



MARKING, COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT STRATEGY

ANU Women's Football Club Marketing, Communications and Stakeholder Engagement Strategy

Endorsed September 2026

Purpose

ANU Women's Football Club uses marketing, communications and stakeholder engagement to support a strong, sustainable, competitive and inclusive football club.

Our communications should help our members understand what is happening, strengthen connection across the club, promote the opportunities available through ANUWFC, celebrate our people and achievements, support our partners and maintain productive relationships with the organisations that influence our football environment.

ANUWFC does not seek significant membership growth during this strategic period.

Our communications and engagement activity will therefore focus primarily on:

- retaining and engaging existing members
- strengthening ANUWFC's identity and reputation
- promoting a safe and inclusive club culture
- supporting competitive and player development priorities
- attracting coaches, volunteers and partners where required
- celebrating women and gender-diverse people in football
- providing value to sponsors and community partners
- maintaining constructive relationships with key football and community stakeholders.

Our approach will be practical, inclusive, consistent and achievable for a volunteer-run community club.

Our objectives

Between 2027 and 2030, ANUWFC will use marketing, communications and stakeholder engagement to:

1. Keep our community informed and connected.
2. Strengthen ANUWFC's reputation and identity.
3. Promote inclusion, wellbeing and positive club culture.

4. Support football development and competitiveness.
5. Maintain strong relationships with key stakeholders.
6. Provide meaningful value to sponsors and partners.
7. Celebrate and advocate for women and gender-diverse people in football.

Our audiences

ANUWFC communicates with a number of different audiences.

Primary audiences

Current players

Our most important communications audience. Players need timely, clear and accessible information about:

- registration
- training and matches
- team activities
- club events
- player development
- wellbeing and injury support
- safeguarding and reporting
- financial support
- club opportunities
- important club decisions.

Coaches and team officials

Coaches and team managers require clear information about:

- football operations
- player wellbeing and safeguarding
- club expectations
- policies and procedures
- coaching development
- events

- administrative requirements
- opportunities available to their players.

Volunteers and Committee members

Our volunteers need information that helps them understand:

- their responsibilities
- club priorities
- upcoming activities
- relevant policies
- decisions affecting their roles
- opportunities for development and recognition.

Secondary audiences

These include:

- prospective players where vacancies exist
- prospective coaches and volunteers
- alumni and former players
- supporters, friends and families
- sponsors and potential sponsors
- ANU Sport
- Capital Football
- Football Australia
- ACT Government and other government bodies
- local businesses
- community organisations
- other football clubs
- media
- the broader Canberra football community.

Communication with these audiences should be appropriate to the relationship and the outcome ANUWFC is seeking.

Our key messages

ANUWFC communications will consistently reinforce the following themes.

- **We are inclusive.** ANUWFC provides a safe, supportive and welcoming football environment for women (cis and trans) and non-binary people.
- **We are competitive.** We want our players and teams to develop, improve and compete strongly at the level appropriate to them.
- **We are a community.** ANUWFC is more than individual teams. We value connection, participation, volunteering and relationships across the whole club.
- **We develop people.** We support opportunities for players, coaches, volunteers and leaders to build skills on and off the football field.
- **We are established but forward-looking.** ANUWFC is proud of its long history in ACT women's football while continuing to improve how we operate.
- **We are sustainable.** Our aim is not unrestricted growth. We want to maintain a club size that allows us to provide a high-quality football and member experience.
- **We use our voice.** We advocate constructively for women and gender-diverse people within football and the wider community.

Strategic priority 1: Clear and consistent member communications

Our commitment

Members should be able to easily find the information they need without communications becoming burdensome for club volunteers.

We will:

- maintain the ANUWFC website as the primary source of enduring club information
- use email for important whole-of-club communications
- use team communication channels for operational team information
- use social media primarily for engagement, promotion and storytelling rather than just essential operational information
- communicate major deadlines and changes clearly and with reasonable notice

- minimise unnecessary duplication across channels
- use consistent information across platforms
- maintain current contact details and governance information
- regularly review outdated website content.

Important information should not rely solely on social media.

Measures

- Key registration, welfare, governance and participation information remains accessible online.
- Major club updates are distributed through an appropriate direct member communication channel.
- Website information is reviewed at least annually.
- Player feedback indicates members can generally find the information they need.

