



BEYOND THE COURT

WELCOME & INTRODUCTION

To lead and
support our
netball
community to
grow and
thrive



Acknowledgement of Country

Netball NSW acknowledges and pays respect to the Traditional Custodians of the land on which we're meeting this evening, for me that is the Gadigal people of the Eora Nation.

We pay respect to their culture, history and Elders, past, present and emerging.





BEYOND THE COURT

If You're Not Seen, You're Not Chosen:
Helping local netball clubs grow through brand,
visibility and simple marketing

AGENDA

1. Why marketing matters?
2. The digital age
3. What is brand?
4. Ways to promote your club
5. Promotional examples
6. Key takeaways



BEYOND THE COURT

WHY MARKETING MATTERS?



Great Clubs don't always grow.
Visible ones do.







netball
NEW SOUTH WALES

BEYOND THE COURT

THE DIGITAL AGE

THEN VS NOW



YOUR DIGITAL PRESENCE = YOUR FRONT DOOR

1.



THE NUDGE

"I want to play netball!"

2.



QUIET TIME

9pm phone in hand, tv in the background

3.



GOOGLE SEARCH

“Netball clubs near me”

4.



SOCIAL MEDIA

Facebook & Instagram, maybe TikTok

5.



CLUB WEBSITE

Cost – Times – Location, Uniforms

6.



REGISTER

Back to rego link – directed to PlayHQ

Emotional Journey:

Curious → → → → → Hopeful → → → → → Reassured → → → → → Confident → → → → → Committed

⚠ These are the moments parents drop off.

QUICK ACTIVITY

Two minutes to search or go to your Club or another Club's website or Facebook page and reflect on the imagery and information.

Drop into the chat:

1. What did you notice about your pages? Was the imagery reflective of the community? Was the information current?
2. What is one thing your Club can action to improve your digital presence?

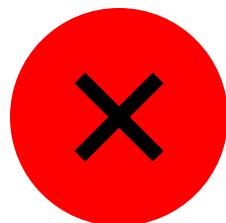




BEYOND THE COURT

WHAT IS BRAND (REALLY)?

BRAND = WHAT PEOPLE THINK & FEEL



Brand is not just:

