

# FACILITY MANAGEMENT MANUAL

## 5 Marketing



**Commissioned by:** Sport New Zealand (Sport NZ), with support from New Zealand Recreation Association (NZRA), Exercise Association of New Zealand and Entertainment Venues Association of New Zealand (EVANZ)

**Authors:** Robyn Cockburn, Trish Amos, Lucy Atkinson, Esther Bukholt and Marilyn Northcote, Lumin

June 2015

**ISBN 978-1-927232-47-7**

The Facility Management Manual has been developed for managers of any recreation, sport or leisure facility. It provides detailed information covering the management and operation of a recreation, sport or leisure facility.

This document is a companion document to the Aquatic Facility Guideline, which can be found on the Sport NZ website and the NZRA website:

<http://nzrecreation.co.nz/index.php/facilities-home/facilities-guidelines>

### **Acknowledgements**

**Caroline Ancell**, Powerco Aquatics, Hawera; **Simon Battrick**, Christchurch City Council; **Richard Beddie**, Exercise New Zealand; **Brian Blake**, The Trusts Stadium; **Ross Blanch**, Rolleston Community Centre; **Tracy-Lee Burkhart**, Consultant; **Penny Claridge**, Skills Active; **Charlie Cordwell**, Tennis Central; **Anita Coy-Macken**, Auckland Council; **Miles Davidson**, EVANZ; **Garth Dawson**, Outdoors NZ; **Jamie Delich**, Sport NZ; **Arvid Ditchburn**, YMCA Auckland; **John Freer**, Boulcott Farm Heritage Golf Course; **Craig Goodall**, RFA The Edge; **Matt Greenwood**, Waimakariri District Council; **Grant Helleur**, YMCA Auckland; **Richard Hollier**, Auckland Council; **Craig Hutchings**, Wellington Regional Aquatic Centre, Wellington; **Andrea Jackson**, Masterton District Council; **Rachel Jury**, H<sup>2</sup>O Xtream, Upper Hutt; **Rob Kennedy**, Sport Tasman; **Kirsty Knowles**, CLM; **Carolyn Lamond**, YMCA Christchurch; **John Latimer**, CLM; **Alison Law**, Kapiti Coast District Council; **Justin Leydesdorff**, Papatoetoe Sports and Community Charitable Trust; **Richard Lindsay**, Sport NZ; **Scott Linklater**, Whangarei Aquatic Centre; **Brent Maru**, Sport Tasman; **Jody Maru**, Motueka Recreation Centre; **Grant McLean**, Sport NZ; **Christine Mercer**, Otahuhu Recreation Centre; **Brian Milne**, Xyst; **Kathy Moore**, Selwyn District Council; **Gareth Moore-Jones**, Ideaus; **Virginia Munro**, Wellington Regional Aquatics Centre; **Tracey Prince**, NZRA; **Brendon Rope**, Pettigrew Green Arena; **Des Smith**, New Zealand Secondary School Sports; **Grant Stewart**, Jetts Fitness; **Pete Thompson**, Splash Palace Invercargill; **Judy Tipping**, Aquatic Consultant; **Lisa Tocker**, Auckland Council; **Julian Todd**, Wellington City Council; **Georgie Witihera**, Auckland Council.

# Table of Contents

<b>1</b>	<b>Introduction</b>	<b>4</b>
1.1	Legal and statutory obligations	4
1.2	Policies	4
<b>2</b>	<b>Reviewing Performance</b>	<b>5</b>
2.1	Self-review	5
2.2	Key performance indicators	6
<b>3</b>	<b>The Marketing Mix</b>	<b>7</b>
3.1	Product, programme or service	7
3.2	Price	8
3.3	Place	8
3.4	Promotion	8
3.5	Process	9
3.6	People	9
<b>4</b>	<b>Creating Marketing Plans</b>	<b>10</b>
4.1	Facility marketing plan	11
4.2	Programme or project marketing plan	12
4.3	Marketing channels	12
4.4	Sponsorship	14
<b>5</b>	<b>Public Relations: Working with the Media</b>	<b>16</b>
5.1	Communicating positive and negative news	16
5.2	Preparing media releases	17
5.3	Communicating with the media	17
<b>6</b>	<b>Communication Policies and Procedures</b>	<b>19</b>
<b>7</b>	<b>FAQs</b>	<b>20</b>
<b>8</b>	<b>Templates</b>	<b>21</b>
8.1	Media incident reporting process	22
8.2	Media incident report template	23
8.3	Media release template	24
8.4	Media release example	25
<b>9</b>	<b>Questions for Educational Context</b>	<b>26</b>
<b>10</b>	<b>References and Further Information</b>	<b>27</b>
10.1	Further information	27
10.2	References	27

# 1 Introduction

Understanding and effectively using marketing and communication tools is important to the success of any facility. This chapter focuses on the six 'P's of marketing and outlines the basic tools needed for promoting a facility and its programmes and events through media and other channels.

