



PLAY

SHERWIN
KANGAROO BRAND


**VILIFICATION
TOOLKIT
2025**

OVERVIEW

RESPECT IS THE ULTIMATE TEAM SPORT

The AFL has zero tolerance for racism, vilification, and discrimination of any kind – it's not hard, it's out of bounds.

Australian Rules Football is for everyone, no matter who you are, where you're from, or how you identify. Inclusion isn't optional. It's who we are, both on and off the field.

When clubs actively embrace diversity and commit to creating safe, welcoming, and respectful environments, the benefits are real:

- Stronger culture
- More players and volunteers
- Greater community support

Put simply – inclusive clubs are better clubs.

We've developed the following resources to help you share this message with your community. Use them to spark conversations, grow awareness, and lead by example.

Different backgrounds, same game. Different stories, same dream. Vilification doesn't belong on any team. We're stronger together.

SUGGESTED MESSAGING

CALL TO ACTION: To learn more, visit play.afl/vilification

TAGS: @AFLPLAY

CAPTIONS:

COACHES:

Respect is the ultimate team sport, and as a coach, it's time to take a stand. The AFL has zero tolerance for racism, vilification and discrimination, we want everyone to feel included both on and off the field.

UMPIRES:

Footy can't thrive without umpires, and respect is non-negotiable. If vilification enters the play, your whistle is more than a sound. It's a stand. And we'll back it, every time.

VOLUNTEERS:

Respect is the ultimate team sport, and as a volunteer, it's time to take a stand. The AFL has zero tolerance for racism, vilification and discrimination, we want everyone to feel included both on and off the field.

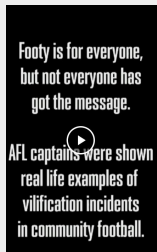
LOCAL FOOTY:

Respect is the ultimate team sport. Our locker room is built on trust, not slurs. We tackle hard, not hearts. If you hear it, call it. If you see it, stop it. We don't win flags by putting others down.

GENERIC:

Respect is the ultimate team sport. Different backgrounds, same game. Different stories, same dream. Vilification doesn't belong on any team. We're stronger together.

PROMOTIONAL ASSETS

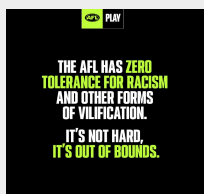
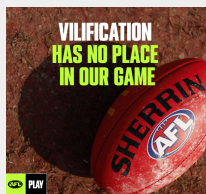


AFL Captains Video

Use these powerful videos featuring every AFL Captain to showcase the impact of vilification on and off the field. More supporting videos around vilification, from the likes of Hawthorn player Jarman Impey, can be found on <https://play.afl/vilification>

[DOWNLOAD HERE](#)

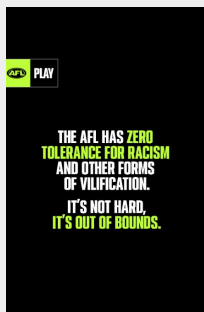
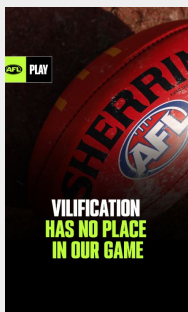
[WATCH THE SUPPORTING VIDEOS](#)



Social Media Tile (1080x1080)

Include any additional text in the caption of your post, rather than on these images for better engagement.

[DOWNLOAD HERE](#)



Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to <https://play.afl/vilification>

[DOWNLOAD HERE](#)



Flyers (A5)

Use the following posters to educate and raise awareness of vilification in your local area.

[DOWNLOAD HERE](#)

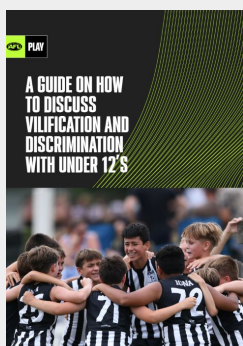


Posters (A3)

Use the following posters to educate and raise awareness of vilification in your local area.

[DOWNLOAD HERE](#)

EDUCATIONAL ASSETS



Guides for Clubs

Use this informational guide on how to discuss vilification with Under 12 teams.

[DOWNLOAD HERE](#)



Tip Sheets for Clubs

Use these tip sheets for creating a safe and inclusive environment.

[DOWNLOAD HERE](#)