



## Marketing, Communication and Promotions

Communication is one of the most important services a club delivers to its' members. The most effective form of communication is through an electronic database where members can be emailed directly. This should be maintained by the Secretary. The benefits of promoting your club in your community are more than just membership. Promotion and awareness of your club could lead to increased volunteers, sponsorships and other partnerships.

Everyone in your club should be involved in informal marketing whenever they can. Encourage your members to tell their friends and family about what the club and boccia as a sport can offer.

Your promotional activities should be consistent, develop a distinctive image for the club and be different from your competitors.

There are lots of techniques that your club can use to market and promote itself. Here are some to consider:

- Use the club logo on letterhead, signage, and other promotional material
- Websites are a simple and effective way to communicate to your members, supporters and the local community
- Link your website to related sites such as [Boccia New Zealand](#)
- Ask your local council, schools, and recreation centres to provide a link to your site
- Signage with club name and logo should be used at club days, competitions, and other promotional events
- Flyers and brochures that outline the club and competitions, membership fees, and contact information
- T-shirts and uniforms

Click [here](#) for more information about Marketing and Communications for clubs.

### Newsletters

Newsletters are an easy and effective way of getting information to your club members. It is good practice to assign the task of writing the newsletter to one. To save money on postage, newsletters can be emailed out to members via services such as [MailChimp](#).

### Media

Using the media is a very effective way of promoting your club and its successes to the community. This can be as simple as ringing your local newspaper if you've got an event on or your club has an interesting story to tell. Find out what they're interested in covering and how you can give them the information. Check their deadlines and requirements. Developing a good relationship with your local media can be useful for raising your club's public profile. The good thing is that once this relationship is established, future contact with them will be a lot easier.

## Understanding the media... a guide for Boccia clubs

Journalists get sent lots of story ideas each day so it's important to make sure yours is the one they'll pick up. Below are some useful tips that will give you the best chance of getting your story – in the way you want it to – printed in the newspapers.

### Press Releases

- Target the sports editors of each local newspaper with a press release.
- Ensure that all the important information is at the start of the release as editors usually cut the last paragraphs if limited by size.
  - Try to answer the following key questions (on one A4 page if possible):
    - Who was involved?
    - What happened?
    - Where did it happen?
    - When did it happen?
    - Why did it happen?
  - Include a personal element by including quotes from local people. Remember to check with the person you are quoting first!
  - Include contact details at the end of the release so the media outlet can contact you if they need further information.
- Contact the journalist – only sending the press release to the journalist is not enough. You still need to offer the journalist other pieces of information that will help colour the story – it might be offering an interview with you, inviting them to attend your club, etc.
- Add photographs that are of a high resolution and are action shots. Make sure the photos are:
  - Of high resolution for print newspapers (at least 1MB file size)
  - Captioned with the names of those competing
  - Ideally be provided to the journalist at least 10 days before the event and within 24 hours (no later than 48 hours) after the event.

Click [here](#) for a list of newspaper sport editors.

### Messages

Good messaging is what guides all communications. In your communications, you should seek to use all, or at least most, of the messaging below:

- Boccia is a skilful, strategic and exciting sport
- Boccia allows participants to compete equally regardless of age, gender or level of physical function
- The sport of boccia offers enjoyment, social interaction, challenges and opportunities to compete to the highest level
- Boccia is a sport specifically designed for people with physical disabilities
- The object is for players to place as many of their coloured balls as close as possible to the white target ball while preventing their opponent from doing the same

Click [here](#) for a sample media release.