This section links with the following Facility Management Manual chapters:

**Chapter 1 - Community Engagement**

**Chapter 2 - Customer Care**

**Chapter 6 - Programming**

**Chapter 7 - Financial Management**

**Chapter 8 - Risk Management**

**Chapter 9 - Monitoring**

## 1.1 Legal and statutory obligations

The following laws and standards are relevant to the responsibilities and accountabilities of facility managers in the area of marketing:

- Privacy Act 1993
- Copyright Act 1994
- Consumer Code of Rights

Further information

<http://legislation.govt.nz>

## 1.2 Policies

Facility policies that cover the subject of marketing and communication could include but are not limited to:

- Advertising policy
- Advocacy policy
- Brand guidelines
- Communications policy
- Organisational style/brand guide
- Risk management policy
- Media policy.

## 2 Reviewing Performance

### 2.1 Self-review

Prior to using this chapter, do a quick check on how the facility is performing in marketing and communication.

#### Marketing and communication self-review

Description	Self assessment
<i>Communication and media policies</i> <ul style="list-style-type: none"><li>The facility has communication and media policies which are implemented by all employees and regularly reviewed.</li></ul>	
<i>Marketing and communication plan</i> <ul style="list-style-type: none"><li>The facility has a marketing and communication plan which is implemented and regularly reviewed.</li></ul>	
<i>Customer segmentation</i> <ul style="list-style-type: none"><li>The facility marketing plan includes information about customers and customer segmentation.</li></ul>	
<i>Programme and event marketing plans</i> <ul style="list-style-type: none"><li>A marketing plan is developed for each programme or event run by the facility.</li></ul>	
<i>Internal communications plan</i> <ul style="list-style-type: none"><li>The facility has an internal communications plan and processes for communicating with staff.</li></ul>	

## 2.2 Key performance indicators

Area	Indicators	✓
<b>Planning</b>	There is a current facility marketing plan, which clearly identifies customer groups and needs.  There are current internal and external communication plans which are known and understood by staff.	
<b>Impact</b>	There are high levels of awareness and participation by the community.  The marketing plan attracts new customers to use the facility's programmes and services.  The community values the facility and its services.  The impact of bad news on perceived facility value and use is minimised.	

## 3 The Marketing Mix

Marketing involves delivering the right product or service to the right people (target market), at the right time, the right place, at the right price with the right communications and promotions while hopefully making a profit.

The marketing mix or the six 'P's'<sup>1</sup> can provide a framework for developing an effective marketing plan. They include:

1. Product
2. Price
3. Place
4. Promotion
5. Process
6. People

Understanding the six 'P's' in relation to the facility will help identify what the facility is offering the customer, the key benefits and features of the products and services and how to go about attracting and retaining the right type of customers. Using the six 'P's' in the planning process should lead to more successful outcomes for programmes and services offered at the facility.

### 3.1 Product, programme or service

A product is an item or service that is offered to customers. Characteristics of a product or service include:

- Quality level and consistency: how the product is perceived by customers and whether the quality of the product or service is consistent over time e.g. when customers visit the council swimming pool each week, do they receive the same level of service with the same consistency each week?
- Features: the physical characteristics of the product and service e.g. How does it look? Does it have warm water, is it clean and clear, is it safe (lifeguards in attendance).
- Design: how the product or service looks and performs e.g. Is there easy access into and out of the water?

#### **Branding<sup>2</sup>**

A brand is a name, term, sign, symbol or a combination of these that differentiates the product or service from others. It is one of the most valuable assets in marketing. How the facility is perceived by the general public and especially by potential customers will have enormous impact on the services. In marketing terms, this is what lies behind a 'brand'.

When marketed well, the brand becomes recognised by more people and is identified by certain attributes even when there are other facilities or organisations offering a similar product or service.

---

<sup>1</sup> Londre, L. S. *Marketing, IMC, Advertising, Promotion, Media and More*. 2008 edition

<sup>2</sup> <http://www.brickmarketing.com/define-branding.htm>

## 3.2 Price

When setting the price, consideration needs to be given to what the consumer is prepared to pay for a product, what competitors are charging and what the market place can withstand? Is it a high volume low margin service or is it low volume, high margin. Setting the right price is crucial as this is the only 'P' that generates revenue. All other 'P's create costs.

## 3.3 Place

This is the location where the product or service is available. The most important thing to think about in this geographical area is the target market and how to reach them given the location of the product or service. Remember that the location can be altered, by providing outreach programmes and services.

