

## Introduction to marketing

### What is marketing?

Marketing encompasses all the strategies and activities to promote an organisation's offerings and initiatives. It's about communicating the organisation's value and building trust to potential and existing members and the wider community.

### Why marketing is important

- Increases the organisation's presence in the community, attracting attention and interest
- Leverages a strong, recognisable brand that reflects the organisation's values, history and culture
- Attracts new members and retains existing ones through ongoing engagement
- Promotes events, fundraisers and sponsorship opportunities, enhancing financial stability
- Strengthens the organisation's relationships within the community, encouraging participation and support

### Marketing activities

- Digital advertising uses an organisation's website, social media and online platforms to reach a broader audience
- Event marketing promotes events through various channels to capture high attendance and participation
- Content marketing creates and shares valuable content to engage community members, such as blogs, videos and newsletters
- Community outreach connects your organisation with local schools, businesses and other organisations to build partnerships and collaboration opportunities

## Benefits of marketing policies

For sporting organisations, having clear marketing policies helps build a strong and sustainable community presence. Marketing policies provide a structured approach to promoting activities, attracting members and engaging sponsors, while ensuring compliance with legal and ethical standards.

These policies help organisations maintain a consistent voice and image, protect their reputation and foster trust among members, supporters and other stakeholders. Marketing policies enable organisations to better navigate challenges such as safeguarding privacy, using social media responsibly and adhering to regulations.



## Developing effective marketing policies

### Marketing policy

A marketing policy ensures that all promotional efforts are consistent and that they align with the organisation's values and strategic goals, helping to protect the organisation's public image.

A marketing policy should:

- Establish guidelines around the organisation's use of logos, colours and messaging to maintain brand consistency
- Detail the technologies approved for use in marketing efforts
- Establish an appropriate tone for each group to ensure messages are tailored and effective

Each marketing platform attracts a unique audience, so it's important to adapt your tone accordingly. Tone shapes the attitude of your writing, influencing how your message is perceived. The tone you choose can convey a range of attitudes, from formal and serious to casual and humorous. Keep content professional for formal platforms such as LinkedIn and more friendly and engaging for other social media platforms such as Facebook and Instagram. Website and newsletter content should be clear and informative.

- Clearly define who's responsible for creating, reviewing and approving content. Ideally, these roles should be handled by different people to keep things objective, improve quality and catch any mistakes before content goes live
- Include guidelines on complying with privacy laws, copyright and child protection policies, as well as ensuring messages align with national and state sporting organisations, codes of conduct and policies

When developing a marketing policy, consider what your organisation aims to achieve through marketing and how these efforts will be managed.

### Video and photography policy

A video and photography policy outlines how your organisation captures, uses and shares media to protect privacy, ensure safety and maintain compliance. It protects members, particularly children, while promoting responsible use of images and videos. Key inclusions in a video and photography policy are:

- Written permission for capturing and using media, especially for children
- Definition of acceptable uses (e.g. marketing, social media) and restrictions to protect against unauthorised sharing
- Steps for compliance with child safety laws and avoiding publishing identifiable details of minors
- Clarification of media ownership, copyright and usage rights
- Secure storage of media to prevent misuse
- Processes for content approval and handling removal requests
- Initiatives for sharing the policy with members, for example via registration packs and the organisation's website

## Social media policy

To maintain a strong and respectful online presence, create clear guidelines that outline how your organisation interacts on digital platforms. These rules should promote positive engagement, protect your organisation's reputation and comply with relevant legislation.

Consider the following key elements when developing your social media policy:

- Set clear rules about how to interact online
- Identify what types of posts are encouraged or prohibited
- Ensure compliance with copyright laws and photography/child protection policies
- Define who will review and approve posts and how you will ensure timely responses to comments
- Plan how to minimise and handle negative interactions

## Legal considerations for marketing

Marketing activities must comply with national and local laws governing advertising, data protection and consumer rights, including:

- **Truth in advertising**
  - Marketing must be honest, accurate and not misleading or deceptive. Claims must be true and proven
- **Spam rules**
  - You need permission to send marketing emails or SMS. They must include clear sender information and an option to unsubscribe
- **Protection of personal data**
  - As per the *Privacy Act 1988*, permission is required to use personal information and the details must be kept safe
  - The *Queensland Associations Incorporation Act 1981* also prohibits members from using personal information from the register of members for marketing purposes
- **Respect copyrights**
  - Marketing materials must not copy others' work without permission, including logos, music or images
- **No unwanted calls**
  - People can register their phone numbers to block telemarketing calls. This must be respected

## Children in marketing

When using photos of children in marketing, organisations must follow strict guidelines to protect privacy and safety. These should include:

- **Parental/guardian consent**
  - Always obtain written permission from a parent or legal guardian before using photos of children in any marketing materials
- **Privacy laws**
  - The *Privacy Act 1988* requires that personal information, including images of children, be handled carefully. Ensure you have clear consent for how and where images will be used
- **No exploitation**
  - Content involving children must not be exploitative, misleading or inappropriate, in accordance with Australian Consumer Law
- **Avoid identifiable information**
  - Do not include identifiable details such as a child's name, school, address, age or location. Also avoid sharing personal information, like about hobbies and likes/dislikes, that could be used as grooming tools
- **State and national sporting policies**
  - Your state and national governing bodies may have established specific regulations about photographing children. Always review and adhere to these policies
- **Cyber safety considerations**
  - Avoid publishing images that could make children vulnerable to online risks, such as inappropriate sharing or misuse

Referencing resources like [The eSafety Commissioner Sports Hub](#) and [Play by the Rules](#), along with guidance from your national and state peak bodies helps to ensure your policies align with best practice and meet legal and ethical requirements.

