

Marketing Plan 2024-2027



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Our Goals

Strategic Plan Goals

Net 10% increase by 2024/25 and 15% by 2025-26. To include

- 10% growth in females at Teeball (25-30 players per year)
- 2.5% pa in baseball (total 7.5% by 2025-26)
- Reintroduce subjunior softball comp

Marketing Goals

1. Attract new members
 - a. increase conversion rate to at least 100% in all immediate-surrounding areas,
 - b. target areas of lowest conversion, especially in areas of high demand.
 - c. Increase female participation
2. Branding and Awareness "*Branding is what people say about your business when you're not in the room.*" ([Jeff Bezos](#))
3. Member Engagement– "*marketing isn't just about what you do to get people to your club. It's about what happens when people come to your club*"
4. Win more sponsors
5. Research & Insights – review database spread to identify and refine strategies that will assist us to
 - a. Collect relevant information
 - b. Increase retention rates
 - c. Facilitate succession planning

Our Focus

- Promotion and Recruitment
- Branding and Awareness
- Build relationships with local businesses, schools, media sources, LGA, other sporting groups
- Communication plan – retention once we have them (member induction, newsletters, email updates (greeting), SM groups)

Our Strategies

School Strategy

1. Phone call to each school to ask
 - a. Who best person to promote our sports? Can we arrange a meeting to discuss how we may be able to be involved in the school community?
 - i. ?Offer to provide training to teachers (free)
 - ii. ?Offer member attendance to umpire/coach at sports carnivals
 - b. School newsletter – when it goes out, can we get promotion included, is there a cost?
 - c. Noticeboard – are we able to post on this?
 - d. Does the school include diamond sports in their program, if not, would they be willing to, and how can we assist? (e.g., Sporting Schools, equipment, clinic, lesson plans). Promote Sporting Schools grant option. Promote diamond sports covers 4 main athletic skills – hit, run, catch, throw
 - e. Does the school actively promote female participation in nongender-traditional activities?
 - f. ?Run popup registration day at school
2. Media release to local schools when students achieve highly at our club
3. School ambassador – one of our players promote our sport at school assembly, classroom news

Media Strategy

1. Social media posts – content bank/s to be generated by end of March)
 - a. Preseason (programs, FAQs, variety)
 - b. Midseason / event promotion
 - c. Member induction and education
2. Bimonthly newsletter
3. Contact local media outlets
 - a. Determine contact name and details to send release to, and deadline (date/time)

Female Participation Strategy

1. Generate Stories surrounding promotion and achievements of our female players,
 - a. Promotion of sense of 'sisterhood', there's a position for everyone regardless of personal attributes
 - b. Expression of self outside traditional role models - toughness, adversity management (risk, injury, etc)
2. Female Coordinator to oversee
 - a. increased female player involvement at rookieball coaching/games
 - b. Implementation and promotion of BWA/SWA female pathways.
3. Junior promotion at BWA level (Kidsport registration).



General Awareness Strategy

1. Posters/flyers in community outlets
 - a. Library
 - b. Shopping centre noticeboards
 - c. Gym/rec centres
2. ?Street signage
 - a. ?Stationary
 - b. ?trailer lightbox - \$500-600/week
3. ?Letter drop in area of high demand – Bushmead, DarlingRange proximity
4. Popup activations (information/registration) activations in shopping centres
 - a. Midland Gate (from \$3/day)
 - b. Kalamunda Central (free on provision of public liability and NFP certification)
 - c. Woolworths Kalamunda
 - d. High Wycombe (Coles)
 - e. High Wycombe (Supa IGA)
5. Popup activations (information/registration) booths
 - a. Kalamunda Show
 - b. Kalamunda Farmers Market – every Sunday ; \$71.50 for 3x3m
 - c. Kalamunda Night Markets – 4th Friday of the month from Sept to May [EOI sent for availability and associated costs]
 - d. Mundaring Growers (2nd Sunday of month – run by Rotary club) [EOI sent for availability and associated costs]
 - e. Perth Hills (Mundaring) & Railway Station Artisan Markets (midland) - \$25 ; RSVP needed ASAP once EOI email received as spaces fill fast
 - f. Stirling Square Markets (Guildford) – Sept-May 3rd(?) Sun of the month [EOI sent for availability and associated costs]
 - g. Kalamunda Artisan Markets – run by Rotary Kalamunda [EOI sent for availability and associated costs]
6. Popup Activations (information/registration) at local sports clubs
 - a. Netball – KDNA
 - b. Football – soccer and AFL (x2)

