



WELSH ATHLETICS
ATHLETAU CYMRU



*LISTEN
ENGAGE
REPRESENT*

**Welsh Athletics and Run Wales
National Conference
Vale Resort, Hensol
Saturday 19th October 2019**



WELSH ATHLETICS
ATHLETAU CYMRU

ARE YOU MORE THAN...

Svend Elkjaer
Sports Marketing Network



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Welsh Athletics Club Conference

19th October 2019



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SPORTS MARKETING NETWORK



#MoreThanGolf



#MoreThanAClub



#MoreThanCricket

So, are you #MoreThanAthletics?

1. We are **completely focused on being a hub for the community and to play a big part in people's lives.** Whether you are talented or not we welcome everybody and we have a great social life and play a strong part in our community
2. We are getting increasingly **community-focused although not everybody may be as interested as we would like.** We know we want to improve and we are working hard to get there
3. We need to **focus less on athletics** and more on being part of the community
4. **We rarely talk about the community-** do we really know what that means?
5. We are athletics- **why should we be talking about the community?**

If you are **#JustAPlaceForAthletics** you will...

- ✓ Only attract 'athletics-lovers' as athletes
- ✓ Only attract 'athletics-lovers' as volunteers
- ✓ Find it very difficult to retain people
- ✓ **Play a smaller role in your communities**
- ✓ Feel a bit isolated!



If you are **#MoreThanAnAthleticsClub** you will...

- ✓ Attract more athletes
- ✓ Attract more volunteers
- ✓ Retain more people for longer
- ✓ **Play a bigger role in your communities**
- ✓ **Feel better!!!!**



Change of mindset Developing new skillset

From flyers to Instagram....



Tryst Community Sports Club

Sports Family Fun Day

Sunday the 6th November 1-4pm Larbert High school

You are officially invited to a **SPORTS** family fun day to celebrate the opening of the **Tryst Community Sports Club** and **Larbert High School of Rugby**.

The double launch will be officially opened by **Shona Robinson** - Scottish Member for Commonwealth Games and Sport and she will be joined by a number of key sports people from sportsScotland, the Scottish FA and the Scottish Rugby Union making this event the **biggest sporting event in Falkirk EVER**.

The day is open to all young people aged 5-18 and their parents.

Taster Sessions - Young people can take part in as many sports as they wish, there are 10 to choose from - Football, Rugby, Dance, Cheerleading, Rock-it-Ball, Gymnastics, Basketball, Cricket, Water Polo, Table Tennis. All sports delivered by local sports clubs - the full event is **FREE of charge!!!**

Performances - Each club will also provide a performance for families to watch involving regional and national athletes, a fantastic spectacle!!!

Top sports athletes - there will be a number of national athletes present for young people to meet, get pictures with and sign autographs

There will also be refreshments for children and prizes to be won

Be part of the most exciting sports club in Scotland

www.larberthigh.com

Larbert High School
Cambridgegate Avenue
Blairhousemar, FK10 3SL
01324 554333

SPORTSCOTLAND



**16-24 year olds are online
30 hours per week**

**That's 37% of their
waking hours!**

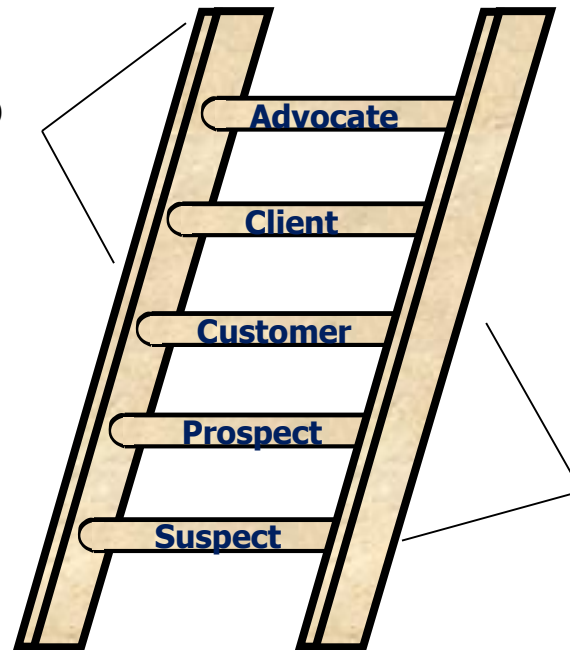


Making your club visible is quite simple

- 1. Listen to people's lives**
- 2. Speak their language**
- 3. Go where people are**

Your best marketing tool is a customer who has just had a great experience with you

A great coach/club/group focuses here



Traditional advertising

What are they saying about your club? ...if anything at all



Cricket Scotland runs #ChooseCricket – 30 sec videos promoting their club/cricket



Orienteering for beginners

OrienteeringBoy



Subscribe

11 videos ▾

Control descriptions



0:19 / 5:14



Like



Add to

Share



174,968



Now at York Uni...guess what?



