



2019 Awards for Excellence *Celebrating 100 Years*

Best Club Marketing Award

And the winner is...

South Australian Jockey Club

The South Australian Jockey Club Marketing Department is comprised of a team of four – a Marketing Manager, Marketing Co-ordinator, Digital and Social Media Manager and a Graphic Designer. Until only recently all marketing work was outsourced by the Club.

The new team dove in head first, with their first fully hands on feature race meet, where they were forced to hit their stride early. Their success of the campaign was a testament to the team dynamic.

The SAJC utilise a combination of marketing strategies to achieve their desired outcomes, by identifying differing audiences and then targeting specific packages and events for their marketing.

Whilst there are not many Clubs with capacity to house this large scale marketing team on their staff, the success and focus the SAJC has placed on the promotion of their activities and facilities was highly regarded by this year's judging panel.

Congratulations to the South Australian Jockey Club.