

Circular

Title:	Woodside Nippers Partnership: Recruitment Campaign & Resources; Club Partnership Fee & Implementation of Naming Rights
Date:	01 August 2019
Document ID:	19, 2019/20
Department:	Corporate Services - Marketing & Partnerships
From:	Minda Penn, Marketing & Partnerships Coordinator Phone: 08 9207 6666 (SLSWA Office Hours Monday to Friday, 8:30am – 5:00pm) Email: mpenn@sksa.com.au
Audience:	Club Administrators, Club Marketing & Sponsorship Officers; Woodside Nippers Age Group Managers/Coordinators.
Summary:	Details of the Woodside Nippers recruitment campaign; Club Partnership Fee and Marketing Resources.
Attachment:	NIL

WOODSIDE NIPPERS RECRUITMENT CAMPAIGN

As per recent years, and on the back of the signing of Woodside as the naming rights partner to the WA Nippers program, SLSWA will be running a Woodside Nippers recruitment campaign, commencing on the 05 August 2019. Primarily focusing on attracting new members, the campaign will feature across a range of mediums including:

- Digital – Social media advertising (paid & organic), new Woodside Nippers microsite, and EDM.
- Print – print advertising* across a range of publications including Community Newspapers, West Regional Newspapers, The West Australian; and PR/editorial opportunities.
- Outdoor – Large format billboard and bus sides.

**Exact print advertising dates are yet to be confirmed and some additional regional opportunities to be finalised in liaison with clubs.*

Below is an overview of confirmed mediums and timeline of campaign activity.

Woodside Nippers Campaign - 2019/20	August				September				October			
	05-09	12-18	19-25	26-01	02-08	09-15	16-22	23-29	30-06	07-13	14-20	21-27
Print												
Community Newspapers/Fairfax/West Australia/West Regional												
Digital												
Social Media (Paid)												
Social Media (Organic)												
My Beach website - w link to microsite												
Woodside Nippers microsite												
EDM/EDM Banner												
Outdoor												
Billboards (x3)												
Bus portrait sides (coastal routes)												

All **Woodside Nippers** advertising will direct traffic to the new microsite (currently under development – to be hosted at www.nipperswa.com.au). The microsite is designed to provide an initial overview of the Woodside Nippers program and will include a range of FAQ's; an interactive map showing all WA clubs with contact and membership details; and information around the Woodside Nippers program levels and what participants can expect to learn etc.

CAMPAIGN RESOURCES

Resources for social media, print advertising etc. are available for clubs to use across their available channels and to leverage the activity and messaging being utilised by SLSWA. If you would like to access these resources, please contact SLSWA Marketing & Communications Officer Megan Jones on mjones@slsa.com.au who can coordinate relevant pieces.

CLUB PARTNERSHIP FEE

As previously communicated, as part of the Woodside Nippers partnership every club will received an annual “Partnership Fee”. This fee is in recognition of the club’s role in delivering the outcomes of the partnership including appropriate recognition of naming rights across communications, implementation of on-beach branding during program delivery etc.

Further information around this payment will be provided to clubs in coming weeks.

WOODSIDE NIPPERS NAMING RIGHTS

A reminder to clubs to update all references to the program across their various communications including social media; websites; print resources etc. to ensure they reflect the new “Woodside Nippers” naming rights. This applies to any references to the Sunday morning program.

Any questions in relation to the above please contact SLSWA Marketing & Partnerships Coordinator Minda Penn on mpenn@slsa.com.au or (08) 9207 6666.



James O'Toole
Chief Executive Officer