



STAKEHOLDER TOOLKIT

Help us celebrate the volunteers behind the game



Everything you need to share about *Pitch In* — a new community broadcasting podcast about the people who keep local sport alive.





ABOUT THE SERIES

The whole story of sport

Pitch In is a series exploring the people who make sport happen and the volunteers who keep communities connected. When we think about sport, we think about grand finals, impossible catches, last-minute goals and sporting heroes. But that's only part of the story.

Behind every local club is a different kind of champion. The volunteer unlocking the clubhouse before dawn. The coach who never misses training. The canteen worker who knows every kid's name. The committee member holding everything together behind the scenes. They're the people who line the fields, drive the buses, wash the uniforms, organise the fixtures and create the sense of belonging that keeps communities thriving.

Sport might bring us together, but volunteers are the reason we stay connected. In this series, host Lehmo travels across Australia to meet the extraordinary people who pitch in — not for money or recognition, but because they believe in the power of community.

This toolkit is to support government, industry and media partners to promote listening to *Pitch In* across podcast and broadcast platforms.

It provides written and visual content to support promotional communications to a range of audiences including the public, media and your organisation's internal constituencies.



ABOUT THE SERIES

At a glance

THE PODCAST

Pitch In — The volunteers behind the game

THE HOST

Lehmo, comedian & broadcaster

THE SERIES

8 x 25.5 minutes episodes

WHAT IT'S ABOUT

The volunteers who keep community sport alive

MADE BY

The Community Broadcasting Association of Australia (CBAA)

WHERE TO LISTEN

The Community Radio Plus app, your local community radio, or wherever you get podcasts

[Find everything at cbaa.org.au/pitch-in](https://cbaa.org.au/pitch-in)

THE FULL SERIES

Release schedule

Trailer 6 Jul · then weekly Wednesdays to 26 Aug. Release dates are for podcast distribution. Community radio stations will have access to the program from 22 July.

EP	EPIISODE	RELEASE	GUEST(S)	ORGANISATION / CLUB
	Trailer	Mon 6 Jul	—	Various clubs & organisations
1	The Power of Pitching In	Wed 8 Jul	Hans Wright, Samantha Saffioti, Megan Carr	Frankston Archery Club · Roleystone Football Club · Valley Sport
2	The Invisible Backbone	Wed 15 Jul	Lindsey Reece, Laurie Marshall, Joel Bardsley	Australian Sports Commission · Malmesbury Cricket Club · Camden Falcons Football Club
3	From Player to Volunteer	Wed 22 Jul	Cathy Freeman, Timmy Duggan, Chelsea Baker	Hoops 4 Health · Queensland Wallabys · Rugby League Queensland
4	Inclusive Sport — Everyone Belongs	Wed 29 Jul	Tom Dixon, Brian Gardner, Beck Colechin	Play by the Rules · Sydney Stingers Water Polo Club · Illawarra Wheelchair Basketball
5	When Disaster Hits — Sport Rebuilding Communities	Wed 5 Aug	Jarrold Sutherland, Callista Cooper, Lisa Hasker	Shepparton Swans Football & Netball Club · Reclink
6	Bridging Differences — How Sport Brings Us Together	Wed 12 Aug	Sam Escobar, Shari Togo, Molina Asthana	Logan Football Club · Litchfield Bears
7	New Ways to Play — Informal & Emerging Sport	Wed 19 Aug	Jo Starling, Tim Harmsen, Dr Rochelle Eime	Women's Recreational Fishing League · Winter Challenge TAS · Federation University
8	The Future of Sport Communities	Wed 26 Aug	Ava Danholt, Greg Barnes, Mark Pearce	Wembley District Cricket Club · Spinifex Skateboards · Volunteering Australia

WATCH THE TRAILER

See what Pitch In is all about



 youtu.be/UvPA7cc_L1U

Key artwork & banners



Podcast cover art

2362 × 2362 · 1:1

App & directory artwork



Instagram story

2362 × 3543 · 1:1

Socials



Transparent logo

2362 × 2362 · 1:1

Logo

Social tiles to share

All sized 1080 × 1350 (4:5) for Instagram & Facebook feed posts.



