



GOOD SPORTS STAKEHOLDER KIT



INTRODUCTION

We have compiled this toolkit to provide you with resources that can be shared with your members and communities to let them know what being part of Good Sports is all about.

With nearly 10,000 members on board, Good Sports has been helping build strong community sporting clubs across Australia for over 20 years. It's Australia's most popular community health sports program. It's free and easy to join.

We hope you will help us spread the word. Included in the stakeholder kit are template articles for your website, newsletters and social media tiles. They're designed to be used by anyone – from a national league to a smaller association or a local government. They can be adapted to suit your organisation and used at any time.

HOW TO USE THE KIT

This kit has been developed so you can easily share information to your communities. Here are some ways to raise your community's awareness about Good Sports:

1. Include the Good Sports information on your website
2. Include a story on Good Sports in your next newsletter edition
3. Share the provided social media posts and images on your social media accounts and websites
4. Spread the word - like us, follow us, link with us! <https://www.facebook.com/GoodSportsClubs>
5. Join the conversation - be part of the action and watch out for content shared through the hashtag @GoodSportsClubs.

We invite you to use and adapt the resources provided in this kit to help promote the information to your audiences.

This URL can be copied and pasted into all your communications. It links to the Good Sports website, which is full of information on the program:

<https://goodsports.com.au/>



WEBSITE ARTICLE TEMPLATE

The following webpage article template has been created for you to share on your website. Simply copy and paste the template content and download an image.

CONTENT

What is Good Sports?

Good Sports is Australia's largest and longest running health initiative in community sports. A free program from the Alcohol and Drug Foundation, Good Sports aims to build stronger communities by championing positive change and helping to create safe and family-friendly clubs that thrive.

Today almost 10,000 clubs are proud to be part of the Good Sports team.

How it works

Good Sports provides all the resources and support that local clubs need to create a healthier and safer environment. It has policies around alcohol management, smoking regulations, mental health, illegal drugs and safe transport. To become accredited with Good Sports, you can work through the online program at your own pace.

All you need to do is go to goodsports.com.au and click on **JOIN NOW**.

Once you've signed off on your first club policy you'll become an accredited Good Sports club. Read through this guide on what to expect: goodsports.com.au/program/how-it-works

The benefits

- Makes your club safer by reducing risky drinking and creating a healthy club environment
- Helps you comply with legal requirements
- Can help to bring in members, volunteers and even sponsors
- By joining, your club enjoys free access to program staff, smart policies and great tools and resources
- Connects your club to a respected brand, positioning you as a community leader and good role model

Join us today

Membership is **FREE**.

Visit goodsports.com.au to register your interest or contact us at goodsports.com.au/contact-us



WEBPAGE BANNER IMAGE

CLICK IMAGE TO DOWNLOAD

4044 X 500



GOOD SPORTS
INSPIRING A HEALTHIER SPORTING NATION

**AUSTRALIA'S LARGEST
COMMUNITY HEALTH
SPORTS PROGRAM.**



GOOD SPORTS
INSPIRING A HEALTHIER SPORTING NATION

**BUILDING STRONG
COMMUNITY SPORTING
CLUBS ACROSS AUSTRALIA.**



NEWSLETTER ARTICLE TEMPLATES

Two template articles have been created for you to share in your newsletter to promote Good Sports. Included are a 300 word and 160 word newsletter article. The content can be cut and pasted to suit your requirements. Simply select the template that fits your requirements, fill in the blank information and post it in your newsletter.

300 WORD ARTICLE

Are you part of Good Sports?

Want to be a part of Australia's most popular community health sports program? Then consider joining Good Sports. It's free, and easy to apply. Here's all you need to know.

The Good Sports program is an initiative of the Alcohol and Drug Foundation, an independent and not-for-profit organisation funded mainly by the Australian and state governments. The ADF is committed to building strong communities and limiting the harm caused by alcohol and other drugs.

That's why **[insert your group name]** is encouraging all our clubs to join.

Good Sports has nearly 10,000 members and has helped build strong community sporting clubs across Australia for over 20 years.

Designed for busy clubs, the program has free tools and resources to build club policies around alcohol management, smoking regulations, mental health, illegal drugs, safe celebrations and safe transport. Together they add up to help create a family-friendly and thriving environment for your club.

It is easy for clubs of any shape and size to join Good Sports. You work through an online program at your own pace, following the prompts on the screen. Once a club completes its first club policy covering things like alcohol and tobacco management, it becomes an accredited Good Sports club. Gold Medal Good Sports clubs have reached the highest level of the program.

The Good Sports program helps clubs comply with their legal requirements and meet duty of care responsibilities to members.

Research shows that the program leads to clubs being safer and more inclusive places. This drives stronger membership, volunteer and sponsor support.

The Good Sports team guides and supports clubs throughout the accreditation process. An information sheet is also available to get all your club committee on board.

Membership is free. Visit goodsports.com.au today to register your interest or contact goodsports.com.au/contact-us.



NEWSLETTER ARTICLE TEMPLATES

160 WORD ARTICLE

Are you in Good Sports?

Want to be a part of Australia's most popular community health sports program? It's free and easy to apply. Here's all you need to know.

With nearly 10,000 members across Australia the Good Sports program is an initiative of the Alcohol and Drug Foundation to develop safer and healthier communities. That's why **[insert your group name]** is encouraging all our clubs to join.

Designed to make life easy for busy officials and volunteers, the program has free tools and resources to build club policies around alcohol management, smoking regulations, mental health, illegal drugs and safe transport.

To join Good Sports, clubs work through an online program at their own pace. Once a club completes its first club policy it becomes an accredited Good Sports club.

The program has been proven to make clubs safer and more inclusive places, with benefits such as stronger membership, volunteer and sponsor support.

Visit goodsports.com.au today to register your interest or contact goodsports.com.au/contact-us.



SOCIAL MEDIA TILES

Use these on your organisation's social media platforms to encourage clubs to have a look at the program, how it runs, and how they can benefit. Simply copy and paste the template content and download an image.

CONTENT

(choose from one of the following dotpoints)

- Life's too short to be sidelined. Cut your admin time and get back into the action with @GoodSportsClubs
- Winning clubs are @GoodSportsClubs. Find out how to give your club a leading advantage that members will love.
- Safe. Healthy. Family Friendly. @GoodSportsClubs can help your club thrive, and be the best it can be.
- @GoodSportsClubs help busy clubs win grants and secure much needed funding. Join for free today.
- Grow your dream team with @GoodSportsClubs. Access the tools and tips to attract and retain members.
- From alcohol management to safe transport, @GoodSportsClubs will help you put in place policies for when you'll need it most.

SOCIAL MEDIA IMAGES

CLICK IMAGE TO DOWNLOAD

1080 X 1080



If you need any additional templates to promote Good Sports or have any questions, please get in touch: goodsports.com.au/contact-us