

A1: GUIDE TO PROMOTING THE PROGRAM

ACTION PLAN ITEM

Ensure your club communicates that they have joined the Here for the Game Community program to club members and visitors through a variety of communication channels.

WHY IT'S IMPORTANT

It's a great idea to let club members, families, volunteers and visitors know that you've signed up to the Here For The Game Community Program and why.

When everyone is aware of the program and the benefits of joining, they can get on board and support the actions your club takes towards becoming an accredited Here For The Game Community Club.

Sharing your commitment to reducing harm from sports betting is also a great way to show that your club is a leader, that you care about the wellbeing of your members and community and enhance your reputation to any potential sponsors or funders.

STEPS TO TAKE

There are lots of ways that you can let your club and community know that you've joined the Here For The Game Community Program and its benefits. It's great idea to communicate this in multiple ways. The more often someone hears or sees a message, the more likely they are to remember it.

1. Plan your communications for *at least three times every season and at least two official activities or events*.
 - Make an announcement at the club AGM or at other club events and functions (during or after match presentations, team selection announcements, etc.).
 - Use the social media templates in the promotion pack to post on the club Facebook and Instagram pages.
 - Put an item in the club newsletter or in the weekly email to club members.
 - Provide all team managers with details they can pass on to team members via email or team communications (WhatsApp groups, etc.)
 - Put a message on the club electronic screens (scoreboards, TVs, etc.)
 - Inform your members when new changes are introduced (e.g. when you implement new actions from your action plan).
2. Display the Here for the Game promotion pack items prominently around the club.
 - Put the posters on club notice boards, in the change rooms, behind the bar or next to the counter at the canteen.
 - Display the Here for the Game logo wherever you have the logos of other club sponsors and partners (club website, newsletter, letterheads, member handbook, etc.)
 - Put a sticker on the clubroom door or in other highly visible places.