



Club Marketing Award



This award recognises the club that has implemented the most successful marketing strategies between January 2019 and December 2020 to promote their club's services and membership. Judges will look at the marketing and engagement tools used to attract and retain members, in addition to the strategic objectives set by the club.

Selection Criteria

Nominations close at 5pm, Wednesday 31 March 2021

- Marketing campaigns must have been initiated and executed between January 2019 and December 2020
- Nominating clubs are required to submit the Required Attachments outlined below

Required Attachments

- Examples of your club marketing; such as posters, social media screenshots, flyers, videos, radio advertising, etc **Maximum 4 attachments**
- Marketing plans, reports, or calendars (if available) **Maximum 3 attachments**
- At least two (2) high resolution photos of your club, suitable for display on the large screen at the Awards Ceremony **Maximum 3 attachments**

Note: By supplying the photo(s) and video(s), you are granting Clubs WA permission to use these for promotional purposes associated with the awards program.

Please send your completed form with attachments to:

- Email: events@clubswa.com.au
- Post: Clubs WA, PO Box 5101, South Lake WA 6164

If you have any queries regarding the nomination questions or process, please contact events@clubswa.com.au or call the Events team on 9417 7149.





Club Marketing Award



General Information

Your information

Club	
Name of main contact	
Position	
Mobile	
Email	
Club Size	<input type="checkbox"/> Small – Annual turnover less than \$500,000 <input type="checkbox"/> Medium – Annual turnover from \$500,000 to \$1,000,000 <input type="checkbox"/> Large – Annual turnover greater than \$1,000,000 <i>Clubs WA reserves the right to request proof of eligibility (such as the Club's most recent Annual Report)</i>
Project Budget	

Questions

Please answer in detail and provide as many examples as possible. Where applicable, suggested topics to address are listed under each question.

Question One: What objective(s) did you have for your marketing campaigns between January 2019 and December 2020 and how have you achieved these objectives?

Suggested word count: 200 words (Maximum word count: 250 words)

Examples: grow membership [show how much membership has grown]; increase income from food and beverage [show details on increase]; retain membership [show membership percentage changes] etc.

Please enter your response below:





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Question Two: Describe your most creative marketing campaign executed between January 2019 and December 2020.

Suggested word count: 200 words (Maximum word count: 250 words)

Examples: marketing campaigns which may have included unique competitions or promotions.

Please enter your response below:

Question Three: What have been the most successful marketing strategies for you between January 2019 and December 2020?

Suggested word count: 200 words (Maximum word count: 250 words)

*Note: For this question, judges are looking to see **results** from your marketing campaign. Please include any tangible results in the form of statistics, reports, and marketing calendars where possible. Include any evidence showing growth since 2018. **Marks will be awarded for evidence.***

Please enter your response below:





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Question Four: How do you ensure that your club remains relevant with current marketing trends?

Suggested word count: 170 words (Maximum word count: 230 words)

Note: give examples of any trends your club has successfully followed.

Please enter your response below:

Question Five: Who are your primary target audiences and how did you target them specifically?

Suggested word count: 150 words (Maximum word count: 200 words)

Examples: older members – targeted through brochure/emails with food/beverage discount offers; members with young families – targeted through emails to promote upcoming club events; non-members aged 30-50 – targeted through social media campaign [detail].

Please enter your response below:





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Question Six: Please tick all the following marketing strategies that your club used to promote its' services.

Please enter your responses in the table below:

Strategy	Links/Usernames	Main objective e.g. increase visibility, sell memberships	Number of followers/ subscribers
Facebook <input type="checkbox"/>			
Twitter <input type="checkbox"/>			
Snapchat <input type="checkbox"/>			
LinkedIn <input type="checkbox"/>			
Instagram <input type="checkbox"/>			
YouTube <input type="checkbox"/>			
Website <input type="checkbox"/>			
Blog posts <input type="checkbox"/>			
Online reviews <input type="checkbox"/>			
Paid social media advertising <input type="checkbox"/>			
Email marketing <input type="checkbox"/>			
Flyers <input type="checkbox"/>			
Loyalty programs <input type="checkbox"/>			
Merchandise <input type="checkbox"/>			
Signage <input type="checkbox"/>			
Referral program <input type="checkbox"/>			
Press releases <input type="checkbox"/>			
Sponsorships or donations <input type="checkbox"/>			





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Before you submit...

Please ensure you have the following ready to send with your completed nomination:

- Examples of your club marketing; such as posters, social media screenshots, flyers, videos, radio advertising, etc *Maximum 4 attachments*
- Examples of marketing plans, reports, or calendars if available *Maximum 3 attachments*
- At least two (2) high resolution photos of your club, suitable for display on the large screen at the Awards Ceremony *Maximum 3 attachments*

