

Fundamental Marketing For Your Centre

Lachlan Rayner

Association Marketing

Main Activities

- ✓ Village Cinemas Advertising
- ✓ Metro Trains

Support Activities

- ✓ Social Media
- ✓ Engagement Videos
- ✓ Media Stable
- ✓ Foreign Language Social Media

Additional Activities

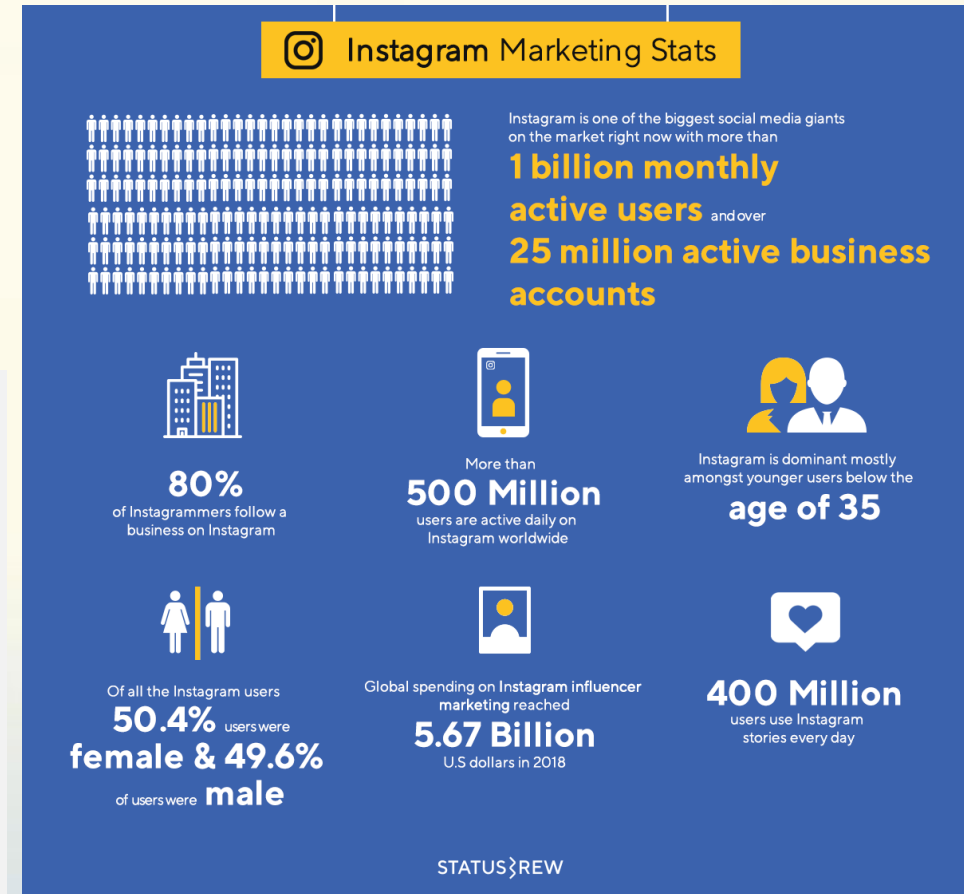
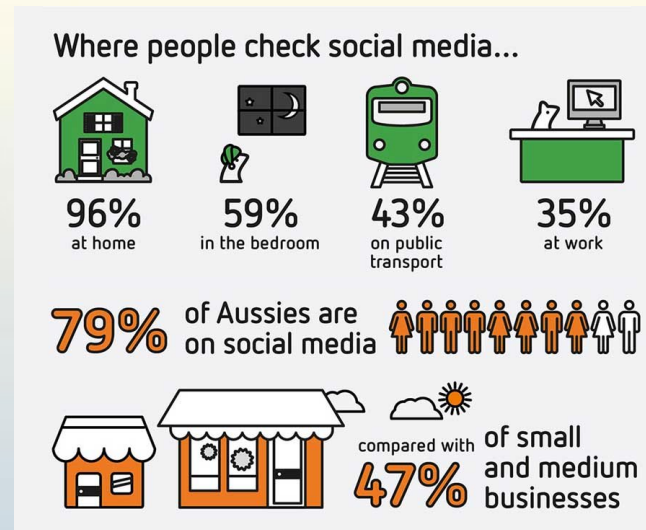
- ✓ Little Athletics Program in Schools (LAPS) Funding
- ✓ Registration Packs (SUBWAY)
- ✓ EDMs, Social Media, Livestreaming, Merchandise etc.

