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| ***GLENELG DISTRICT CRICKET CLUB***  ***MARKETING PLAN***  ***2024/25*** |

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Date: Sept 23

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# Introduction

This document describes the Club’s Marketing Plan for now and the future. It is based on the Club’s vision and Club Objectives. The Plan reflects the strategic marketing areas the club uses to raise funds.

The Glenelg District Cricket Club is a community based sporting organisation committed to the development and promotion of cricket at the elite level within the City of Holdfast Bay and our South Australian Cricket Association (SACA) nominated country areas.

**Our Vision**   
  
To be the most professional and successful cricket club in South Australia   
  
**Our Goals**

* To participate in all finals series in all Senior Grades of the SACA competition every year, with particular emphasis on A Grade, and have all Junior Grades participate at the highest level of their competition.
* To identify and develop cricketers capable of competing successfully at Grade, State and Test levels.
* To provide the best playing conditions for our teams at all venues used by GDCC, with particular reference to oval surfaces, centre wicket squares and practice areas.
* To provide Clubrooms and player change rooms at a standard comparable to the best in the SACA competition.

# 2. Scope

This plan will cover all aspects of a volunteer club playing in the South Australian Cricket Association’s competition, with a view to marketing the Club.

Topics covered are:

 Target Market  Offerings  Pricing

 Distribution  Sales Strategy  Research

## 2a. Update

This document should be updated annually.

**Last Update:** September 2023

# 3. Target Market

* + Current Men, Women and Junior Cricket Players
  + Potential Men, Women and Junior Cricket Players
  + Past Players
  + Friends & Family of existing, past and future cricket players
  + General public in local area as a community based cricket club
  + Potential Sponsors

# 4. Positioning Statement

As mentioned in the introduction, the Glenelg District Cricket Club is a community based sporting organisation committed to the development and promotion of cricket at the elite level within the City of Holdfast Bay and our South Australian Cricket Association nominated country areas.

The Club’s vision and goals set the parameters for the Club to achieve any marketing and fundraising, which in turn benefits the players on and off the field.

# 5. Offering to Customers

* To identify and develop cricketers capable of competing successfully at Premier, State and Test levels.
* To provide the best playing conditions for our teams at all venues used by GDCC, with particular reference to oval surfaces, centre wicket squares and practice areas.
* To provide Clubrooms and player change rooms at a standard comparable to the best in the SACA competition.

Social Functions

* To be entertaining, advantageous to players, club morale

Sponsors

* To offer value through marketing & exposure for our sponsors to help them grow their businesses in the local community.

# 6. Price Strategy

To help meet our financial targets set by the Board, we aim to provide affordable player subscriptions that are mid ranged compared to the competition.

Social functions, are to be affordable for participants whilst profitable for the cricket club as a key source of income.

Sponsorship values are based on key benefits associated with each sponsorship tier. The Club also runs an U/12 cricket academy for both girls and boys, where boy players are drawn from the academy squad to play the Ray Sutton Shield, and the girls will play in appropriate competitions.

## 6a. Distribution

The distribution of marketing material, which supports our pricing strategy, is:

* Internet Marketing
* Social Media
* Email Marketing
* Print Strategy
* Word of Mouth

## 6b. Measure

Pricing, marketing and sponsorship are all aimed at meeting our financial obligations to the Club’s members and players. Meeting the targets set each season by the financial sub-committee and approved by the Board will be the measure of success in any marketing plan.

# 7. Sales Strategy

To sustain with the aim to increase over-all profitability by 10% per annum, to be achieved by maximizing volunteer resources and hosting successful events. 2 Key Sponsors also to be found for our home/away and One-Day competitions.

## 7b. Measure

Achieving the 2 major sponsors required to support the players and Club. These sponsors also receive major exposure on the Club’s website, players shirts and social media.

# 8. Promotion Strategy

Develop relevant marketing materials that focus on the positioning of the cricket club highlighting the fantastic facilities, the fact it is a Shield hosting ground, that all events are high standard, high class and good fun.

## 8b. Measure

The amount of advertising the Club receives through the print media for hosting 1st Class games, both Sheffield Shield and International games.

# 9. Marketing Research

Continue to monitor what competition does whilst continuing to monitor and adapt new technologies available to the Club.

The club surveys players for feedback on various functions and activities of the club. The method of surveying varies from year to year.