

MKFC Recruitment Strategy — Draft for Committee

Working document. Captures recruitment ideas for committee review and prioritisation. Aim: grow playing numbers, with preference for local (Bayside / Kingston / Glen Eira) recruits.

published: `false` keeps this file out of the live site.

1. School & junior pathways (highest leverage)

- **Feeder relationships with local schools.** Target list: Moorabbin Primary, St Catherine's, Cheltenham Secondary, Sandringham College, Mentone Grammar, Brighton Secondary. Offer free coaching clinics or guernseys in exchange for placement in school newsletters and noticeboards.
- **Auskick transition pipeline.** Identify Auskick centres in our catchment (Hampton East, Moorabbin, Cheltenham, Bentleigh). Offer kids ageing out a free transition session at Widdop Cres in MKFC jumpers.
- **School holiday clinics.** Run a 2-day skills camp each Easter / July / September break. Senior players coach. Capture parent contacts at registration. Low-cost; high-visibility.
- Identify a "Schools & Juniors" lead on the committee to own these relationships year-round.

2. Local community presence

- **Bunnings Moorabbin sausage sizzle.** Book 2–3 dates per year. Doubles as fundraiser + visibility.
- **Moorabbin Station markets** — stall on a Saturday morning. Bring a footy, posters, sign-up sheets.
- **Kingston / Bayside Council community days** — register MKFC as a participating community group.
- **Co-promote with Moorabbin / Hampton cricket clubs.** Shared off-season demographic. Joint flyer: "play cricket in summer, footy in winter."
- **Posters with QR code in local cafés, gyms, barbershops.** Aim for 20+ venues across 3188/3189/3192/3194. One A4 poster per venue.

3. Digital marketing

- **Geo-targeted Facebook / Instagram ads.** Postcodes 3187, 3188, 3189, 3190, 3192, 3194. Budget ~\$300/month for 3-month pre-season campaign. Target ages 16–40, AFL interest.
- **Verify / claim Google Business listing** so MKFC appears for "footy club near me" searches in Moorabbin.
- **Player-of-the-week reels** on Instagram and TikTok. Short, fun, shareable. Players' own networks do the recruiting.
- **Landing page analytics.** Track visits and form submissions on the new Register Your Interest page so we can measure what's working.

4. Existing-network leverage

- **"Bring a Mate" pre-season round.** One practice match where every player must bring a non-playing friend. Free pizza after.

- **Past-players reactivation.** Email / SMS lapsed players from the last 5 years. Strong angle for over-35s side and social-grade footy.
- **Workplace ambassadors.** Players at large local employers (Moorabbin Airport precinct, Mentone hospitals, Kingston Council) post on staff noticeboards / Slack channels.

5. Underserved demographics — biggest growth potential

- **Women's and girls' teams.** Fastest-growing segment in community footy nationally. If we don't have a strong women's program, building one opens an entirely new recruitment pool.
- **Multicultural outreach.** Partner with local South Asian and African community associations to run intro sessions. Many young men want a local sport but don't know how to enter footy.
- **Masters / over-35s side.** Easy entry for dads watching their kids play. Often becomes a feeder for volunteers and committee.

6. Mechanical fixes (quietly hurting current conversion)

- **One-click "Register Your Interest" path** from homepage. (*✓ page now live at </register/>.)*
- **24-hour reply SLA** on every recruitment enquiry. Slow response is the #1 conversion killer.
- **Clear age-group + fee summary** visible before sign-up — no surprises during onboarding.

Suggested priorities if budget / time is limited

If we can only do two things this off-season:

1. **Lock in 2–3 school partnerships** before pre-season starts.
2. **Run a \$300/month geo-targeted social ad campaign** for 3 months pointing to </register/>.

Everything else builds from there.

Owners / next steps

Item	Owner	Target date
Schools & Juniors lead	TBD	
Social ad campaign	TBD	
Past-players SMS list	TBD	
Women's program scoping	TBD	
Bunnings sausage sizzle bookings	TBD	

Committee to assign owners at next meeting.