## Newspaper Sport Editors

Newspaper	Email	Phone
Ashburton Courier	<a href="mailto:office@ashburtoncourier.co.nz">office@ashburtoncourier.co.nz</a>	03 308 7664
Auckland City Harbour News	<a href="mailto:edcl@snl.co.nz">edcl@snl.co.nz</a>	09 926 9104
Bay of Plenty Times	<a href="mailto:sport@bayofplentytimes.co.nz">sport@bayofplentytimes.co.nz</a>	07 577 7770
Central Leader	<a href="mailto:edcl@snl.co.nz">edcl@snl.co.nz</a>	09 926 9104
The Christchurch Star	<a href="mailto:general@christchurchstar.co.nz">general@christchurchstar.co.nz</a>	03 379 7100
Dominion Post	<a href="mailto:sport@dompost.co.nz">sport@dompost.co.nz</a>	04 474 0070
Eastern Courier	<a href="mailto:ec@snl.co.nz">ec@snl.co.nz</a>	09 272 7017
Gisborne Herald	<a href="mailto:editor@gisborneherald.co.nz">editor@gisborneherald.co.nz</a>	06 869 0633
The Greymouth Star		03 769 7913
Hawke's Bay Today	<a href="mailto:sport@hbtoday.co.nz">sport@hbtoday.co.nz</a>	06 873 0800
Hutt News	<a href="mailto:editor@huttnews.co.nz">editor@huttnews.co.nz</a>	04 589 7622
Manawatu Guardian	<a href="mailto:editorial@guardiannews.co.nz">editorial@guardiannews.co.nz</a>	06 357 5053
Manawatu Standard	<a href="mailto:sport@mssl.co.nz">sport@mssl.co.nz</a>	06 355 8817
Manukau Courier	<a href="mailto:edmc@snl.co.nz">edmc@snl.co.nz</a>	09 272 7017
The Marlborough Express	<a href="mailto:news@marlexpress.co.nz">news@marlexpress.co.nz</a>	03 520 8928
Nelson Mail	<a href="mailto:chiefreporter@nelsonmail.co.nz">chiefreporter@nelsonmail.co.nz</a>	03 546 2873
New Zealand Herald	<a href="mailto:yournews@nzherald.co.nz">yournews@nzherald.co.nz</a>	09 379 5050
North Shore Times	<a href="mailto:nsnews@snl.co.nz">nsnews@snl.co.nz</a>	09 489 4189
The Northern Advocate	<a href="mailto:sports@northernadvocate.co.nz">sports@northernadvocate.co.nz</a>	09 470 2875
Northern News / Harbour News	<a href="mailto:northern.editor@snl.co.nz">northern.editor@snl.co.nz</a>	09 407 0050
Oamaru Mail	<a href="mailto:news@oamarumail.co.nz">news@oamarumail.co.nz</a>	03 433 0535
Otago Daily Times	<a href="mailto:newstips@alliedpress.co.nz">newstips@alliedpress.co.nz</a>	03 479 3524
The Press	<a href="mailto:sport@press.co.nz">sport@press.co.nz</a>	03 943 2752
Rotorua Daily Post	<a href="mailto:sport@dailypost.co.nz">sport@dailypost.co.nz</a>	07 348 6199
The Southland Times	<a href="mailto:news@stl.co.nz">news@stl.co.nz</a>	03 211 1130
The Star	<a href="mailto:info@thestar.co.nz">info@thestar.co.nz</a>	03 477 4760
Taranaki Daily News	<a href="mailto:editor@dailynews.co.nz">editor@dailynews.co.nz</a>	06 759 0822
Te Awamutu Courier		07 871 5151
The Timaru Herald	<a href="mailto:editor@timaruherald.co.nz">editor@timaruherald.co.nz</a>	03 687 1350
The Tribune	<a href="mailto:tribune@mssl.co.nz">tribune@mssl.co.nz</a>	06 355 8813
Upper Hutt Leader	<a href="mailto:editor@uhleader.co.nz">editor@uhleader.co.nz</a>	04 474 0196
Waikato Times	<a href="mailto:sport@waikatotimes.co.nz">sport@waikatotimes.co.nz</a>	07 849 9863
Wairarapa Times Age	<a href="mailto:editorial@age.co.nz">editorial@age.co.nz</a>	06 370 0921
Wanganui Chronicle	<a href="mailto:sport@wanganuichronicle.co.nz">sport@wanganuichronicle.co.nz</a>	06 349 0710
The Wellingtonian	<a href="mailto:editor@thewellingtonian.co.nz">editor@thewellingtonian.co.nz</a>	04 474 0147
Western Leader	<a href="mailto:wlsport@snl.co.nz">wlsport@snl.co.nz</a>	09 837 0340
The Westport News	<a href="mailto:westportnews@westportnews.co.nz">westportnews@westportnews.co.nz</a>	03 789 7319
Whakatane Beacon	<a href="mailto:news@whakatanebeacon.co.nz">news@whakatanebeacon.co.nz</a>	07 308 8129
Whangarei Leader	<a href="mailto:whangarei.editor@snl.co.nz">whangarei.editor@snl.co.nz</a>	09 438 8636

# Sample Media Release

Media release  
7 October 2014

NZ National Champs

## **Three new champions crowned on final day of Boccia Nationals**

Three new New Zealand boccia champions were crowned yesterday in a thrilling conclusion to the biggest national boccia tournament held in New Zealand this year.

40 athletes from around the country competed at this year's four-day national championships, with strong individual performances across the three classes. The pressure was on during the ultimate day of finals as athletes worked to prove themselves worthy of national honours.

In a nail-biting BC1, 2 & 4 combined grades final, Christchurch's Matthew Whiting and Rangiora's Jeremy Morriss went head to head and showed pure class throughout the close game. Matching each other shot for shot, Whiting managed to get ahead of Morriss to win the title 6-2 while Hamilton's Vishal Chandra dominated the bronze medal match to convincingly snatch the final podium spot from Wellington's William Parker 7-0.

Meanwhile, Australian Ashleigh Jamieson caused a major upset in the BC3 competition, winning the title 5-2 from Palmerston North's Greig 'the surgeon' Jackson. Jamieson started strong and managed to hold on to her lead despite a strong fight-back in the second half by Jackson. Meanwhile, Dunedin's Henk Dijkstra dominated the bronze medal match, defeating fellow club member Karen Menzies 11-0 in a one-sided playoff match.

The Kiwi / Open grade final was an intense affair with Australia's Phil Bates using his experience to beat Northland's newcomer Bill Henry to claim the gold medal 7-2. The third-fourth playoff went right down to the wire with Graeme Sudlow from Christchurch doing enough to snatch the victory from fellow Cantabrian Thomas Chin in a sudden-death playoff after scores were locked at 3-all at the end of regulation time.

### **Winners**

#### **BC1, 2 and 4 combined grade**

Gold – Matthew Whiting (Canterbury)

Silver – Jeremy Morriss (Canterbury)

Bronze – Vishal Chandra (Waikato)

#### **BC3 grade**

Gold – Ashleigh Jamieson (Australia)

Silver – Greig Jackson (Manawatu)

Bronze – Henk Dijkstra (Otago)

#### **Kiwi grade**

Gold – Phil Bates (Australia)

Silver – Bill Henry (Northland)

Bronze – Graeme Sudlow (Canterbury)

To find out more information, visit [www.boccia.org.nz](http://www.boccia.org.nz)

- Ends -

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