Information Collection Strategy

1. Database/s formats to be updated
 - a. Ensure all databases collect gender (often a requirement for other reports/grant applications and acquittal documents), ideally also ESL/CALD and ATSI
 - b. Ensure all databases collect data regarding returning/new players “have you played with KR before/last year” – Y/N
 - c. Ensure all databases collect data regarding school attending and school year for juniors (helps guide future school target marketing, even if not used in team selection)
 - d. Ensure all databases collect data in same format for emergency contact ([given+surname, email, phone] [given+surname+email+[phone]])
 - e. Ensure all databases collect data regarding participation in State Champs/All-Stars teams (TB/LL/IL/JL/SL)
 - f. Ensure all databases collect data regarding player/parent occupation [succession planning, resources]
 - g. Ensure all databases collect data regarding preferred method of communication [social media, email, Heja, paper (not ideal for environmental reasons, and paper gets lost)]
 - h. Ensure all databases collect information on where they heard about us.
 - ii. Consistent options across all portals – friend, returning player, facebook, school, siblings play, community advertising (markets, posters, streetsigns), google, other (please specify).

Member Engagement Strategy

1. Diversify communication strategies.
 - a. Newsletter ± audio component
 - b. Email template/format (greeting so people know where information is coming from).
 - c. Survey to find out preferred method of communication – email, newsletter, coach/team, social media, etc
2. Provision of as much notice as possible (min three weeks) to all members regarding events and activities of the season (fixtures, photos, windups). Acknowledge limitations with some affiliated organisation restrictions.

Plan

We recognise that we can't hit every area at once as we don't have the staff availability and we need to roll this growth out (growth by 100+ is a logistical nightmare (coaching staff, uniforms, equipment,...)). Therefore a staged approach with review at the end of each season will be undertaken

Outlets and Methodology – 2024-25

- Primary schools¹
 - Targeted action plan to
 - Lesmurdie, Falls Road, St Brigid's, Kalamunda Christian, Walliston, ± Carmel, ± PB
 - Darlington, Glen Forrest, Helena College
 - Woodbridge ± Guildford
 - Helena Valley, Clayton View
 - Continue to promote^{1a} to HW, MV, GH, MM,
- High schools¹ - Mazenod, Lesmurdie, St Brigid's, Kalamunda, Darling Range
- Social Media³
 - Sponsored, targeted adverts - advertising budget to be determined
 - Current community groups listing (see Appendix A)
- Popup activations (registration ± information booths)²
 - Local markets
 - Kalamunda Night Markets
 - Kalamunda Growers Market
 - Perth Hills Artisan Markets
 - Railway Station Artisan Markets
 - Shopping centres
 - Kalamunda Central
 - High Wycombe SC (x2)
 - Midland Gate
 - Kalamunda Show
- Local media³ – media releases/articles in local paper and interviews on local radio
 - Echo news
 - Community radio
- Local Community Noticeboards
- Databases format to be updated and refined in April/May 2024 for upcoming season

KPIs for 2024-25

- Surrounding SGA participation at 100% or above (as per SportEye data)
- Total membership up by 10% on previous year
- Female participation up by 5% across Teeball and Baseball

Targets for 2025-26 and Beyond

- Review response to previous seasons and compare with SportEye, as well as database/website marketing collection data and plan modify above strategy accordingly in February each year.
- Select next area to target market to meet KPIs
- Involve Challenger competition where possible

KPIs for 2025-26

- Immediate surrounding SGA participation at 125% or above (as per SportEye data)
- Expand SGA areas to at least 75% engagement (as per SportEye data)
- Total membership up by 10% on previous year
- Female participation up by 5% across Teeball and Baseball

KPIs for 2026-27

- Immediate surrounding SGA participation at 150% or above (as per SportEye data)
- Expand SGA areas to at least 100% engagement (as per SportEye data)
- Total membership up by 10% on previous year
- Female participation up by 5% across Teeball and Baseball

Needs

1. Posters/advertisement for school newsletters/shopping centres
2. Information brochure for activations
3. Information brochure for school clinics (complete as at 01/02/2024)
4. Media release template – schools, general media (see appendix)
5. Promotional giveaways <https://www.australiawristbands.com/contact-us.php>
6. Website lead tracking for future direct/custom client marketing