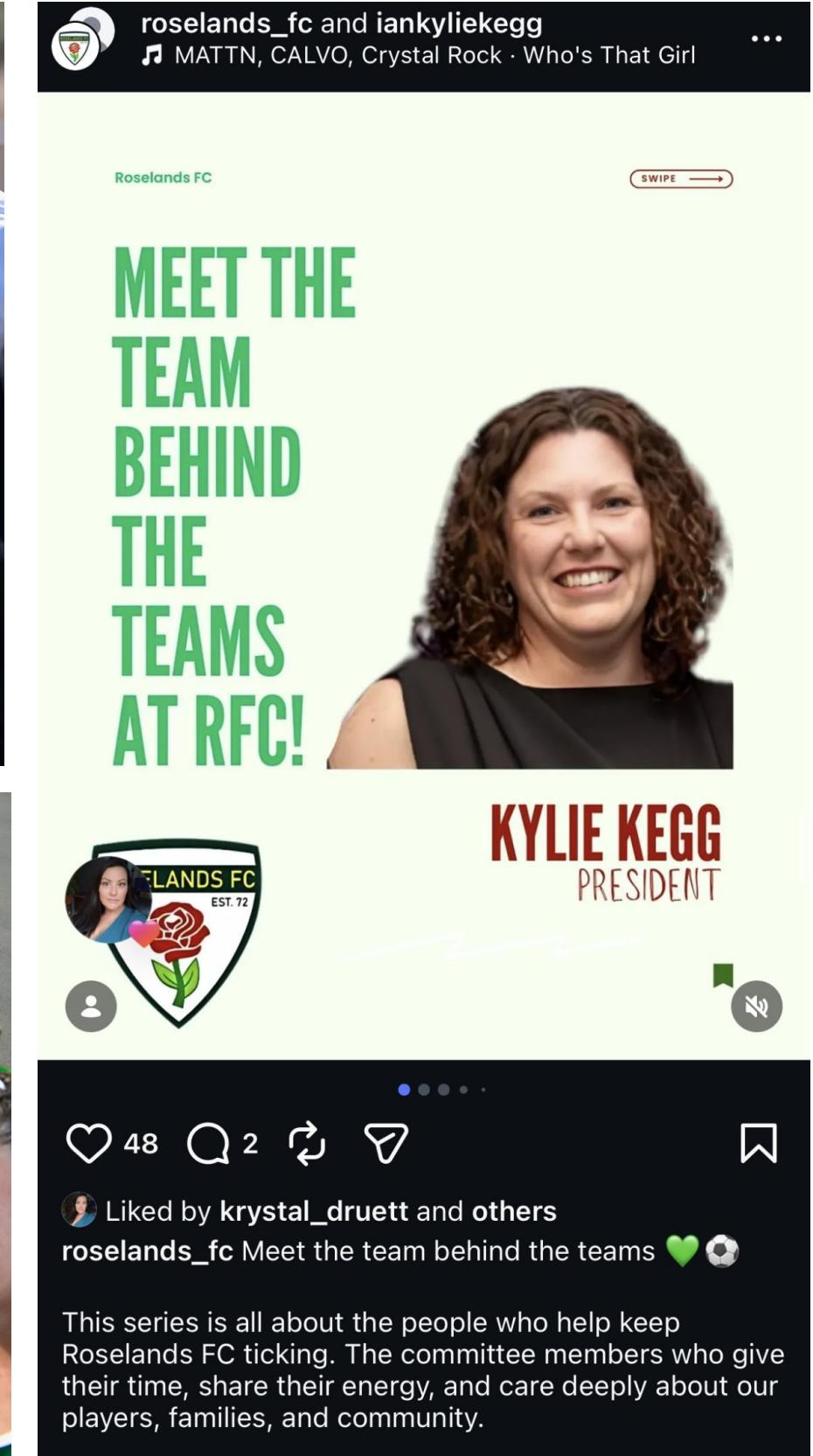
- A logo
- Colours



Brand is:

- The feeling parents get
- The vibe kids see in photos
- The trust people feel

**Good brands don't sell products they
sell emotions, experiences and stories**



BRAND VISIBILITY BUILDS TRUST

Not only does it build trust, visibility creates consistency and builds confidence in audiences.

Ways to do this:

- ✓ Get active!
- ✓ Regular posts on platforms
- ✓ Up to date website content with accurate information
- ✓ Authentic photos or footage capturing all audiences
- ✓ Open two-way communication on your social channels
- ✓ Utilise marketing assets available to you!



QUICK ACTIVITY

Two minutes to:

1. **Draft a sentence about why netball and why your club**
2. **What can you do to reflect that on your social pages or website?**

Share in the chat!

Reflect on your club page:

If someone was to jump on your club page tonight, is that sentence reflected? IF not, what can you to change it.

Examples

- Our Club is a place where your child feels welcomed, supported and excited to come back each week.
- Our Club is more than netball — it is confidence, friendships and a club that feels like home



BEYOND THE COURT

WAYS TO PROMOTE YOUR CLUB?

MARKETING MADE SIMPLE

WHO	WHAT	WHY	WHEN	WHERE
<p>Who are you talking to?</p> <p>Parents, players, Volunteers</p> <p>One message won't fit everyone!</p>	<p>What are you offering?</p> <p>More than netball — an experience</p>	<p>Why should they choose your club?</p> <p>What makes you feel different?</p>	<p>When should they hear it?</p> <p>Before they're ready to decide</p>	<p>Where will they see it</p> <p>Be where your audience already is.</p>



