 9	WEEK 8 AUSKICK	MID-SEASON ENTRY DELIVERY
22/06/2025	ROUND 10	WEEK 9 SUB-REGIONAL GALA DAYS	MID-SEASON ENTRY DELIVERY
29/06/2025	ROUND 11	WEEK 10 AUSKICK	MID-SEASON ENTRY DELIVERY
6/07/2025	WET WEATHER ROUND	Week 11 END OF SEASON & GRADUATION CELEBRATION	MID-SEASON ENTRY DELIVERY
13/07/2025	SCHOOL HOLIDAYS	SCHOOL HOLIDAYS	School holiday camps to promo term 3 satellites + U8 comm footy
20/07/2025	ROUND 12	SCHOOL HOLIDAYS	School holiday camps to promo term 3 satellites + U8 comm footy
27/07/2025	ROUND 13	SEASON 2 (naming TBC) AUSKICK (4-7) / SUPERKICK (8-12) *satellite centres, delivered by the AFL UNDER 8S - COMM FOOTY (SEASON 2)	- \$55 Auskick program / \$85 Superkick program - Can look to align price - 6 weeks - Pack DTP - Transition vouchers available to Auskick 'season 1' participants - Approx. 1 satellite centre delivered per sub region
3/08/2025	ROUND 14		
10/08/2025	ROUND 15		
17/08/2025	SEMI FINALS		
24/08/2025	PRELIMINARY FINALS		
31/08/2025	GRAND FINALS		

Having a healthy Auskick base is important for future proofing our Junior Football competitions.

NW NSW	2025 YTD	2024 YTD	VARIATION	2024 TOTL	2025 TARGET	TO TARGET
Sub-regional Total	5	13	-8	151	180	175
Armidale Auskick Centre	-	-	-	10	20	20
Glen Innes Auskick Centre	-	11	-11	37	40	40
Gunnedah Auskick Centre	-	-	-	25	30	30
Inverell Auskick Centre	-	-	-	13	20	20
Narrabri Auskick Centre	2	2	-	41	30	28
Tamworth Auskick Centre	3	-	+3	25	40	37

KEY CONTACTS

**Lachie Bennetts-
Inkster**
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Lachie.bennetsin
kster@afl.com.au

**Customer
Service**
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SUPPORT SERVICES



NAB AFL Auskick
Coordinator
Facebook Group

[JOIN HERE](#)



Coordinator Connect
Newsletter



Customer Survey

NPS = 100.0
4 RESPONSES

Armidale Auskick Centre

Customers at the Armidale Auskick Centre have provided very positive feedback, with a focus on the great work of the Auskick leader Sophia and the overall enjoyment of the after-school program. Suggestions for improvement include offering some off-season development activities prior to the start of the season, which could potentially lead to increased participation in the weekend competition.

NPS = 100.0
9 RESPONSES

Glen Innes Auskick Centre

Customers at the Glen Innes Auskick Centre have provided overwhelmingly positive feedback, with all feedback scores being a perfect 10 out of 10. The feedback highlights that the Auskick program offers a great balance of learning skills and playing the game, while maintaining a non-competitive environment that is inclusive and fun for all participants. The gala days are also praised as a great experience. The team of leaders at the centre are described as fantastic and inviting, building the confidence of the kids and ensuring everyone is having an enjoyable time.

NPS = 100.0
5 RESPONSES

Narrabri Auskick Centre

Customers at the Narrabri Auskick Centre have expressed overwhelming satisfaction with the program, particularly highlighting the excellent team footy cards and the ability for children who do not play footy to still enjoy and benefit from the Auskick activities. The program seems to have successfully engaged children of all sporting interests, fostering a fun and inclusive environment.