References and Data Sources

- [SportsEye](#) – data obtained from multiple levels and merged. SWA and BWA utilise this platform so our registration data is included in their analysis
- Our player database
- Website
- Beyond the Club Podcast – Episode 6 (female participation and retention), Episode 26 (Megatrends in Sport: Escalate the Exercise)

Appendix A – FB share pages

1. All about Stratton
2. Baseball/teeball/softball buy sell or swap WA
3. Bassendean, Midland, Jane Brook and Surrounds suburbs buy-swap and sell
4. Buy & Sell, chat & discuss – Forrestfield to Armadale and surrounds
5. Buy, Swap, and Sell – Bassendean, Midland, and other surrounding areas!
6. Buy/Sell/Swap/Free – Perth
7. Chittering Notice board
8. City of Swan & surrounds. Babies and kids buy, sell and free
9. City of Swan Garage Sales, markets and events
10. Darlington WA Parent Forum
11. Ellenbrook Noticeboard, Business Adversting and General Chat
12. Forrestfield and surrounds buy and sell 1
13. Forrestfield baby/toddler buy swap and sell
14. Gooseberry Hill
15. Helena Valley/Boya Buy & Sell
16. Helena Valley, Boya and Bushmead Community Page
17. High Wycombe & surrounds business page Australia
18. High Wycombe and surrounds Buy/Sell/Swap
19. High Wycombe (Australia) and surrounds pregnancy, Babys (grammar lol) and children
20. Hills mums (Perth)
21. I'm a business owner in the Shire of Mundaring
22. Jacaranda Springs
23. Kalamunda Community
24. Kalamunda Community Discussion Page – not buy and sell
25. Kalamunda rangers (chat)
26. Kalamunda Shire and Surrounds Buy Swap and Sell
27. Kalamunda and Surrounds Buy Sell and Swap Take 2
28. Kalamunda SHS parents only
29. Kalamunda/nearby suburbs buy and sell
30. Lesmurdie Kalamunda Walliston, Bickely Carmel Market Place [Friday only]
31. Maida vale
32. Matthew Gibney Parent Page
33. MGPS High Wycombe WA Mums and Dads
34. Midland & surrounds Australia buy, swap and sell
35. Midland and surrounding areas community notice board
36. Midland Classifieds
37. Midland, Helena Valley, Greenmount, Darlington, Koongamia and surroundings
38. Mums and bubs Wattle Grove & surrounds WA
39. Mundairing Shire Only baby, toddler and kids items buy and sell

40. Mundaring and Surrounds Buy and Sell
41. Mundaring Hills Community Group
42. Mundaring shire Selling Forum
43. Mundaring/Stoneville/Mt Helena stuff for sale
44. Only in Ellenbrook
45. Only in Forreestfield and High Wycombe (and that one guy from Lesmurdie)
46. Only in Forreestfield take two!
47. Only in Forreestfield.....
48. Only in High Wycombe Perth WA
49. Only in High Wycombe uncut
50. Only in High Wycombe!
51. Only in Maida Vale
52. Only in Wattle Grove
53. Only in Wattle Grove Community
54. Parkerville-Gidgengannup and beyond buy sell swap and free
55. Perth Community Events and Volunteer Opportunities
56. Perth Hills Chat Forum
57. Perth Hills chat lesmurdie, Kalamunda and Gooseberry Hill
58. Perth Hills trades and Business
59. Perth Official baseball, Softball and Teeball Buy and Sell Page
60. Post and Chat Forreestfield #uncensored
61. Sara's Families (this is a High Wycombe mums group)
62. Sawyers Valley Sharing
63. Shire of Kalamunda Buy and Sell
64. Shire of Kalamunda, WA, buy, Sell swap or free
65. Shire of Kalamunda, WA, Buy, Swap, and sell baby/toddler/kids
66. Shire of Mundaring and City of Swan Perth WA Buy, Sell and Swap or Free
67. Shire of Mundaring Local Businesses and Trades
68. Stratton/Swan View and Foothills
69. Straton, Swan View 6056 and Surrounds Buy & Sell
70. Stuff of Sale Swan View/Greenmount/Glenforest and Surrounds
71. The Guildford Community Page
72. Wattle Grove and Forreestfield Chat
73. Wattle Grove W.A. Community
74. What's happening in Perth and Local Businesses
75. What's on in Perth Community
76. Women in Sport WA

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