## 3.4 Promotion

Promotion includes all forms of communication used in the marketplace to spread the word about a product or service e.g. advertising, public relations, sales promotion and selling. Once the target market is identified, the best forms of communication to reach them will become evident.

### Advertising

Advertising is designed to persuade potential customers to choose a product or service over that of a competitor. It should be a planned, consistent activity that keeps the name of the facility and the products or services offered uppermost in the mind of the consumer.

Advertising aims to:

- Make a facility, product or service familiar to the public
- Create goodwill and build a favourable image
- Educate and inform the public
- Offer specific products or services
- Create awareness of other products or services on offer
- Attract customers to find out more about a product or service.

Consider these factors when planning any advertising activity.

<b><i>Aim</i></b>	What is the primary purpose of advertising? Is it to inform, sell, or improve the facility's image?
<b><i>Target</i></b>	Who is the target for the advertising e.g. Males 35-65yrs, wheelchair users, over 70's.
<b><i>Channel</i></b>	Which media channel is most appropriate to reach the target market e.g. community newspapers, social media, billboards.
<b><i>Competitors</i></b>	What are the competitors doing? Which channels are they using? Are they successful? Is it possible to build on what they're doing and beat them?



## **Public Relations**

Public relations is about building good relationships with stakeholders through favourable publicity, building a good corporate image and handling unfavourable rumours, stories and events. Building good relationships, particularly with customers, generates positive word of mouth which can result in referrals from satisfied customers.

Typical PR tools are:

- Media releases
- Special events such as product launches, news conferences, openings of facilities
- Sponsorship
- Speeches and presentations
- Educational programmes
- Annual reports, brochures, newsletters.

## **Sales Promotion**

This relates to short-term incentives or activities that encourage the purchase of a product or service. Typical examples of sales promotions are:

- Point of purchase display material
- In-store demonstrations
- Competitions, coupons, sweepstakes and games
- Offers
- Loyalty reward programmes.

## **Selling**

Selling is the exchange of products or services for an agreed amount of money. Selling is an important element when marketing a service because the purchaser is strongly influenced by the capabilities of the seller. Prior to purchasing the service, the buyer could be closely evaluating the behaviour and characteristics of the salesperson and the facility including its facilities and appearance, the location and its reputation.

## **3.5 Process**

Process is concerned with how a product or service is produced. It involves the planning, development, implementation, documentation and review of systems and procedures to ensure that the best possible product or service is being delivered to customers.

All the processes used in the daily business operation will have a direct flow-on effect to how the product is perceived and the customers' experience.

## **3.6 People**

People, i.e. staff, are the greatest asset a facility has and are the ambassadors for the facility and the products and services offered.

A facility can have the best products and services, the best systems and procedures but without knowledgeable, well-trained and motivated staff the business will eventually fail.

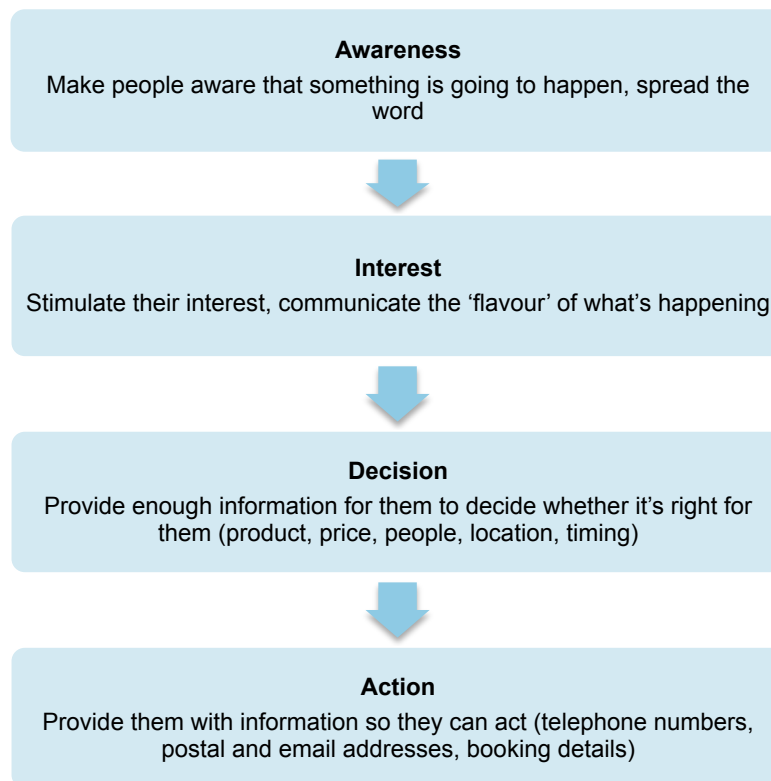
## 4 Creating Marketing Plans

A range of marketing plans for the facility need to be created. These include:

- A facility marketing plan
- Marketing plans for each project, event or programme offered
- Internal communication plans and policies.