Top 15 Centre Marketing Activities

- **33 Centres achieved a larger membership base in 2018-19 then the previous year.**
Chelsea, Caulfield, Brighton, Seymour, Lavington/Jindera, Kyneton, Echuca/Moama, Benalla, Albury, Kilmore & District, Hume, Warragul, Sale, Orbost, Cranbourne, Corner Inlet, Berwick, Collingwood, Woodend, Gisborne, Altona, Warrnambool, Swan Hill, Portland, Kerang, Horsham, Edenhope, Colac, Westernport, Springvale, Seaford, Oakleigh, Dandenong.
- **These Centres provided us with their marketing activities**
- **We compiled them in a list and ranked them**

#15 – Instagram Page

- Kids 13+
- Highly engaging platform
- High quality images



27%

#14 – Community Notice Boards

- Platform to share information.
- Local area marketing.
- High volume of foot traffic.
- Make your flyer stand out from the rest.
- Online community notice boards (Facebook Group).



33%

#13 – Other Sporting Clubs

- Promote through other sports the may not operate during the Summer months.
- Committee members that also sit on others sports committees.
- Kids enjoy playing sports with their friends.



#12 – Flyer Drop

- Able to specifically target people within your local community.
- Low cost promotion, that you can do yourself.
- Little Athletics Victoria has A5 flyers for Centres to use if you don't have your own (Artwork & Physical).



littleathletics.com.au
FAMILY FUN & FITNESS

How to get started in Little Athletics

Who can do Little Athletics?
Little Athletics Victoria venues are able to cater for children from 5 to 15 years of age, with many Centres able to cater for athletes with a disability. No matter what your skills or ability Little Athletics is all about family, fun & fitness* and making sure you can be your best*.

How will I learn?
Many Centres have coaches to help you improve and learn about athletics so you can get the most out of your involvement with Little Athletics. Learning is fun and in no time you will see your personal best (PB's) performances improve.

What are the benefits?
If you are fit it makes you feel good about yourself and you have the energy to do anything. Young people who take an interest in sport are more likely to stay fit for life.

What does my mum, dad or family have to do?
Apart from making sure you get safely to and from Little Athletics, your mum and/or dad or your family make great helpers and officials and coaches of the future. Organising, raking, recording, directing and measuring are all jobs families and helpers are asked to do.

What events can I do?
Depending on your age group Little Athletics offers: Sprints, Middle and Long Distances, Hurdles, Relays, Walks, Shot Put, Discus, Javelin, High Jump, Long Jump, Triple Jump and Cross Country.

How friendly is it?
You will find no shortage of friends or friendships at Little Athletics! Little Athletics has provided a friendly environment for over 50 years with millions of Aussies enjoying their experience. If you are uncertain or a little shy, bring your best friend and do Little Athletics together.

How do I join?
Simply visit our website to register online or contact your nearest Centre for details. You can join at any time!
Run, jump, throw, have fun and be healthy.

To find your nearest Centre go to: www.lavic.com.au and click on FIND A CENTRE

State Association:
lavic.com.au

Little Athletics Victoria
Locked Bag 1011
Port Melbourne VIC 3207

NATIONAL INACTIO
HUBS PARTNER

coles

STATE GOLD
PARTNER

SUBWAY

<https://ourcentre.com.au/centre-resource-guide/centre-management/communications-and-marketing/association-marketing/media-kits/>

#11 – Sign Posted on Clubrooms

- Capture people that visit your Centre when Little Athletics events aren't on.
- **Details:** Full Centre name; key contacts; key dates; Centre website; open hours; training times etc.



40%

#10 – Real Estate Board

- Low cost.
- LAVic has artwork if you can't create your own.
- Ability to place in high vehicle traffic areas.
- Tell people where you are and what you do.




47%

Special Mentions

31st – Email Auto-Response with key information
30th – Centre Player Sponsors
29th – Sponsor Promotion
28th – Local Show Stall
27th – Electronic Board on main road
26th – Promotion through your local SUBWAY Restaurant



SMDLAC - thanks for your inquiry. Re: 2017 Relaython Round: Are you ready?

 SMDLAC Secretary <smdlac@gmail.com>
To: Lachlan Rayner

Thank you for contacting the South Melb Districts Little Athletics Centre. Please note we are a volunteer run club.

This email is regularly checked and we will endeavour to respond within 3 working days.

Season 2016/17 will commence on **Sunday 2nd October** and runs through terms 4 and 1.

Registrations now open via the following link:

<http://www.lavic.com.au/Join>

Our competition day is usually **Sunday morning** from 9-1130am at Lakeside Stadium in Albert Park, with some sessions held at Newport Athletics Track in Wil be a couple of Wednesday twilight meets this season.

