

Subject **YOUR LOCAL CLUB CAMPAIGN LAUNCH – SUNDAY 19 AUGUST 2012**

Circular No **12:129**

Date **17 August 2012**

Appropriate for Directors CEO Gaming Mgr Entertainment Mgr
 HR Mgr Marketing Mgr Food and Beverage Mgr

ClubsNSW is launching its new brand campaign “*Your Local Club*” which communicates the unique role that clubs play every day in the lives of ordinary Australians by bringing people together through celebration, local junior sport and grassroots community support. The campaign will be run in metropolitan, regional and rural markets across the entire state of NSW.

The campaign has been built around the following key messages;

Television

Clubs and Communities (60 sec TVC) – captures the essence and importance of local communities to us all. Through emotional everyday scenes that everyone can relate to, the ad is a visual storyline that flows together through colour, movement, emotions, actions and reactions. This ad launches on Sunday 19 August and runs for one week.

Clubs and Grass Roots Junior Sport (30 sec TVC) – featuring kids of all ages, from a range of sports, the ad unites all that we love about grassroots sports happening in local communities right across NSW every weekend. This ad launches on Sunday 26 August and runs for four weeks initially, with a second burst planned for later this year.

Clubs and The Get Together (30 sec TVC) – features Aussie characters from all ages and walks of life in a series of different occasions at clubs all across NSW and is all about how clubs provide one of the great iconic Aussie places to get everyone together, whether after a footy game or to have a Sunday roast with the family. This ad launches on Sunday 26 August and runs for four weeks initially, with a second burst planned for later this year.

The campaign overall is designed to run for the next 12-18 months in all major metropolitan and regional areas across NSW. At launch, the commercials will appear in many popular TV shows like Sunrise, 60 Minutes, A Current Affair, Better Homes & Gardens, the AFL preliminary final, and the NRL and AFL grand finals.

Radio

The radio component of the campaign will commence the week starting August 26 on Southern Cross Austereo’s two major Networks (Today and Triple M) right across the State, covering both mass/main stream audiences (Today) and community/sports focussed environments (Triple M). The ad will also feature on Macquarie Radio Network including 2GB and 2CH and all their regional affiliates. The media

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schedule offers an intelligent combination of pre recorded commercials, integrated sponsorships and live reads with high profile on air talent.

Website Support

Supporting this is a dedicated campaign website (yourlocalclub.com.au – live from Saturday 18 August) where you can view the commercial and behind the scenes footage. To access a copy of the TV commercial, advertising schedules, in-venue posters and campaign collateral guidelines, please click [here](#).

To get behind the campaign, please ensure all staff are briefed on the key messages so that they can communicate these when talking to members. Additionally, there is supporting collateral that clubs can download to display in clubs to support the campaign.

- A2 Posters with press-ready print marks for professional printing
- A3 Posters for clubs to print internally
- Plasma slides for club TV screens
- *Your local club* tagline/logo.

Clubs should add their own club logo to the posters and plasma slides before displaying them in the club. Any club having difficulty in applying their logo to the artwork should email the Member Enquiries Centre enquiries@clubsnsw.com.au. Clubs should check the campaign site regularly as new poster and plasma templates featuring other aspects of clubs will be added regularly for download.

On behalf of our 1400 member clubs, we are making this significant investment in this communication campaign because it is a positive, uplifting message that is important to share with every community across NSW. Many clubs were involved in these ads and hundreds of club members volunteered their time to be part of it. I thank all the clubs and their members that were involved in the ads, as well as the many other hundreds of clubs that offered their venues and people for involvement in the commercial.

Should your club or staff have any questions, please contact the Member Enquiries Centre on (p) 1300 730 001 or (e) enquiries@clubsnsw.com.au.

Anthony Ball
Chief Executive Officer

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