THIS IS *US*

2022 AFL GTM STAKEHOLDER KIT
DIVERSITY & INCLUSION

AFL play.afl

AFL GTM STAKEHOLDER KIT 2022 – Diversity and Inclusion

1. **Disability**
    a. Do's and Don'ts i.   Language toward Disability

We use a **person-first approach** when discussing disability, so young person with disability, child with disability. Not, person with 'a' disability.

Someone can have more than one disability, so leaving the 'a' out covers this. Our programs and environment are inclusive and accessible to all, offered to all skill levels. Some people like to be identified with their disability first, others don't. But we endorse person-first language. It might be appropriate to include the below caption somewhere referencing our use of inclusive language and that we don't mean to offend.

We acknowledge that the language we use shapes how we view and think about the world. The way we talk about people can influence attitudes and impact on people's lives. It is important to not speak about people with disability as problems or challenges or as the object of pity or charity.

When referring to disability, the correct language is a person-first approach, referring to people with disability rather than a disabled person. This puts the focus on the person rather than on their disability.

Some people with disability identify with their specific disability, for example 'I'm Deaf' or 'I'm Autistic'. Identity-first language can help individuals to "claim" their disabilities with pride. In all cases, it's best to ask a person with disability what they themselves would like.

People with disability have been subject to derogatory language and many have strong reactions to language as a consequence. We are always careful with the language we use but acknowledge that sometimes we may unintentionally use a word or phrase that may be offensive and if this occurs, we are sorry. Our aim is always to respect all people.

Examples

Do	Don't
Person with disability	Person with a disability , Disabled person

Do	Don't
Auskicker with disability	
Starkick player	Player with a disability

ii.   **Types of Disability**

It is easy to think that people who have a disability are only people who use a wheelchair. This is common as it is the most visible disability. The most prominent types of disability are:

• Anxiety
• Attention Deficit Hyperactivity Disorder
• Autism

- Blindness & Low Vision
- Cerebral Palsy
- d/Deaf & Hard of Hearing
- Developmental Coordination Disorder
- Intellectual Disability
- Physical Disability

It's also important to note the intersectionality of people with disability – indigenous populations, cultural diverse background, women and girls and other under presented groups.

You may be targeting or working with specific disability support organisation to help promote your programming, so be mindful to provide the appropriate content which connects with the disability cohort they represent. If you are unsure, just ask.

iii. Accessibility Guidelines toward Content

When we can control the content we are distributing, please work through these points to make your content as accessible as possible:

- Always use plain English ○ Plain English is a style of writing that enables the reader to understand the message the first time they read it. It uses short, clear sentences and everyday words, and avoids uncommon vocabulary and lesser-known words to explain the subject.

- Use a font that's easy to read ○ Arial is one of the most accessible fonts, where the body text should be at least 12pt, with line spacing of 1.5.

- Use headings to structure your content ○ Web users scanning your page should be able to easily understand what's there.
   Headings help busy readers understand the structure of information and its hierarchy. Any headings should explain the content that follows.

- Use descriptive text for links ○ Never use 'click here' or 'more' or anything else generic. Screen reader-users tend to use links as a way of navigating the page, so a long list of 'click here' is not helpful. Make sure the link text explains what you're going to get when you click on it.
   ○ Using keywords in your link text also helps with search engine optimisation. That means people can find your information and trust that it's the most relevant for their needs.

- Always add text alternatives (alt text) to images ○ Alternative text (alt text) describes what's in an image. It ensures people who cannot see the image still get the information conveyed. Examples of how to craft text to support the image you are displaying, you can click here for advice ○ Example of how to use text alternatives if you were to post this tile on social media

NAB AFL Auskick is inclusive and accessibility to everyone. Join the fun and register at play.afl.

Image description: Three children, smiling with footballs, each child is wearing their Red and Black football Jumpers, the girl on the left is kneeling and laughing head to the pointed to the sky. The boy in the centre is sitting in a wheelchair holding a football and the child on the right is standing looking to his right smiling.

- o Construct your post like you normally would, but then add a description of the image so people who are plant or have low vision can engage with your post.

- Captioning of videos o   The importance of captioning lies in its ability to make video more accessible in numerous ways. It allows d/Deaf and hard of hearing individuals to watch videos, helps people to focus on and remember the information more easily, and lets people watch it in sound-sensitive environments.

==These assets use the Play.afl format but have each been branded with the WAFC Starkick logo to assist in locating the program.==

Creative Supplied	Description
Social Media Assets	**Download link** https://tinyurl.com/4zp86wcr
	Static or animated social media tiles to promote kids with a disability in footy are available to post on State Body, League or Club Facebook or Instagram platforms. They are also available to be part of paid promotional activity on both social media platforms. Tagging accounts and using hashtags will increase the exposure of a post. We recommend tagging your national Community Football account in the post with an accompanying caption, similar to those suggested below. We also encourage the use of hashtag #thisisus and #AFLfootyisback, in line with the Community Football campaign. **Suggested Facebook / Instagram caption:** • [State/Territory], WE LOVE FOOTY, do you? Sign up for the 2022 footy season at play.afl. #thisisus #AFLfootyisback • Come play footy! Registrations now open <insert link to register if on Facebook> #thisisus #AFLfootyisback • Footy is inclusive and accessible to everyone! Head to play.afl <or insert link if on Facebook> to get them signed up for the '22 season! #thisisus #AFLfootyisback • Welcoming environment, inclusive coaches and being part of your community, what's not to love about footy! #thisisus #AFLfootyisback For social media stories, we recommend adding the play.afl link to your registration page on play.afl as a sticker in each Story. However, if the account does not have enough followers to do so, we've left enough clear space to insert live text, such as "see link in bio". These assets can be found in the 'no button' folder.

Facebook Header	Download link - https://tinyurl.com/ycym8e38
	Facebook Cover Pictures, in both desktop and mobile versions, to use on State Body, League or Club Facebook channels promoting kids with a disability in footy.
Website Assets	Download link https://tinyurl.com/54asz96a
	Website side bar, MREC and leaderboards in both animated and static options to use on State Body, League or Club website or on digital school bulletins or intranets promoting kids with a disability in footy.

We recommend linking the assets to your registration page on play.afl. |
| Starkick Flyers | Download link - https://tinyurl.com/59phzf78 |
| | **2022 Flyer Versions**

Double sided flyers can be customised by Clubs to include each centres local information such as

  • Contact details
  • Fees and club inclusions
  • Times and day you run Starkick
  • Venue Location
  • Club Website and email
  • |

Starkick Video Clips

Video Clips	Download Link - https://tinyurl.com/4ch5kwkx
	Note: These video clips are Play.AFL branded in the Audio so when posting ensure you include a reference to either the Starkick website or your clubs own website so viewers can obtain more information Players, parents and coaches are Starkick participants so this is a great way to show Starkick in action.

Starkick online assets

- Youtube https://www.youtube.com/@wafcstarkick

- Instagram www.instagram.com/wafcstarkick

- Facebook www.facebook.com/wafcstarkick

- Website – www.starkick.com.au

Please like, tag or share content whenever possible.