Our usual training evening is Wednesday and is open to all financial members from U9-U16 age groups.

530-6pm - Throws coaching

6-645 - Running or Hurdles coaching

645-730pm - Jumps coaching

IF you wish to **Come and Try** on the first day, you still need to register online but do not pay when asked to do so. This ensures you are covered by insurance and a named drink bottle. Please visit the club tent on arrival.

Age group can be calculated by your age on September 30th. For example, if you are aged 6 on Sept 30th 2016 then you are in U 7 for the 2016/17 season. If as you were aged 6 on 30th Sept 2016.

We MUST sight evidence of Date of Birth for ALL new members. You will not be active in the results recording until sighted. Either Email a copy in advance (p

Cost for this season: After Oct 7th, \$150 U 6-8 and \$190 U9 and older. Competition tops are additional at \$40 each and can be ordered online once you are a

Our website is www.smdlac.org.au and contains most general information including our season handbook, the Season Calendar and Weekly event schedules.

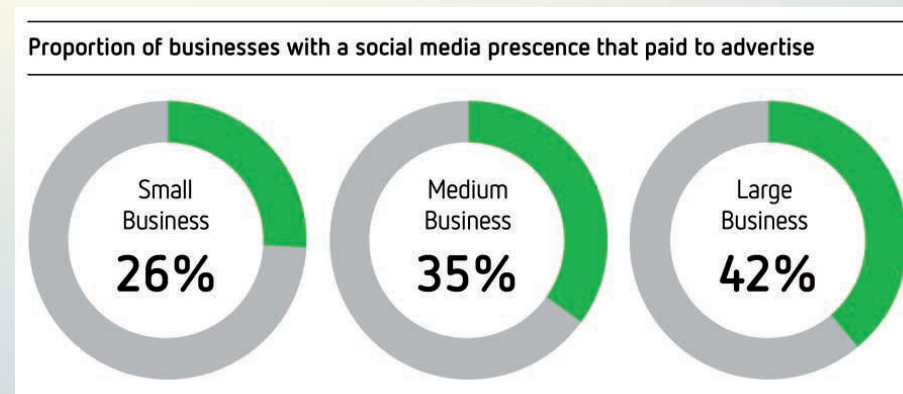
In fun and fitness,

South Melbourne Districts Little Athletics Centre Committee

Find more information and resources on ourCentre
<https://ourcentre.com.au>

#9 – Social Media Advertising

- Go to where your ‘customers’ are. (they’re on Facebook!)
- Specifically target people based on key characteristics: age, gender, whether they have kids etc.
- Target your local area using a radius of your venue.



47%

#8 – Local Newspaper Article

- Star Weekly and Leader Community News.
- Looking for stories.
- We have a media release template on ourCentre.
- Research journalists that report on local sports. Reach out? Email, Twitter etc.



60%

#7 – Previous Season Members

- We roughly retain around 60% of our members each year.
- LAVic sends emails, text messages, TeamApp notifications to members from the previous two-seasons.
- Old fashioned letter drop?
- Call / Email members directly?



80%

#6 – Flyers / Posters / Signage

- Create your own branded material.
- Think of a consistent message that is applied across all material.
- Put these materials everywhere: sponsors, community boards, schools, mailboxes etc.



