

## Marketing and Communications Committee Proposal

**Proposal:** that the board agree to establish a ‘Marketing and Communications Committee’.

### Background.

Inline Hockey New Zealand is currently facing challenges with declining membership and a public perception that lacks the vibrancy needed to attract new participants. The organization has not yet developed a comprehensive promotional strategy, nor has it established a content calendar to ensure consistent communication and engagement with its audience. These gaps have contributed to the current situation, where the visibility and appeal of the sport are not being maximized. In response to these challenges, there is a need to formalize efforts around marketing and communications to reverse these trends and foster a stronger connection with the community.

### Proposed Committee Composition.

Membership of the committee would be reviewed annually.

The committee would include:

- Board representation
- General Manager
- Communications Manager
- Social Media Officers
- A representative of each division.

### Proposed Objectives of the Committee.

- *Increase Brand Awareness and Positive Public Perception:*
  - Develop and post 3-5 pieces of content on social media every week.
  - Monitor engagement metrics and adjust strategies as needed.
- *Develop and Execute Marketing Campaigns:*
  - Plan targeted ads and promotions to attract youth participants.
  - Explore partnerships with schools and local youth organizations.
- *Manage Communication Channels:*
  - Oversee and update digital and traditional media channels.

- Implement a content calendar for consistency.
- *Strengthen Media and Community Relationships:*
  - Organize open days, community events, and school visits.
  - Build and maintain relationships with local media.
- *Merchandise Management:*
  - Design and distribute promotional merchandise.
  - Explore new merchandise ideas based on community feedback.

### **Implementation and Monitoring.**

- *Meeting Structure:*
  - Committee to meet every fortnight for 30-45 minutes using an Agile approach.
  - Rotate chairs and assign clear roles and responsibilities.
- *Action Planning:*
  - Create a one-pager outlining current issues, goals, and action plans categorized into quick wins, short-term wins, and long-term wins.
- *Performance Tracking:*
  - Regularly track progress against objectives and KPIs.
  - Adjust strategies as needed based on feedback and results.