

The background of the slide is a dark navy blue. It is decorated with various abstract, hand-drawn style elements. In the top left, there's a green square with diagonal purple stripes. A thick orange wavy line curves across the top. Below it, several small yellow circles are scattered. On the right side, there are two long, curved yellow brushstrokes. In the bottom right corner, there's a yellow circle with a thick orange border. The title text is centered in a white rectangular area.

SIX TOP TIPS TO PROMOTE YOUR AUSBIKE PROGRAM

BEFORE YOU GET STARTED

The main aim is to drive as much awareness of the program to local parents of kids aged 5 to 12, and encourage people to sign up to your program. Before you start promoting your program, it's a good idea to get some foundations in place.

1. Website

Decide whether you're pushing to your own website, the AusBike website or your registration platform.

2. Prepare any digital assets

Make sure you've got a suite of photos or graphics ready to support your online activity. Remember you can access graphics through our marketing toolkit.

3. Prepare any print assets

If you're going to be distributing posters or flyers. Remember you can access templates through our marketing toolkit, and print at your local print shop, like Officeworks.

4. Create a Facebook event

Facebook events are really good drivers of engagement and get good organic reach. They can also be used in paid activity, which I'll touch upon soon.





SCOUR (& INFILTRATE) LOCAL FACEBOOK GROUPS

Look for local Mums or Parents groups on Facebook; they're a great resource for parents looking for guidance or things to do with their kids.

Local Residents groups are also a good option; the audience is slightly broader but (in the right areas) are generally well-engaged

Local Buy, Sell, Swap groups could also be relevant, but generally have less engagement.

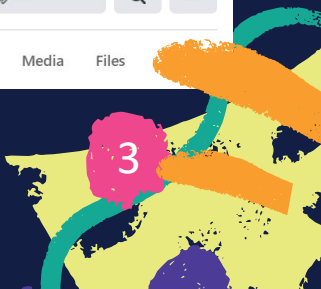
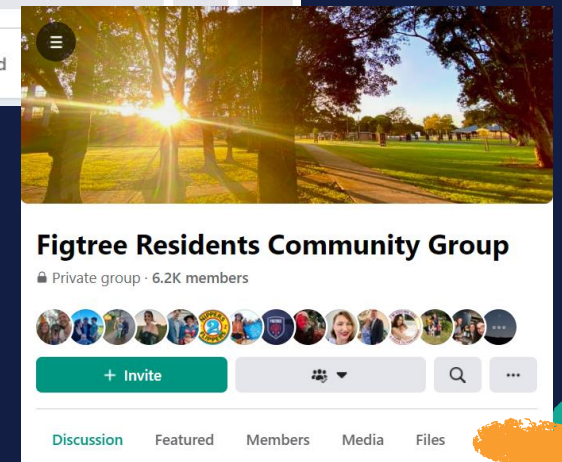
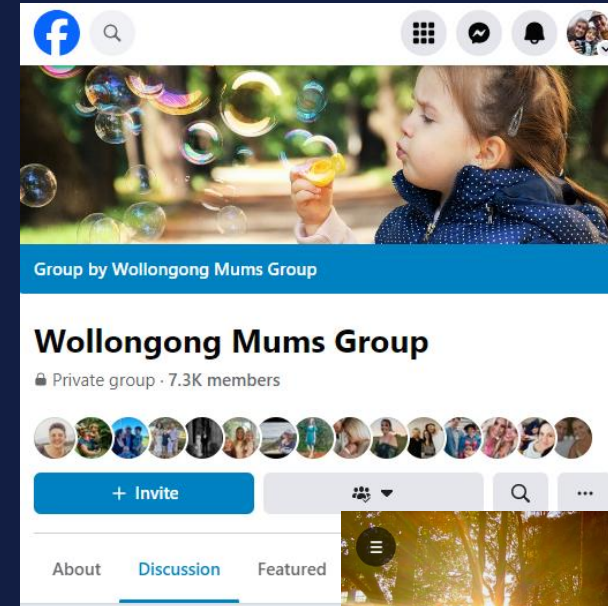
When posting, share your website, the AusBike website, registration link or a link to a Facebook event so people know where to find out more.

Be Mindful:

- Some Facebook groups have very strict 'no advertising' rules, so check these before posting.
- Some Facebook groups have a dedicated day of the week where local businesses can promote.
- Some Facebook groups have an admin approval process that can take up to 24 hours.

Consider:

- If a group is strictly no advertising, reach out to the admin and see if there are any exceptions.
- Using someone within the group's demographic to pose a question (e.g. are there are any kids sport or bike riding programs near me?) and spark the discussion that way!



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FIND LOCAL COMMUNITY NOTICE BOARDS

Look out for community notice boards in your local area to place posters and flyers at. Some great places to start include:

- Your local library
- Your local supermarkets
- Local community centres
- Local churches
- Local shopping centres
- Local cafes
- Local Bunnings
- Seeing if your city has a list of poster pillars like this one for [City of Sydney](#) or this one for [North Sydney](#). Use Google to search 'Community Notice Boards in [City]'.



