



COMMUNICATIONS STRATEGY

TANGO NETBALL CLUB COMMUNICATIONS STRATEGY

INTRODUCTION

This aim of this strategy is to define communication policy and procedures for the conduct of business at the TNC within the context of the following objectives:

1. Assist business practices through defined methods of communication and individual responsibilities having regard to strategic planning and club communication needs.
2. Define communication standards to guide the application of communication strategy and the use social media by club officials and athletes.
3. Explore methods of communication with the view to encouraging flexibility and the use of modern communications having regard to the age groups and diversity among club officials and athletes.
4. Integrate communication strategy with broader club requirements to complement strategic planning and the achievement of club goals.
5. Facilitate communication between club officials, athletes and members at all levels to assist the flow of information as part of the 'whole of club' framework envisioned for strategic planning at the club.

This strategy should not be viewed in isolation, but rather, is part of a broader strategic framework that includes business planning as a whole at the club. Therefore, this plan should be viewed as complementary to business planning and used to assist business practice through the application of communication strategies that are modern, professional and considerate of the needs of all members.

BACKGROUND

The TNC is one of the oldest SPNC clubs in SA having history that dates to 1947. This history continued unbroken until the club lost its position in the SPNC in 2010. There was feedback given at the time that re-admittance was dependent on the club addressing management, personnel development and governance issues outlined in the feedback. These issues were addressed and as a result the club was re-admitted for a two-year period commencing in 2013. The club's tenure was confirmed for a further two years in 2014 as part of on-going review and accreditation processes for all SPNC clubs conducted by Netball SA.

The club is currently conducting a strategic review to consolidate the work undertaken to gain re-admittance to the SPNC and to promote best practice in the conduct of its business. This strategy forms an integral part of the review by providing communication protocols to assist business and planning at the TNC.

The strategy should be viewed as a living document subject to continuing review as strategies are introduced and evaluated. Communication involves strategy to assist business practice, therefore, this strategy should be continually adapted to complement requirements rather than act as a driver of business in isolation other plans and policy.

RATIONALE

Communication is an essential part of business practice at the TNC due to the amount of information requiring communication and the diversity of its customer base. In particular, are the following customers and relevant information needs:

CUSTOMERS	INFORMATION NEEDS
ATHLETES	<ul style="list-style-type: none"> • Information about trials and selection. • Team information to assist participation on a weekly basis. • Group and individual feedback concerning performance. • Information about development opportunities and plans. • Information about club policy and codes of conduct. • Club and social news.
COACHES	<ul style="list-style-type: none"> • Information concerning individual athletes. • Coach development planning and opportunity. • Club policy and codes of conduct. • Club coaching philosophy. • Contact information for reference inside and outside the club. • Team information to assist participation on a weekly basis. • Club and social news.
UMPIRES	<ul style="list-style-type: none"> • Information to assist umpiring allocation on a weekly basis. • Umpiring development planning and opportunity. • Individual feedback concerning performance. • Club policy and codes of conduct. • Umpire training and development information. • Contact information for reference inside and outside the club. • Club and social news.
CLUB MEMBERS	<ul style="list-style-type: none"> • Club and social news. • Access to club policy and codes of conduct. • Contact information for reference inside and outside the club. • Information about family participating as athletes etc.
CLUB OFFICIALS	<ul style="list-style-type: none"> • Information to assist duties on a daily basis • Information concerning club policy and codes of conduct. • Contact information for reference inside and outside the club. • Club and social news. • Development planning and opportunity.
EXTERNAL <ul style="list-style-type: none"> • Netball Authorities • General Public 	<ul style="list-style-type: none"> • Access to strategic information about the club. • Contact information for reference as required. • Club information required by netball associations • Advertising and public relations

A broad as possible communication base using as many relevant methods as possible is required to ensure effective access for customer requiring information to meet weekly or longer term requirements. Communication needs to be aligned to strategic planning and designed to facilitate the achievement of club goals with particular reference to ethical standards and defined responsibilities.

The TNC Management Committee has responsibility for the management of communication processes at the club including evaluation to ensure communication strategies are maintained and updated on a regular basis to keep pace with change and social media developments. Particular regard should be given to the age groups and divergent needs of the club's customer base to ensure as relevant as possible communication framework involving a 'whole of club' reference.

