



National Marketing Campaign

The KinderGym national marketing campaign is planned to launch later this year and will be comprised of the following:

Logo

The KinderGym logo has been redeveloped to be simpler and more eye-catching. The logo is currently available if you have not received it from Gymnastics Australia and are currently an accredited KinderGym Club please email marketing@gymnasticsvictoria.org.au

Passport

Gymnastics Australia have developed an updated more child-friendly KinderGym passport to encourage greater interaction between child, parent/caregiver and coach.

Website

A microsite on KinderGym has been created as a subset of the Gymnastics Australia website and is now live at the domain www.kindergym.org.au

Club Kit

All KinderGym clubs will receive a club education resource and marketing kit from Gymnastics Australia to support and provide guidance around key KinderGym messages and marketing guidelines. The kit will include resources like a brochure and a postcard.

Merchandise

Gymnastics Australia will be releasing KinderGym branded t-shirts for KinderGym participants.

Television Ad

A television commercial was filmed in late 2019 showing the benefits of KinderGym, it will be broadcast on free-to-air and Foxtel channels.

Digital Campaign

A national digital advertising campaign with NewsCorp (Herald Sun/Australian/news.com.au/Mamamia) will take place in 2020 ensuring KinderGym advertising reaches the largest possible audience across all regions and not just major cities. There will also be a social media campaign accompanying the campaign.