APRIL 2020

MOVE IT MONTH

30 DAYS TO FIND YOUR 30

LET'S GET AUSTRALIA MOVING IN APRIL

Sport Australia is building on the success of the Move It AUS 'Find Your 30' campaign and we look forward to launching the Move It Month activation, that challenges all Australians to get active and change their behaviour in April and beyond.

It's a big job and we can't do it alone. Working with National Sporting Organisations (NSOs) and your State and Territory bodies and clubs, as well as government and industry partners, we want to drive action and get Australia moving and playing more sport.

WHY APRIL?

World Physical Activity Day is 6 April each year. Research shows Australians are insufficiently active and more so leading into the winter months. It's a great time to motivate, incentivise and reward people for finding their 30 minutes of sport and physical activity each day.

THE OPPORTUNITY FOR NSOS

- Leverage the Sport Australia paid media national program to promote your existing competitions and events, open days and 'come and try' days to a wider audience.
- The Move It Month promotional assets will be available for NSOs to use across social, digital and at events.
- Build the profile of your athlete ambassadors as they encourage people to Move It and inspire Australians to get active and involved in sport.
- Offer prizes, incentives, free trials, registration discounts and special deals on merchandise to encourage new members to get involved in your sport (examples could include tickets, merchandise, discounted registration/trial periods etc).

TIMELINE

22–31 March
Pre-promotion of Move It Month

1 April
Move It Month kicks off

30 April
Encourage participants to continue finding their 30

May
Report and evaluate

WHY GET INVOLVED?

Get Australians involved in your sport and moving to improve their health and wellbeing.

Tailor messaging and creative for your audiences.

Capitalise on national advertising spend, including messaging and creative assets.

Leverage the campaign message to run local events and activities.

Promote your existing activities and sporting events to more people.

MEDIA STRATEGY

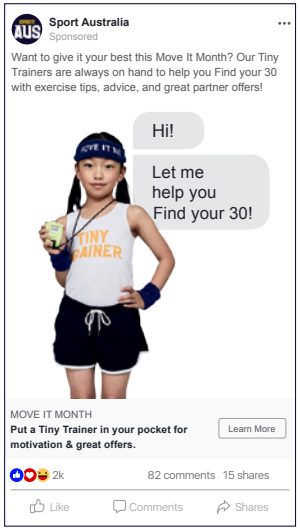
National Sporting Organisations will be able to capitalise on our national advertising campaign, including social media and digital advertising.

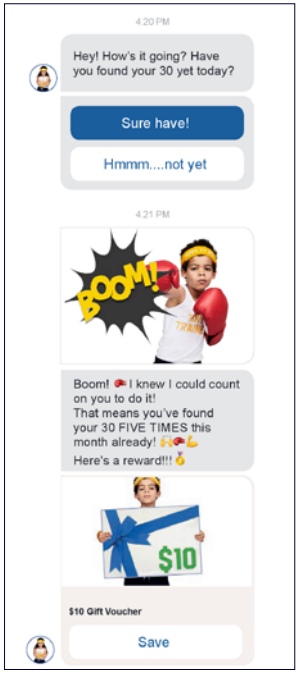
Pre-promotion of Move It Month commences 22 March with Move It Month promotions occurring 1 April to 30 April.

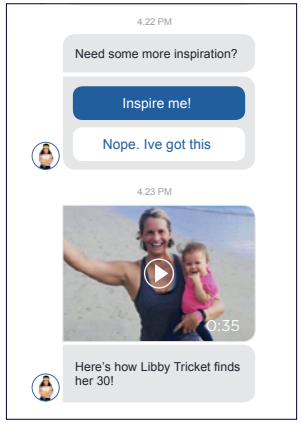
The campaign will reach approximately 5.2 million Australians who are parents of children under 16 years. Just under 50 million impressions are expected.

Our social media messaging will direct people to our Facebook event page and a custom built chatbot which allows us to start and continue to nudge a conversation with our target audience throughout the month. Content will be designed to motivate, reward and incentivise participation, with content and promotional offers from third parties.

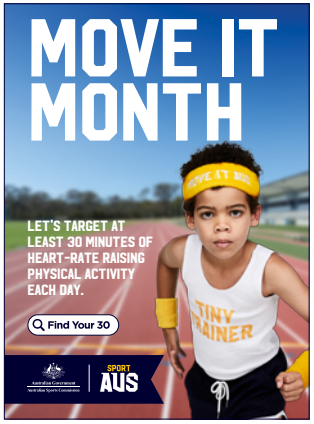
CHATBOT EXAMPLES







POSTER EXAMPLE



Chatbot: a computer program designed to simulate conversation with human users, especially over the Internet.

EVALUATION

We will measure success through the following metrics:

- Sign-ups to the Facebook Messenger chatbot
- Sign-ups to the Facebook Event page
- Redemption of partner offers.

CONTACTS

The Sport Australia Marketing team will lead the campaign and provide support to partner agencies.

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