



MARKETING AND PROMOTION - ATHLETES AND PARTICIPANTS

City of Yarra - Club Development Program
Wednesday 9th August



Marketing & Promotion, Athletes & Participants Club Development Workshop

Agenda

6 - 6:15pm Food and Socialising

6:15 - 6:25pm Introduction and Welcome by Jackson Holland

6:25 - 8pm Session (including question time)

Facilitators - Leisure Networks

Olivia Liston - Marketing Coordinator

Clinton Meehan - Senior Program Coordinator, Business Development & Delivery

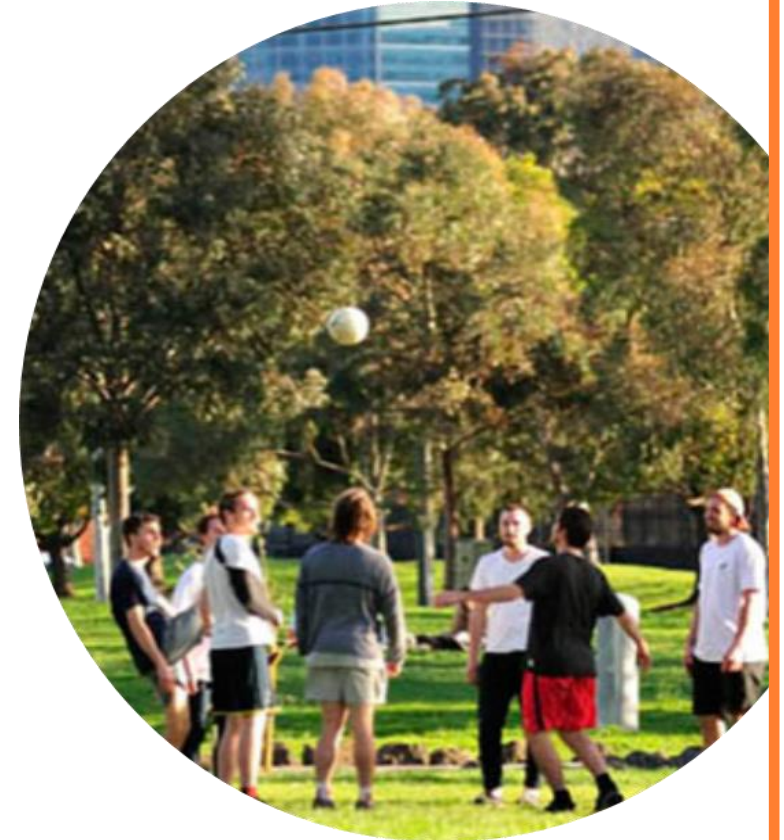
City of Yarra Council Representative

Jackson Holland - Sport Operations & Development Officer



Acknowledgment of Country

We acknowledge the Traditional Owners of the land on which we meet tonight, the Wurundjeri People of the Kulin Nation, and pay our respects to Elders past and present.



Session Plan

The aim of this session is to:

- help re-energise and connect with club members, volunteers and the community ; and
- assist clubs (you) to engage and retain participants, types of marketing that could be used, and places/platforms to spend time developing content to benefit your club.



Group Discussion

How do you currently communicate important messages to your members?

*What works?
What hasn't, and why?*



Inclusive Marketing



Why?

- Reach a broader and more diverse audiences.
- Attract people to your club who may not traditionally engage.
- Deliver a powerful message about your club's values and cultures.

What simple things can you do?

- Be thoughtful with visuals.
- Be genuine and authentic.
- Use accessible language.
- Celebrate the diversity in your community and club through recognised celebration days. For example, Ramadan & Eid, Chinese New Year

Doing Things Differently

Two models:

- The 'EAST' Model.
- Latrobe University's Centre for Sport and Social Impact/VicHealth's 'Principles to Doing Sport Differently'



The 'East' Model

Make it Easy

- Online registration and payment options.
- Introducing the coach/coordinator, online, in advance, so they know a friendly face.
- Deploying a welcoming officer to greet people on arrival.
- Micro-volunteering opportunities for parents of new players.

