



CLUB MARKETING GUIDE 2020-21



LOCAL MARKETING TEMPLATES



A RANGE OF MATERIAL HAS BEEN DEVELOPED TO ASSIST CLUBS PROMOTE LOCAL JUNIOR CRICKET.

All materials are available to download for FREE at community.cricket.com.au/clubs/marketing from 5 AUGUST 2020.



EDITABLE TEMPLATES

Download and use as printed posters or use digitally in school newsletters.

All materials can be customised with club specific information.

Note: Woolworths Cricket Blast materials are available in 7 languages, including English, Hindi, Arabic, Mandarin, Punjabi, Sinhalese and Urdu.



HOW TO EDIT THE TEMPLATES

STEP 1:

Open up flyer in Adobe Acrobat.

Acrobat Reader can be downloaded for free.



PROGRAM FOR KIDS OF ALL ABILITIES – WHETHER IT'S YOUR FIRST TIME WITH A BAT OR YOU'RE A BACKYARD CRICKET STAR!

<Club name>

<Session date and time>

<Contact name and number>

<Email address>

<Other>

STEP 2: Highlight the text input you would like to edit.

PROGRAM FOR KIDS OF ALL ABILITIES – WHETHER IT'S YOUR FIRST TIME WITH A BAT OR YOU'RE A BACKYARD CRICKET STAR!

Junior Cricket Club – 1 Cricket Club Lane, Suburb, VIC

<Session date and time>

<Contact name and number>

<Email address>

<Other>

STEP 3: Type in the relevant details.

PROGRAM FOR KIDS OF ALL ABILITIES – WHETHER IT'S YOUR FIRST TIME WITH A BAT OR YOU'RE A BACKYARD CRICKET STAR!

Junior Cricket Club – 1 Cricket Club Lane, Suburb, VIC

Every Friday evening from 4-5pm

Blast Program Coordinator: Sarah Smith – 0412 345 678

sarah.smith@clubmail.com.au

STEP 4: Repeat steps 2 and 3 until all text fields have been completed.

STEP 5: Save your edited PDF and share around your club and local community. For example, your local school and your local Woolworths store.

SOCIAL MARKETING TEMPLATES



EDITABLE SOCIAL POSTS

Download and share content promoting junior cricket on your club social media pages.

All posts can be customised with club specific information.

All materials are available to download for FREE at community.cricket.com.au/clubs/marketing from **5 AUGUST 2020**.



HOW TO EDIT THE SOCIAL POSTS



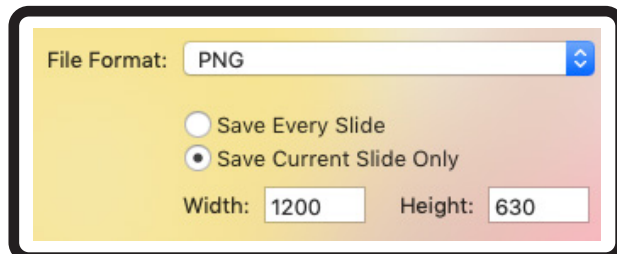
STEP 1: Open the file in PowerPoint.



STEP 2: Highlight the editable text.



STEP 3: Type in the relevant details.



STEP 4: Go to File – Export, and export the file as a PNG with the following dimensions:
Facebook posts – 1200 x 630.
Instagram posts – 1080x1080.

STEP 5: Post these on your clubs Facebook and Instagram pages at times when people are most likely to engage i.e.: first thing in the morning or after dinner.

SIGNAGE TEMPLATES



EDITABLE SIGNAGE

Download signage templates to promote your cricket programs which can be customized by your local professional printer.

If your club does not already have a sign or requires additional signs, Head to:

<https://skoop.com.au/portal/play-cricket>



HOW TO EDIT THE SIGNAGE

STEP 1: Head to <https://skoop.com.au/portal/play-cricket>

STEP 2: Click 'Catalogue' to get started (shown right).



STEP 3: Click on the 'Sign up banner'.

STEP 4: Add text to the banner. We suggest adding your club name in line 1 and contact details in line 2. Click 'Continue'.

Club Name Line 1

Club Name Line 2

Continue

STEP 5: Preview your personalised banner.

STEP 6: Choose how many you would like to print or save the banner as a PDF.



STEP 7: Put up the sign at your local cricket club or school to let the community know Junior Cricket is available!

PROMOTIONAL VIDEO TEMPLATES



EDITABLE PROMOTIONAL VIDEO

Two editable videos created to allow promotion by participants and clubs to showcase offerings on their website and/or social media.

All materials are available to download for FREE at community.cricket.com.au/clubs/marketing from **5 AUGUST 2020**.



HOW TO EDIT THE VIDEOS

STEP 1: Open the link to your personalised Club's Junior Cricket Registration Video.

STEP 2: Fill out the form including your club's name, the junior cricket program your club wants to promote and a contact email address for your club.