Episode 1 title
Announce the episode



Hans Wright OAM
Quote tile



Megan Carr
Quote tile



Samantha Saffioti
Quote tile



Listen now
Call to action

[Download tiles](#)

FOR BROADCASTERS · ON AIR

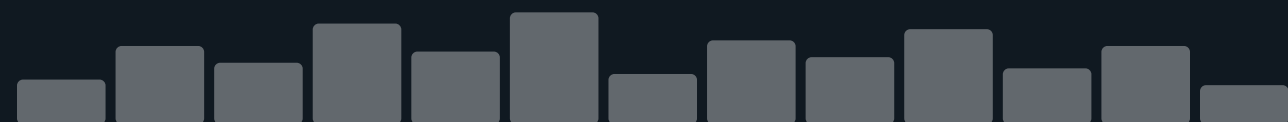
Audio trailer & presenter script

AUDIO TRAILER



Pitch In — audio trailer

Broadcast-ready · 1:40



PRESENTER INTRODUCTION — SAMPLE SCRIPT

Coming up, something close to home. Every community is held together by people who never ask for the spotlight — the ones who unlock the clubrooms, run the canteen and coach the kids, week in, week out.

There's a new series called ***Pitch In***, hosted by comedian and radio presenter Lehmo, travelling across Australia to meet those volunteers and ask what keeps them turning up. Have a listen.

[\[Play ***Pitch In*** trailer or episode.\]](#)

That was ***Pitch In***, from the Community Broadcasting Association of Australia

FOR BROADCASTERS · MAKE IT YOURS

Bring *Pitch In* to your community



Schedule it in

Slot *Pitch In* into your existing grid — alongside or supplementing your sports and community-interest talk programs.



Make it local

Celebrating the volunteers behind the scenes is a great way to strengthen your station's engagement with local sports clubs.



Recognise volunteers

Consider how your station can generate recognition for the volunteers at your local sports clubs.



Interview locals

Could your team interview local sports clubs and volunteers about the themes explored in *Pitch In*?



Connect with *Pitch In*

Get in touch with the team for assets, guidance and everything you need to get on air.



Arrange interviews

We can connect you with any of the local *Pitch In* spokespeople and guests for interviews.

TEMPLATE

Media release

A ready-to-localise release for your station to send to local media. Just fill in the **[highlighted]** fields.

- Add your station & town
- Drop in a local quote
- Send & tag @CBAA

FOR IMMEDIATE RELEASE

[Date]

[Station name] shines a light on the volunteers behind local sport

[Town/City], [State] — **[Station name]** is proud to be airing *Pitch In*, a new podcast series from the Community Broadcasting Association of Australia celebrating the volunteers who keep community sport alive. Hosted by comedian and broadcaster Lehmo, the series travels across Australia to meet the people who pitch in — not for money or recognition, but for their community.

"**[Insert a quote from your station manager or a local volunteer about what local sports clubs and their volunteers mean to your community.]**"

Pitch In is available on **[Station name]**, the Community Radio Plus app, and wherever you get your podcasts.

— ENDS — Media contact: **[Name]** · **[Phone]** · **[Email]**

The stories behind the volunteers who keep
community sport alive.