PROMOTIONAL IDEAS

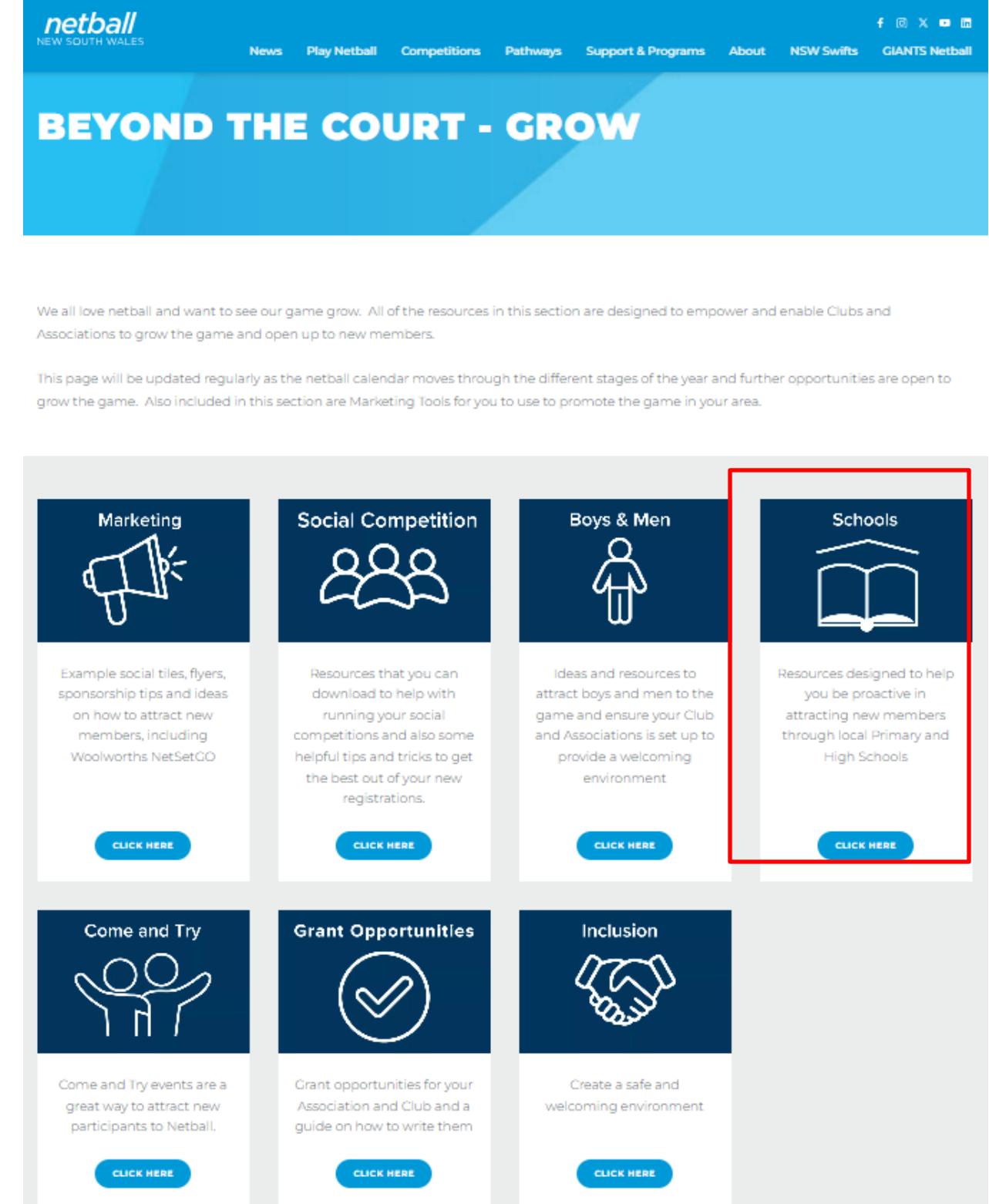
You don't have to do everything! But it should be considered, consistent! Know who you're trying to reach and pick the best channel mix!



CONNECTING WITH SCHOOLS

The School network is a great way to increase visibility, local trust and reach parents & kids in your local area.

- ✓ Before **directly engaging with schools** – jump onto PlayHQ and look at where your current players are going to school – it's a great starting conversation when outreaching to the schools
- ✓ Offer a free clinic to students – before or after-school
- ✓ Ask for support to promote your club – advertising on school fence, signage, newsletters, Apps, a flyer home to students



BEYOND THE COURT - GROW

We all love netball and want to see our game grow. All of the resources in this section are designed to empower and enable Clubs and Associations to grow the game and open up to new members.

This page will be updated regularly as the netball calendar moves through the different stages of the year and further opportunities are open to grow the game. Also included in this section are Marketing Tools for you to use to promote the game in your area.