Club Name	<input type="text"/>
League Name	<input type="text" value="Woolworths Cricket Blast"/>
Email address	<input type="text" value="info@cricket.com.au"/>

STEP 3: Click 'CREATE YOUR VIDEO!'



STEP 4: Share your video on your club's social media platforms or website. Remember: Post these on your club's Facebook page at times when people are most likely to engage i.e.: first thing in the morning or after dinner.

KEY MARKETING PROMOS



WE'RE HERE TO HELP YOU PROMOTE JUNIOR CRICKET TO THE COMMUNITIES YOU OPERATE IN.

There's a bunch of exciting initiatives aimed at encouraging the sign up of young girls and boys to be part of a fun summer of cricket. In addition, we've developed a series of digital tools and promotional materials that can be customised; they'll help you attract the next generation of young cricketers to your club.

CLUB MYCRICKET COMPETITION



To go into the draw to win a \$500 Woolworths voucher OR a COVIDSafe Return to Cricket Essentials Pack for your club*:

1. Activate your online registration form – enabling your club to take junior cricket registrations for the 2020-21 season.
2. Complete the competition entry form – available here: <https://www.community.cricket.com.au/clubs/marketing/mycricket-club-competition>

Both the MyCricket registration and competition entry form must be completed by 31 August 2020 to be in with a chance to win.

*T&Cs apply.

PARTICIPANT COMPETITION 1 SEPTEMBER – 16 OCTOBER 2020



Participants will be encouraged to sign up for Junior Cricket (including Woolworths Cricket Blast, Junior Cricket and All-Girls Junior Cricket). All kids that have registered before 16 October 2020 can go in the draw to win money-can't-buy virtual and at match experiences with the biggest names in the game. Prizes to be confirmed.

STATE PARTICIPATION VOUCHERS



NSW, SA and TAS all offer government vouchers to incentivise kids to get active. These vouchers can be used by parents and kids when registering on PlayCricket to subsidise the cost of Junior Cricket programs.

Consider how your club can leverage voucher programs to drive participation.

You can find more information at:

<https://www.service.nsw.gov.au/campaign/active-kids>
<https://sports vouchers.sa.gov.au/>
<https://www.communities.tas.gov.au/ticket-to-play>

WORD OF MOUTH CAMPAIGN



Grassroots word-of-mouth campaign promoting and encouraging family and friends of cricket participants to sign up and play the game this summer. More information will be released over the coming months.

KEY MARKETING PROMOS



(CONTINUED)

PLAY CRICKET MONTH



Australian Cricket use the month of September to launch the upcoming season through media stories and promotional activity in each state.

This is done to encourage participants to find their local club at playcricket.com.au so it is important that your club is visible on the website during this time.

MASCOT CHALLENGE MONTH



Cricket Australia and State and Territory Associations use the month of September to promote cricket through schools, through the Mascot Challenge which is a free, four-week program where students spend 10min per day developing their fundamental motor skills.

This is an opportune time for clubs to contact local schools to plan opportunities to connect both in advance of and during the season.



WE HAVE PLENTY OF APPS TO HELP YOUR CLUB MANAGE AND PROMOTE JUNIOR CRICKET. ALL CLUBS CAN DOWNLOAD AND USE THESE GREAT TOOLS.

APPS Visit the App store for Apple devices, or Google Play for Android devices.



MYCRICKET APP

Meet the MyCricket App. It is now personalised to your needs, and more useful than ever before.

Key Features:

- Season fixtures, results, ladders & full scorecards
- Club news & event feeds
- Follow clubs, players & ladders
- Club location and contact details
- Easy on-app scoring



CRICKET AUSTRALIA COACHING APP

This award-winning app will be available for all cricket coaches, at all levels to support the delivery of engaging training sessions.

Key Features:

- Six sections for video content ideal for train sessions, games and activities
- Plenty of cricket drills, activities and games for all age groups and skill levels
- Ability to send feedback and footage directly to parents



WOOLWORTHS CRICKET BLAST APP

This app facilitates the engagement between parents, participants and coordinators throughout the Cricket Blast program.

Key Features:

- Ability to view session information for your clubs up-coming Cricket Blast session
- Access to all the Woolworths Cricket Blast Backyard Blast activity videos
- Access to Woolworths Cricket Blast Program Overview, Coordinator resources & support information
- Ability to view the attendance list for each session
- Step-by-step guide for coordinators on how to run your next Cricket Blast session
- The ability for coordinators to notify parents when their child session has been changed or cancelled



JUNIOR FORMATS APP

This app supports the delivery of Junior Cricket, providing stage-aligned content, video resources, coaching scorecards and more.

Key Features:

- All the rules & resources to assist you to not only set up a game but run a game effectively
- Link to easy on-app scoring
- 200 activity videos that you can use to plan a session
- Live feedback to players & parents