

Come & Play Netball in 2022

Toolkit and Guide

Our Come & Play Netball campaign returns with a refresh for 2022 with a new headline:

IT'S GOTTA BE NETBALL!

This new tagline was born following extensive brand strategy work undertaken throughout 2021, incorporating valuable feedback from stakeholders as shared at the last Council Meeting in November.

Our aim remains to encourage the wider community to return to, or start playing the game we all love and to support our Associations and Clubs 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.



Target: kids



Target: teens



Target: adults

The statewide campaign will be seen and heard across metro and regional areas on radio, outdoor signage, websites and social media. It will harness 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.

The official campaign launched today, Monday, 17 January and will run for about six weeks. The purpose of this guide is to give you the information and tools to support your Association and/or Club in acquiring new members and retaining existing members while maintaining a consistent approach throughout NSW.

We encourage you to utilise this campaign on your Association website and social media channels. Your affiliated clubs are also strongly encouraged to use the assets.

Graphics for the campaign can be found here on a share drive: [IGBN 2022 SHARE DRIVE](#)

Encouraging and completing registrations

Netball NSW

The campaign directs people to the Netball NSW website. The customer will follow these steps to find the appropriate Association/Club

- 1) The URL being promoted (netballnsw.com) will direct to the Netball NSW website homepage(<https://nsw.netball.com.au/>)
- 2) The main banner on the home page will be the IT'S GOTTA BE NETBALL brand and directs participants to '[Find your club or association](#)' where they can discover their local Association/Club and/or access Play HQ to start registering.

Your Association/Club

It is important that all Association/Clubs have REGISTRATIONS OPEN as the clear feature on their social media and web platforms. When promoting registrations through your Club or Association social media, it is best that you provide a link to your own website if possible. Make it really clear and easy to understand how to register a player to ensure a positive customer experience. Remember, many parents will be doing this for the first time.

Please make sure that the details of your Association/Club are up to date on our [Netball NSW website](#). To update your organisation details on PlayHQ, [click here](#).

Social Media Posts

In the [share drive](#) there are many different options for social media posts you can share across Facebook and Instagram. Choose the one that most closely represents your club or association and relates to the written message in your post.





It is recommended that these graphics are posted at different stages of your registration period. For example, if you have 6 weeks until registrations close, post a different one every week. If a particular post performs really well, consider posting the same image again with slightly different text after a few weeks as a reminder.

Suggested Social Media Copy

Facebook

- *Registrations for the 2022 netball season are now open. For fun and friendship on and off the court; It's Gotta Be Netball! Find out more at [insert your club or association's website]*
- *Want to keep fit while making friends and having fun? It's Gotta Be Netball! Registrations are now open. Find out more at [insert your club or association's website]*

Instagram

- *It's time to get the team back together! Netball registrations are open. Find out more at [insert your club or association's website]*
- *For the game you love playing with friends, It's Gotta Be Netball! Register now or find a team at (insert your club or association's website).*

TikTok

We will be promoting this year's campaign through TikTok. This platform performs better when the content is fun, real and organic rather than corporate. We will be sharing funny and fun netball related content and linking to our website throughout Jan, Feb and March. Please follow our account, share, like and comment and feel free to create your own content. #netballnsw **Content may not be live until later this week.*

Posters

In the [share drive](#) you will find artwork for a printed poster in A3, A4 and A5 (flyer) sizes.



Please print these posters at as high quality as you can. Either use a local print company or head to Officeworks or similar to access quality printers. Please fill in your details in the space provided and place the posters in appropriate high-traffic areas within your local community. Please distribute posters to local Clubs wherever possible.

Use the white space at the bottom to write or print details specific to your Association/Club.

Email Signature

Netball NSW staff will include the graphic below in their email signature. You are more than welcome to share this with your Association/Club executives for them to use in their email signature.

It is suggested you link this to the Netball NSW home page (<https://nsw.netball.com.au/>) or your website where registration information is highly visible.



Thank you for supporting our campaign. Please email us examples of how you are using the posts, ads and posters as we would love to see the campaign out in the community.

We are hoping to achieve record numbers of registrations this year and get everyone back out on court for a fun, full and uninterrupted netball season.

Questions and Queries:

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