AIM AND OBJECTIVES

The aim is to provide policy and procedure to guide ethical communication at the TNC having regard to the use of a variety of communication methods and the needs of customers using a 'whole of club' reference that complements the achievement of strategic goals within the context of the following objectives:

1. Provide athletes, coaches, umpires and other club officials with information to enable them to meet defined responsibilities relating to their respective roles.
2. Facilitate access to strategic and policy information from outside the club by internal and external customers requiring relevant information.
3. Promote club culture through the supply of social and other information relating to the club and its role as a premier league club in SA.
4. Assist personnel development through the definition of personnel development plans that are accessible and communicated to members.
5. Maintain business requirements through communication between committee members and the relay of relevant information to club officials and members.
6. Assist induction and promotion of the club within the broader community through strategies that are designed to inform and attract new members to the club.
7. Establish ethical standards for communication to guide the use of strategies at the club with particular reference to social media and communication at the peer level between athletes, club officials and members.
8. Define protocols for the evaluation of communication strategies to ensure relevance of the strategies in regard to effectiveness, contemporariness and relation to the achievement of strategic goals at the club.

STRATEGIES

CUSTOMER	KEY MESSAGE	METHODS	RESPONSIBILITY
Athletes	<ul style="list-style-type: none"> • Information about trials and selection. • Team information to assist participation on a weekly basis. • Group and individual feedback concerning performance. • Information about development opportunities and plans. • Information about club policy and codes of conduct. • Club and social news. 	SMS Facebook Team App My Netball Personal Letter Newsletter Website	Match Committee Public Relations Officer Secretary
Coaches	<ul style="list-style-type: none"> • Information concerning individual athletes. 	SMS Team App	Match Committee Coaching Director

	<ul style="list-style-type: none"> • Coach development planning and opportunity. • Club policy and codes of conduct. • Club coaching philosophy. • Contact information for reference inside and outside the club. • Team information to assist participation on a weekly basis. • Club and social news. 	My Netball Website Coach Manual Face to Face Newsletter	Coach Development Team Public Relations Officer Registrations Officer Secretary
Umpires	<ul style="list-style-type: none"> • Information to assist umpiring allocation on a weekly basis. • Umpiring development planning and opportunity. • Individual feedback concerning performance. • Club policy and codes of conduct. • Umpire training and development information. • Contact information for reference inside and outside the club. • Club and social news. 	SMS Team App My Netball Website Umpire Manual Face to Face Newsletter	Umpire Director Umpire Coordinator Public Relations Officer Registrations Officer Secretary
Club Members	<ul style="list-style-type: none"> • Club and social news. • Access to club policy and codes of conduct. • Contact information for reference inside and outside the club. • Information about family participating as athletes etc. 	SMS Team App My Netball Facebook Website Newsletter	Public Relations Officer Registrations Officer Secretary
Club Officials	<ul style="list-style-type: none"> • Information to assist duties on a daily basis • Information concerning club policy and codes of conduct. • Contact information for reference inside and outside the club. • Club and social news. • Development planning and opportunity. 	SMS Team App My Netball Website Newsletter	Match Committee Public Relations Officer Registrations Officer Secretary
External	<ul style="list-style-type: none"> • Access to strategic information about the club. • Contact information for reference as required. • Club information required by netball associations • Advertising and public relations 	SMS My Netball Written Report Website Newspaper	Registrations Officer Public Relations Officer Secretary

PRESIDENT'S MESSAGE

The TNC President may issue a 'President's Message' in whatever form deemed appropriate as a general communication to members about important issues affecting the club. The messages shall be sent on behalf of the TNC Management Committee and subject to the President's discretion concerning timing and the communication method for delivering the message.

AUTHORITY

Club officials are permitted to communicate information inside and outside concerning the conduct of club business relevant to their area of responsibility according to relevant job description. However, any communication that requires the transfer of information from a 'whole of club' perspective inside or outside of the club shall be conducted through the club's Public Relations Officer, who shall supervise the suitability of the communication and arrange publication using social media tools available to the club, having regard to the nature of information to be sent. The Public Relations Officer shall consult with the club President or Vice President where confirmation may be required concerning the suitability of any communication.