The objective of marketing is to get people to take action whether it be to register for a programme, buy a product come, come and try the facility or to participate in an event. Consideration of the process by which people make a decision to 'purchase' needs to be made.

### Purchase decision process



Undertaking research and consultation as part of the marketing planning process will provide better insight of what customers want and communications used should reflect that information. Having a good understanding of what the 'leisure experience' is all about, who the customers are and what they want, is a great starting point for promoting programmes and events.

## 4.1 Facility marketing plan

The facility marketing plan should include:<sup>3</sup>

Topic	Description
<b>Executive Summary</b>	A high level summary of the plan.
<b>Market and situation analysis</b>	The economic, social, technical, industry, competitive and political environment in which the facility is operating.
<b>Market segmentation and customer analysis</b>	<ul style="list-style-type: none"><li>• Facility market segmentation (breaking down customers into different groups)</li><li>• Facility target market and their characteristics</li><li>• Market research findings about these targets groups.</li></ul>
<b>Goals and objectives</b>	<ul style="list-style-type: none"><li>• Facility missions statements</li><li>• Marketing goals, objectives and outcomes sought. These should be linked to the facility mission statement.</li></ul>
<b>Strategies and tactics</b>	'How to get there' including strategies for price, product, place, promotion, people and process.
<b>Budget and controls</b>	Budget and contingency plans for risk management.

Further information:

Bizguides: [www.smallbusiness.wa.gov.au](http://www.smallbusiness.wa.gov.au)

---

<sup>3</sup> Bizguides: [www.smallbusiness.wa.gov.au](http://www.smallbusiness.wa.gov.au)

## 4.2 Programme or project marketing plan

A marketing plan for each programme, service or event should include:<sup>4</sup>

Topics	Description
<b>Background</b>	A summary of the programme, project or service including any research or consultation.
<b>Description</b>	A description of the service or product being promoted.
<b>Objectives and outcomes</b>	An outline of the programme and marketing objectives.
<b>Audience</b>	Specifies the target audience and provides information about them.
<b>Key messages</b>	Key marketing messages including product, place, time, cost. Keep them simple.
<b>Channels and timetable</b>	The best methods to reach the target group including channels to be used, actions to be taken, when, by whom.
<b>Budget</b>	The budget and resources available.
<b>Evaluation</b>	The tools and measures that will be used to evaluate the effectiveness of the marketing plan.

## 4.3 Marketing channels

The marketing channel is the method of communication used to deliver a message to the target market. It can range from social media to print, television or radio. It is important to identify who the target market is so the most effective marketing channel is used.

Traditional marketing channels include print (newspaper and magazine), radio, billboards and banners. Non-traditional channels are:

- The facility website. Always ensure it is up to date and new information is uploaded as frequently as required. Make the information easy to find and read
- Staffed and unstaffed promotional displays in malls or other frequented areas
- Social functions for media, sponsors and stakeholders
- Business cards and ID badges for all staff
- Sponsors marketing to increase awareness of their association
- Profile through community leadership roles staff may have
- Community events outside the facility to enhance awareness and develop a sense of belonging and community contribution.

Remember to use the channels that will reach identified target customers.

---

<sup>4</sup> Adapted from Spread the Word – your guide to promoting community recreation programmes and events <http://wellington.govt.nz/~media/events/event-planning-and-support/files/spread-word-guide.pdf>

