

Here are some strategies for recruiting players for the Moorabbin Kangaroos Football Club for the 2025 season:

1. Local Community Outreach

- **Schools & Universities:** Partner with local schools, universities, and TAFEs to promote the club and recruit young talent. Offer free coaching clinics or school holiday programs.
- **Community Events:** Attend and sponsor local community events, markets, and festivals to increase visibility and engage with potential players.
- **Flyers & Posters:** Place promotional materials at gyms, sports stores, cafes, and community centers around Moorabbin and surrounding suburbs.

2. Social Media Campaigns

- Use **Facebook, Instagram, and TikTok** to share engaging content like player interviews, training highlights, and club culture.
- Launch a **“Join the Roos” campaign**, encouraging players to come down for a trial. Include success stories and testimonials from current players.
- Create a **paid social media ad** targeting 18-35-year-olds in the local area interested in sports or fitness.

3. Local Media & Public Relations

- **Contact local newspapers and radio stations** to feature stories about the club’s history, recent successes, and plans for the 2025 season.
- **Press releases** announcing open tryouts, special recruitment events, and new signings.

4. Hold Open Tryout Days

- Host **open tryout sessions** where anyone can participate. Make it a fun and social event with music, food, and prizes to attract more people.

5. Player Referral Program

- Introduce a **referral incentive** for existing players to bring in new recruits. Offer rewards like club merchandise or waived fees for successful referrals.

6. Collaborate with Other Sports Clubs

- Partner with local cricket, basketball, and netball clubs to recruit athletes who might want to play football during the off-season.

7. Highlight Club Culture & Benefits

- Emphasize the **inclusive, family-friendly atmosphere** and the social benefits of being part of the club.
- Offer **fitness, mental health, and skills development programs** to attract those interested in more than just playing competitively.

8. Corporate & Business Networks

- Reach out to local businesses for sponsorships and recruitment support. Ask them to share recruitment materials with their employees or customers.