Make it Attractive

- Multi-sport introductory programs.
- Small-sided game formats so that everyone is always in the action.
- Coaches/coordinators who are fun and empathetic.

Make it Social

- Capturing key moments and sharing them on social media to generate word of mouth.
- Organising viewing parties to watch the resumption of live sport on TV at the club.

Make it Timely

- Offering family memberships.
- Pay as you go options.
- Discounted registration fees
- Billboards, letter drops, a social media blitz that proudly claim we're back!

Principles to doing Sport Differently



Principle 1

Engage with the target market throughout the design process to reduce barriers and fulfil motivations



Principle 2

Think about participants as customers and consider their total experience



Principle 3

Participation should cater to different levels of skill, ability and fitness



Principle 4

The deliverer is the most vital person to participants' experience and retention



Principle 5

Participants need a clear pathway for retention or transition as their skill, fitness or interest changes



Principle 6

Best-practice project management and delivery will enable scale and sustainability



LA TROBE
UNIVERSITY

CENTRE FOR
SPORT AND
SOCIAL IMPACT



ONLINE PROMOTION



Your Website

Your website is your #1 Marketing asset.

In most cases, it will be the first stop for information seekers

It is probably also the first thing that potential members and sponsors will look at





Already have a website?

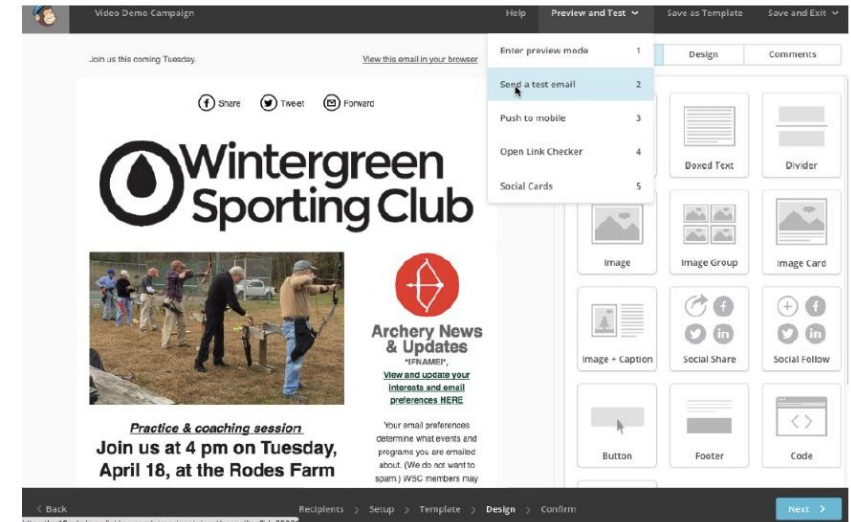
Here is some tips on how to improve it

- Make it simple to navigate and simplify
- Preserve your branding
- Make it visually appealing
- Make sure it's updated regularly
- Mobile Friendly
- Contact Information and social profiles
- Call to Action (CTA)

Email Newsletter



- Email continues to be an important marketing channel
- It's a great way to stay in touch and keep members informed about upcoming events, games and everything else going on
- MailChimp is a FREE service if you have less than 2000 subscribers





Social Media

You don't have to be present on all social networks!
Have a think about where your members hangout