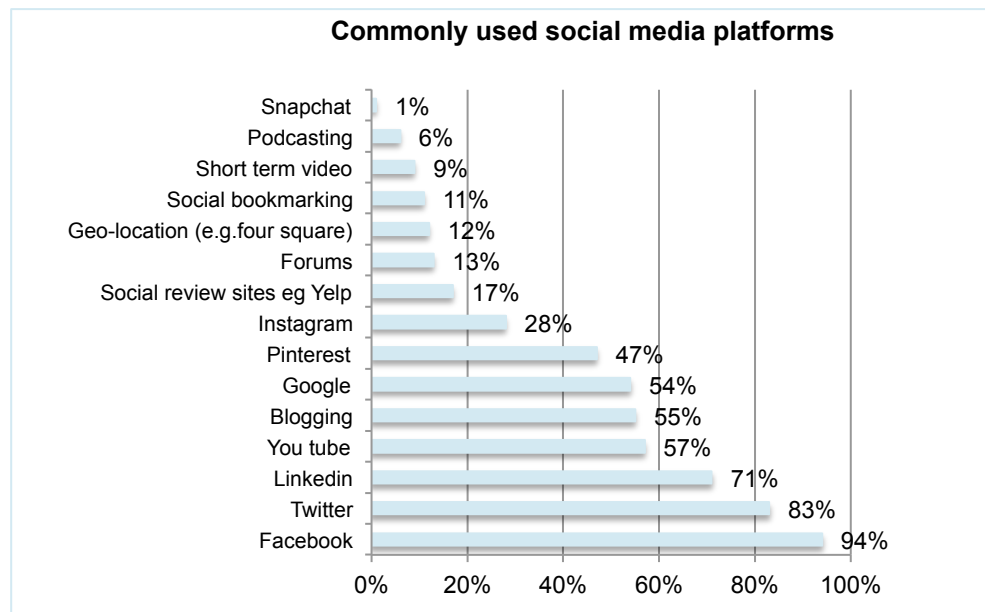
## Social Media

Social Media is the way people and organisations communicate online. Whatever the size of the facility, customers are online, talking, interacting and looking for information. This can provide an opportunity to build a connection with the target market and create loyal customers.

As with any marketing channel, the more thought and planning the greater the chance of success. Online channels continue to grow and change however the current ones are Facebook, Twitter, You tube and Linked In.

*Further information*

<http://moz.com/bigginners-guide-to-social-media>



## Marketing guidelines

The form of communication used will depend on the purpose of the communication and the target market. Is it to advertise, promote or for public relations. A mix of communication tools is usually more effective than using a single form of communication.

The following table can be used as a guide on the type of communication to use for programmes or events.

	Advertising	Promotion	Public Relations
<b>Purpose</b>	To advise times for a programme starting soon (for a repeat programme).	To promote a new programme or service in the facility.	To share the successes of the facility or a new development.
<b>Format/medium</b>	Print advertising Billboards Flyers Website Facebook	Press releases Flyers In-house noticeboard Stunt/opening event May include paid advertising Website Facebook You tube	An event where key stakeholders are invited. Newspaper article Website Facebook
<b>Issues to consider</b>	Who needs to know (target market)? What do they read? Cost and budget? Key dates? Editorial deadlines.	Who needs to know (target market)? What range of media to use? What's the best use of the budget? Timeline? Who is responsible for what?	Who to invite? Who do we want to tell? How best to share the good news? Budget? What's an angle to interest the media?

## 4.4 Sponsorship

The key to successful sponsorship is understanding that it is a relationship based on exchange. Sponsors are not donors. Sponsors are looking to sell or promote their product and the facility is offering them a promotional opportunity. With planning and a relational approach, sponsorship can play a role in the marketing and financial strategy of the facility.

Key steps to a successful sponsor partnership<sup>5</sup>

- **Matching:** Identify companies whose image and customers have a 'synergy' with the facility and its customers
- **Benefits:** Consider the benefits the facility can offer sponsors primarily in the area of promoting their company and products
- **Be professional and personal:** Identify their key people and make an appointment to meet with them. Ensure everything is in writing
- **Look after sponsors:** Keep them informed and involved by communicating personally and regularly
- **Follow up:** Send reports, photos, print clippings and thank them.

*Further information:*

<http://www.fis.org.nz/databases/FundView.php?staticPage=sponsorship#definition>

---

<sup>5</sup> Adapted from Get Set Go: <http://wellington.govt.nz/~media/events/event-planning-and-support/files/getsetgo-guide.pdf>

## 5 Public Relations: Working with the Media

Developing good relationships with local media contacts will be beneficial to the facility. Understanding how media works, and the best way to work with media will also help maximise any benefit from using media as a form of public relations.

### Key points for effective communication with media

- Clarity and brevity in media messages is good but when the information covers a new programme or service consider providing more information
- Avoid clichés and long, wordy documents. Find a point of interest and develop it
- Build relationships by identifying key people who cover recreation and leisure news and develop a positive working relationship with them
- Develop a media policy. This is especially important for 'damage control' if something unexpected occurs in the facility
- Select skilled people to write media releases and speak to the press, or train a staff member in media relations. Limit the number of staff allowed to contact media
- Build checks and balances into a media policy to avoid simple errors. Hire a good proofreader or train someone in this area.

### 5.1 Communicating positive and negative news

There are three types of information that can be communicated – neutral, positive and negative. However well-managed a facility is, bad news will occasionally need to be communicated to customers, such as facility closures, cancellation of programmes or price increases.

- Neutral information has a positive impact as people learn more about the facility
- Positive information works in favour of the facility
- Negative information has a much stronger impact and is remembered for longer.<sup>6</sup>

Facility risk management plans need to include clear protocol for communicating negative information and specify the lines of responsibility. As a general rule, one person should be responsible for handling media when 'bad news' is at stake. The potential for mixed or distorted messages is increased when more than one person is involved.

