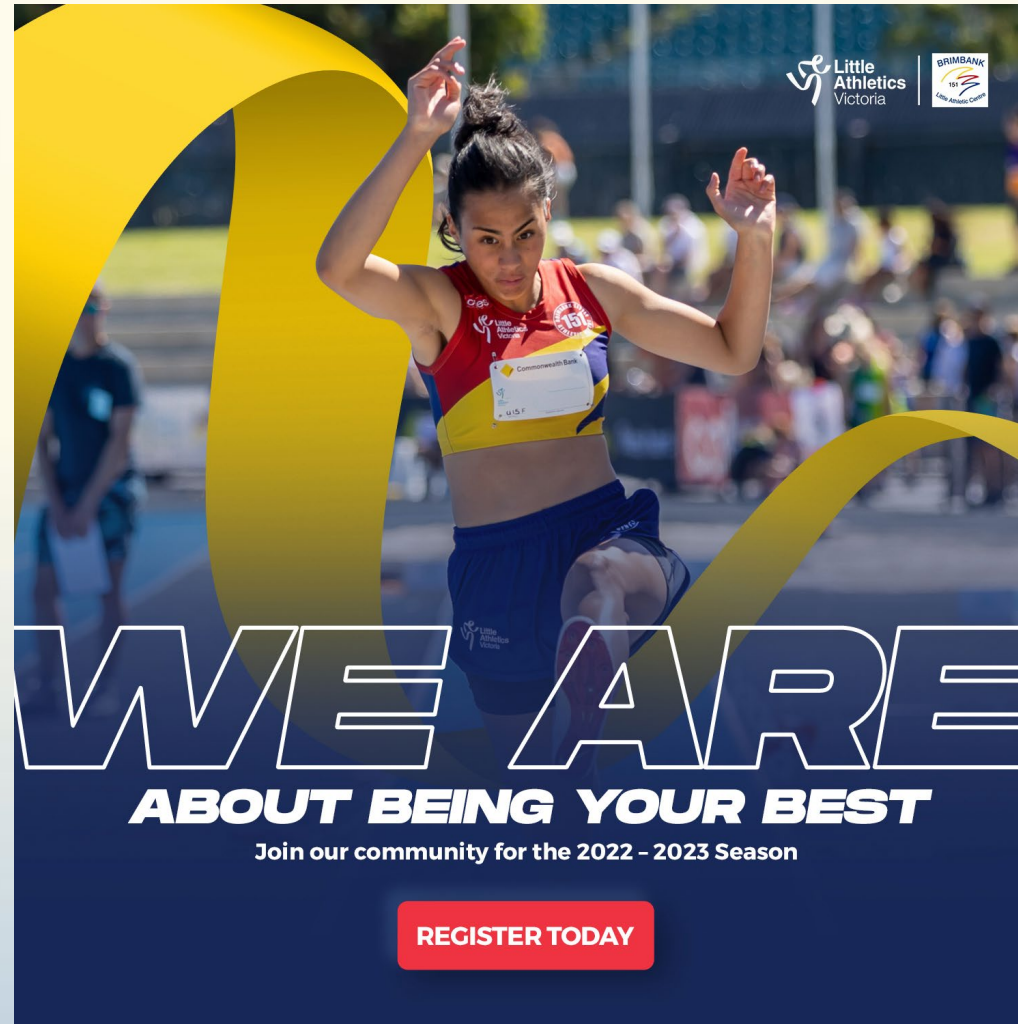


National Marketing Campaign

Nathan Gjorgievski

Tuesday 18th July 2023

Centre Marketing Kits



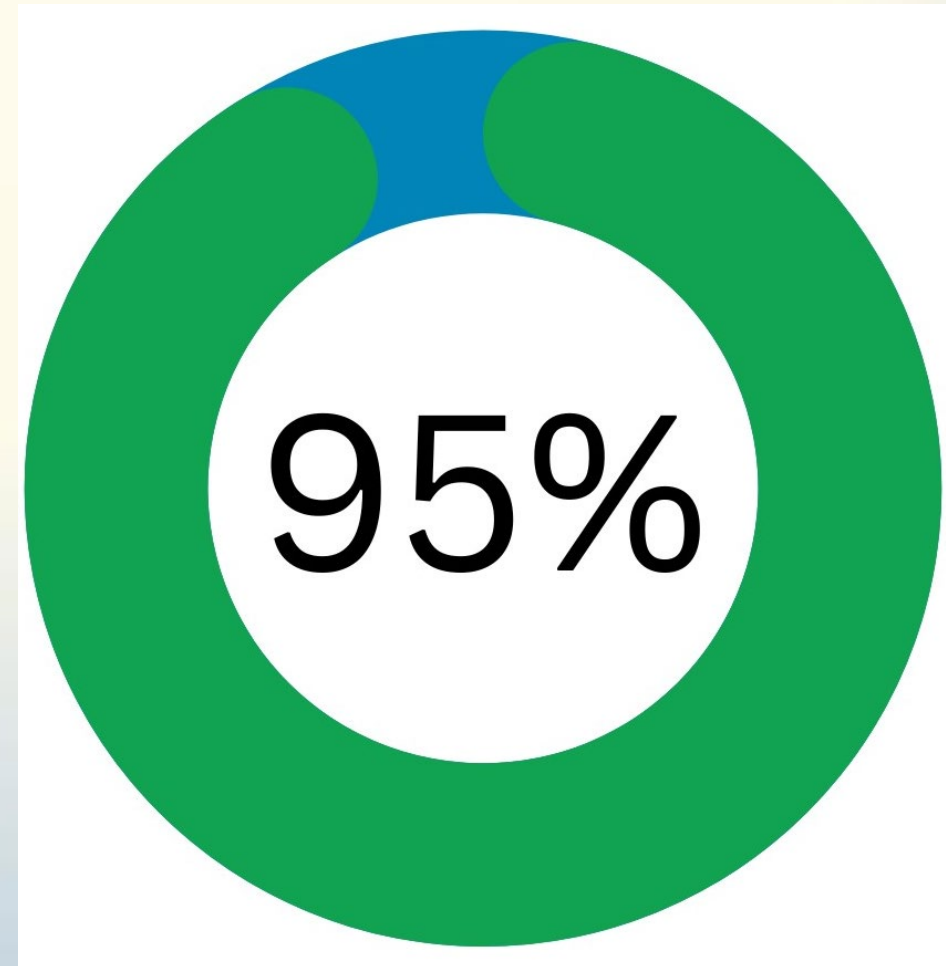
Little Athletics Victoria | BRIMBANK 100th Anniversary Centre

