



St Andrews Cricket Club Pascoe Vale

<http://standrewscc.com.au>

Communications Strategy

Last reviewed: 20 September 2017

Strategy	Messages	Target audience	Timing	Responsibility
Website	<ul style="list-style-type: none"> • Club news • Information on upcoming events • Raffles • Club/team stats • Information on juniors programs • Club information and policies 	General public	As required	Communications Committee
Facebook	<ul style="list-style-type: none"> • Club news • Information on upcoming events • Raffles • Club/team stats 	Players, parents and supporters	As required	Communications Committee
Newsletter	<ul style="list-style-type: none"> • Club news • Information on upcoming events • Raffles • Club/team stats 	Players, parents and supporters	Weekly during season As required	Communications Committee
Thursday night team selections	<ul style="list-style-type: none"> • Team selections • Information on upcoming events • Raffles • Club news 	Players and supporters at clubrooms	Thursday nights during season	Captains and President

Strategy	Messages	Target audience	Timing	Responsibility
Saturday night match reports	<ul style="list-style-type: none"> ● Match reports ● Information on upcoming events ● Raffles ● Club news 	Players, opposition and supporters at clubrooms	Saturday nights during season	Captains and President
Event speeches	<ul style="list-style-type: none"> ● Information on upcoming events ● Raffles ● Club news 	Event attendees	At events	President
Media release	<ul style="list-style-type: none"> ● Information on upcoming events ● Club news 	Media	4 weeks prior to event	Communications Committee
Written letter	<ul style="list-style-type: none"> ● Special event invitations 	Key stakeholders and club patrons	As required	Communications Committee
Posters	<ul style="list-style-type: none"> ● Information on upcoming events 	Players and supporters at clubrooms	4 weeks prior to event	Communications Committee
Flyers	<ul style="list-style-type: none"> ● Information on juniors programs ● Information on upcoming events 	Juniors and parents	As required 4 weeks prior to event	Communications Committee and Juniors Coordinator
School newsletters	<ul style="list-style-type: none"> ● Information on juniors programs 	School students and parents	September-October	Juniors Coordinator
Telephone/SMS	<ul style="list-style-type: none"> ● Team selections and match details ● Volunteer requests 	Players and parents	As required	Committee, coaches and captains
Annual Report	<ul style="list-style-type: none"> ● Report on past year 	Players and supporters	June	Committee, coaches and captains

Key Stakeholders

Stakeholder	Purpose
Moreland Leader	Media
North West FM	Media
Federal Member for Wills	Invitation to events
State Member for Pascoe Vale	Invitation to events
Mayor of Moreland	Invitation to events
Deputy Mayor of Moreland	Invitation to events
Moreland Councilor, Recreation and Leisure	Invitation to events
Moreland Councilor, Youth	Invitation to events
Moreland Councilors, North-West Ward	Invitation to events
Chief Executive Officer, Moreland City Council	Invitation to events
Sport & Recreation staff, Moreland City Council	Invitation to events
VTCA	Invitation to events
NWMCA	Invitation to events
Sponsors	Invitation to events