**LISTEN NOW
WHEREVER YOU GET
YOUR PODCASTS.**

Hosted by Lehmo

HOW TO LISTEN

Three ways to tune in



The Community Radio Plus app

The home of community radio



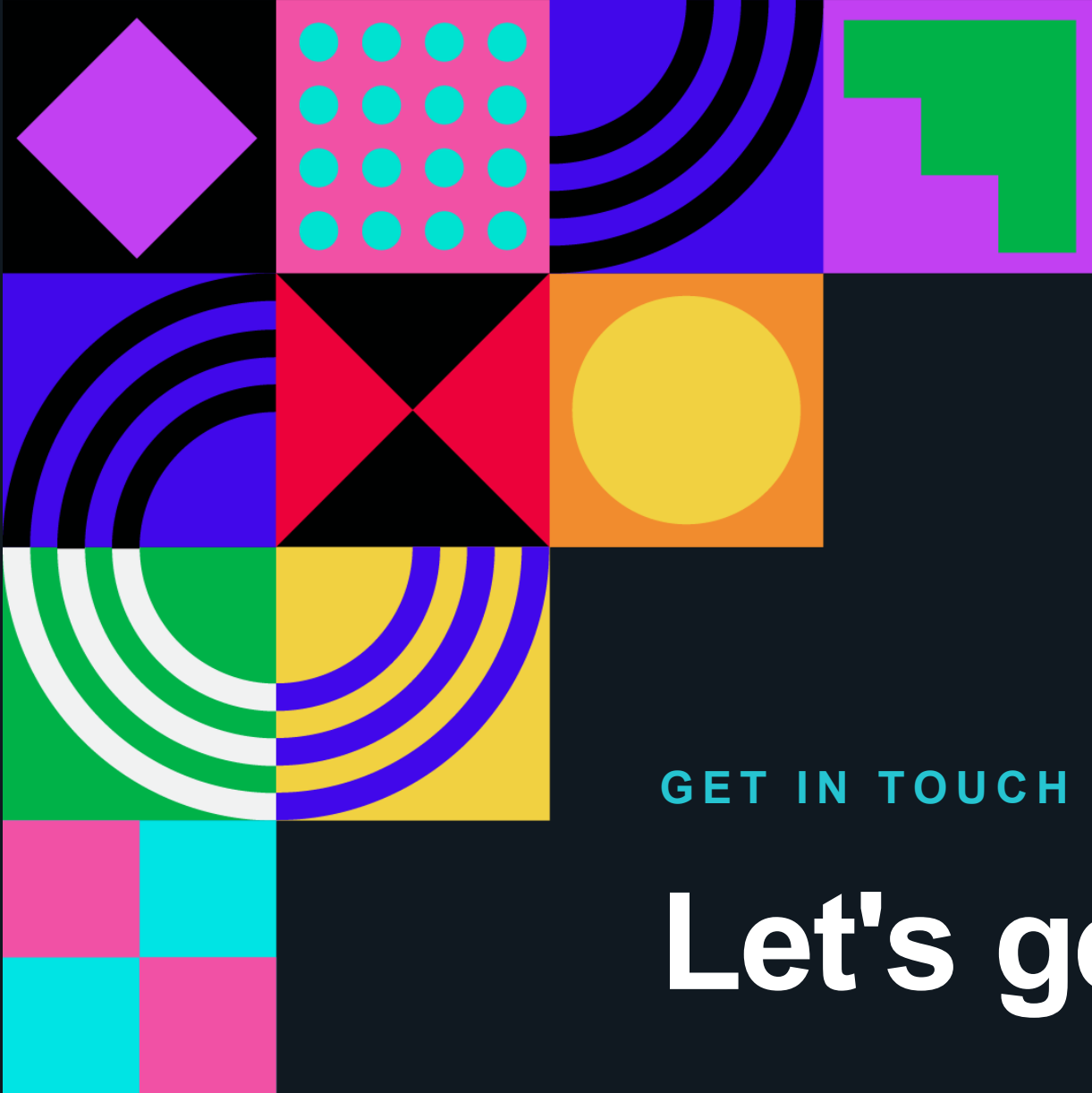
Your local community radio station

Broadcast across the network



Wherever you get your podcasts

Apple, Spotify and more



GET IN TOUCH

Let's get more people pitching in

Share the tiles, banners and artwork with your audience — and point people to *Pitch In* on the Community Radio Plus app, your local community radio station, or wherever they get their podcasts.

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Need an asset in another size? Just ask.