TIP

Concentrate on one network and really master it before slowly branching out

**JAN
2023**

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



AUSTRALIA

NUMBER OF SOCIAL MEDIA USERS



**21.30
MILLION**



SOCIAL MEDIA USERS vs. TOTAL POPULATION



81.0%



SOCIAL MEDIA USERS AGE 18+ vs. TOTAL POPULATION AGE 18+



91.5%



SOCIAL MEDIA USERS vs. TOTAL INTERNET USERS



84.2%

AVERAGE TIME SPENT USING SOCIAL MEDIA EACH DAY



2H 04M



AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH



6.1



FEMALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS



54.2%



MALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS



45.8%

JAN
2023

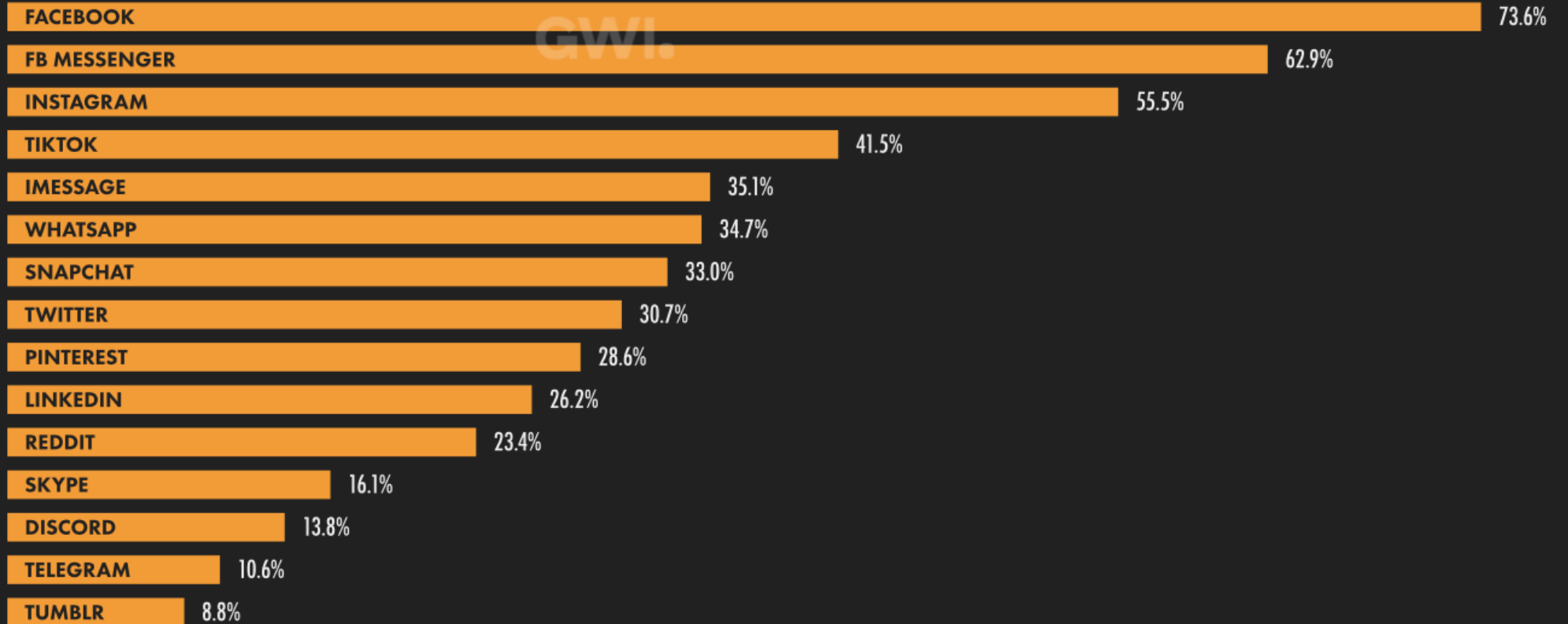
MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



AUSTRALIA



57

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** YOUTUBE IS **NOT** OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES **NOT** INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

we
are
social

Meltwater



- It is Australia's 2nd most popular social network (16-64 years)
- It has the widest demographic reach
- Connect with current members and create a community
- Share news and information about your club
- Discover and recruit new members





Here is a few ideas on thing you could share...

