



**ATHLETICS IS THE MOST
MARKETABLE SPORT IN THE
WORLD.**

- Tori West

WHY ?

- Equal Opportunity for Males & Females
- Juniors, Seniors, Masters & Para Events
- Athletics is the foundation of **all sports**
- Events to suit varied abilities
- Out of Stadia Events
- Non-Contact, less risk of injury

THERE IS SOMETHING FOR EVERYBODY

MARKETING GOALS

- Increase Membership
- Increase Event Registrations

To do this we need to **reach** more people and **engage**.

COMMUNICATIONS GOALS

IMPROVE

1. ANQ Public Image *(Grow profile of Athletics in NQ)*

- Social Media Marketing
- Monthly Newsletters, ANQ Athlete feature articles (1 per month to begin)
- Email Marketing for events, coaching courses, clinics & Branding Development
- Forge relationships with local media to cover events, announcements.

2. Communication between Clubs & ANQ

- Club Hub, Monthly, Digitise Forms, Online Portals (Event Submissions)

3. Communication between Clubs & Members

- Reiterating ideas learnt from Media Seminar on Gold Coast
 - Advising of practical tips for Social Media, what sort of content should be
 - Every Club should have minimum: Facebook Page

FLOW CHART OF INFLUENCE

in North Queensland

IAAF

Oceania Athletics

Athletics Australia

Queensland Athletics

Athletics North Queensland

Clubs

Parents

Training Squads

Coaches

Senior Athletes

Schools

PE Teachers

The greatest influencers are further down the Chain

GRASS ROOTS ATHLETICS





CLUB HUB

Club Resource Centre

athleticsnorthqld.org.au/club-hub



CLUB MEDIA GOALS

As a club here is the overall goals when conducting media.

NURTURE

Keep your audience engaged & interested.

INFORM

Provide club competition information / announcements.

WEBSITE TIPS

NON-NEGOTIABLES

- Must use content management system that everyone can use.
- Mobile Friendly
- Must include logo
- Link to Social Media
- Registration Links (Form or online registration)
- Club Contact Information
- Basic Club Information



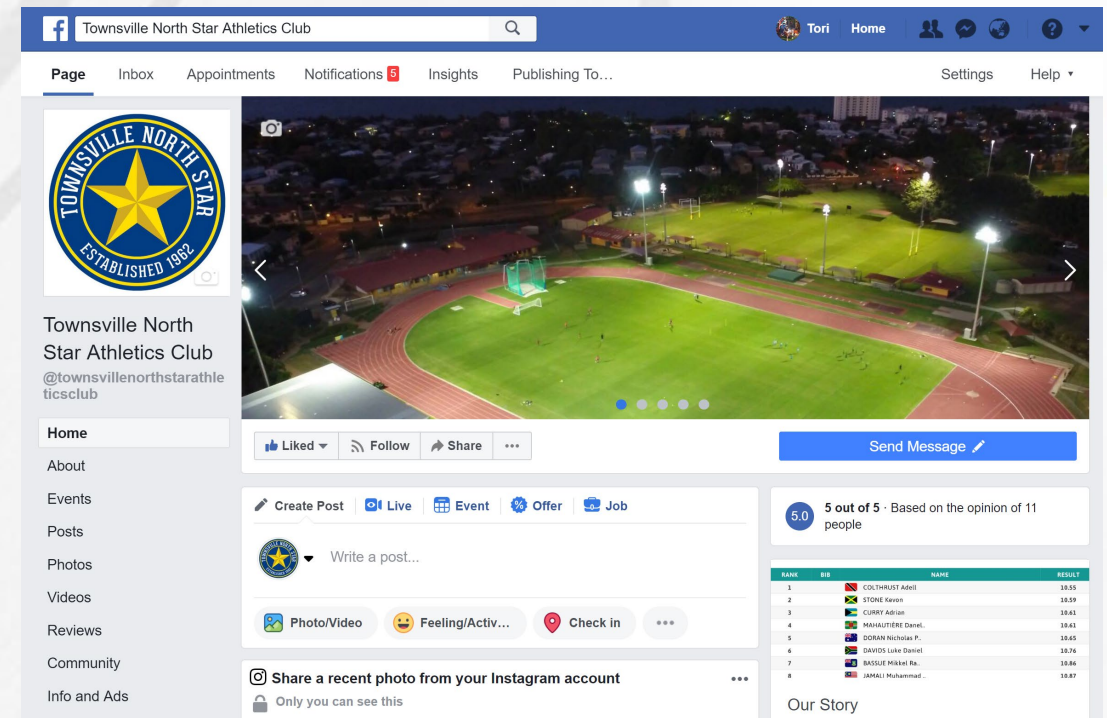
FACEBOOK

NON-NEGOTIABLES

- Profile Picture Logo
- Share ANQ Events & Announcements to your page.