NPS = 87.5
8 RESPONSES

Tamworth Auskick Centre

Customers are generally very satisfied with the Tamworth Auskick Centre, praising the great community, well-run operations, and the coaches' focus on developing kids' skills and teamwork in an age-appropriate and fun way. However, customers have suggested that the centre could benefit from more support and resources from the AFL to help the volunteers who run it, as they seem to be spread thin. Additionally, customers have recommended that the centre could improve its marketing and advertising efforts to attract more participants, such as through school newsletters, local media, and community events.

Here's how our customer service team can help...

- + Auskick pack fulfillment queries
- + Registration assistance/issues
- + Participation transfer requests
- + Refund requests – always refer to national customer service team to assess this
- + Auskick store and voucher questions
- + Auskick junior membership
- + Feedback/General enquiries
- + Centre coordinator queries & support

and more!



AFLAUSKICK@AFL.COM.AU

1800 PLAYAFL (7529235)

Monday-Friday 9am-5pm

Melbourne time

Access to your Centre's admin portal is via <https://afl.playhq.com/>



Access online training content recording [here](#)

The tabs under My Organisation > Overview which includes things like contact info and description which appears on our Play.AFL club finder page.

The settings under the relevant Shared Program that sits in your Programs tab including the Season Dates, Pricing Information and Additional information fields as these form the first pages that families see.



NAB AFL AUSKICK

Come find your awesome! Register to play NAB AFL Auskick.

[FIND A CENTRE →](#)
[HOME](#)
[ACTIVITIES](#)
[WAYS TO HELP](#)
[I AM AN AUSKICK COORDINATOR](#)
[SAFETY AND INCLUSION](#)
[FAQS](#)

When they're ready to play, NAB AFL Auskick is the way. As Australia's leading participation program, Auskick helps kids get active and form lasting friendships.



NAB AFL Auskick - Play AFL



Education, check-ins,
feedback, networking,
best practice.



Play.AFL
website



Marketing &
advertising.



Promotional
Toolkit

AUSKICK COORDINATOR RESOURCES



[NAB AFL Auskick - Play AFL](#)

