

OFFICIAL



**Australian Government**  
**Australian Sports Commission**

# 2024 National Volunteer Week Campaign Guide



# Overview

The Australian Sports Commission (ASC) is leading the charge for **National Volunteer Week** which will be celebrated from **20 to 26 May 2024**. It's our chance to recognise and thank the **3 million sport volunteers** in Australia by giving a big,

## "3 Cheers for Volunteers!"

Volunteering is at the heart of our sport sector. Sport teams, clubs and organisations across the country rely on volunteers to run their programs. They coach, referee, manage teams, cook barbecues, write grants, keep score, fill water bottles, wash uniforms and much more. We have collaborated with sport partners across Australia, sharing images and stories of real-life volunteers to design campaign assets to help us celebrate volunteers. The campaign will be rolled out throughout May and June and supported through paid advertising campaign and across our ASC marketing channels.

We now need your help to **share the campaign** with your sporting community and use this week as an opportunity to shine the light on our incredible volunteers.

We have developed a toolkit, full of campaign assets to help make it easier for anyone within your sport to celebrate your volunteers.

## Promotional assets

The ASC have produced a suite of creative assets for you to use in promoting National Volunteer Week across your own channels.

The toolkit contains key messages, posters, certificates and a huge range of social media tiles, including easy-to-use editable templates for you to include your own images and logos.

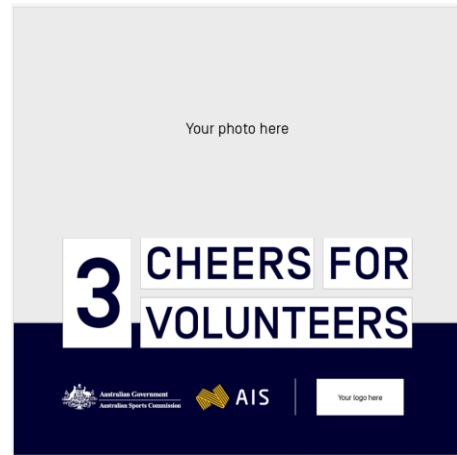
We have also included our paid advertising video assets in the toolkit for you to use and download. These will form part of a national marketing campaign, but we want our sport partners to use them to showcase the importance of volunteers to sport in Australia.

These are available on our website [here](#).



# Imagery

A range of tiles with space to insert an image of your choice.



A range of social tiles with a selection of images highlighting sport volunteers, and different sports celebrating them.

Posters for you to distribute with your networks.





Factsheets for you to distribute with your networks.

A certificate for you to tailor with your logo and the name of a volunteer you would like to recognise.



A range of email assets with space to insert an image of your choice.



## Content examples

The campaign will go live closer to the beginning of National Volunteer Week (20-26 May 2024), but we encourage our sporting partners to begin celebrating their volunteers as soon as possible.

The below copy are examples of content that could be posted on your channels, social media, newsletter, etc.

Please feel free to use our key messages fact sheet to develop your posts. Please don't forget to tag the **@AustralianSportsCommission** in your social posts so we can engage and amplify your messages too. Our handles and the hashtag are below.

|  |                                 |                                   |   |
|--|---------------------------------|-----------------------------------|---|
| <b>Facebook</b><br><b>@ AustralianSportsCommission</b> | <b>Instagram</b><br><b>@asc</b> | <b>Twitter</b><br><b>@ausport</b> | <b>LinkedIn</b><br><b>@Australian Sports Commission</b> |
|--|---------------------------------|-----------------------------------|---|

| Channels              | Copy  | Suggested Schedule | Potential Image |
|-----------------------|---|--------------------|-----------------|
| Newsletter or website | <p>Next week is National Volunteer Week and it's time to celebrate the volunteers who make our sport possible by giving a big <b>3 Cheers for Volunteers!</b></p> <p>Our teams, clubs and organisations across the country rely on volunteers to run their programs. They coach, referee, manage teams, cook barbecues, write grants, keep score, fill water bottles, wash uniforms and much more.</p> <p>@Australian Sports Commission<br/>                     #3CheersforVolunteers<br/>                     #SportVol</p> | 8 – 19 May 2024    |                 |



|  |   |                        |   |
|--|---|------------------------|---|
| <p>Social media – Post video to story/page</p> | <p>To celebrate National Volunteer Week, we want to thank all our volunteers who make our sport possible by giving a big 3 Cheers for Volunteers!</p> <p>@Australian Sports Commission<br/>#3CheersforVolunteers<br/>#SportVol</p>  | <p>8 - 19 May 2024</p> |   |
| <p>Social media or web story</p>               | <p>It's National Volunteer Week and we want to thank all our volunteers who make our sport possible by giving a big 3 Cheers for Volunteers!</p> <p>Our teams, clubs and organisations across the country rely on volunteers to run their programs. They coach, referee, manage teams, cook barbecues, write grants, keep score, fill water bottles, wash uniforms and much more.</p> <p>@Australian Sports Commission</p> <p>#3CheersforVolunteers<br/>#SportVol</p> |                        | <p>Use one of our ready-made tiles, or edit our template to include an image of one of your volunteers.</p> |

**CONTACTS**

If you need any additional support for your promotional activity, please contact the ASC Marketing team at [marketing@ausport.gov.au](mailto:marketing@ausport.gov.au).

**We can't wait to see how sport can celebrate our volunteers through 3 Cheers for Volunteers.**



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