

# Memo



**To** Association Executives and Life Members,  
**From** Rachel Robson, Marketing Project Lead  
**CC** Yael Reed, Executive General Manager Commercial & Marketing  
**Date** Tuesday, 21 December 2021  
**Re** **It's Gotta Be Netball**

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## **IT'S GOTTA BE NETBALL**

### **2022 Registration Campaign – coming 17 January 2022**

Our Come & Play Netball registration campaign returns with a refresh for 2022 with a new headline; *It's Gotta Be Netball*.

Our aim remains to encourage the wider community to return to, or start playing the game we all love.

Registrations open via PlayHQ on 4 January and we urge you to ensure your registration process is set up and open by early/mid January at the latest.

The *It's Gotta Be Netball* campaign will launch on Monday, 17 January and will run for six weeks until the end of February. The campaign will live on through social media and websites until the start of the season and beyond.

We will be sharing ads from the campaign and a detailed toolkit with you on this day to allow you to promote and share on your own websites, social media and in your community.

The toolkit will guide you through the campaign and show how you can use it to promote netball registrations in your community.

Our Associations and Clubs are vital to helping us share the campaign messages across the state to drive registrations and engagement with the sport.

*It's Gotta Be Netball* showcases the fun and friendship that playing netball offers for kids, teens and adults. It will remind kids and parents that playing netball is all about welcoming everyone to have fun, enjoy fitness and to belong to this wonderful tribe of likeminded people.

The statewide campaign will be seen and heard across metro and regional areas, harnessing the power of digital marketing to target our known players and supporters as well as those who have a digital profile that puts them in a category that is likely to be attracted to netball. We will also be using social media, outdoor advertising and radio.

The ads will direct people to the Netball NSW website. The customer will follow clear steps to find the appropriate Association and/or Club and either find more information or be able to register immediately.

We are sharing this information with you today to allow you to plan ahead for the information to reach you on Monday 17 January. We appreciate your support and hope that you can start sharing the campaign that first week you receive it.

In the meantime, please reach out with any questions to Rachel Robson, Marketing Project Lead, via email [rrobson@netballnsw.com](mailto:rrobson@netballnsw.com) or on 0415 616 460.

Examples – not final. Do not share.