80%

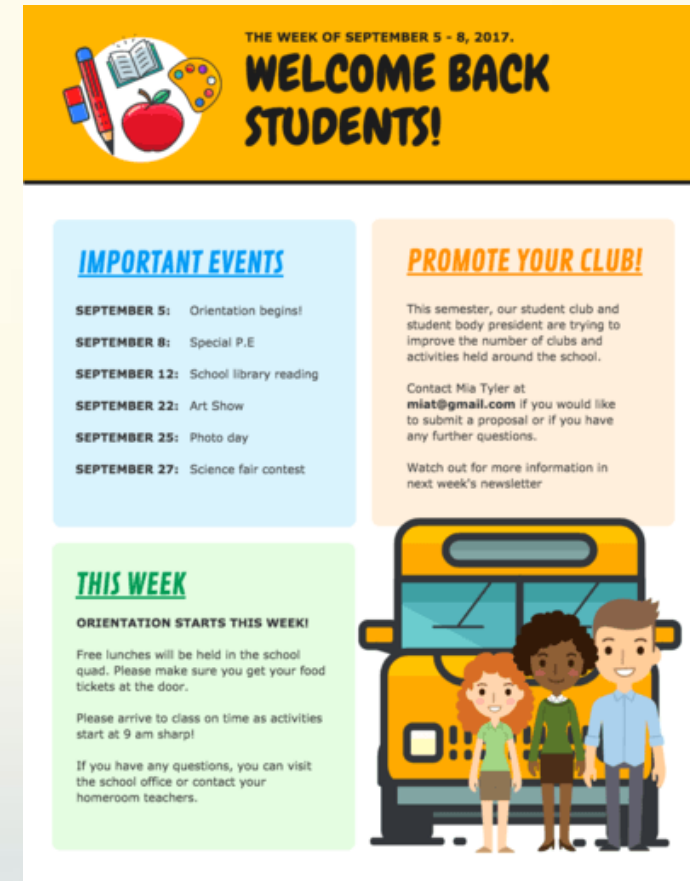
Special Mentions

- 25th – Cinema Advertising
- 24th – School Athletics Carnivals
- 23rd – Word of Mouth
- 22nd – Physical School Program
- 21st – Merchandise



#5 – Local School Newsletter

- Do you have a committee member or a member of your Centre who teaches/works at a local school?
- Centre branded material in the digital newsletter.
- Provide material to the school in the exact format they require (digital image, photo, text etc.)



87%

#4 – Post Regularly to Social Media

List of Content Formats –

- How-to's
- Charts/Graphs
- Email Newsletters
- Giveaways
- FAQs
- Q&A Session
- Webinar
- Guides
- “Day in the Life of” Post
- Podcasts
- Infographics
- Interview
- Meme
- Vlog
- Video
- Surveys
- Much, much more

When we socially network

71%	In the evening
57%	First thing in the morning
47%	Lunchtime
47%	Breaks
39%	Last thing before I go to bed
21%	During work
18%	Commuting

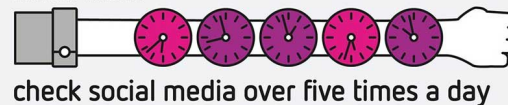
Meanwhile,

64% of consumers are more likely to trust a brand if it interacts positively on social media



59% of people access social media every day or most days

And over a third...



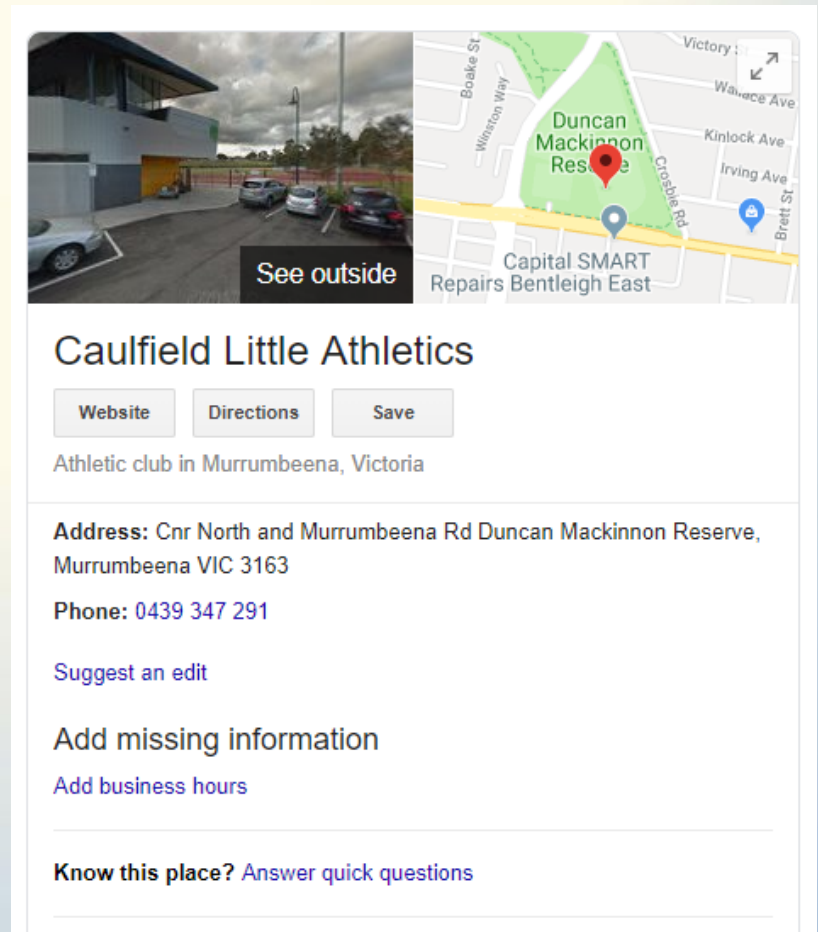
Almost eight in ten people...



