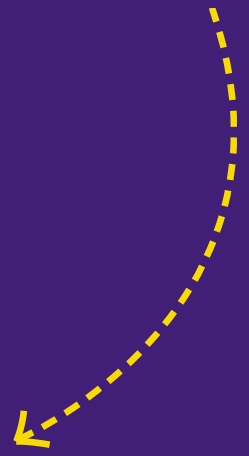


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PBTR Digital Awareness Campaign

Partner Pack April 2026



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Table of contents

About the campaign	2
Background	2
Objectives	2
Campaign details	2
Assets	2
Target audience	2
Tactics	2
Timing	2
How to support the campaign	3
Website links	3
Social media	3
15 second version 1	3
15 second version 2	4
15 second version 3	4
Questions	5

About the campaign

Background

Following the launch of the new Play by the Rules (PBTR) brand in June 2025, PBTR made plans to run a campaign to promote the value of Play by the Rules to volunteers in community sport.

Over the past 6 months PBTR has worked with the agencies Rowdy, Cre8ive and Universal McCann (UM) to bring this campaign to life. This included the production of video assets, changes to the PBTR website and development of a digital media strategy.

Objectives

The objectives of the campaign are to:

- Increase awareness of PBTR among community sport volunteers
- Promote the value of PBTR to community sport volunteers
- Increase the number of new monthly newsletter subscribers
- Increase the number of PBTR website visits

More information on measurement is provided below.

Campaign details

Assets

Four videos have been developed for the campaign:

- A 90 second 'hero' video title 'Why is inclusive, safe and fair sport important'
- 3 x 15 second video segments.

The 90 second video is now embedded on the PBTR homepage. The 3 x 15 second videos will be used by UM for the digital campaign.

Target audience

The target audience for the digital campaign is people aged 35–55 living in Australia who are involved in community sports clubs as administrators, volunteers, or parents of children who are currently participating in, or about to join, junior sport.

Tactics

UM will utilise the 3 x 15 second videos across:

- Meta: ads placed on Facebook and Instagram
- Digital video: ads placed on websites

Timing

Ads will run from 8 April to 12 June 2026.

How to support the campaign

Website links

One option is to embed the 90 second hero video on your website where you promote links to the PBTR website. The video promotes the value of PBTR in supporting volunteers to create inclusive, safe and fair sport.

The 90 second video is available via the link below. You can access the sharing and embed code links or download the video.

[About Play by the Rules](#)

We also have an Auslan version available here:

- [About Play by the Rules Auslan](#)
- [About Play by the Rules Auslan \(Captions embedded\)](#)

Social media

You can use the 3 x 15 second videos on your social media channels. This is at your discretion and is not required for achieving the campaign objectives; however, it is a great opportunity to enhance the recognition of the new PBTR brand to your audiences and stakeholders.

NB: PBTR will plan to run some organic posts through our Meta channels during May, around National Volunteers Week (18-24 May). We can tag partners in these posts. If you would like to be involved, please reach out and we can coordinate with your communications or social media teams.

Links to access the 3 x 15 second videos, with text and links is detailed below. The links will show you the 9:16 version (portrait size, for Reels and Stories on Meta). The videos are available in the following sizes:

- 16:9
- 9:16
- 4:5
- 1:1

If you would like a copy of the 15 second videos in sizes other than 9:16 (linked below) please reach out to us at playbytherules@sportintegrity.gov.au.

15 second version 1

[PBTR 15V1 Master](#)

Description

Play by the Rules gives community sport volunteers clear, practical tools to handle real club situations with confidence.

Headline

Support for Community Clubs

Link Description (N/A for Stories)

Practical tools available

Call to action

Subscribe

Link

<https://www.playbytherules.net.au/>

15 second version 2

[PBTR 15V2 Master](#)

Description

When you're responsible for young people, guesswork isn't enough. Play by the Rules gives community clubs clear, peer-informed guidance.

Headline

Make Community Sports Safe

Link Description (N/A for Stories)

Practical tools available

Call to action

Subscribe

Link

<https://www.playbytherules.net.au/>

15 second version 3

[PBTR 15V3 Master](#)

Description

Lead, coach or volunteer at a community club? Play by the Rules helps you create safer, fairer, more inclusive sport.

Headline

Safe, Fair Community Sport

Link Description (N/A for Stories)

Practical tools available

Call to action

Subscribe

Link

<https://www.playbytherules.net.au/>

Questions

If you have any questions, please contact Tom via playbytherules@sportintegrity.gov.au.