Strategic priority 2: Inclusive and accessible communications

Our commitment

ANUWFC communications should reflect the people who make up our club and reinforce our commitment to safety, respect and inclusion.

We will:

- implement the ANUWFC Inclusive Communications Guide
- use inclusive language across club communications
- represent players across different teams, divisions and backgrounds
- ensure women (cis and trans) and non-binary people can see themselves reflected in ANUWFC communications
- use accessible and plain language where possible
- protect privacy and respect photography preferences
- communicate welfare and safeguarding information clearly
- avoid stereotypes or humour that undermines club values
- review communications when members identify opportunities to improve inclusion.

Measures

- Inclusive Communications Guide is used by people producing club communications.

- Player Experience Survey includes a measure relating to inclusive communications.
- Diverse teams and areas of the club are represented across communications throughout each season.
- Welfare and reporting information remains clearly accessible.

Strategic priority 3: Tell the ANUWFC story

Our commitment

Our marketing should build pride in ANUWFC and strengthen our reputation rather than simply trying to recruit more players. We will tell stories about:

- our players
- teams
- coaches
- volunteers
- history
- competitive achievements
- player development
- mentoring and leadership
- Inclusion
- community
- sponsors and partners
- the contribution of women and gender-diverse people to football.

We will:

- celebrate achievements across all playing divisions
- recognise volunteers and coaches
- highlight opportunities for members
- tell stories about ANUWFC's history and contribution to ACT football
- share positive examples of player and club development
- participate in relevant football campaigns and initiatives

- use major club events as opportunities for storytelling
- recognise that meaningful content is more valuable than posting simply to maintain a particular frequency.

Measures

Rather than setting demanding content quotas, ANUWFC will aim to maintain an active and representative digital presence throughout the football season. Success will be assessed through:

- member engagement
- feedback
- reach where useful
- representation across the club
- whether communications support identified club objectives.

Strategic priority 4: Support football and player development

Our commitment

Communications should support ANUWFC's ambition to become more competitive and develop its people. We will promote:

- coaching opportunities
- coach education
- trials and team selection information
- player development opportunities
- goalkeeper and specialist development where available
- mentoring
- leadership opportunities
- refereeing and other football pathways
- relevant Football Australia and Capital Football opportunities
- achievements of players and coaches undertaking development opportunities.

Recruitment communications will focus on specific areas of need rather than general membership growth. For example, ANUWFC may actively recruit:

- coaches
- goalkeepers

- players for divisions with vacancies
- volunteers with particular skills
- people for leadership roles.

Measures

- Identified coaching and volunteer vacancies are actively promoted.
- Relevant development opportunities are shared with members.
- Communications support implementation of the ANUWFC Strategic Plan.

Strategic priority 5: Stakeholder engagement

Our commitment

ANUWFC operates within a broader football, university, business and community environment. Strong stakeholder relationships help us deliver better experiences for our members and advocate for the needs of our club. We will maintain constructive engagement with key stakeholders according to their relevance and influence.

ANU Sport

Our relationship

ANU Sport is a critical partner because ANUWFC operates as an affiliated ANU sporting club and relies on facilities and administrative arrangements influenced by ANU Sport.

We will engage on:

- facilities and field access
- club affiliation
- member experience
- safety
- inclusion
- environmental sustainability
- operational requirements
- opportunities benefiting ANUWFC members.

Minimum engagement

ANUWFC will aim to have at least one strategic discussion with ANU Sport each year in addition to normal operational communication.

Capital Football

Our relationship

Capital Football is our Member Federation and a critical stakeholder in competitions, rules, club development and the future of women's football in the ACT.

We will:

- maintain constructive operational relationships
- participate in relevant club consultations
- engage with Club Changer
- promote relevant development opportunities
- raise issues affecting ANUWFC members appropriately
- contribute our experience as a women's football club to relevant discussions
- advocate respectfully where changes are needed.

Minimum engagement

ANUWFC will participate in relevant consultations and maintain regular engagement through normal football operations.

Football Australia

Our relationship

Football Australia provides national frameworks, programs and strategic direction relevant to ANUWFC.

