



GOOD SPORTS BE YOUR BEST CAMPAIGN STAKEHOLDER KIT



INSPIRING A HEALTHIER SPORTING NATION

GOOD SPORTS – BE YOUR BEST



CONTENTS

How to use the campaign kit	3
Overview of Good Sports	3
Why Good Sports?	4
Join today and win cash for your club	4
Social media templates	5
Email template	6



HOW TO USE THE STAKEHOLDER KIT

In this stakeholder kit, you'll find templates for your social media and newsletters to get the word out there about the program – giving your local sports clubs the chance to join Good Sports (and go in the running to win a cash prize!)

Leagues and Associations, State Sporting Organisations, National Sporting Organisations, local councils and other key stakeholders are invited to use and adapt the resources provided in this kit to help promote Good Sports to their local sporting clubs.

Please copy and paste this URL into all your communications, it will link to the Good Sports website:
goodsports.com.au/join

OVERVIEW OF GOOD SPORTS

Good Sports supports, educates and inspires over 10,000 clubs across the country to set-up a better environment for players, volunteers, supporters and officials.

Good clubs have good governance, strong memberships, secure income and great volunteers. Your club is already fantastic – Good Sports can help you become even better.

The program has been helping build strong clubs across the country for over 20 years. Community sporting clubs told us what they need most, and Good Sports delivers just that.



WHY GOOD SPORTS?

Good Sports is designed for busy volunteers. Benefits include:

- takes the guesswork out of understanding and complying with the legal requirements relating to alcohol and drug risk management
- helps clubs create a safe, family friendly environment to attract new member and volunteers
- gives you the inside scoop on grant opportunities, including tips and resources to help you deliver strong funding applications
- dedicated mental health modules and safe transport guides
- easy-to-use online program you can access from any device, with heaps of free tools and resources
- It's free! Get access to your own Good Sports team member, tools and resources

JOIN TODAY TO WIN CASH FOR YOUR CLUB

Clubs who join Good Sports between March 8 and April 29 2022 are eligible to win \$300 cash for their club. To get started, visit goodsports.com.au/join and fill out the form.

To be eligible for the prize, clubs must:

- Register their club, log in to the Good Sports portal between **March 8 and April 29 2022**, and tick the box to opt-in to the competition. Our team is here to support clubs along the way if they get stuck.





SHARE THE MESSAGE ON SOCIAL MEDIA

The following social media templates have been created for you to share. Copy and paste any of the text options below and download an image to include on your post.

Copy:

Be your best with Good Sports and your club could **win \$300***. Your club is already fantastic – Good Sports can help you become even better. Get started by visiting goodsports.com.au/join

Good Sports is here to help support you in the areas that clubs told us were their biggest challenges during these tough times: member and volunteer engagement, financial security and mental health support. Join Good Sports for your chance to **win \$300*** by visiting goodsports.com.au/join

Good Sports supports, educates and inspires over 10,000 clubs across the country to set up a better environment for players, volunteers, supporters and officials. Join today for your chance to **win \$300*** for your club at goodsports.com.au/join

Images:

Click the below thumbnails to download the JPEG version



ADD US TO YOUR NEWSLETTER

The following newsletter template has been created for you to share.

Copy:

Are you looking to attract new players and members? Good Sports supports, educates and inspires over 10,000 clubs across the country to set-up a better environment for players, volunteers, supporters and officials.

Be your best with Good Sports. Join today and you could win **\$300 cash*** for your club.

Why Good Sports?

Good Sports is designed for busy volunteers. Benefits include:

- takes the guesswork out of understanding and complying with the legal requirements relating to alcohol and drug risk management
- helps clubs create a safe, family friendly environment to attract new member and volunteers
- gives you the inside scoop on grant opportunities, including tips and resources to help you deliver strong funding applications
- dedicated mental health modules and safe transport guides
- easy-to-use online program you can access from any device, with heaps of free tools and resources
- It's free! Get access to your own Good Sports team member, tools and resources.

Join today

Get started by visiting goodsports.com.au/join and the Good Sports team will help you make it happen.

Images:

EDM Banner 600 x 400px



EDM Banner 400 x 400px



PRINTABLE POSTERS

Posters are available in A4 and A3 for you to print and display to potential Good Sports clubs.

[Download A4 poster](#) | [Download A3 poster](#)

BE YOUR BEST WITH GOOD SPORTS

You could win \$300 cash for your club!



Good Sports supports, educates and inspires over 10,000 clubs across the country to set-up a better environment for players, volunteers, supporters and officials. The program has been helping build strong clubs across the country for over 20 years.

Good clubs have good governance, strong memberships, secure income and great volunteers. Your club is already fantastic – Good Sports can help you become even better.

Join Good Sports now for a chance to win \$300. T&Cs apply



**GOOD
SPORTS**
INSPIRING A HEALTHIER
SPORTING NATION



goodsports.com.au

We would be happy to develop any additional copy or imagery that are specific to your sporting code or organisation. If you require additional templates, or have any questions, please get in touch with jen.humphries@adf.org.au