



Publicity Network August 2023 Newsletter

marketing@croquetvic.asn.au

National Branding Logo update

Marketing and Brand Logo Project Following over 3 months of consultation, feedback and design, we are now very close to agreeing on a common brand logo for croquet in Australia. From the feedback received it was clear that there was a general desire for the new logo to include the 3 key elements of the sport being the mallet, hoop and ball. In addition, incorporating movement into the logo was also seen as important.

The ACA Board and States have now been presented with a number of preferred logos and a meeting was convened to discuss the pro's and cons of each to ensure key elements of the new logo are incorporated to the satisfaction of most members States and the ACA. It is also envisaged that Associations and Clubs may also like to utilise the new logo design and customise it with their own Club name and colours were appropriate.

It is hoped that the ACA and States may be in a position to launch the new brand logo for the sport in the coming weeks.



New updated Free Trifold Brochure

Hurry and get a supply for your club as they are disappearing quickly

Add into your induction kits Help gain new members

Please fill in the marketing merchandise order form

Child Safety Update

<https://vicsport.com.au/child-safe-sport>



Have you appointed your Child Safe Champions yet?

Save this date

**28th September 2023
at 3.00pm via Zoom**

Confirmation will be circulated to clubs.

Every club will be invited to nominate one or two Child Safe Champions to participate.

Opening of 2023 season at Cairnlea



Kevin Beard running the first hoop

Association & Golf were on offer, with doubles games enabling participants to play with members from other clubs. We also welcomed local Councillor Victoria Borg and Brimbank Community Association representatives Graeme and Lerma Blore.

Thanks to Brimbank Croquet Club and Janet Dickinson (event manager) for their hospitality!

An enthusiastic crowd attended the Croquet Victoria Season Opening at the Victorian Croquet Centre on Wednesday 2 August.

We welcomed Kevin Beard back from competing in the World Association Croquet championship, to run the first hoop with great aplomb.