SOCIAL MEDIA POLICY

Policy regarding the use of social media is outlined in the TNC Member Protection Policy (paragraph 11). Members are required to comply with the TNC policy and the policy of relevant netball associations, which are subject to club disciplinary procedures in the event of any misuse in accordance with the policy.

RESPONSIBILITIES

Public Relations Officer

1. Manage public relations and communications, including the club website, from a 'whole of club' perspective including portals for transferring information inside and outside the club.
2. Liaise with relevant media outlets and provide club information as required in consultation Liaise with Messenger Press concerning premier league results and the publication of relevant press articles about the club in accordance with Management Committee requirements.
3. Provide relevant netball associations with club information as required with a view to promotion of the club and compliance with association rules and regulations.
4. Communicate with schools, community netball clubs and other relevant community organisations about club activities as required in consultation through the Management Committee.
5. Manage the distribution of public relations and marketing information inside and outside the club using social media and other electronic forums to maximise exposure about club activities and business.
6. Monitor effectiveness of club publicity initiatives and member satisfaction through surveys or other platforms and report on areas for improvement in accordance with Management Committee requirements.
7. Produce a newsletter for electronic distribution to club members.
8. Evaluate club social media strategies and use for report to the Management Committee concerning compliance with club policy and the effectiveness of the strategies.

Secretary

1. Record business correspondence received or sent at the club and action correspondence in accordance with club requirements.
2. Facilitate the taking and recording of minutes at Management Committee meetings and distribute to committee members in accordance with protocols agreed in liaison with the President.
3. Maintain a database of relevant documentation and presentations for future reference as part of club business as agreed in consultation with the President.
4. Provide a focus for contact by persons or agencies outside of the club and action contacts as required in liaison with relevant club personnel.
5. Liaise with persons internal and external to the club to ensure relevant business correspondence is completed and forwarded as required having regard to content and applicable time frames.
6. Provide assistance within the club as required at the direction of the Management Committee.

Registrations Officer

1. Manage on line seasonal databases relevant to athlete and team registrations for use in club business as required using computer program(s) approved by relevant governing authorities in netball.
2. Manage the distribution of on line information about player and team registrations to club members and relevant external bodies to ensure the conduct of club business in accordance with administration requirements.
3. Liaise with relevant netball authorities to ensure the on-line management of player and team registrations is conducted in accordance with computer program and administrative requirements.
4. Assist club members and officials with on-line registration requirements, as required.
5. Liaise with club members and officials as required to ensure all matters relating to player and team registrations are conducted in accordance with club and relevant external netball authority requirements.

Match Committee

1. Convey club information concerning selections and team placements within the club as required.
2. Liaise with the club Secretary concerning selection and team information required by relevant netball authorities.
3. Monitor the use of social media and the relay of information by club officials concerned with coaching and support of teams at junior levels of competition at the TNC.

EVALUATION

The Public Relations Officer is responsible for evaluating the club use of social media and reporting to the Management Committee concerning best practice regarding the use. A business plan concerning public relations shall be prepared for approval by the Management Committee following the AGM each year.

CONCLUSION

Communication is an important aspect of club business at the TNC. The Management Committee has ultimate responsibility for the implementation of effective communication strategies, which should be as varied as possible to take account of needs relating to members and the club as a whole. The Public Relations Officer is the person responsible for overseeing communications at the club on behalf of the Management Committee and is required to liaise as much as possible with persons inside and outside the club to ensure the most effective communication strategies.

The club has special regard for the privacy and wellbeing of all its members and therefore, promotes the appropriate use of social media having regard to club and Netball SA policies concerning the use of social media. In particular, are instances of bullying, harassment and the unlawful use of social media that are subject to disciplinary measures at the club in the event of inappropriate use. Members are encouraged to use social media appropriately having regard to the promotion of the club as a whole and respect for individuals within the club.

Social media networks involve rapid changing technology that should be continually evaluated to ensure the use of social media at the club is up to date and relevant to its customers, including athletes competing in age group levels from primary to intermediate to seniors.

REFERENCES

TNC Strategic Plan 2015 – 2018
TNC Member Protection Policy
Netball SA Member Protection Policy