

**AFL VICTORIA
COVID-19 RETURN TO PLAY
EDUCATION TOOLKIT**



What is this toolkit?

The AFL has created a COVID-19 Protocol Education Toolkit. The toolkit provides assets for state/territory bodies, leagues, and clubs to educate their stakeholders, members, players, and families on the COVID-19 Protocols.

The toolkit contains videos, social tiles, posters, and other resources for use throughout social media, websites, email, newsletter communication and at-ground signage.

New assets will be added to the downloadable links as protocols and stages change.

How to use the toolkit

Each asset can be downloaded via the links provided within the toolkit. Social captions have also been provided to ensure messaging is clear and consistent to avoid confusion.

Communication Plan








A communication plan describes how you will communicate with various groups and stakeholders. It is strongly recommended to create a communication plan to ensure stakeholders, members, players, and families are aware of the protocols in place to keep everyone safe.

More information about creating a communication plan can be found on [Toyota AFL Club Help](#). An example social media communication plan has been provided below.

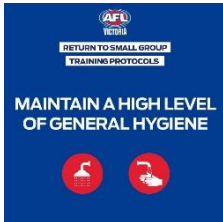

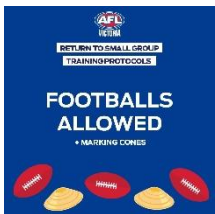


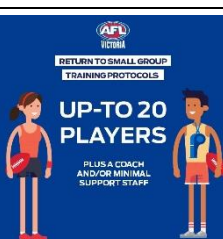
POST	HEADING	ASSET	PROPOSED SCHEDULE
1	IMAGE	Protocols document	Friday, May 22, PM
2	GET IN, TRAIN, GET OUT	Video	Monday, May 25, PM
3	KNOW WHO THE COVID SAFETY OFFICER IS AT YOUR CLUB	Graphic + Return to Play Webpage	Tuesday, May 26 AM
4	DOWNLOAD THE COVID-SAFE APP	Video + App Website	Tuesday, May 26 PM
5	REGISTER YOUR ATTENDANCE	Graphic + Return to Play Webpage	Wednesday, May 27 PM
6	UP-TO 10 PEOPLE / 3 GROUPS PER OVAL	Video	Thursday, May 28 AM
7	NO PHYSICAL CONTACT	Video	Friday, May 29 PM
8	MAINTAIN 1.5M DISTANCE	Graphic + Return to Play Webpage	Saturday, May 30 MIDDAY
9	WET AREAS, CLUB CHANGEROOMS ARE OFF LIMITS	Video	Monday, June 1 AM
10	FOOTBALLS ALLOWED	Graphic / Video Sanitisation	Monday, June 1 PM
11	NO SHARING OF PERSONAL ITEMS	Graphic	Tuesday, June 2 AM
12	DO NOT TRAIN IF YOU ARE UNWELL	Video	Wednesday, June 3 AM
13	MAINTAIN A HIGH LEVEL OF HYGIENE	Graphic	Wednesday, June 3 PM

Social Media Assets

The social media tiles can be used on Facebook and Instagram as well as websites. Captions can be copied and pasted into the relevant sections to accompany the tiles. Where possible, provide a link to the relevant website for more information.

Social Tile Asset	Caption
	<p>Social distancing rules still apply at small group training! Keep your distance, 1.5m from teammates, coaches, support staff & officials at all times 🙏</p>
	<p>The training track may look slightly different to usual when you return, with a limit of 2 groups of 20 people per oval allowed. Check with your club if your team is returning and what group you are assigned to!</p>
	<p>PRESENT 🧑 HERE 🧑</p> <p>If you are attending a Small Group Training session, your Club will register your attendance to help in the case of contact tracing!</p>
	<p>Changerooms, Club Rooms and Wet Areas will be off limits! 🚫</p> <p>Be dressed in your training gear (boots and all) and ready to hit the track as soon as you arrive.</p>
	<p>A requirement for Clubs returning to small group training, is that they must nominate at least one COVID Safety Officer who has completed the free online COVID-19 infection control training.</p>
	<p>Unwell? Stay at home! 🏠</p> <p>Know the symptoms, limit the spread, and look after one another.</p>
	<p>As Clubs return to training, we strongly encourage all AFL players, coaches, umpires, officials to download the COVID-Safe App.</p> <p>Help stop the spread! 🛑</p>