**Templates:** Media incident reporting process  
Media incident report template

---

<sup>6</sup> Running Sport Module – Public Relations



## 5.2 Preparing media releases

Media releases are useful as a regular means of informing the media, but should only be used if the news is genuine. News involves people, events and change, especially things that are new or different. People like to read about people.

When preparing a media release consider:

- What is the 'news' to be released?
- How is the facility to be perceived?
- What is the desired outcome?

There are no rules governing the writing of a media release, but there are some standard conventions. It is always important to include a title, provide a focussed and engaging first paragraph and provide contact details.

**Templates:**      Media release template  
                         Media release example

## 5.3 Communicating with the media

The manner in which media are communicated with and handled will affect the way media presents the facility to the public. Knowing how to respond to unexpected or negative media attention will help mitigate negative media coverage.

### **How to respond when a reporter calls 'out of the blue'**<sup>7</sup>

- Be willing to speak with the reporter, however let them know if time is required to obtain relevant facts
- Find out who is calling and who they work for
- Be polite. Use the term 'if' in response to an accusation e.g. "if that's so, we would be very concerned"
- Ask friendly and interested 'wh...' questions to understand the line of questioning
- Delay by saying "I'll need to get the facts in front of me...but first I'll need to ask you some more questions"
- Get into the reporter's head. Ask: what's the question line going to be? Who else have you interviewed? What is their feeling about it?
- Request the reporter's deadline and phone number. Discuss whether the deadline is realistic and achievable and make a commitment to call them back, or have them call again.

Remember all communication needs to be in line with the facility's media policy. Don't give an answer unless it is 100% correct; delay and discuss internally first; and always make a record of what was said. Before communicating with the media ensure that you have the delegated authority to do so, if not then refer the reporter to the person that does or inform them that person will call them back.

---

<sup>7</sup> Adapted from Excellent Media Skills (1999) Media Associates, Wellington City Council

## **How to prepare for a pro-active interview**

Prepare a single key message that is at the core of the interview and ensure that the message is conveyed through:

- “Push-button” words or expressions that grab people’s attention
- Word-pictures
- Analogies
- Incorporating different ways of talking about the key message in the interview.

## **Interview tips and techniques**

- Before the interview: dispense with notes, relax
- Focus on the audience
- Talk to real people – think of the audience as individuals and speak to them with that in mind
- Show appropriate enthusiasm
- Play the part of a confident, authoritative interviewee until the ‘act’ becomes reality.
- Always say why you can’t comment on a question or topic. Saying ‘no comment’ will not make an issue vanish and may make the facility look guilty when it isn’t
- If questions are repeated answer as if for the first time
- Correct reporter errors immediately even if in mid-sentence.

## **How to handle an ‘aggressive’ interview**

An ignorant, probing, aggressive or ‘loaded’ question could stem from a valid point of view and may provide an opportunity for clarification and explanation. The interviewer may represent or voice a body of opinion or feeling. The best methods of handling difficult situations like this are:

- Match the interviewer’s level of emotion or energy. This can be done by speaking faster, or with more energy
- Be comfortable with the language of feelings. Oppose facts, arguments and lines of reasoning if they are wrong but don’t oppose the emotions and concerns. Accept these without judgment.

## 6 Communication Policies and Procedures

Communication policies and procedures for the facility should be developed and communicated to staff. Areas they cover include:

- Telephone use including private calls and documenting calls
- Email and internet use. Staff need to be aware of the legal implications relating to privacy, libel and slander and understand that these also relate to material in emails and on social media
- The use of social media such as facebook and twitter
- Written communication i.e. faxes, reports, memos etc.
- Agreed business writing style including format, font, use of logos, layout etc. This can be developed as part of the design process when developing logos, letterhead etc.
- Photos and images of staff and customers
- Communication with Company Directors, Board members or Councilors
- Communication with the media including media releases, interviews, incident response etc.

## 7 FAQs

**Q: We have a lot of older people in our community, but the marketing doesn't seem to be reaching or attracting them. Where should we start?**

*A: The key to any marketing campaign is to know your audience. It is very easy in our marketing to focus on what we want to tell people through channels that we know and understand, rather than the other way around.*

*Find out everything you can about the target audience including numbers, interests, services already provided for them, where they live, how they live, where they go, how they spend their money etc. This will help with communicating with them and provide information on the programmes and the promotion that will attract and keep them.*

**Q: I know our facility needs a social media presence, but I just don't know where to start.**

*A: Social media is like any marketing channel, it's a tool. Your priority is to ensure you have the most effective marketing and communication plan and this should include social media. If you don't already have them, your first priorities are a website and a facebook page. Obtain the best advice and expertise possible and remember to include younger staff in the process. This is often their area of expertise.*

