



# 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?



An aerial photograph of a large outdoor netball complex. The image shows multiple green netball courts with yellow boundary lines, each filled with players and surrounded by large crowds of spectators. To the left of the courts is a vast parking lot packed with hundreds of cars. The entire scene is set in an open area with some trees and a clear sky.

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







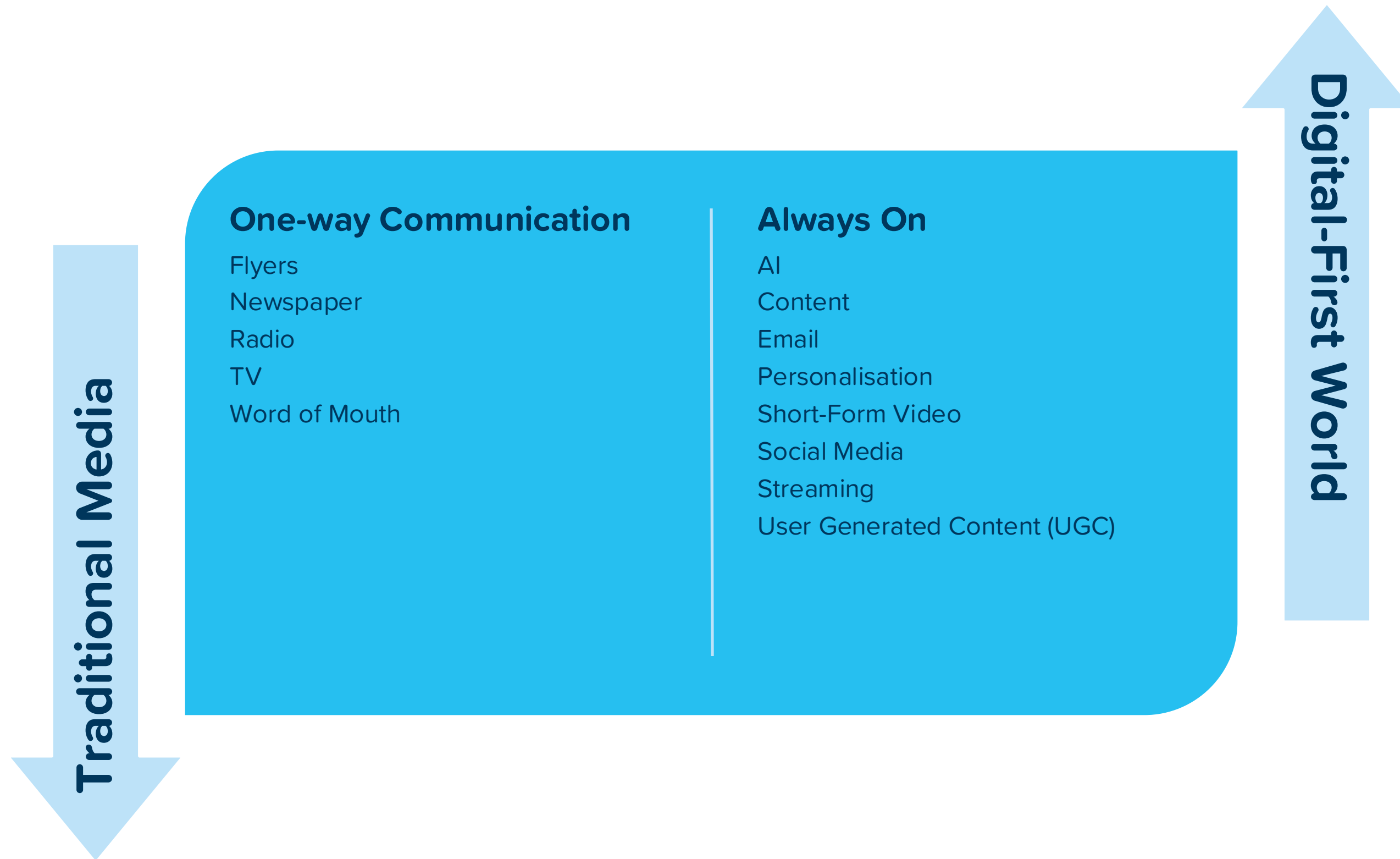


# BEYOND THE COURT

## THE DIGITAL AGE

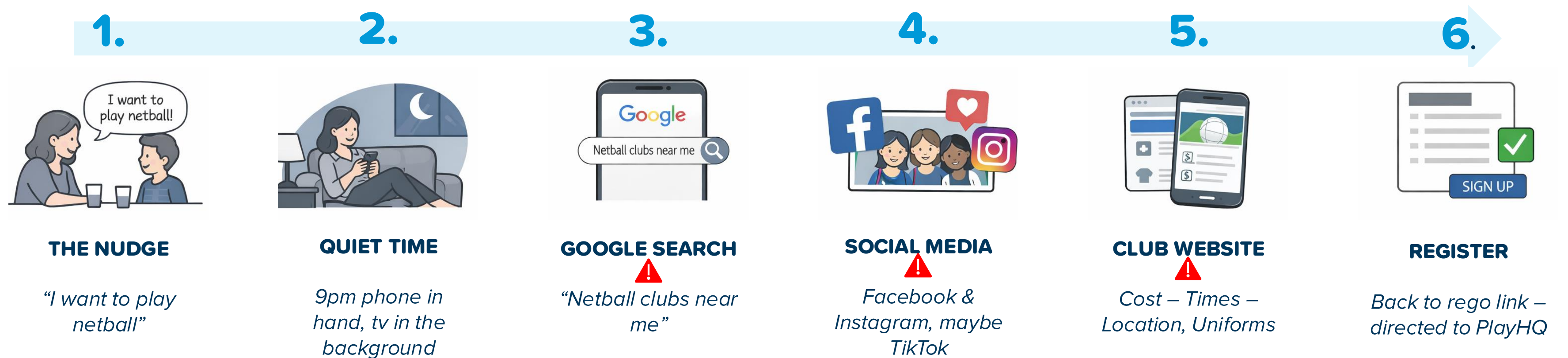


# THEN VS NOW





# YOUR DIGITAL PRESENCE = YOUR FRONT DOOR



**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?





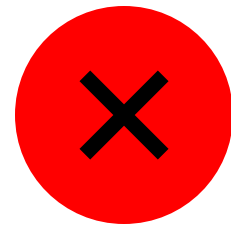


# BEYOND THE COURT

**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

**Who are you talking to?**

Parents,  
players,  
Volunteers

One message  
won't fit  
everyone!

## WHAT

**What are you offering?**

More than  
netball — an  
experience

## WHY

**Why should they choose your club?**

What makes  
you feel  
different?

## WHEN

**When should they hear it?**

Before they're  
ready to  
decide

## WHERE

**Where will they see it**

Be where you  
audience  
already is.