TIPS

- Post photos & lots of them
- Share important updates, interesting articles.
- **NURTURE** your audience.
- Limit text in images (20% rule)



FACEBOOK (Good Posts)



ATHLETICS NORTH QUEENSLAND
Published by Tori West [?] · September 22 · 🌐

DAY 2 - ANQ Championships
Timetable, Important Information & entry lists available online:
<https://2018nqchamps.eventdesq.com/>
#anqchamps

A video thumbnail showing two male runners in black singlets and shorts competing on a green field. The runner in the foreground has bib number 7397. The text 'DAY 2' and '#anqchamps' are overlaid in large white letters.

972 People Reached **135** Engagements Boost Unavailable

ATHLETICS NORTH QUEENSLAND
Published by Tori West [?] · September 23 · 🌐

Watch 14 year old @_isabellastarr finish strong and take the win In the 100yard Campbell Miles Feature Event. Strong competition from @elli.mitchell (2nd) & @kayla_montagner (3rd). Great way to finish the ANQ season! Stay tuned for more 🔥ANQ Champs content.
#thisisathletics #anqchamps

A video showing a group of female runners competing in a 100-yard race on a red track. Spectators are visible in the background.

Watch this video with your friends Start Watch Party

10,058 People Reached **2,047** Engagements Boost Unavailable

👍❤️ 96 10 Comments 11 Shares 4.4K Views

Athletics Australia shared a post — 😄 feeling excited.
November 1 at 5:26 PM · 🌐

Get around this from 7pm tonight. Some ⭐s will be on the track - including: Jordy Williamz, Matt Ramsden, Zoe Buckman + many more
#thisisathletics

A promotional poster for the 1500M Classic event. It features the 'SPORT play your way' logo at the top, followed by '1500M CLASSIC' in large white letters on an orange background. Below that is a 'LIVE' button with a play icon, and 'STREAMING 7PM AEST' at the bottom.

1500M CLASSIC

LIVE

STREAMING

7PM AEST

FACEBOOK (Good Posts)



Townsville North Star Athletics Club shared a post.
Published by T'ville North Star Athletics [?] · October 24 at 4:10 PM · 🌐



APPROVED RUNNING SPIKES

QSAC - Queensland Sport and Athletics Centre
October 24 at 12:55 PM · 🌐

👍 Like Page


🏃 To maximise performance and prevent damage to the Rakortan track surface at QSAC, athletes must not use sharp spikes that will penetrate the surface. The Rek...
[See More](#)

80 People Reached 101 Engagements [Boost Unavailable](#)


Townsville North Star Athletics Club shared a post.
Published by T'ville North Star Athletics [?] · September 18 · 🌐

Eat your Breakfast!!!!
Who remembers that growing up ?
Definitely the most important meal of the day for kids and adults.

A high-protein breakfast prevents body fat gain, through reductions in daily intake and hunger, in "Breakfast skipping" adolescents Leidy et al. | Obesity, Sep. 2015



57 Adolescents



Breakfast Type	Protein (g)
No breakfast	0
35g protein breakfast	35
13g protein breakfast	13

For 12 weeks

FINDINGS

- When comparing no breakfast to normal protein breakfast: No differences were found
- When comparing no breakfast to high protein breakfast: high protein breakfast:
 - Prevented fat mass gains
 - Reduced daily caloric intake
 - Reduced daily hunger

"High protein breakfast improved indices of weight management as illustrated by the prevention of body fat gain, voluntary reductions in daily intake, and reductions in daily hunger in breakfast skipping adolescents."

EM- SportScience
September 6 · 🌐

👍 Like Page

You better eat your breakfast!
This study examined whether the daily consumption of "normal breakfast" vs. high-protein breakfast improves appetite control, foo...
[See More](#)

Townsville North Star Athletics Club
Published by T'ville North Star Athletics [?] · September 10 · 🌐

NO TRAINING TODAY - Monday 10th September

SORRY everyone, but there will be no training today FOR THE 5-9 year olds as no coaches are available.

See you this Friday night for our last club meet of the year. ... [See More](#)



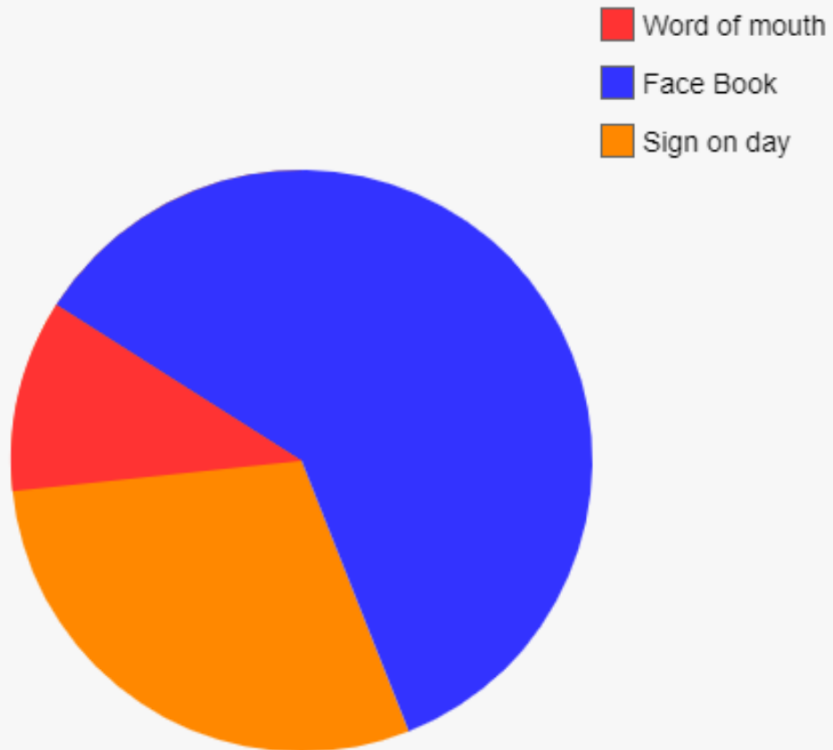
492 People Reached 52 Engagements [Boost Post](#)



