



Dorset County Updates

Report from: Media and Comms Director

For meeting date: AGM 24/06/2020

Overview

Over the last two years I have been part Netball South West's Marketing and communications team, there are 8 regions including Dorset taking part and putting us on the map.

In terms of priorities for the region, Netball South West (NSW) have identified five to focus on in 2020:

1. Launch and roll out of the new EN website
2. Develop a marketing team amongst our region
3. Build the voice of netball in the south west via digital marketing (social media) and traditional PR.
4. Develop the capability to email the NSW members from the Engage website
5. Support the growth of netball via the franchises – TB and SS.

1. Website

Once a meeting we EN has been arranged the plan is to work with two counties (East Devon & West Devon) to roll out the website and having accrued many lessons, we can then support roll out across the region.

2. SW Marketing Team

We as a group are in contact with Michelle R (Regional Marketing director) to support and give ideas.

3. Voice of Netball

NSW follow all of the counties and hopefully most of the clubs. They are fairly active in posting and responding to posts. In 2020 this is an area we are working closely on to continue to get our collective voice out there.

4. Direct communication with our members

The launch of Engage, whilst not smooth, gives us the capability to start to have tailored communication with our members that have opted in. Our plan is to provide a NSW Email to our members, specifically about the South West Region.

5. Team Bath and Severn Stars

We are fortunate in the SW to have two superleague teams to follow and support. We would like to start providing some extra offers for our region's members to support their teams and are continuing to work with the franchises on this.

I would like to thank the members of the board for there support over the last 3 years whilst I have been on the board. I would like to wish my successor all the best.

Report completed by – Channon Bruton