# 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!**

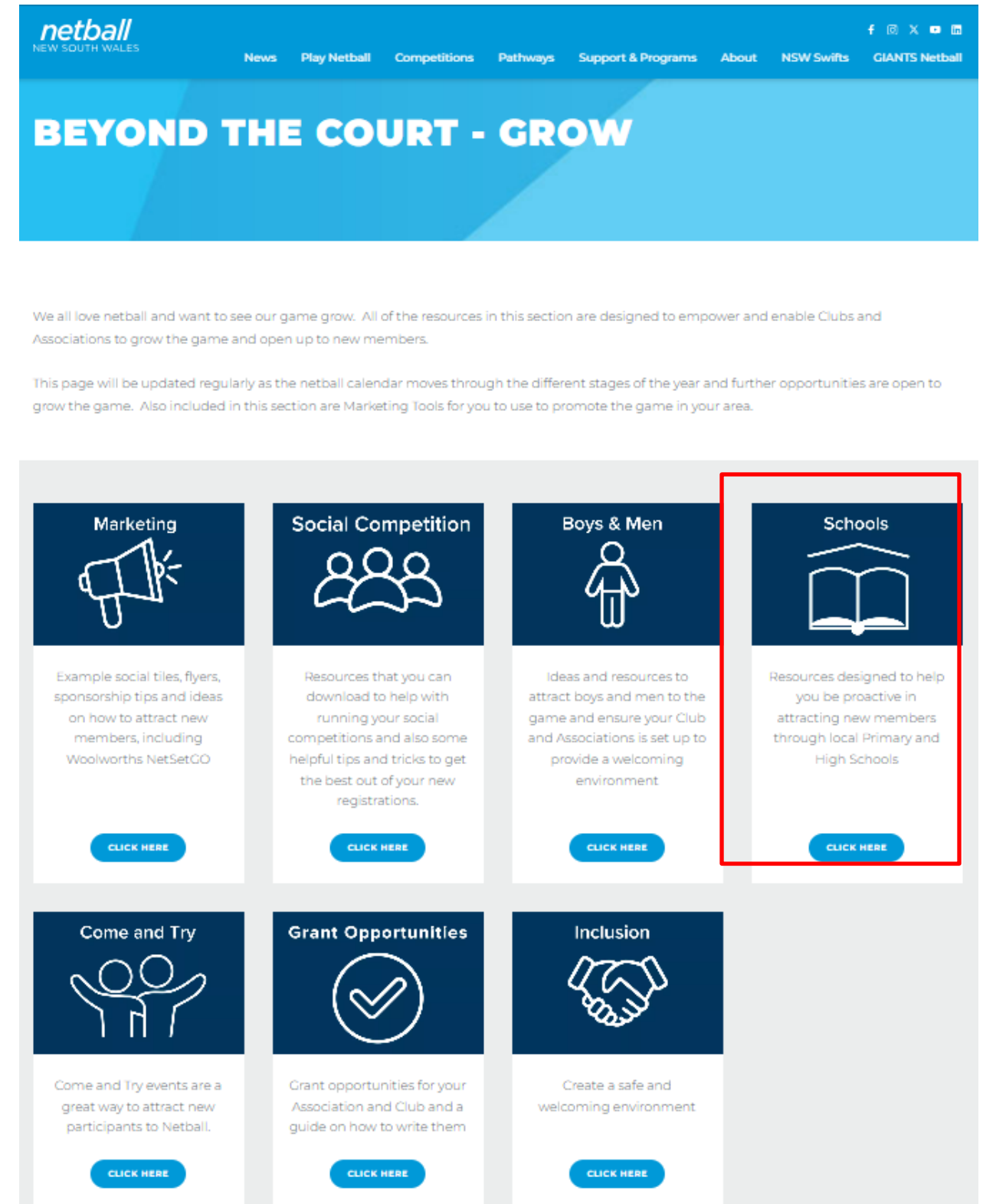




# CONNECTING WITH SCHOOLS

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, Aps, a flyer home to students



The screenshot shows the netball NSW website. The header includes the netball NSW logo and navigation links: News, Play Netball, Competitions, Pathways, Support & Programs, About, NSW Swifts, and GIANTS Netball. The main banner reads "BEYOND THE COURT - GROW". Below the banner, there is a paragraph of text: "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." Below this text is a grid of eight resource tiles, each with an icon, a title, a description, and a "CLICK HERE" button. The tiles are: Marketing (megaphone icon), Social Competition (three people icon), Boys & Men (person icon), Schools (book icon), Come and Try (two people icon), Grant Opportunities (checkmark icon), Inclusion (handshake icon), and a fourth tile with a book icon. The "Schools" tile is highlighted with a red border.


Marketing	Social Competition	Boys & Men	Schools
Example social tiles, flyers, sponsorship tips and ideas on how to attract new members, including Woolworths NetSetGO	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.	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	Resources designed to help you be proactive in attracting new members through local Primary and High Schools
<a href="#">CLICK HERE</a>	<a href="#">CLICK HERE</a>	<a href="#">CLICK HERE</a>	<a href="#">CLICK HERE</a>

Come and Try	Grant Opportunities	Inclusion
Come and Try events are a great way to attract new participants to Netball.	Grant opportunities for your Association and Club and a guide on how to write them	Create a safe and welcoming environment
<a href="#">CLICK HERE</a>	<a href="#">CLICK HERE</a>	<a href="#">CLICK HERE</a>



