

### KEY MESSAGING

These are some key messages to communicate why families should get involved in PlayCricket:

- » Woolworths Cricket Blast is back, sign up early to get a head start on summer sport
- » A sport for everyone which you can play anywhere at anytime
- » Play for an hour, meet new mates
- » Registrations are now open, join your local cricket club at [playhq.com/cricket](http://playhq.com/cricket)

### SOCIAL MEDIA

If you're stuck on what to use as a caption, use the below templates to help you make a start. These can be used with a photo from your club or paired with the social tiles part of our pack

#### Registrations now open!

[Insert your club name] is back for another season of cricket. Sign up today at [insert registration link or [play.cricket.com.au](http://play.cricket.com.au)].

#### Make unforgettable memories – Join your local cricket club!

Registrations are now open for our Woolworths Cricket Blast program. Sign up your Blaster (5-10-year-old) to learn ball skills in a fun, non-contact format!

Register today via [insert registration link or [play.cricket.com.au](http://play.cricket.com.au)] before registrations close on [insert date].

#### Cricket is back, sign up now to get your summer sport sorted early

Winter sports are nearly over - have you enrolled your child in sport this summer? Cricket is a safe and fun way for kids of all abilities to stay active. Registrations for our Woolworths Cricket Blast (5-10 years) and Junior Cricket (10-18 year) programs are now open - sign up with our club today at [insert registration link or [play.cricket.com.au](http://play.cricket.com.au)]

#### Join in on the Ashes fun Now!

It's an Ashes year, which means legendary cricketing moments all summer long!

Get your kids involved today and recreate iconic Ashes moments at your local club.

Register today via [insert registration link or [play.cricket.com.au](http://play.cricket.com.au)]

#### Play cricket for an hour, make mates for a lifetime

Show your skills and play with mates at our club. Our Junior Cricket programs offer short, action packed games which give everyone the chance to bat, bowl and field. Sign up today at [insert registration link or [play.cricket.com.au](http://play.cricket.com.au)] before registrations close on [insert date]

#### Players wanted – all girls junior cricket!

Girls aged 11-17 are encouraged to show their skills play together in our girls-only program. Play T20 matches with modified rules and formats - everyone has the chance to bat, bowl and field! Sign up today at [insert registration link or [play.cricket.com.au/](http://play.cricket.com.au/)]

#### Bring your winter sports team into summer!

Winter sports are over, but keep your team connected through cricket! Our all-girls Junior Cricket program for 11- to 17-year-olds is the perfect way to transfer and build on their skills over summer

Register at [insert registration link or [play.cricket.com.au](http://play.cricket.com.au)] before registrations close on [insert date].

#### [Insert club name] is back for summer!

Registrations are now open for our Woolworths Cricket Blast & Junior Cricket programs.

Sign up your family today at [insert registration link or [playhq.com/cricket](http://playhq.com/cricket)] Registrations close [insert date]

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### EMAIL MARKETING

Emails are a great way to reach people who have already engaged with your club and encourage them to re-join for this season.

Copy and paste these email templates in your communications to the local cricket community!

#### Generic email:

[Insert club name] registrations open!

Registrations for the 2025-26 season are now open at [Insert club name].

We have a range of programs for every age and ability including Woolworths Cricket Blast (5-10-year-olds) and Junior Cricket (9-18-year-olds) programs.

To sign up your child, visit [insert registration link or link to [play.cricket.com.au](https://play.cricket.com.au)].

Registrations close [insert date]

#### For people who have already participated with your club's programs:

[Insert club name] registrations open!

Registrations for the 2025-26 season are now open at [Insert club name].

We'd love to have your family join us again this season at one of our programs. To sign up, visit [insert registration link or link to [play.cricket.com.au](https://play.cricket.com.au)].

#### For people who have enrolled before but didn't sign up with your club last year:

[Insert club name] registrations open!

Registrations for the 2025-26 season are now open at [Insert club name].

We missed your family at our club last year - we'd love to have you join us again this season at one of our programs. To sign up, visit [insert registration link or link to [play.cricket.com.au](https://play.cricket.com.au)] or for more information, contact us at [insert contact information].

#### For a longer version:

[Insert club name] registrations open!

Registrations for the 2025-26 season are now open at [Insert club name].

We have a range of programs available for every age, ability, and interest level. Check out the table below to find the right program for your child.

To sign up your child, visit [insert registration link or link to [play.cricket.com.au](https://play.cricket.com.au)].

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### OTHER MARKETING AND CONTENT IDEAS

In addition to open or come and try days, there are a range of ways you can engage your community with your club. You could:

- » Put up posters at local community notice boards
- » Put up a banner at your club telling people registrations are open
- » Offer referral benefits for parents promote your club and bring in new members
- » Film a video with your president, coaches, or members about what they like about your club and why people should register
- » Drop off flyers in mailboxes near your club
- » Reach out to your local government area - they often have free directory listings, club contact lists and other ways of supporting local clubs.