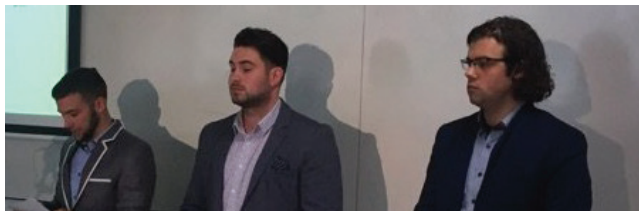


Sports Marketing Showcase

Our second year Sport Media students presented their strategic marketing plans and emerging media suites to our industry partner VAFA clubs. **James Maxwell** gives his firsthand account of this tremendous experience.



Omega Consulting
and
United Consultants
presenting their work

During this past semester, the second-year students continued their applied learning program working with Victorian Amateur Football Association (VAFA) clubs to develop a strategic marketing plan and a suite of emerging media content to assist the clubs in achieving their goals.

The two VAFA clubs involved in the program this year are the Fitzroy Football Club and the De La Salle Old Collegians Amateur Football Club.

Two proud clubs in the amateur football landscape blessed with long and successful histories, passionate supporter bases, engaging fans and most importantly open to our recommendations to help their clubs now and into the future.

Both clubs are poised to take the next step with their marketing and media efforts, therefore, it was our task to develop the plans and the content to help them take this next step.

In the process providing our teams with incredible real-world insight into the work of sports marketing and sport media professionals.

Our first task was to gain an understanding of the current market position of both clubs, to achieve this our student teams developed market research methods to capture both qualitative data – that is descriptive and opinion based data – and quantitative data – that is grounded in numbers and statistics.

To achieve this our teams created fan surveys, performed extended interviews with club stakeholders, and performed observations at game days; these methods meant we were able to capture valuable data about our clubs.

Capturing this strategic data meant we could formulate marketing tactics for the marketing strategy and create effective media content to drive fan engagement on the club's social media platforms.

Both our teams identified five major objectives where we believed our strategies and media suite could assist our designated clubs and the plans put forth ideas to achieves these objectives.

For example, my team United Consultants identified the need to drive engagement from the younger fanbase of Fitzroy FC, therefore we created a smartphone application the club could implement to appeal to the younger fans.

While our fellow student group, Omega Consulting, identified a lack of physical evidence at De La Salle home games was detrimental to the club; therefore they suggested investing in promotional signage to raise the awareness of the club in the community.

Our student teams presented these ideas as part of a strategic marketing plan coupled with the emerging media suite to our clubs in a professional setting.

While it was daunting at first, being able to share the stage with my teammates was a sensational feeling presenting our hard work and our ideas to the Club.

Both teams presented impressive plans and media content to their club contacts, but the even better feeling was knowing our ideas could be implemented by our clubs and help them achieve their goals.

Another fantastic experience.

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