



A DAY IN UNION

We Bind Together

Clubs & Schools kit: Saturday 25 March 2023 is #ADayInUnion

A day for rugby lovers around Australia to celebrate our great game

Rugby lovers across Australia are being encouraged to come together on Saturday 25 March, 2023 to celebrate a national day for rugby: #ADayInUnion.

How anyone can be part of #ADayInUnion

Anyone can be part of #ADayInUnion: share your favourite rugby photo or video on social media, recount glory days with old team mates, reconnect with your club or school, wear your favourite rugby jersey for the day, or join in an event at your local rugby club.

It doesn't matter how you celebrate, just join in, have fun and share your love of rugby by posting on social media with the hashtag #ADayInUnion



SET



Capture what you
love about rugby

Your favourite
rugby moment



BIND



Share it with
friends, family,
teammates

#ADayInUnion



ENGAGE



Engage on-line
and with your club
& community

Let's celebrate!

#ADayInUnion, has the support of rugby clubs and schools across Australia, and luminaries of the game such as Michael Hooper, Grace Hamilton, Alicia Lucas, Gordon Bray & Sir Peter Cosgrove.

It is a grass-roots movement founded by a group of community rugby supporters to bring rugby people together and share with the broader community a rugby perspective on belonging through friendship, connection & fun.

How your Club or School can get involved

1. Help spread the word

Let your rugby community know about the day and what they can do to be part of it. To make things simple, you can use the example tile & text included at the end of this kit and in the public Dropbox folder.

2. On the weekend of 25 March, show your club or school's support

Take a photo or make a video that reflects how rugby brings people together and share your celebrations on your social media channels using the hashtag **#ADayInUnion**

Post whatever they like, but the icon image for the day is the rugby huddle as pictured below. Being part of #ADayInUnion is as simple as recreating the huddle with players and supporters and sharing it on social media with the hashtag #ADayInUnion



3. Take it further

Why not capitalise on the publicity surrounding the day and hold a come 'n try day, club reunion, or drinks after training? Some clubs are attempting to **set a record for the biggest ever scrum** at their club, as a way to bring players past and present together. Take a photo or video and post it with the #ADayInUnion, great fun!

About #ADayInUnion

#ADayInUnion is a grass-roots movement, created by community rugby people, for everyone who loves rugby. It has the support of rugby clubs and schools across Australia and rugby luminaries including Michael Hooper, Grace Hamilton, Alicia Lucas, Gordon Bray & Sir Peter Cosgrove.

#ADayInUnion is not affiliated with World Rugby, Rugby Australia or any rugby governing body or professional team.

All enquiries to:

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Website: www.adayinunion.com

Facebook: [@adayinunion](https://www.facebook.com/adayinunion) Instagram: [@adayinunion](https://www.instagram.com/adayinunion) YouTube: [#adayinunion](https://www.youtube.com/adayinunion)

Supporting media available to download via [DropBox](#):

Media	Suggested use	
Infographic		<p>Use it as a tile on social media or your website to let your rugby community know about #ADayInUnion and how they can join in</p>
Photo		<p>Make like picture: gather your players and supporters and make the iconic image for the day and share it on 25 March on your social media channels with #ADayInUnion</p>
Photo		<p>Challenge your players and supporters to get down to your Club to set a record for the biggest scrum ever set at your club (or in Australia!) Share photos & video of the attempt with the hashtag #ADayInUnion</p>
Logo		<p>Website or newsletter</p>
Videos		<p>Post a video from the #ADayInUnion YouTube channel on your social media to explain what it's about and encourage people to get involved</p>

Sample social media or newsletter text

Saturday 25th March 2023
A day to celebrate our love of rugby

 1 SET  Capture what you love about rugby Your favourite rugby moment	 2 BIND  Share it with friends, family, teammates #ADayInUnion	 3 ENGAGE  Engage on-line and with your club & community Let's celebrate!
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 Join the movement
Bind together in #ADayInUnion

SATURDAY 25 March is #ADayInUnion

As some of you may have heard about or seen online, Saturday March 25 is #ADayInUnion - a day for rugby people across Australia to celebrate everything we love about our great game.

This is a grassroots movement that simply encourages anyone at any level to share a favourite rugby photo or video online using the hashtag #ADayInUnion, on the weekend of 25 March.

It's a chance to bring all of those positive stories about rugby and our grassroots communities into the spotlight.

We'd love to see players and supporters, past & present share their favourite rugby moment, or a photo in their club jersey, reach out to old team-mates, watch a game, whatever works for you, but be part of the day and post a photo or video using #ADayInUnion

#ADayInUnion is purely a social movement to promote the game, it's not associated with Rugby Australia, or any of the professional franchises (although they are supporting it).

You can check out more information at their website www.adayinunion.com or their socials @adayinunion or #ADayInUnion to see messages from people such as Michael Hooper, General Sir Peter Cosgrove, Grace Hamilton, Gordon Bray and many others.

We'll be posting separately about activities we'll be holding at the Club on the weekend of 25 March.

Sample social media or newsletter text



SATURDAY 25 March is #ADayInUnion 🏉

Our club will be celebrating #ADayInUnion on the weekend of Saturday 25 March by attempting a record for the biggest scrum ever packed down at our club.

Don't miss your chance to be part of history! We'll be sharing highlights of the attempt on our social media channels – should be great fun and a great way to reconnect to the club and players past and present.

Details (amend for your club)

When: Saturday 25 March 2023, 2-3pm

Where: Our home ground

Who: Anyone game! Boys, Girls, Mums, Dads, Players and Supporters past and present

What to wear: Runners or bare feet, no footy boots so all can join in

What else: stay for a sausage sizzle and a drink

Why: as part of our club's celebrations of #ADayInUnion