

KICK IT FOR LIFELINE



3-9 August | Helping start conversations around mental health through football.

Thank you for getting involved in **Kick It For Lifeline**.

This campaign is about showing that checking in with your mates is just as important as showing up on game day.

All we need is a few short videos from your players answering some simple questions. We'll combine footage from clubs across the North Coast into one community video.

Before You Start

- Film vertically (portrait)
- Use your phone
- Speak clearly
- Film in daylight if possible
- One player per video

Aim for answers that are 20–45 seconds long.

How To Film

The best **locations** are:

- On the football field
- Beside the clubhouse
- Sitting on the team bench
- Anywhere that represents your club

Try to keep the background simple and avoid loud music.

Camera Positioning

- Hold your phone vertically.
- Position the player in the centre.
- Film from chest-up.
- Leave a little space above their head.
- Keep the camera steady.

Audio

- Move away from loud crowds
- Face away from strong wind
- Speak slowly and clearly
- Pause for one second before and after each answer

Example



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Questions

Choose one or two questions for each player.

Not every player needs to answer the same question.
Some of the best responses are personal and genuine.

Suggested Questions

- What does good mental health mean to you?
- How do you look after your mental health?
- Who do you talk to when things get tough?
- Why is checking in on your mates important?
- What's something you wish more people knew about mental health?
- How has football helped your mental wellbeing?
- What advice would you give someone who's struggling?
- What does being part of your club mean to you?
- What's one thing you do to recharge after a hard week?
- If you could tell your younger self one thing about mental health, what would it be?

Tips For Great Answers

Instead of short answers like:

- "Yeah, it's important."

Encourage players to **explain why**.

Great answers sound like:

- "Football gives me a chance to clear my head after work, and being around the boys means someone's always checking in."

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Additional Video (announcement)

If you have time, we'd love for each club to also record one short team message to help promote the campaign.

This can be filmed with a player, coach, captain, or even the whole team together.

Script

"We're [Club Name], and we're proud to support Kick It For Lifeline from 3–9 August. Help us raise awareness and funds for Lifeline North Coast by donating, sharing the message, and checking in with someone you care about."

Filming Tips

- Film vertically (portrait).
- Keep the camera steady.
- Have the speaker look directly into the camera.
- If filming as a team, gather everyone together in club colours or on the field.
- Speak clearly and naturally.
- Keep it to around 15–20 seconds.

This video may be shared across both **Lifeline North Coast's** and **your club's** social media channels as part of the **official Kick It For Lifeline** campaign **launch**, helping raise awareness and encourage the community to get involved.

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Editing Your Video

If you'd like to edit your own clips before sending them through, keep it simple.
We recommend:

- Downloading the “Edits App” (This app is free, easy to use and powered by Instagram)
- Keep each answer between 10-30 seconds long
- Trim the start and end, and all “um’s and pauses”
- Leave a small pause before they begin speaking
- Don’t colour grade or add filters
- Use the provided branded overlay on top of the videos.

How to download + add Branded Overlay

- The overlays are attached in this Canva document.
- In the document you will find the video overlay, ending screen, Instagram overlay and Facebook overlay.
- To download these, simply pick the page you want to download, click on share > download > pick “PNG” and “Transparent Background”.
- For the end screen, you need to go to share > download > MP4 Video > download.
- Then in the “Edits App”, in the video you’re editing, click on “overlay” > select the image required and fit to screen.

Collaborating with Lifeline

- When posting your video on socials, please make sure you’re tagging and collaborating with Lifeline.
- Instagram: [lifelinenorthcoast](https://www.instagram.com/lifelinenorthcoast)
- Facebook: [Lifeline North Coast](https://www.facebook.com/LifelineNorthCoast)

Need a Hand?

If editing isn’t your thing—don’t worry!

Simply send us your raw footage on the form on **LINK TO FORM ON WEBSITE**. We’ll take care of the rest and send the edited video back to you to send on socials.



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KICK IT

FOR

LIFELINE

WASH STATE
FOOTBALL



KICK IT



LIFELINE