# 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

**\$20 OFF**  
**Until 20th Jan!**

USE CODE: 426383F3



## NetSetGO Come & Play / Clinics



Woolworths **net set go**

**COME & PLAY**

Woolworths NetSetGO

## Bring A Friend



**bring a friend**



**Double the good clean fun!**  
Bring your friends to NAB AFL Auskick next week for free.



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

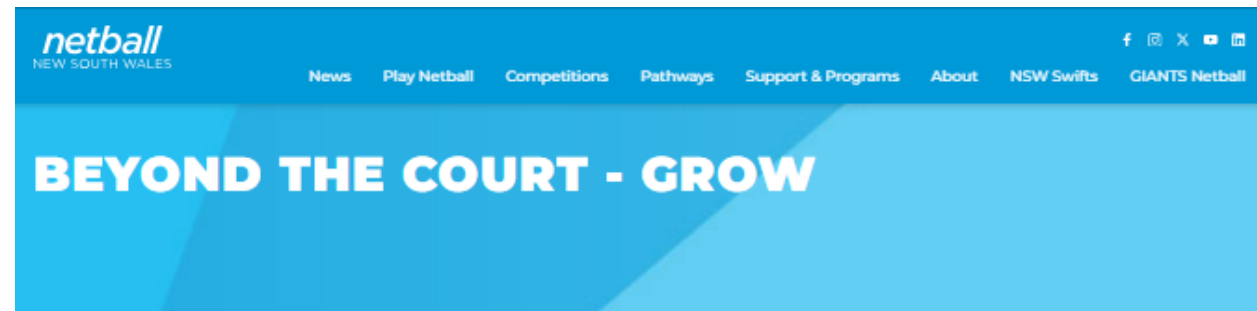
**Head to our website & check out the Beyond the Court Grow Page for marketing assets!**

Hi I'm Nettie!



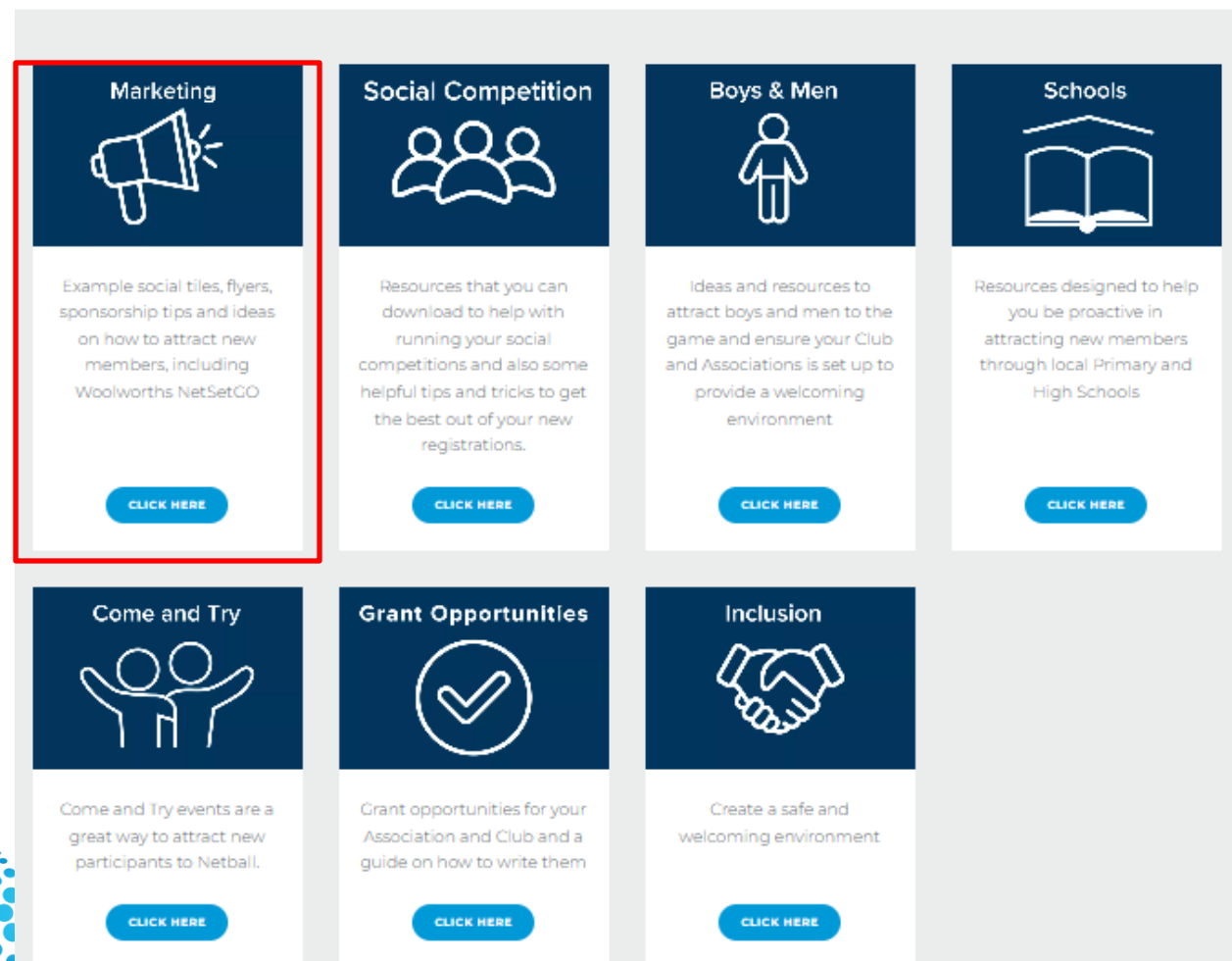


# AVAILABLE RESOURCES



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.

