

## Attracting New Members

This resource is designed to help you be proactive in attracting new members.

The vision of Netball NSW is that netball becomes the leading sport of choice and opportunity in NSW. A key pillar in our strategic plan is to grow the game and be ambitious in our efforts to supercharge step-change. To do this we need your help and have an understanding around the need to grow and also feel supported in your efforts to attract new members.

### **Why do you need to grow?**

Netball must continue to grow in order to keep up with increasing competition from other sports, ensuring the sustainability of netball so that future generations can continue to enjoy the game.

When looking for new members, there is a balance between targeting potential new players and their parents. We want potential players to make netball and your Netball Club the subject of their dinner conversation. You want them talking about what they have heard about netball with Mum, Dad or Carer. You want parents to register their children at your Club, not just because their kids want to come, but because they recognise your Club is a safe, welcoming and empowering place for their child. Put yourself in the shoes of a new parent and ask yourself why they would choose your Club over other sports or even other netball Clubs.

Here are some different options to consider when trying to attract new members.

### **Come and Try Days**

**Come and Try events are a great way to attract new participants to netball and we have a helpful guide available [here](#) to help you.**

We also have template marketing to help advertise your day, available [here](#). All you need to do is add your logo and contact details.

Netball NSW is here if you need, simply email [community@netballnsw.com](mailto:community@netballnsw.com) to help with your Come and Try Event.

## Schools

Work with your local school to run Netball Clinics, Come and Try Days or After School programs. Refer to the School Engagement tip sheet [here](#).

## Social Competitions

Social Competitions are a great opportunity to create a different and relaxed netball experience for your local community. See helpful tips [here](#).

## Digital Advertising

### Website

Does your club and association have their own website? Netball Australia can help with set up and support, please follow this link (<https://netball.com.au/community-websites>)

A website is a great source of information for new members, but can be daunting to keep updated. Some simple things to consider:

- Keep it simple, sometimes less is more
- Keep content up to date
- Utilise your own resources, seek assistance from club members with experience the area
- A customer journey is always made better when it is simplified – make everything as easy to use and find as possible. Put yourself in the shoes of someone new. How easily can they find what they are looking for and how easy is the process to register? If you aren't sure, ask a friend or colleague, who doesn't have a child playing netball, or has never played themselves to test your website and give you feedback.

### Social Media

Social Media platforms are a great way to engage with both new and existing members as well as connect with your local community. You can use Social Media to celebrate players, coaches, umpires, volunteers and a way for people to feel connected to your club and want to be a part of it.

Below are some different platforms to consider whether you are targeting players or parents:

## Facebook

This platform is best to engage parents. Facebook is a great way to tell your Clubs story. There are local community Facebook groups where you can also promote your Club for example in many areas there are Facebook groups for Netball Friends, and there are always local Mums and Dad pages for parents. Reach out to them to find out if you can promote your events.

## Instagram

This platform is best for both players and parents. Instagram is a visual platform and a great way to share photos as well as videos of your Club to engage with new members. Share what players and parents will experience by being part of your Club.

## Tik Tok

This platform is a great way to connect with teenagers as most of them are on Tik Tok! Take this as an opportunity to empower and connect with the teenagers in your Club on what they think would get players interacting with your Club's Tik Tok page. Even ask them to create some content for you!

## Physical Advertising

Beyond social media you can consider investing in club banners that can be displayed on busy road corners in your local community and at your local courts. (check with your local council first if on council property)

You could also erect signage on courts where you train. Consider banners that can attach to the fence or if you have the budget, a pull up banner that Coaches can pull up and have on display while they are training would also be effective.

Ask Club sponsors to display a logo or flyer advertising your club in their foyer or in their own social media and emails to their customers.

Talk to Centre Management at your local Shopping Centre and ask if you can hire a space to advertise your netball club on a Saturday for a couple of hours. Consider engaging your younger players to be part of your advertising and have them wearing their Club t-shirts, jackets, tracksuits or dress. On this day you can have pull up banners, hand out flyers and/or sell raffle tickets to get the community to support your Club.

## Word Of Mouth

### The most powerful way to attract new members!

- Encourage your members to share your social media pages on their own accounts to reach more people in the community
- Friends of friends talk about what a great day experience they had at netball
- Incentives for current members to attract new members
- Have a Club uniform outside of just the dress that everyone can wear like training shirts, hoodies, jackets etc. You could fundraise throughout the year to gift players with certain items
- Make your club a vibe that your local community wants to be a part of.