**Q: We're a small facility in a small town. The local media are our friends, neighbours and even family. How should we manage communications with them?**

*A: Regardless of the social circumstances and environment, every facility needs a media policy that describes how staff, at all levels, are to communicate to the media and public. This needs to be reviewed regularly, and staff kept informed and given training if required to make it work. If there are any conflicts of interest, they need to be identified early and clear protocols established and monitored for managing them.*

## 8 Templates

8.1 Media incident reporting process

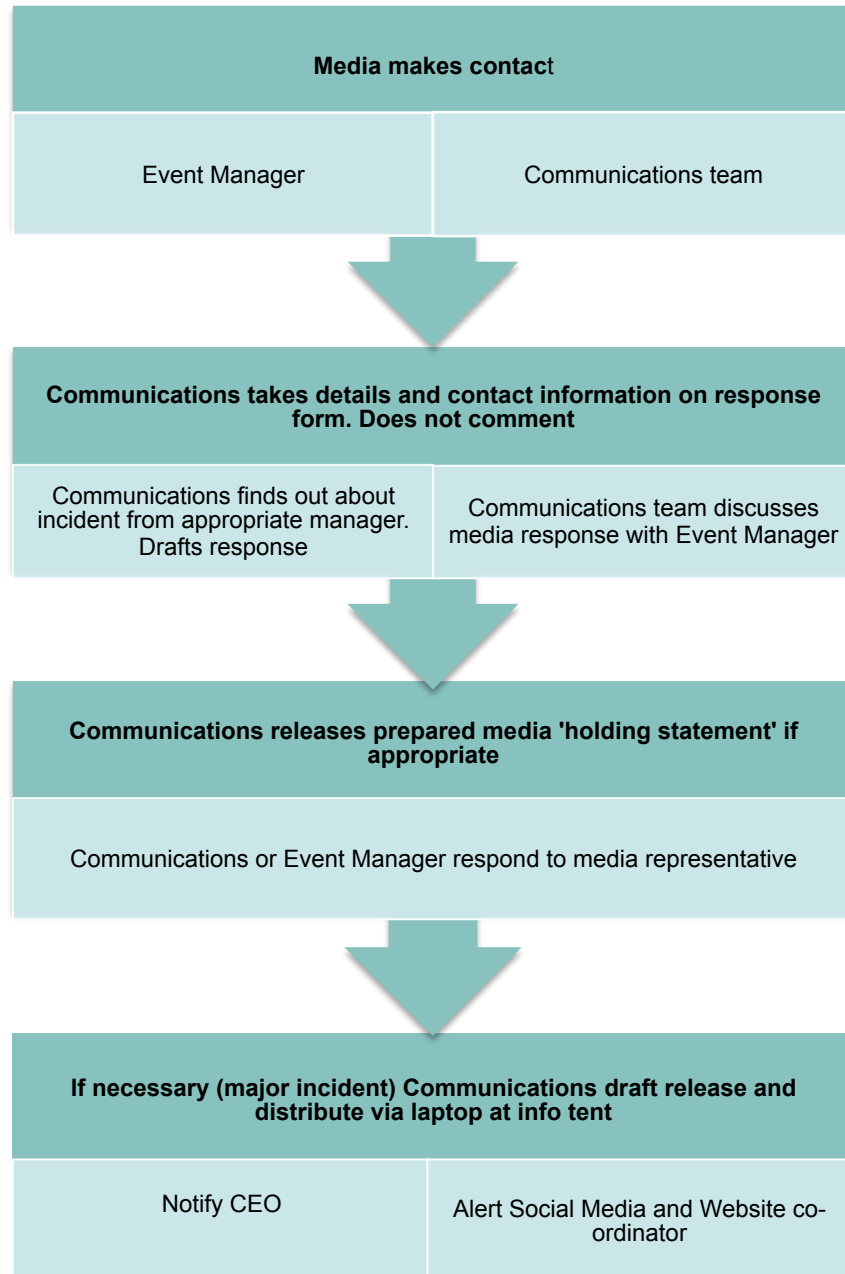
8.2 Media incident report template

8.3 Media release template

8.4 Media release example

## 8.1 Media incident reporting process

An example of a media incident process developed by Sport Wellington



## 8.2 Media incident report template

An example of a media incident report template developed by Sport Wellington.

<b>Register</b>	<b>Incident or question</b>	<b>Report</b>	<b>Response</b>	<b>Resolve</b>
<i>Media and contact</i>	<i>Persons responsible for contact? Media responded to, time</i>	<i>Steps taken to control incident</i>	<i>Description of activity causing incident</i>	<i>Minor injuries treated by St John. Incident blown out of proportion, driver spoken to by police</i>
<i>Dominion Post Name, number</i>	<i>Walker hit by vehicle, Kio Bay</i>	<i>Vehicle allegedly speeding and ploughed into walkers</i>		

### 8.3 Media release template

Use this template when preparing media releases.

