



2019 Awards for Excellence Celebrating 100 Years



Best Club Marketing

This award will focus on clubs who have implemented and developed marketing activities, resulting in growth of their club's services and Memberships. Judges will look at a club's marketing processes, Membership growth and marketing methods during 2018; increases in club facility usage; and any plans the club may have for the future.

Judges will base their assessment on **written** nominations and evidence of marketing

- Details of Marketing Strategies used by the Club (i.e. Facebook / Snapchat / Linked In / Loyalty Programs etc)
- Examples of your club marketing; posters , social media screen shots, flyers, videos, radio advertising etc
- Marketing plans, reports or calendars if available
- Examples of member communications and how you engage your members including how often you send correspondence
- Details of the most creative Marketing campaign in 2018
- Details of the most successful Marketing Strategies in 2018
- How you ensure that your club remains relevant?
- Evidence of growth
 - For example, did you run any unique competitions or promotions? Who was the target audience? What were the results from this campaign? How did you come up with the idea?
 - Innovative ideas that have attracted growth

TERMS & CONDITIONS OF ENTRY

- *Nominations must be accompanied by at least two (2) high resolution photos of your club, suitable for display on the large screen at the Awards Ceremony. Photos might be of your venue or staff – Note: By supplying the photo(s), you are granting Clubs SA permission to use the images for promotional purposes associated with the awards program*
- *A high resolution copy of your club's logo*
- *Only applications on 2019 Nomination Forms will be considered*
- *A Nomination Form is required for EVERY nomination*
- *An accompanying submission is compulsory for each category entered. Submissions are scored according to the established criteria. The underlying consideration is how the Club or individual strives to achieve excellence in a specific category. The submission will provide supporting information for judge / judges who will then visit the venue or individual and assess accordingly.*
- *Submissions must be in single sided A4 format with accompanying Nomination Form*
- *You are encouraged to include documents and evidence to support your information included in your submission. e.g. brochures and photos.*
- *Clubs SA Board Members are not eligible to nominate for individual Award categories*
- *A lack of nominations in a category will deem the category void*

CLUB OF THE YEAR * SMALL | MEDIUM | LARGE will be based on Turnover

- *Small and Medium Clubs will be required to complete a Nomination as per the requirements listed in the Clubs SA Category Document*
- *Large Clubs of the year will be established by the judging panel - 3 or more **Club** related categories must be entered to be eligible (individual categories not included)*

Turn over Thresholds for the 2018 Financial Year

- *Small: Annual turnover less than \$500,000.*
- *Medium: Annual turnover from \$500,000 to \$2,000,000*
- *Large: Annual turnover over \$2,000,000*





www.clubssa.com.au

*2019
Awards for Excellence
Celebrating 100 Years*



Basic Information

AWARD CATEGORY
CLUB
NAME OF MAIN CONTACT
POSITION
MOBILE
EMAIL
CLUB'S MOST RECENT ANNUAL TURNOVER

Club of the Year categories are based off annual turnover as per below

Small: Annual turnover less than \$500,000.

Medium: Annual turnover from \$500,000 to \$2,000,000

Large: Annual turnover over \$2,000,000

Nomination Checklist

1. Completed nomination form
2. Brief written application
3. Photos
4. Other supporting documentation / material

Return your completed application by mail to:

Awards for Excellence 2019

Clubs SA House, 222a Henley Beach Road Torrensville SA 5031

Or by email to: awards@clubssa.com.au