We will:

- remain aware of relevant national initiatives
- participate in Club Changer
- use appropriate Football Australia resources
- promote relevant national opportunities
- align relevant club practices with national Member Protection and safeguarding expectations
- participate in national women-in-football initiatives where useful and achievable.

Sponsors and business partners

Our relationship

Sponsors help support the financial sustainability of ANUWFC and enable additional opportunities for our members. ANUWFC will aim to create genuine partnerships rather than purely transactional sponsorship arrangements.

We will:

- seek partners whose organisations and activities are broadly compatible with ANUWFC's values
- clearly communicate agreed sponsorship benefits
- recognise sponsors appropriately
- seek opportunities for sponsors to connect positively with our members
- provide reasonable updates on partnership activity
- invite feedback from sponsors
- seek renewal conversations before the end of relevant agreements.

Measures

- Sponsorship commitments are documented and delivered.
- Sponsors receive appropriate acknowledgement and agreed benefits.
- ANUWFC maintains a diversified sponsorship base where practical.
- Partnerships are reviewed for value to both ANUWFC and the sponsor.

Community organisations and other football clubs**Our relationship**

ANUWFC will work collaboratively where doing so benefits our members or contributes to stronger women's and inclusive football. This may include collaboration around:

- Women in Football activities
- Pride and inclusion initiatives
- player development
- community events
- advocacy
- mentoring
- wellbeing
- professional pathways
- other areas of shared interest.

We do not need formal partnerships with every organisation we interact with. Our engagement should be purposeful and proportionate.

Government and community decision-makers

ANUWFC may engage with ACT Government, local representatives and other public bodies where relevant to:

- facilities
- participation
- women in sport
- inclusion
- grants
- community development
- other issues directly affecting the club.

We will communicate respectfully and remain politically non-partisan when representing ANUWFC.

Strategic priority 6: Sponsor and partner visibility

Our commitment

We want businesses that support ANUWFC to feel that their contribution is recognised and valued.

We will:

- deliver agreed social media, website, event and email benefits
- acknowledge sponsors in relevant communications
- identify reasonable opportunities for sponsor activation
- encourage members to support partner businesses where appropriate
- communicate the impact of sponsorship where possible
- avoid over-commercialising player communications or the member experience.

Sponsorship visibility should feel integrated into the club rather than overwhelming it.

Strategic priority 7: Advocacy and external communications

Our commitment

ANUWFC has a legitimate voice within ACT football. We will use that voice constructively on issues affecting:

- women's football

- trans and non-binary participation
- player safety
- inclusion
- facilities
- competition structures
- player development
- club sustainability
- other matters directly relevant to our members.

When advocating externally, we will:

- clearly identify the issue
- gather relevant information
- focus on practical outcomes
- communicate respectfully
- engage the appropriate organisation
- represent the interests of the club as a whole
- avoid unnecessary public escalation
- maintain records of significant formal advocacy.

Public statements on significant or sensitive issues should be approved through an appropriate Committee process.

Strategic priority 8: Media and reputation

Our commitment

ANUWFC will respond professionally and consistently to media and public enquiries.

We will:

- nominate an appropriate Committee member to coordinate media enquiries
- ensure significant public statements are approved appropriately
- protect confidential player and welfare information
- seek consent before providing individual player stories or personal information
- communicate transparently where appropriate

- correct significant misinformation when necessary
- avoid commenting publicly on confidential complaints, safeguarding or disciplinary matters.

ANUWFC does not require a standalone media team or extensive media procedures.

Our communications channels

ANUWFC will use different channels for different purposes.

Website

Primary purpose: enduring information and public club resources.

Examples include:

- playing information
- registration
- governance
- player welfare
- events
- sponsors
- coaching
- mentoring
- contact information.

Email

Primary purpose: important whole-of-club information.

Examples include:

- registrations
- events
- major updates
- opportunities
- member notices.

Team communication channels

Primary purpose: operational team communications.

Examples include:

- training
- match availability
- team information
- logistics.

Social media

Primary purpose: community engagement, promotion and storytelling.

Examples include:

- match content
- club achievements
- players and volunteers
- sponsors
- events
- campaigns
- recruitment where required.

Face-to-face and direct engagement

Primary purpose: relationships and issues requiring discussion.

Examples include:

- stakeholder meetings
- sponsor discussions
- sensitive player matters
- coach engagement
- consultations.

