

Club promotions

To promote your club you need to be positive, upbeat and grasp every opportunity you can to keep up your profile in the community. Holding events for charities can be a great way to raise the profile of your club in the community.

- You can hold a morning tea for Pink Ribbon Day - remember most local media outlets will help promote events for charity for free.
- A Croquet and Crèche morning for Red Nose Day or the Royal Children's Hospital Good Friday Appeal is another way of getting young mothers in the community involved.
- One off events for Opening of the Season or Social Days can also be open to the community.

Your event could incorporate a sausage sizzle or afternoon tea. Think about what attracts people to other functions held in your community. How were these promoted?

Writing a press release


Tips from the Public Relations Institute of Australia

1. **Put on a journalist's hat:** The press releases that will get the most traction from journalists are written in classic, journalistic style. Start the release with a strong (non-sales-y) lead that answers some of the basic questions of your message such as who, what, when, where and how, and go from there.
2. **Lose the superlatives:** Using lofty terms—"leading" being one of the main culprits—is still a chronic problem in press releases. "Solution" is another term that's used frequently and gives reporters and editors pause; better to use vernacular that doesn't draw attention to itself and/or cause the ire of media reps, but, rather, demonstrates that you're familiar with the intricacies of the market.
3. **Include some salient quotes:** Not just comments from your CEO or CFO on the benefits of the product and/or service that you are writing about but quotes from partners, suppliers and customers who can testify on how the product and/or service can help consumers or, if it's a B2B company, how the information in the release can help someone do his or her job better.
4. **Keep it short:** Reporters and editors are notoriously time-poor, so when writing press releases choose your words very carefully. Be somewhat surgical with quotes. Ditto for any statistics and/or metrics that you may want to put into the release to help substantiate your message.
5. **Put your contact information in a prominent place:** It's a no-brainer to put your name and contact information in a prominent place on the news release, such as the upper left hand-corner, but we're often amazed at how many press releases lack this basic information. Without it, you're not only telling the reporter to lose the release but it also suggests you may be hiding from something.

See next page for a sample press release.

Source: <http://www.pria.com.au/priablog/5-tips-to-follow-when-writing-press-releases>

Annotated sample press release

| Press release content | Notes |
|--|---|
|  | Organisation logo. |
| <p>PRESS RELEASE 19 April 2015 For immediate release</p> | <p>Standard heading</p> <p>Release date and details (embargo date if any)</p> |
| <p>Croquet regionals down to the wire Victorian Croquet Centre, Cairnlea, Victoria</p> | <p>A heading aimed at capturing attention</p> <p>Location</p> |
| <p>It was neck and neck in the weekend's competition between eleven Victorian regional croquet associations for the Lefel Shield. In the end Geelong, with a total of 192 hoops, pipped four other associations. Runners up were Gippsland. Western Metropolitan, Ballarat, and Goulburn Valley were close behind.</p> | Who what where why when |
| <p>Tournament manager Lorraine Gutcher, who hails from Gippsland, says, "People travelled to Melbourne from as far apart as Portland, Wangaratta, Albury, Sale, Boort and Horsham – many of them came a long way to represent their regions. A lot of friendships are fostered over this weekend between people who just see each other once a year on this one occasion."</p> | Quote. Role of person quoted identified. |
| <p>Eleven three-member teams at all levels of the game competed for individual success in three sections, with the Lefel Shield awarded to the region with the most hoops at the end of the competition.</p> | Detail |
| <p>The successful Geelong team members all came from one club, Geelong Eastern Park, including the winner of section 1, Bob Roycroft. Bob is also an accomplished Association Croquet player.</p> <p>Bob says, "“Four years ago we only had two active members of this club. We've managed to recruit twenty odd keen players and the results are there. That's been good. It's a rags to riches story for us. We were quite chuffed about it all.”"</p> | Point of interest. Quote. Person quoted is identified. |
| <p>The Victorian Croquet Association is the peak body for croquet in Victoria, with 13 member regional associations, 91 clubs and a membership of over 2600 players.</p> | Standard para about the organisation providing the information. |
| <p>Further information: Kate Patrick, Director, Victorian Croquet Association croquetvic.asn.au 0403 108 215 (m) katepatrickoz@gmail.com</p> | Contact details for further information |

Newspaper listings

Hard copy of *Growing Croquet* distributed in 2015 included a customised listing of newspapers and press contact details for clubs by region.

The information was compiled from newspapers.com.au and Leader newspaper listings and was last updated on 17 April 2015.

A list of local newspapers by region. can be downloaded [here](#).

It would be helpful if regions could notify any changes to the Marketing and Publicity Committee so that we can update this document. Please email marketing@croquetvic.asn.au .