UNIVERSITY OF YORK ORIENTEERING CLUB

HOME

ABOUT US

UPCOMING EVENTS

KIT STORE

MORE...

YORK UNIVERSITY ORIENTEERING CLUB

THE UKS PREMIER SPORTS AND LEISURE CLUB

SUBSCRIBE TO MAILING LIST



150%

So, why is internal communication so important?

- ✓ Helps developing a shared vision and culture
- ✓ Information encourages engagement and commitment
- ✓ Creates 'a connected club' with a strong profile in the community
- ✓ Helps unearthing the stories which will raise your external profile
- ✓ Helps retaining athletes and volunteers as everybody know what is happening

Balancing...



With communication overload



Too often internal comms is a mess



- ✓ Too often internal communications is haphazard, using a myria
- ✓ No one is in charge – each to their own
- ✓ Hearsay “He said, I said”
- ✓ No planning
- ✓ Using too many platforms and formats



A sense of community and club culture

- ✓ Conversations, networking
- ✓ What do you stand for – repeat, repeat, repeat



Few people in Denmark know about their local sports clubs and what they offer

- ✓ 22% know about their clubs
- ✓ 30% don't know their local sports offerings
- ✓ 15% only know the names of their local clubs



Broughton Park...how create 3 girls teams and grow membership by 50%





- the UK's biggest skatepark



Themed events create 'buzz' (and ££££)



BMX HALLOWEEN ALL NIGHTER

RAMPWORX SKATEPARK
EST 1997 RAMPWORX.COM

FRIDAY 29TH OCTOBER
10PM - 8AM

FANCY DRESS
(best dressed wins a prize)

CASH PRIZES
(best tricks get paid)

FREEBIES
(everyone loves free stuff)

RIDE ALL NIGHT
(energy drinks will be needed)

£10

Please note if you are under 18 years of age you will need to download a consent form from our web site rampworx.com

rampworx.com rampworxshop.com 0151 530 1500 0151 638 9000 info@rampworx.com



LADIES DAY

AT RAMPWORX SKATEPARK
FRIDAY FEB 27TH 09
INLINE - BMX - SKATEBOARD

LIVE MUSIC
COMPS/DEMOS
STREET DANCE
FREE STUFF
AFTER PARTY

MPORA

coolax

RIGUE SKATEBOARDS

les ettes

RAMPWORX

NIKITA



Rampworx Skatepark

Sports centre · Youth organisation · Sports Venue & Stadium

Timeline

About

Photos

Reviews

More ▾



49,590 likes



Rampworx Skatepark shared a link.

5 hours ago

The video from the BMX Halloween Allnighter is up
#rampworx <http://bit.ly/1xWMex7>



Growing the enterprise

- ✓ Grants £80k
- ✓ Online sales £100k
- ✓ Retail sales £500k
- ✓ Ticket/Door sales £400k
- ✓ **Total income £1.1m (grants 7% - sport £25k)**

Galloway CC – cricket on top of the mountain



Llandrindod Wells AFC – football top on the mountain



Llandrindod Wells AFC



Doggy walk leads to relationship with



Sponsor Doggy Walk, joint Diabetes awareness day and sports equipment collection for Africa



Newcastle Vikings demonstrate handball outside Tesco



Events: Sport and...

Girls



Family



Music



Food & Drink





The Sporting Glastonbury

- ✓ 30,000 people (sell out) @ £95
- ✓ Rugby (male/female), Netball, Hockey 7s, Dodgeball
- ✓ 100 netball teams
- ✓ 64 dodgeball teams

Sport, music, fun, 'meeting' place...?





more than a

sports festival

Some of the sponsors



Thanks for listening...



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