- Game results, images or videos
- Stories of club members/volunteers
- Achievements of players (both on and off the field/court)
- Behind the scenes updates
- Questions, trivia, polls (stories)
- Upcoming events (event page)

Story Telling

Real images, real people and real stories to share



Sydney Sirens Ice Hockey Team
May 10 at 9:34 PM · 🌐

There is no better day than today to celebrate some more of our hockey mums.

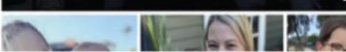
Congratulations to Sydney Sirens players Krista Murphy, Anr and Paula Morris on the arrival of your adorable healthy baby! Krista welcomed Hendrix Hider Murphy in the middle of our February 1st.

Annelie gave birth to her third child Elijah (Eli) Halvor Kvisle on 29th which just so happens to be her birthday also!

Paula became a first time mum to her little princess and futu Catherine Ann Morris on April 26th

We hope you had a great day today with your families!

#soundthesiren



Humans of New York 🌐
19 August at 20:20 · 🌐

"He ran his last NYC marathon on the day before his final surgery. The oncologist told him not to do it. By that time he had a massive tumor on his jaw. He couldn't even swallow. It took him five hours, but he finished the race. Nobody could tell him to stop. He tried to pass down his love of running, especially when we were little. He signed us up for all the kiddie races. But it never took hold. It wasn't until college that I decided to run one marathon in Dad's memory. When I reached the finish line I was hurt, and sore—but I remember thinking: 'That was easier than I thought!' And since then I've run 33 of them. It isn't about the finish line anymore. It's just a part of my life now.... [More](#)



Malin Bot and 226K others
3.9K comments 6K shares



TIPS ON HOW TO WRITE A GOOD STORY

- Show real people with real emotions
- Make sure your story is relevant to your audience
- Tell the whole story! Every story should have a start, middle and an end
- Make sure you have a good visual image to support your story, and ensure there is a good mix of gender and cultural diversity (the people at your club)

The power of video





Recruiting for 2022 - Eastern Devils

Eastern Devils 2022 - Now Recruiting We are excited for a huge 2022 as the Eastern Devils join the Eastern Football Netball League with 2 teams entering the womens competition. Right now we are recruiting new friends to join our Devils family, Division 2 Coach Players o...

18

1 comment 17 shares

About

A female footy club wanting to recruit new members

Superpower

Showcasing an inclusive, nurturing, and fun club culture that welcomes individuals of all abilities.