<b>Headline</b>	Attracts attention, should be interesting and relevant
<b>Date/time of release</b>	Includes date, month and year
<b>Opening paragraph</b>	An extension of the headline Focuses on the angle of the release Tells the main point of the story
<b>Text</b>	Brief and interesting Quotes by relevant people
<b>Contact person and details</b>	Provide details of people who can be contacted Name Position Organisation's name Day and after hours contact number / mobile phone



## 8.4 Media release example

---



### August opening for Coastland's Aquatic Centre

23 MAY, 2013

---

Coastlands Aquatic Centre will open to the public on Saturday, 10 August.

The date is later than Council had hoped for but Chief Executive Pat Dougherty says the stalling of the project because of the collapse of building contractor Mainzeal in February has contributed to the delays and uncertainty.

“The Mainzeal receivership put all our forward planning out and there is no doubt some momentum was lost. Since we got the project restarted it has been a real challenge to reassess time frames with any certainty.

“In view of all of this I hope people won't mind waiting an extra few weeks for their aquatic centre. I can tell you it is well worth waiting for. Now that the pools are all full, the complex looks amazing and is a facility the community can really be proud of.”

Mr Dougherty says it is important that the aquatic centre is fully commissioned and tested before the doors open.

“Not only do we need to know everything is working as it should, we need time for staff to familiarise themselves with the facility and their various roles.”

Mr Dougherty says the pool is very sophisticated compared to some older facilities staff have worked in. It has computer-controlled air and water temperature and filtration systems, as well as the moveable floor.

“There is a lot of staff training to be done and for health and safety reasons, we can't short-cut that process. I know some people will be disappointed but our forecast of a July opening was provisional and, as it happens, a little too optimistic.”

Aquatic Centre Trust Chair Neil MacKay says while he's as eager as everyone else to see the aquatic centre open, he's not entirely surprised the date has been revised.

“The Mainzeal collapse was devastating in every way and all credit to the Council for managing to salvage the project. I'm not sure people realise how difficult that was. There has however been a ripple effect that's still being felt.”

Richard Mansell of naming sponsors Coastlands says he's 'fairly relaxed' at the news. “We've waited a long time for this facility. If it takes another few weeks to make sure it is fully tested and safe, then we have to be patient.”

Glen Taylor, of major sponsor Pak'nSave says they are disappointed the opening has been delayed but understand the circumstances the Council has found itself in.

Council has confirmed that the Raumatī Pool will remain open over the July school holidays and admission will be free for all.

**For more information contact (name and phone number)**

## 9 Questions for Educational Context

### **Marketing**

What are the 6 'P's of marketing? List and describe what each means in one or two sentences.

### **Sponsorship**

What is meant by the term 'sponsor partnership'?

Describe what makes an effective partnership.

Describe some ways that your organisation might find out how well the sponsorship partnership worked for the sponsors.

### **Public relations**

Public relations is about your facility's relationship with the media. List five things you need to know or do in order to have a constructive relationship with the media.

# 10 References and Further Information

## 10.1 Further information

Beckwith, H. 1997. *Selling the Invisible*. New York: Warner Books

Generosity New Zealand at

<http://www.fis.org.nz/databases/FundView.php?staticPage=sponsorship#definition>

Howard, D. & Crompton, J.L. 1980. *Financing, Managing and Marketing Recreation and Park Resources*. USA: Wm C Brown Company Publishers

Kotler, P. & Armstrong, G. 2004. *Principles of Marketing*. 10<sup>th</sup> Ed. Prentice-Hall Inc. Englewood Cliffs, NJ

MOZ at <http://moz.com/beginners-guide-to-social-media>

## 10.2 References

Bizguides accessed from [www.smallbusiness.wa.gov.au](http://www.smallbusiness.wa.gov.au)

Get Set Go accessed from <http://wellington.govt.nz/~media/events/event-planning-and-support/files/getsetgo-guide.pdf>

Media Associates/Wellington City Council. *Excellent Media Skills* (1999)

Londre, L.S. (2008 Ed) *Marketing, IMC, Advertising, Promotion, Media and More*

Brick Marketing accessed from <http://www.brickmarketing.com/define-branding.htm>

Running Sport Module – Public Relations

Spread the Word – Your guide to promoting community recreation programmes and events accessed from <http://wellington.govt.nz/~media/events/event-planning-and-support/files/spread-word-guide.pdf>

Stelzner, M. (2014) *Social Marketing Industry Report* accessed from [www.business2community.com](http://www.business2community.com)