CASE STUDY

Palmerston Athletics Club

Palmerston Athletic Club - Membership Where they come from



Palmerston Athletics Club



Page Liked · May 26 · 🌐

PAC membership joining statistics for 2018 - most of our members join us from our FB page after watching our multimedia video footages, as we regularly promote what we do during our club sessions on Fridays, this has been a very successful strategy for our club attracting new members as often pictures tell thousand words, and everyone can see what we do when we promote our sessions through our FB page



3

1 Share



Like



Comment



Share



Write a comment...



INSTAGRAM

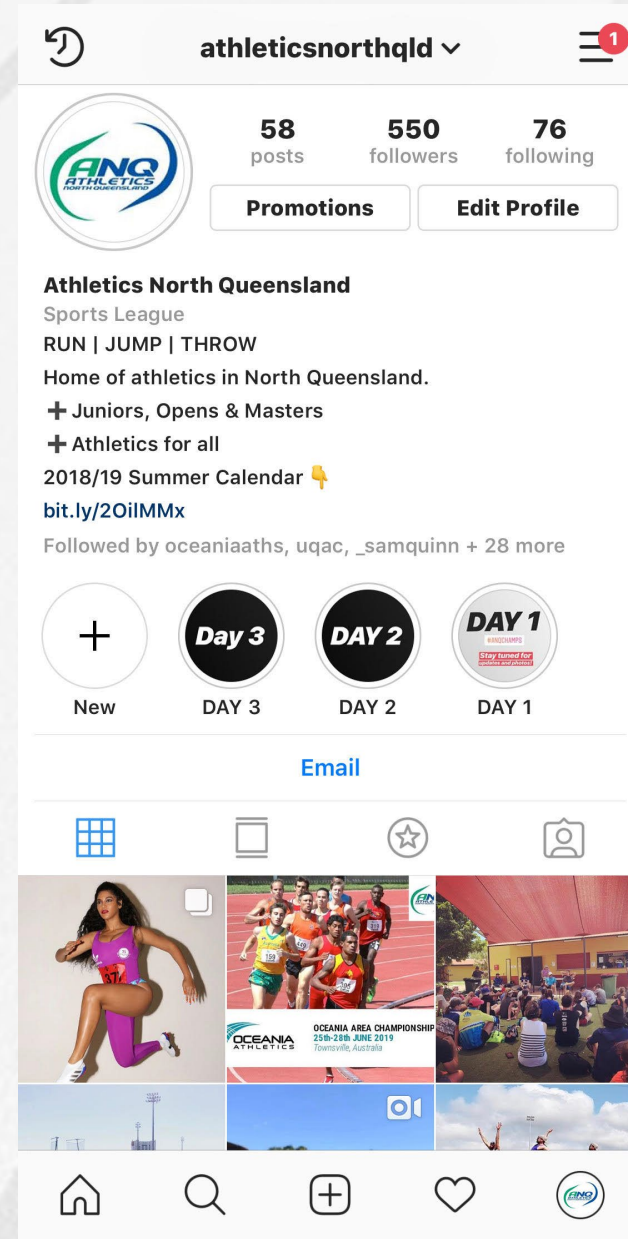
This is where your younger audience is.

NON-NEGOTIABLES

- Profile Picture Logo
- Link to Club Website
- Bio Description

TYPES OF CONTENT

- High Quality Images (Action Shots, limit text)
- Long Captions okay.



Support Role

What does media / marketing entail?

Branding

The face & identity of an organisation. Ensuring continuity of branding through all marketing mediums.

Social Media

Ideas for content & running a club page (Facebook & Instagram).

What sort of content should be posted?

Purpose of Social Media – Nurture and Inform audience

Nurture: e.g. Share interesting articles & **Inform:** e.g. Provide club competition information / announcements

Website

Guidelines for starting & maintaining a website

Information to be included: Online Registration, Results & Registration Information

Promotional Content

Posters, Sign-On Promotional material, Letterheads.

ANQ to provide templates and example content that can be used.