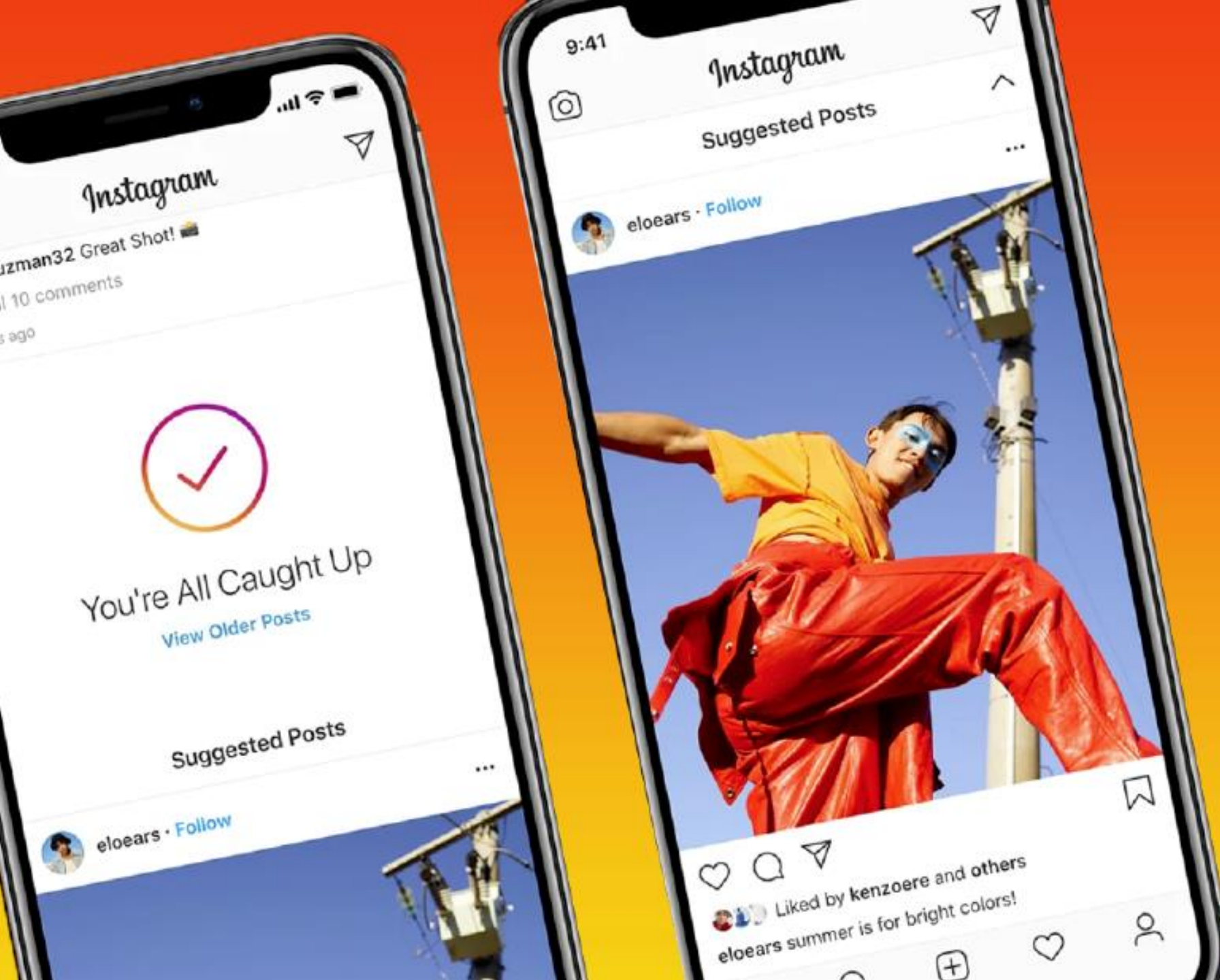
Result

The video sparked impressive engagement, garnering 17 shares. Additionally, the comments featured the tagging of potential new recruits, further expanding its reach to a broader audience.

Who is a good fit for Instagram?

You should look at Instagram if you have a younger member base – the peak group is mid 20's to mid 30's. You need a good source of image & video resources and feel comfortable getting in front of the camera a bit more





Photos
Carousels
Video
IGTV
Stories
Reels

OFFLINE PROMOTION



Word of Mouth

Use your contacts to spread the word about how good your club is, and any upcoming events, programs or special games you might have coming up



Posters & Flyers

Promoting your events via print media had worked for decades and continues to do so even in the digital age.

Canva is a great free online platform which makes it simple to design professional flyers for non-designers.





School Newsletters

Use your local school's newsletter to promote junior programs and upcoming seasons. It's a great way to attract new players



Involve local media

Journalists and Editors are always looking for new stories or material, especially about the local community.



Community Connection

Help a local project, have some of your members volunteer at a special community day or cultural event.



TIP

Make sure your members are wearing your club apparel so that you are recognisable as a club & brand!

Community Connection



About

Local Yarra Soccer club the Fitzroy Lions supported by Helping Hoops, celebrated the redevelopment of Atherton Gardens court, by holding a community sports day.

Superpower

By involving inviting families and residents in the planning of the day, including culturally diverse food offerings and young local artists performing, the children had soccer and basketball activities that were watched by hundreds of people

Result

The event gave the local residents a sense of ownership of the public spaces they play sport and are active in. The most important benefit was from the activation, more young people have joined the programs or re- engaged since the event.