Marketing  Example social tiles, flyers, sponsorship tips and ideas on how to attract new members, including Woolworths NetSetGO [CLICK HERE](#)

Social Competition  Resources that you can download to help with running your social competitions and also some helpful tips and tricks to get the best out of your new registrations. [CLICK HERE](#)

Boys & Men  Ideas and resources to attract boys and men to the game and ensure your Club and Associations is set up to provide a welcoming environment. [CLICK HERE](#)

Schools  Resources designed to help you be proactive in attracting new members through local Primary and High Schools [CLICK HERE](#)

Come and Try  Come and Try events are a great way to attract new participants to Netball. [CLICK HERE](#)

Grant Opportunities  Grant opportunities for your Association and Club and a guide on how to write them [CLICK HERE](#)

Inclusion  Create a safe and welcoming environment [CLICK HERE](#)

TACTICS TO GROW

Early-bird pricing / Rego incentives

Bayside Community (NSW) · Join
Sarah Cole · January 9 at 4:46 PM · [...](#)

ARNCLIFFE SCOTS NETBALL
Register for the 2026 season now and get \$20 OFF until the 20th January!

Junior and Senior Registration Link:
<https://www.playhq.com/netball-australia/register/67a095>

NetSetGo Registration Link:
<https://www.playhq.com/netball-australia/register/44b436>

[See more](#)



NetSetGO Come & Play / Clinics



Bring A Friend



**Show of hands, how many of you
know marketing assets are available to
you on the netball nsw website?**

**Head to our website &
check out the Beyond
the Court Grow Page
for marketing assets!**

Hi I'm Nettie!