Keeping communications manageable

ANUWFC recognises that communications are delivered by volunteers. Accordingly, we will:

- prioritise useful communication over volume
- reuse information across channels where appropriate

- maintain templates for recurring communications
- schedule content where helpful
- avoid creating new channels without a clear purpose
- maintain shared access to relevant club accounts
- document essential communication processes
- ensure more than one appropriate Committee member can access critical accounts
- archive or discontinue channels that are no longer useful
- avoid imposing unrealistic posting or engagement targets.

Consistency is more important than frequency.

Stakeholder engagement register

ANUWFC will maintain a simple stakeholder register. This will not be complex. At a minimum it will identify:

Stakeholder	Why they matter	Club contact	Engagement
ANU Sport	Affiliation, facilities and club support	President / relevant portfolio	Ongoing + annual strategic discussion
Capital Football	Competition, governance and development	President / Registrar	Ongoing
Football Australia	National frameworks and Club Changer	Relevant Committee member	As required
Sponsors	Financial and member support	Sponsorship portfolio	Regular during agreement
Members	Core club community	Committee	Ongoing
Coaches	Football delivery	Coaching portfolio	Regular during season
Community partners	Programs and shared initiatives	Relevant portfolio	As required

The register will be reviewed annually and updated when key contacts or relationships change.

Measurement

ANUWFC will take a proportionate approach to measuring communications and engagement. We will not require extensive monthly analytics reports. At least annually, we will consider:

Member communications

- whether players can access the information they need
- Player Experience Survey feedback
- email and digital engagement where useful
- recurring communication issues.

Digital communications

Where easily available, we may monitor:

- reach
- engagement
- website usage
- content performance
- audience growth.

These measures will be used to improve communications rather than treated as targets in themselves.

Stakeholders

We will consider:

- whether key relationships remain active
- sponsor retention and feedback
- engagement with ANU Sport and Capital Football
- outcomes achieved through advocacy
- opportunities for collaboration.

Annual communications cycle

Rather than maintaining an extensive communications plan, ANUWFC will use the football season to guide activity.

Preseason

Focus on:

- player information
- trials
- coaching recruitment
- registration
- financial support
- safeguarding and wellbeing
- season expectations.

Early season

Focus on:

- team introductions
- club culture
- sponsors
- events
- member opportunities.

During the season

Focus on:

- football
- player and team achievements
- coaches and volunteers
- events
- development opportunities
- sponsors

- wellbeing and inclusion
- club storytelling.

End of season

Focus on:

- achievements
- recognition
- presentation events
- volunteer appreciation
- member feedback
- sponsor acknowledgement
- retention and future involvement.

Off-season

Focus on:

- governance
- strategic updates
- Committee and volunteer recruitment
- coaching recruitment
- sponsorship
- planning for the following season.

Responsibilities

The Committee has overall responsibility for the club's marketing, communications and stakeholder engagement. Where appointed, the Communications portfolio will coordinate day-to-day activity.

However, responsibility is shared across the Committee:

- portfolio holders provide accurate information relating to their areas
- coaches and managers communicate appropriately with teams
- sponsorship representatives manage sponsor relationships

- the President or nominated representative manages significant external stakeholder relationships
- welfare and safeguarding communications are developed with the appropriate responsible officer
- all people communicating on behalf of ANUWFC are expected to follow club policies and values.

Review

This Strategy will be reviewed every three years at a light-touch level to ensure:

- audiences remain appropriate
- communication channels remain useful
- stakeholder contacts are current
- sponsor commitments are being delivered
- major communication issues are identified
- communications continue to support ANUWFC's strategic priorities.

A full review will occur alongside the ANUWFC Strategic Plan or by the end of 2030.

Our commitment

Good communication does not mean communicating constantly. For ANUWFC, it means giving people the information they need, telling our story authentically, celebrating our community and maintaining strong relationships with the organisations and people who help us deliver football.

Through clear, inclusive and purposeful communication, we will strengthen connection within ANUWFC, support our players and volunteers, provide value to our partners and continue to advocate for women and gender-diverse people in football.

We will communicate with purpose, engage with respect and use our voice to make ANUWFC stronger.

Version control

Version 1.0 drafted August 2026.