	<p>Keep up the good work 🙌</p> <p>Hand washing or sanitising and showering before and after training is strongly encouraged!</p>
	<p>As Clubs are working hard in the background to ensure training can resume under the Return to Small Group Training Protocols, we remind players that the key principle for returning to small group training is "Get in, Train, Get Out". ⏸️</p> <p>We encourage everyone to save the socialising for social media, arrive on-time and leave straight after the last whistle has blown!</p>
	<p>Get some air in the footies because they will be zinging around the oval!</p> <p>🏈 Clubs are encouraged to sanitise footies after each session.</p>
	<p>Bumping, tackling, marking contests, high 5's and handshakes are off limits as you return to small group training!</p>
	<p>BYO water bottle, towel & food (and any other personal items) to training. AND don't forget to take them home once you've finished!</p>
	<p>The training track may look slightly different to usual when you return, with a limit of 2 groups of 20 people per oval allowed. Check with your club if your team is returning and what group you are assigned to!</p>

[DOWNLOAD SOCIAL TILES HERE](#)

* New assets will be added to the downloadable link as protocols and stages change.



Videos for Social Media, Websites, eDMs and Newsletters

These short videos provide a snapshot overview of each training protocol. Videos can be used for club websites, eDMs, newsletters and social media platforms.

For social media captions, please refer to suggestions within the social media tiles pages.



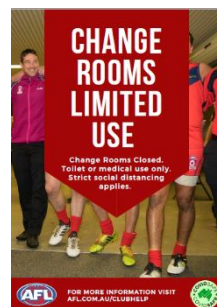
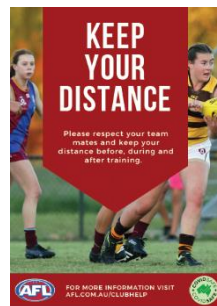
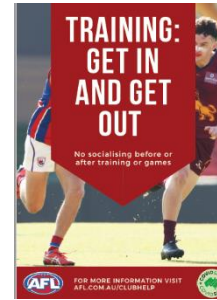
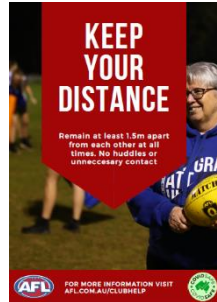
[DOWNLOAD VIDEOS HERE](#)

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Player Posters

Posters can be displayed around club training grounds and club houses.

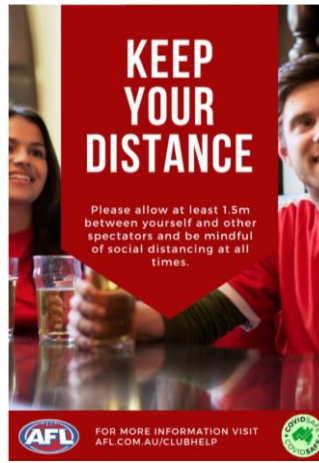
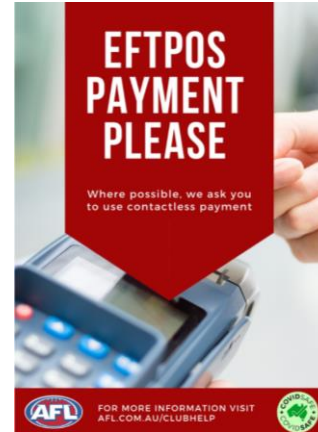
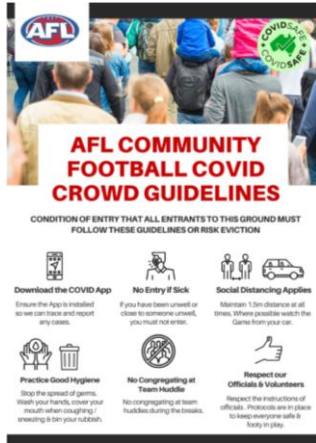


[DOWNLOAD PLAYER POSTERS HERE](#)



Crowd Posters

Posters can be displayed around the grounds and at entry points for crowd education.



[DOWNLOAD CROWD POSTERS HERE](#)