

# Memo



**To** Association Executives and Life Members,  
**From** Rachel Robson, Marketing Project Lead  
**CC** Yael Reed, Executive General Manager Commercial & Marketing  
**Date** Monday, 17 January 2022  
**Re** **It's Gotta Be Netball – Campaign Launch**

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

### **2022 Registration Campaign – launched today**

#### **ATTACHED: Association/Club Guide and Toolkit**

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

The campaign launched today and registrations are now open via PlayHQ.

*It's Gotta Be Netball* will run for six weeks until the end of February. The statewide campaign includes social media, digital advertising, radio and outdoor signage.

The attached toolkit guides you through the campaign and shows 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 paid ads 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.

If you have any questions about the attached toolkit or the campaign, please contact Rachel Robson, Marketing Project Lead, via email [rrobson@netballnsw.com](mailto:rrobson@netballnsw.com) or on 0415 616 460.