PROMOTIONAL TOOLKIT



ACTIVITIES SESSION PLANS

NAB AFL Auskick Session Timetable



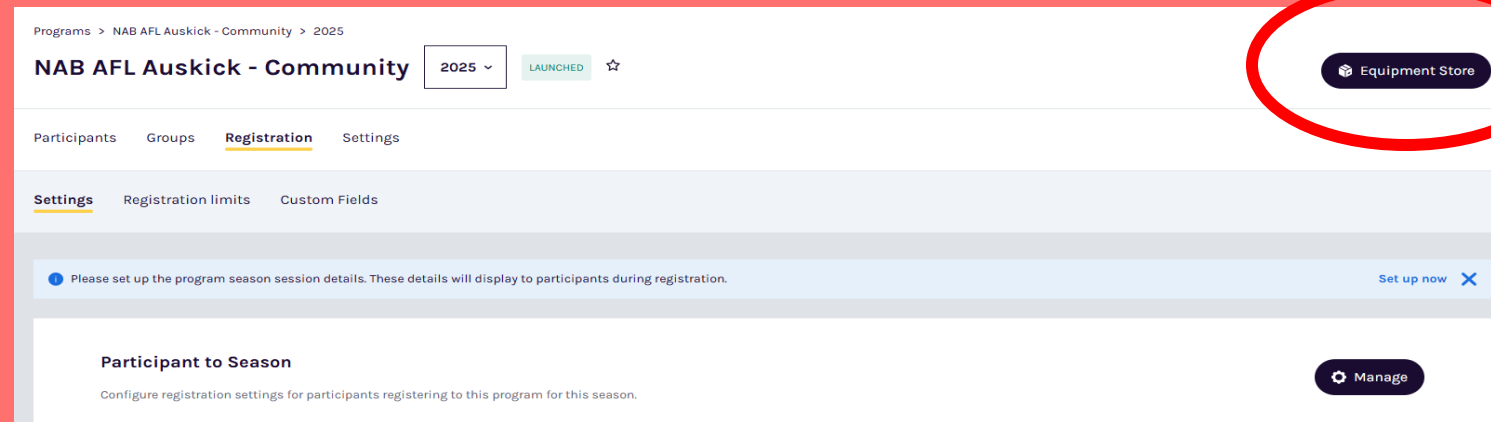
	Activity	Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8	Session 9	Session 10
LEVEL 1	1	Around the World	Footy Ninja	Magic Footy Tricks	Footy Ninja	Around the World	Footy Ninja	Magic Footy Tricks	Footy Ninja	Around the World	Around the World
	2	Handball Heroes	Super Boot	Mad Marks	Handball Heroes	Kick the Stick	Footy Harvest	Footy Racetrack	Over the Giant	Footy Racetrack	Over the Giant
	3	Ruckman's Treasure	Ruckman's Treasure	Coast to Coast	Coast to Coast	Footy Harvest	Mad Marks	Ruckman's Treasure	Coast to Coast	Footy Harvest	Ruckman's Treasure
	4	Here, There, Everywhere	Here, There, Everywhere	Angry Ogre	Angry Ogre	Tags and Tails	Tags and Tails	Here, There, Everywhere	Angry Ogre	Tags and Tails	Angry Ogre
	5	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game
LEVEL 2	1	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game
	2	Sharks and Islands	Tags and Tails	Protectors and Destroyers	Frozen Feet	Foosball	Sharks and Islands	Tags and Tails	Protectors and Destroyers	Frozen Feet	Foosball
	3	Handball Heroes	Super Boot	Collect the Coins	Footy Racetrack	Mad Marks	Let's Bounce	Super Boot	Collect the Coins	Footy Racetrack	Round the Bend
	4	Ruckman's Treasure	Coast to Coast	Save the Castle	Six Point Player	Coast to Coast	Total Teamwork	Save the Castle	Ruckman's Treasure	Six Point Player	Goal Master
	5	Cool Kicks	Mad Marks	Let's Bounce	Round the Bend	Total Teamwork	Footy Racetrack	Crazy Coins	Mad Marks	Goal Master	Coast to Coast
	6	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game
LEVEL 3	1	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game
	2	Handball Heroes	Island 2 Island	Let's Bounce	Collect the Coins	Footy Race Track	Chase the Bouncer	Give and Go	Island 2 Island	Handball Hotshots	Footy Racetrack
	3	Escape the Chaos	Cool Kicks	Save the Castle	Danger Zone	Total Teamwork	Escape the Chaos	Danger Zone	Cool Kicks	Total Teamwork	Diamond Break
	4	Cool Kicks	Mad Marks	Gates	Kick in Threes	Diamond Break	Kicking on the run	Kick in Threes	Mad Marks	Collect the Coins	Kick in Threes
	5	Sharks and Islands	Frozen Feet	Tags and Tails	Round the Bend	Jail Break	Sharks and Islands	Round the Bend	Jail Break	Tags and Tails	Handball Hotshots
	6	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game	Grid Game

Visit play.afl/auskick

This session timetable is a guide only. All activities are interchangeable and can be adopted based on ability. Find more in the activities section of the Auskick website.

[Play.afl/auskick/activities/mini-matches-level-2](https://play.afl/auskick/activities/mini-matches-level-2)

- Credit based on 2024 participant numbers.
- To sign in to the Auskick shop, simply login to afl.playhq.com for your Auskick centre > programs > NAB AFL Auskick Community > 2025 > Link for store in top right-hand corner.





HALFTIME AUSKICK



<https://forms.office.com/r/MQZGWqhyY7>

- Goal is to provide halftime to every centre across NSW/ACT.
- Confirmation of interstate opportunities.
- Special round activations for ALL GIRLS (Round 8 SCG) and Sir Doug Nicholls Round 10.



2025 COMMUNITY AUSKICK PACK

T-SHIRT • 19 TEAMS



- The 2025 Auskick base pack includes a size 1 Sherrin football, ball pump, trading cards, and a t-shirt with their club of choice design, shipped direct to participant..