AVAILABLE RESOURCES

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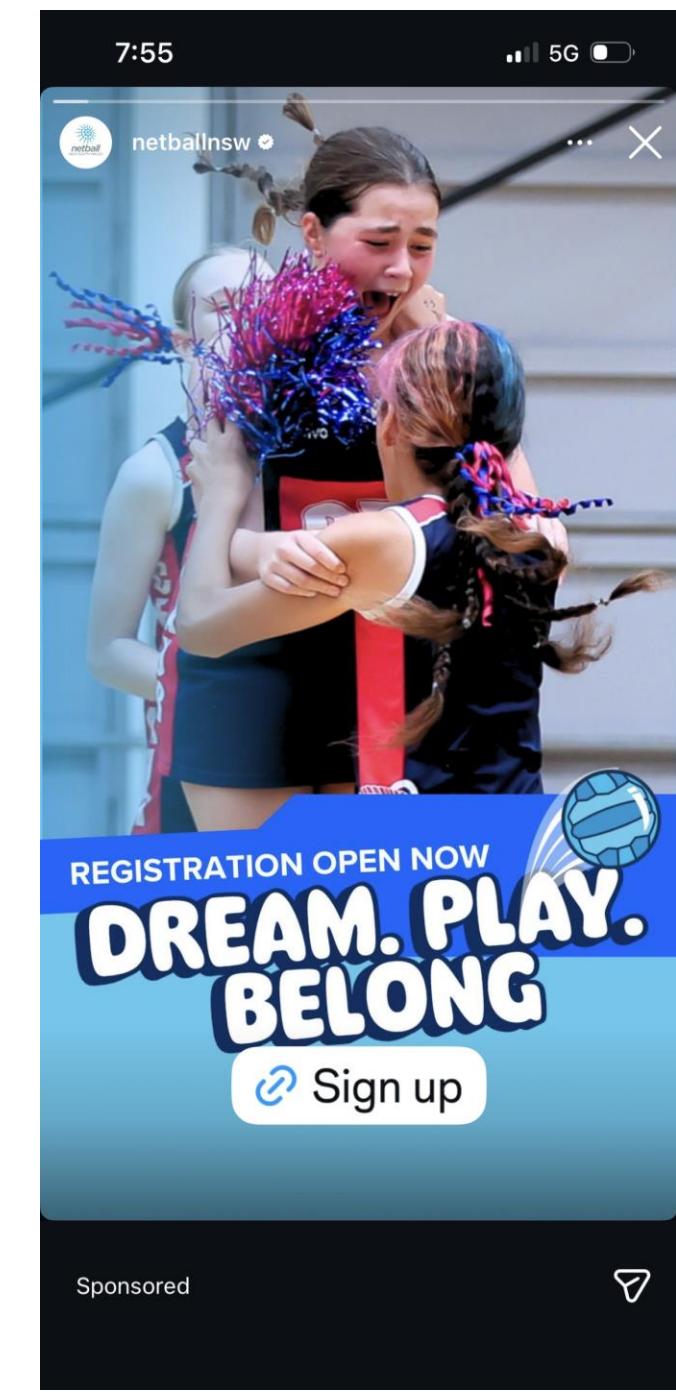
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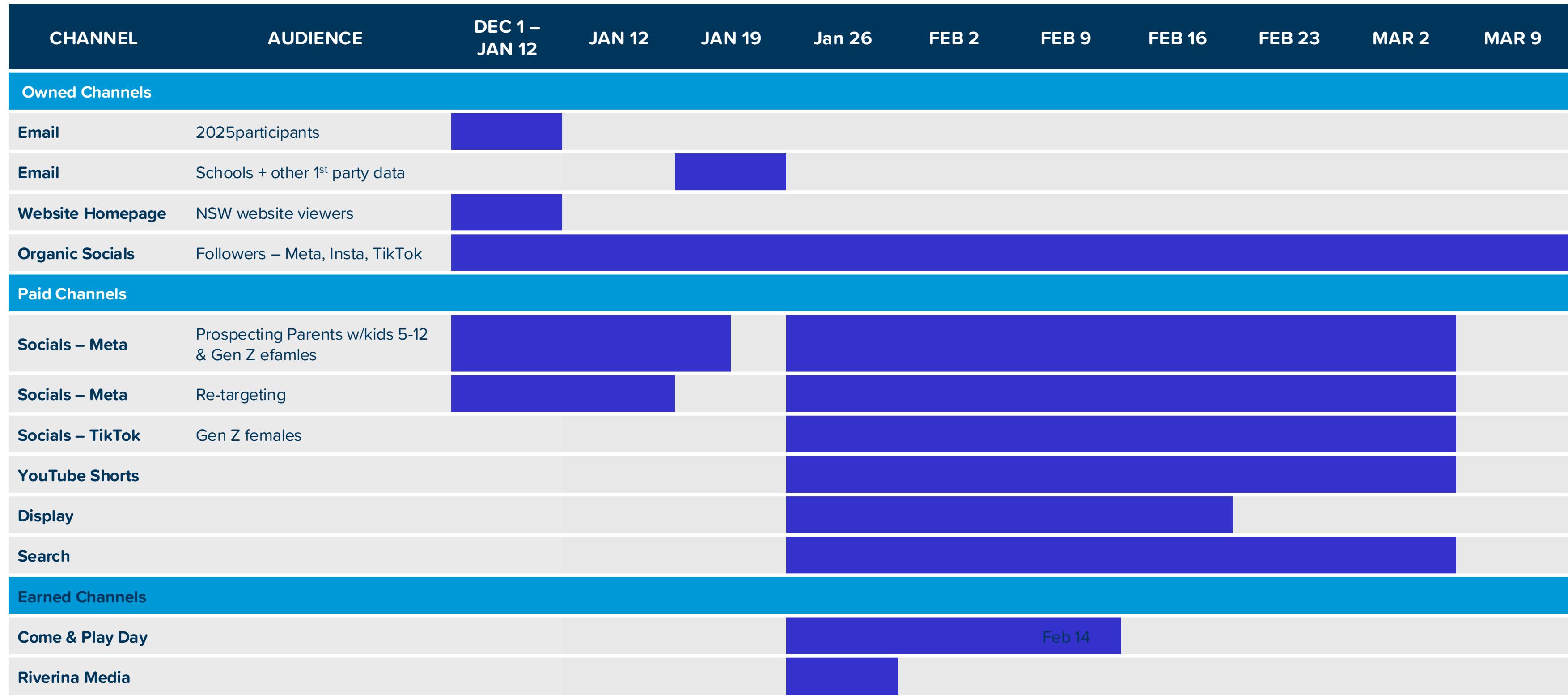


Editable social media, flyer and poster templates are available for club personalisation - [Beyond the Court - Marketing Resources - Netball NSW](#)

GOOD CLUB MARKETING EXAMPLES



NETBALL NSW MARKETING





KEY TAKEAWAYS

1. Being more visible drives growth
2. Brand is how people feel
3. Simple, consistent marketing works
4. Know your community

Our team is here to help, reach out at:
community@netballnsw.com





BEYOND THE COURT

QUESTIONS &
WRAP UP