Some local primary schools (like Lindsay Park in West Wollongong) have a space within their newsletter for community advertisements.



TIGS 
 **News**

The Illawarra Grammar School's latest newsletter is now available.

[Read Now](#)

AusBiKe

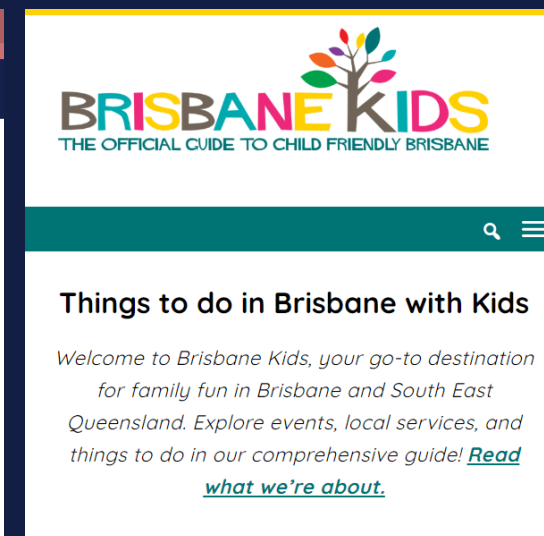
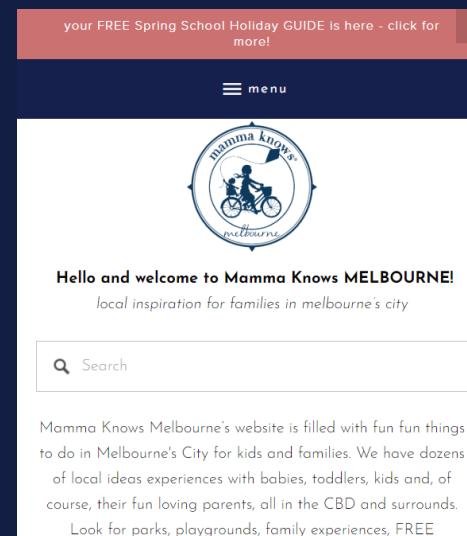
FIND LOCAL PARENTS' AND WHAT'S ON WEBSITES

Look out for local blog-style websites aimed at parents and families with kids and contact the website owners to see what opportunities there are to promote your program. Some may be as easy as submitting a listing for your program!

A few examples are:

- Event listing on websites like Brisbane Kids
- Mamma Knows network in Melbourne
- Ella's List in Sydney
- Parents' Guide Illawarra

A good way to find these types of websites is to google "What's on for kids in [location]", "Family Activities in [location]" or "Parents website [location]".



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TAKE PART IN LOCAL EVENTS

There are often local events taking place where businesses can promote their programs and activities, either by providing promotional material or an activity. Ideas of where to start include:

- Speak to your local council to see what upcoming events they have – this could include family-friendly local markets, sports fairs or community days that showcase what's on.
- Keep a note of any local family fun days or markets that you go to or see advertised – reaching out to the organiser to find out what opportunities there are to be involved, or whether there are any upcoming events planned in the future.

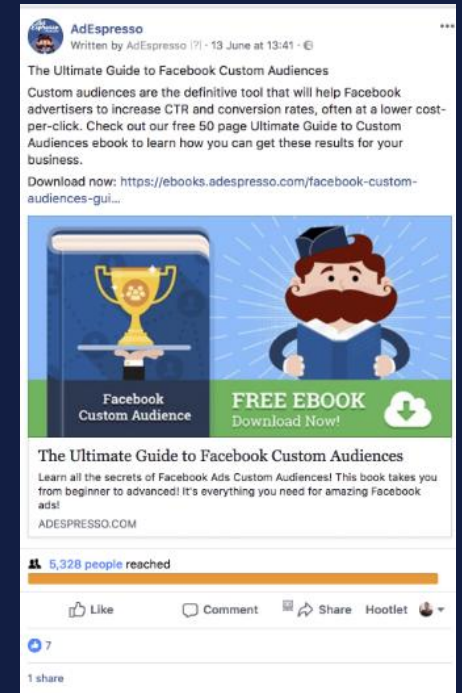


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INVEST IN A LITTLE BIT OF PAID SPEND

\$50 can go a long way on Facebook, and we recommend allocating a little bit of spend to either boost your event listing (targeting parents of kids aged 5 to 12 interested in sport in your local area radius) or a post about your program.

There are deeper instructions in our marketing guide to help you do this, and Facebook has some [great guides](#) too.



BEFORE WE FINISH

Remember that your existing club members and participants are your greatest tools!

Make sure other club members (particularly parents of kids aged 5 to 12) are aware you're running the program – ask them to share any assets through their own networks, always linking to the AusBike website or wherever people can find more information.

