

Useful References

info@dsr.wa.gov.au

www.dsr.wa.gov.au—
Clubs—Clubhouse—
Marketing and Promoting
Your Club and Filing—
Marketing and Promotion
Officer Job Description,
Sample Marketing Plan

www.dsr.nsw.gov.au/sportsclubs/ryc_market.asp

You never get a second chance to make a good first impression—
Anonymous

City of Armadale
Leisure Services
Locked Bag 2
Armadale WA 6992

Club Development Officer
9399 0407

www.armadale.wa.gov.au

Promoting Your Club

In an age of competing sports and other activities, along with reluctance on the part of many to participate in organized sport it is important to 'sell' your club to the community.

Newsletters—inform and entertain your members.

Media Releases—promote your team and individual successes both on and off the field, to your local paper.

Through **sponsors** provide them with material to promote your club at their place of business.

Website—is an unlimited source of information; it's colourful and must be kept up to date.

Role models—ensure that your members are positive in their community.

Local Schools—go in and conduct clinics and promotional activities.

Enlist your **District or State Development Officers**.

Offer **added value**—what else can you give to your membership; a drink bottle, a club shirt with membership, a discount voucher?

Promoting and growing your club is about capturing new community members and those who have not previously experienced your code or club atmosphere. There is no greater pride than success resulting from hard work and with home grown products.

Decide;

- Are you a family club?
- Are you a social club?
- Are you a winning club?
- Do you grow and develop your members so that they might reach the higher level?