Community Connection

Department of Jobs, Skills, Industry and Regions
62,792 followers
2d ·

When the flood waters peaked in Mooroopna last October, an army of #volunteers sprang into action.

Organised by Mooroopna Football and Netball Club (FNC) and supported by Greater Shepparton City Council, the 250-strong group cleared around 500 trailer-loads of water-damaged items.

'That's what local community clubs are about, being there for people in need' says Bill Dowling, Mooroopna FNC President.

Thanks to the hard work of volunteers and \$5,000 from the Victorian Government's Community Sport Emergency Flood Assistance Program, #Mooroopna FNC are looking forward to a great season of netball.

This #NationalVolunteersWeek, read about how the Mooroopna community came together on the #VictorianConnection: <http://ow.ly/...>

+ Follow

Mooroopna Football Netball Club · Follow
22 October 2022 ·

MFNC SUPPORTS: Post-Flood Recovery Support
Community in Action!
Over 150 people (over 23 teams) uses, trailers & trucks deployed across Mooroopna!!
Thank you to all those TEAMS assisting the local community!
We are Mooroopna!!



About

The Mooroopna Football & Netball Club rallied its members and organised a dedicated team of volunteers to assist with post-flood recovery efforts.

Superpower

Their exceptional ability to mobilise and organise volunteers making a lasting impact and impression on the community.

Result

During this period, the club experienced a significant surge in Facebook page engagement. However, what truly mattered was that the wider community witnessed the club's active support for the community at large. Their volunteer efforts were recently acknowledged by the Victorian Government in a LinkedIn post.



1. SPEND TIME CONSIDERING YOUR COMMUNICATIONS

- Who are you talking to?
- How are you talking to them?
- What is your objective?
- Visuals are key
- Keep it simple



2. GET ORGANISED!!





3. FREE TOOLS TO HELP YOU!

- Canva
- Meta Business Suite
- Chat GPT



CANVA

www.canva.com

A free design tool for non designers. Design anything in minutes using one of the 250,000 free templates.



GROUP EXERCISE WITH CANVA!

META BUSINESS SUITE



Meta Business Suite (formerly Facebook Creator Studio) allows you to publish schedule and manage all your content for Facebook and Instagram in one single place.

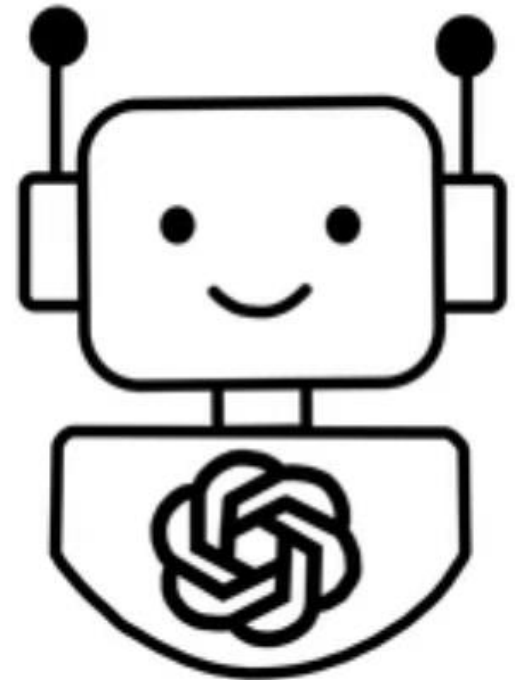
You can also access your page insights here, which can be handy for knowing the best day/times to post and who your followers are.



CHAT GPT

chat.openai.com

In short, ChatGPT is an artificial intelligence (AI) program. Use it to create captivating content, engaging social media posts, and informative communications for your club. This advanced language model is your go-to tool for generating creative ideas, crafting impactful messages, and brainstorming strategies to attract new members and supporters



GROUP EXERCISE WITH CHAT GPT!

Club Help:

clubhelp.org.au

- Current information
- Templates
- Guides
- Useful links



Thank you for joining us!

QUESTIONS?