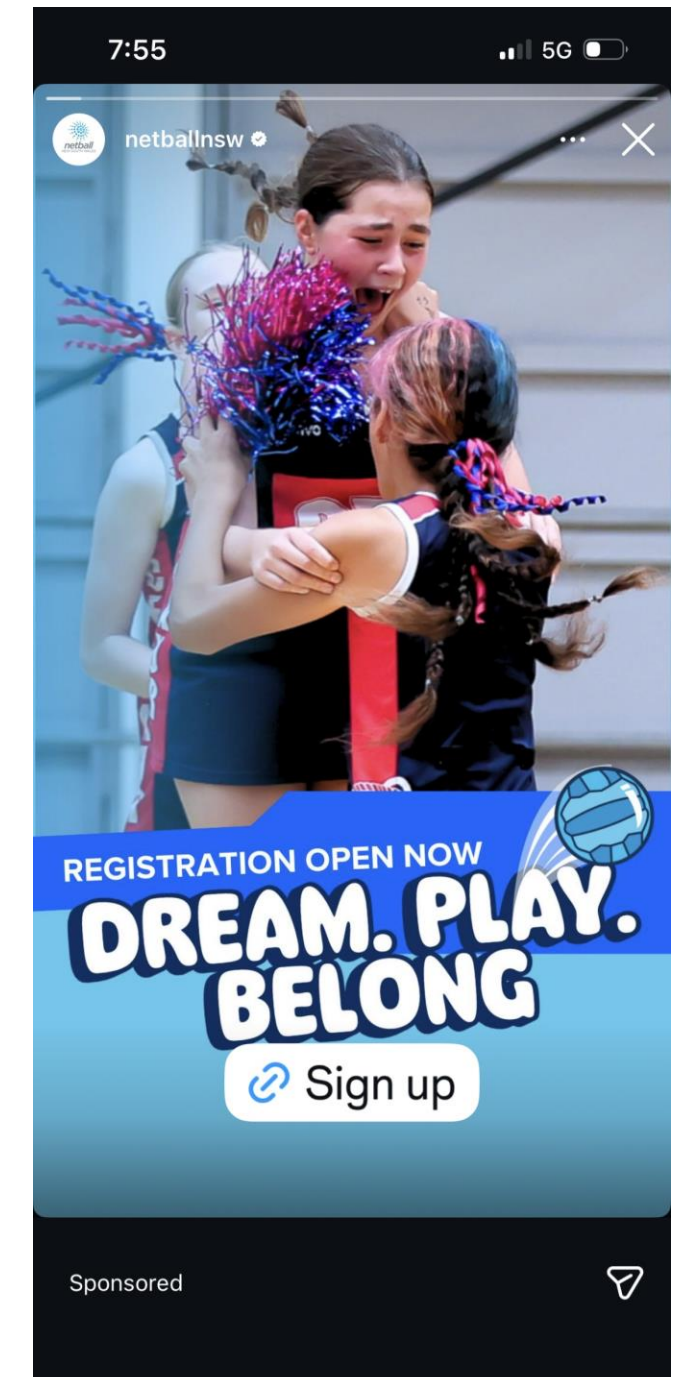
This page will be updated regularly as the netball calendar moves through the different stages of the year and further opportunities are open to grow the game. Also included in this section are Marketing Tools for you to use to promote the game in your area.



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

CHANNEL	AUDIENCE	DEC 1 – JAN 12	JAN 12	JAN 19	Jan 26	FEB 2	FEB 9	FEB 16	FEB 23	MAR 2	MAR 9
Owned Channels											
Email	2025participants										
Email	Schools + other 1 <sup>st</sup> party data										
Website Homepage	NSW website viewers										
Organic Socials	Followers – Meta, Insta, TikTok										
Paid Channels											
Socials – Meta	Prospecting Parents w/kids 5-12 & Gen Z efamles										
Socials – Meta	Re-targeting										
Socials – TikTok	Gen Z females										
YouTube Shorts											
Display											
Search											
Earned Channels											
Come & Play Day											
Riverina Media											







# 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](mailto:community@netballnsw.com)**







# BEYOND THE COURT

QUESTIONS &  
WRAP UP