ALL GIRLS NAB AFL AUSKICK

WHAT DO PARENTS SAY?



“My daughter feels intimidated by some of the boys, with an all-girls group she feels like she belongs”

“Warm, enthusiastic women running the sessions make the experience amazing for my daughter”

“Love that there was a girl's group. It allowed the girls to have a much less intimidating experience while learning the game with a female coach who plays footy for the club”



All Auskick Centre's have been set up with both All Girls Groups and Mixed Groups on PLAY HQ unless informed otherwise. Centre's can "Opt Out" of delivering All Girls Groups at any point (Only Collingullie have "Hidden" their All Girls Groups in PlayHQ).

All Centre's who are delivering All Girls Groups will receive the following assistance:

- ✓ Auskick Participants offered Half Time opportunity at AFLW season 10
- ✓ Auskick Participants being offered the chance to be involved in All Girls AFLM Half Time during the Girls Only Half-Time Round
- ✓ Centre's to receive All Girls Auskick Promotional Material and Delivery Guide
- ✓ Centre's to receive All Girls Auskick Centre Certificate and Accreditation Badge

Centre's who have **18+ girls** registered in their All-Girls Group, have a W&G Coordinator at their Auskick Centre or Junior Football Club and All Girls Group coach will receive:

- ✓ Extra Equipment Pack (Cones, Bibs & Poles) worth \$250.00
- ✓ Face Footballs x10

Centre's who have **12+ girls** registered in their All-Girls Group and have a W&G Coordinator at their Auskick Centre or Junior Football Club will receive:

- ✓ Face Footballs x10



Mixed

All Girls

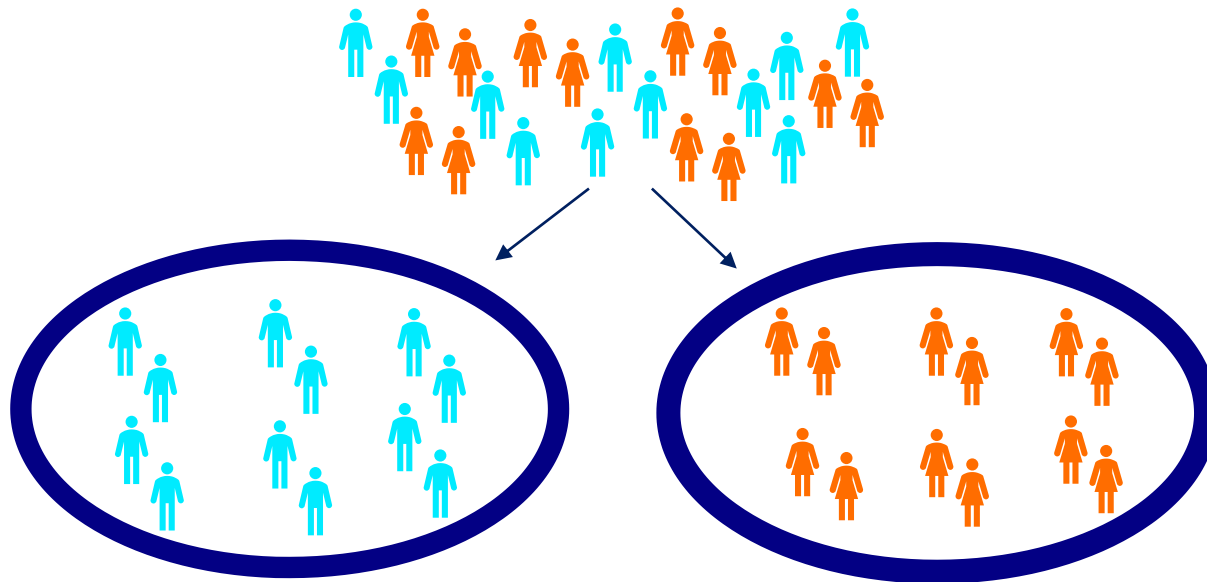
Mixed

Mixed

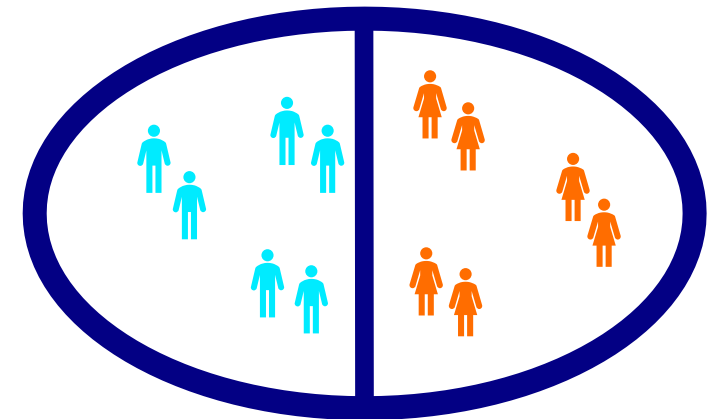
ALL GIRLS GROUPS

- An All-Girls Auskick group will easily integrate into your normal session.
- Groups provided choice for families to select what suits their child's needs.
- Grids with smaller numbers are often more enjoyable for participants.

OPTION 1



OPTION 2





- CHANGE IT
- Key to keep activities similar but adapted to suit girls' needs
- Use Auskick 2.0 gear e.g. soft touch footballs, hoops etc
- Utilising self-paced activities that enable increased accessibility to different skill levels
- Example Activities
 - Crazy Coins
 - Around the World
 - Ruckman's Treasure
 - Super Boot

PROMOTIONS

A large circular graphic with a yellow background and a white border. The text 'ALL GIRLS GROUPS AVAILABLE' is written in bold black capital letters.

**ALL GIRLS
GROUPS
AVAILABLE**

A rectangular graphic with a yellow background and a white border. The text 'ALL GIRLS GROUPS AVAILABLE' is written in bold black capital letters.

**ALL GIRLS GROUPS
AVAILABLE**

- Make it clear that you have an All-Girls Auskick group available
- Share All-Girls Auskick posts on social channels ensuring imagery is of all girls to talk to your audience
- Regional newspaper, radio and noticeboards (local community networks)
- Inform AFL Staff Member so they can promote All Girl Groups

CENTRE PROMOTIONS

If there are small girl's numbers at the beginning of the Auskick Season use this as an opportunity to recruit more girls:

- Run a come & try event
- Run a 'bring a friend' week / offer
- Explore a 'mid-season'/'Burst' offer



AFL NSW/ACT CASE STUDY - CAMDEN

- Had 3 girls registered at the start of Auskick
- Promoted All-Girls Groups during BURST with:
 - All-Girls specific flyers
 - All-Girls specific social media post
 - Bring a friend
- Had 21 girls registered at the end of BURST





QUESTIONS



MARKETING LAUNCH

OVERVIEW

Girls and Boys 7 – 12 years

Matchplay

Tackle-free

The next step

FULL COLOUR PRIMARY LOGO



The NAB AFL Superkick program aims to provide participants with a safe and welcoming environment, ensuring that whether it's the first or next step in their footy journey, the experience is a positive one. The program focuses on maximising participation and fun, while also teaching the key skills of Australian Football. At the heart of Superkick is tackle-free match play, where participants put their skills into action in modified games tailored to their age and experience level. The Superkick program offers another way to play, encouraging both new and existing players to get involved in our game.

Richie Lyons
Head of Participation, AFL



NEXT STEPS

- Familiarise yourself with the Coordinator Hub resources online.
- Host a parent's information and upskilling session and Come and Try to boost registration numbers.
- Check out the activity videos and session plans.
- Build your first session with the Auskick coach.
- Work out your field layout that includes ALL GIRLS Groups.
- Run a parents helper report.
- Use your Auskick voucher/credit.
- Send a welcome email to all families.





QUESTIONS