87%

Special Mentions

- 20th – Promotion through local Coles Store
- 19th – Media Releases
- 18th – Shopping Centre Promotion
- 17th – Local Radio Stations
- 16th – Google Business Listing



#3 – Come & Try Day(s)

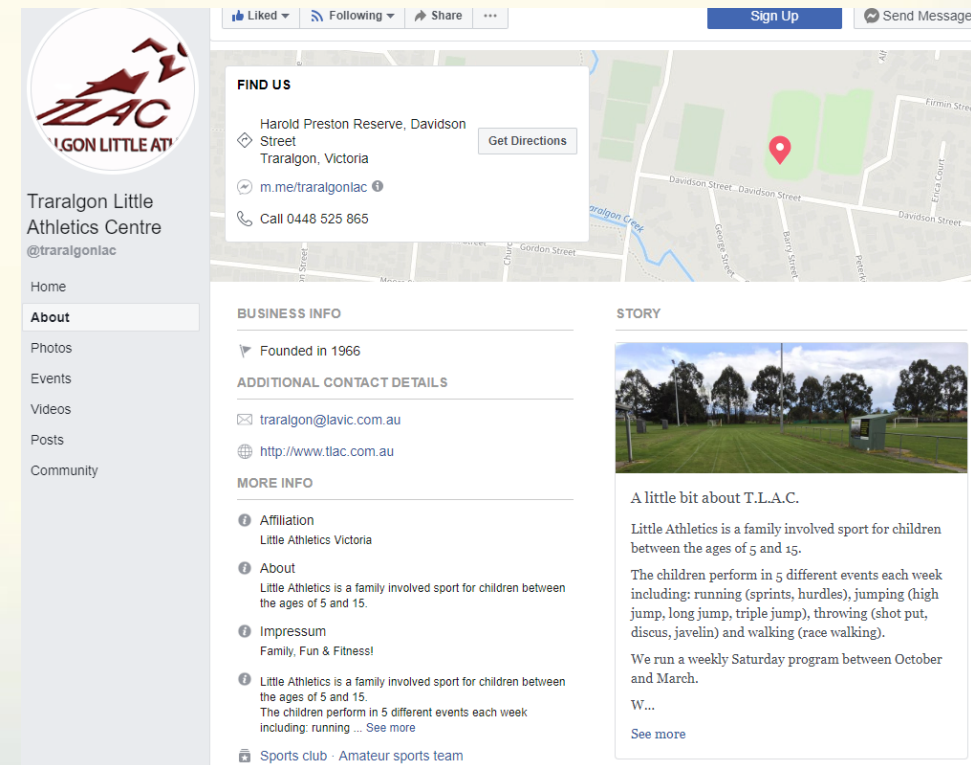
- Host a Come & Try Day for new members.
- Clearly identify these days from new members to give a clear focus.
- Focus on short, sharp drills.
- Ensure opportunities for parents – use it as a time to teach them about how to officiate events.



93%

#2 – Key Details on Digital Platforms

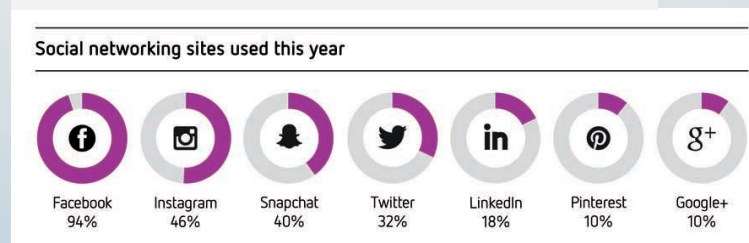
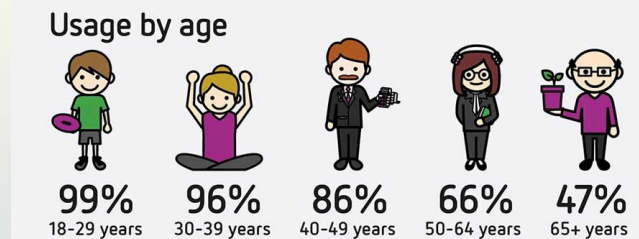
- Ensure key details on your digital platforms are up-to-date.
- Search your Centre on Google and look at everything that comes up. You'll be surprised at the different websites that are showing your Centre's details.
- Don't turn potential members away before being able to get in contact.



93%

#1 – Facebook Page

- Facebook is the largest social network on the planet.
- Pages vs Groups (or both...)
- Service to pass on information
- Organic Reach



Little Athletics in Primary Schools (LAPS)

Taylah Perry



<http://www.lavic.com.au/Education-Training/Schools>

Find more information and resources on ourCentre
<https://ourcentre.com.au>

Any Questions?

Thanks