WE ARE
ABOUT BEING YOUR BEST

Join our community for the 2022 - 2023 Season

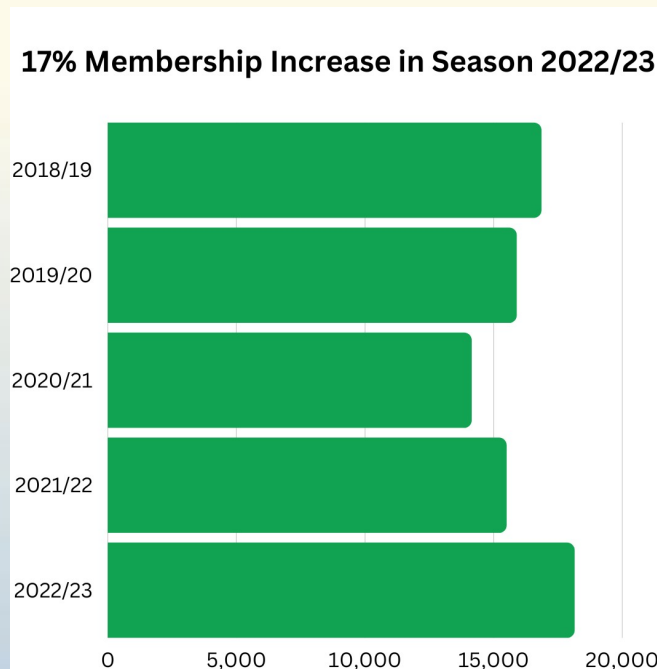
REGISTER TODAY

Percentage of LAVic Centres that used their Centre Marketing Kit in Season 2022/23?



Findings from this season

- Great intake from all Centres.
- Branding really stood out.
- FUT were a massive hit.
- Marketing Kits had a big impact on membership increase



Scheduling Marketing posts

- Centres should try to schedule posts over time on social media (Facebook and Instagram) – heading into week 1 of competition.

Tip: Pick 3-6 marketing materials from your Centre Marketing Kit and schedule them over a couple of weeks on Facebook/Instagram. Rather than posting them all at once.

What are the changes?

- We will continue to run with the 'We are.' messaging.
- Athlete photos are being updated.
- A couple of new templates included a Centre Record FUT (frequently used tiles).

Please note: Centres DO NOT have to Opt in or Out.

Most popular tiles that were used during 22/23 Season



Little Athletics Victoria 34th Anniversary

SEASON 2022-23

OPEN NOW

Little Athletics Victoria

WE ARE FOUNDATION OF ALL SPORTS

5 REASONS why you should register for Little Athletics!

- Meet new people and spend time with your family and friends.
- Participate in a variety of different events at your weekly meets.
- Improve your physical fitness and mental wellbeing.
- Have the opportunity to participate at local centre meets & state competitions.
- Achieve your personal best and continue to improve your skills.

REGISTER TODAY AT lavic.com.au

WE ARE FRIENDSHIP

BRING A BUDDY!

REGISTER TODAY

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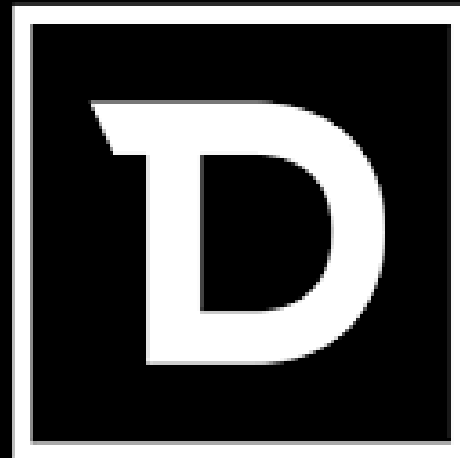
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REGISTER TODAY

Interview with Dreamjar

Somesh Jagga - Dreamjar Principal



Dreamjar Studios
Adelaide / Delhi

Distribution Process

- An email will be sent to Centres containing a Dropbox link to the kit. Centres will then be able to download the materials from their respective Dropbox link.



What Centres need to do now?

1. Look out for an email containing your Centres Marketing Kit - Kit's will be delivered in August.
2. If you have any questions – contact myself
nathan.gjorgievski@lavic.com.au



Thanks for watching!
Feel free to join us for a live Q & A on Zoom
via the link below this video.