



## **AFL HUNTER COAST RECRUITMENT & MARKETING POLICY**

The AFL NSW/ACT Development Team, in consultation with the AFL Hunter Coast Clubs, has developed the recruitment and marketing zone for each club. This designates which schools a club may be active in, to drive recruitment within their club.

- Within the designated club Recruiting Zones, clubs are able to, but not limited to, do the following:
  - School assembly visits.\*
  - School newsletter advertisements.\*
  - Shopping centre promotions and registration days.
  - Distribution of club flyers.\*
  - Install banners, posters, signage, in appropriate locations.
  - Encourage parents to talk with other parents about their children joining their club.
  - Work with other sports, to promote AFL as a winter and/or Sunday sporting option.
  - Newspaper advertisements.

*\*Clubs wishing to visit local schools must first contact the AFL NSWACT Development Team, to ensure consistency of messaging, and level of contact made to the school previously.*

- Clubs who are found to have promoted themselves using any of the methods above in areas outside of their recruiting zone may be fined by the AFL Hunter Coast Board, up to \$500.
- Clubs are expected to remind any potential new registration of the location of their local club, should that player not be registering at their nearest club.
- Solicitation of transfer: A club, its management, coaches, player, parents or any other person directly or indirectly involved in a club must not solicit a player registered with another club with a view to having a player move to another club. Clubs found guilty of engaging in this practice will be subject to sanction from AFL Hunter Coast. Clubs must make all stakeholders involved in their club that this practice is unacceptable.
- For further queries, or for more information on the AFL Hunter Coast Recruitment & Marketing Policy, please contact the AFL NSWACT Development Team on 4973 2799

Schools assigned to each club:

## Central Coast

- Gosford –** Gosford East PS, Gosford PS, Kariong PS, Our Lady of the Rosary Wyoming, Point Clare PS, Somersby PS, St Patricks Primary Gosford East, Gosford HS, Henry Kendall HS, St Edwards Christian Brothers, St Josephs Gosford East, Kariong Mountains HS
- Killarney Vale –** Central Coast Rudolf Steiner, Berkeley Vale PS, Chittaway Bay PS, Killarney Vale PS, St John Fisher Tumbi Umbi, Tuggerah PS, Tuggerah Lakes Secondary (Berkeley Vale), St Peters College
- Niagara Park –** Lisarow PS, Narara PS, Niagara Park PS, Ourimbah PS, St Philips Christian, Valley View PS, Wyoming PS, Lisarow HS, Narara Valley HS
- Northern Lakes –** Blue Haven PS, Budgewoi PS, Gorokan PS, Gwandalan PS, Lake Munmorah PS, Mannering Park PS, Northlakes PS, St Brendans Primary Lake Munmorah, St Marys Primary Toukley, Toukley PS, Woongarra PS, Wyee PS, Gorokan HS, Lake Munmorah HS, Northlakes HS
- Peninsula –** Empire Bay PS, Ettalong PS, Pretty Beach PS, St John the Baptist Woy Woy South, Umina PS, Woy Woy PS, Woy Woy South PS, Brisbane Water Secondary Colleges
- Saratoga –** Avoca Beach PS, Brisbania PS, Green Point Christian, Holy Cross Kincumber, Kincumber PS, The Coast Christian School, Erina HS, Kincumber HS
- Terrigal-Avoca –** Central Coast Adventist, Central Coast Grammar, Copacobana PS, Erina Heights PS, Holgate PS, Our Lady Star of the Sea, Terrigal PS, Woodport PS, Chertsey PS, Terrigal HS
- The Entrance Bateau Bay –** Bateau Bay PS, Brooke Avenue PS, Our Lady of the Rosary Shelly Beach, The Entrance PS, Wamberal PS, Tuggerah Lakes Secondary (The Entrance & Tumbi Umbi)
- Wyong Lakes –** Jilliby PS, Kanwal PS, Lakes Grammar, MacKillop Catholic, St Cecilia's Wyong, Tacoma PS, Tuggerawong PS, Wadalba Community School, Warnervale PS, Wyong Christian Community School, Wyong Creek PS, Wyong PS, Wyong HS