

# SOUTH COOGEE JUNIOR FOOTBALL CLUB (INC)

ABN 54 162 831 554



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## **SCJFC Communications Plan**

### **Objective:**

This document will outline the communication to the South Coogee Junior Football Club members, other key stakeholders and the community in order to provide access to up to date and well organised information. This will include the methods of communication and the tools used from notice boards, newsletters, email, social media and other forms.

### **Who do we need to communicate too?**

Players

Parents/Guardians

Coaches

Community

Council

Sponsors

District communications

### **Responsible committee members for club communications:**

Executive Committee – President, Vice President, Secretary and Treasurer

Registrars

Website Coordinator

Auskick Coordinator

Coaching Coordinators

Sponsorship Coordinator

Canteen Manager

### **Categories of messages to be communicated:**

- General Club information. Example: registration information, fees, special events and fundraisers
- Club pictures and milestones
- Direct team information. Example: fixtures, roster, general communication
- Sponsorship information
- Monthly Presidents newsletter
- Weekly fixtures and team results
- Oval setup and pack away information
- District information. Example: Coaching clinics, general correspondence
- Committee member internal and external communication
- Programs and Services



# **SOUTH COOGEE JUNIOR FOOTBALL CLUB (INC)**

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## **The objective of the SCJFC Website and Social Media Platforms**

The object of the SCJFC Website and Social Media Platforms is to create and maintain a user-friendly website and social media platform that is up to date, clearly organised and helpful to club members, parents, sponsors and the community.

These platforms will be responsive to questions, comments and concerns.

The Clubs Communication Policy to be listed in a separate document.

## **WEBSITE**

### **Objective:**

The objective of the SCJFC website is to be user friendly, visually appealing, consistent and provide up to date information to club members, parents/guardians, sponsors and the community. It will also be used to promote the Club in a positive way.

### **Who is responsible:**

*To maintain the integrity and agreed upon format of the website the following people should be the ones that update and maintain the website with relevant material supplied by the other Committee members and other stakeholders.*

President

Website Coordinator

Sponsorship Coordinator

### **Who is this communication targeted at:**

Members and their parents/guardians

The Community

The District

### **Content:**

Registration information and link

Contact details for SCJFC committee members

Calendar of important events

Club History

Constitution

Code of Conduct

Communications Policy

Club Song

Merchandise Information

Medical policy information

Lifetime member recognition

Fixtures link

President's Newsletter

Up to date pictures

Finals information

Sponsorship information and promotion



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## **FACEBOOK**

### **Objective**

The objective of the SCJFC Facebook page is to provide immediate, frequent and up to date information and communication to our members via the social networking website.

Facebook is a means to create social interaction between our Club Members, Parents or Guardians.

### **Who is responsible:**

President

Website Coordinator

Secretary

Registrars

Auskick Coordinator

Canteen Manager

Sponsorship Coordinator

### **Content:**

Registration information and link

Team pictures and player milestone pictures and recognition

Monthly newsletter link from website from President

Home games listed for up and coming weekend including set up and pack away information

Canteen special/promotion of the week

General district information. For example coaching clinics

Sponsor promotion

Instagram and website promotion

Competitions?

### **Who is this communication targeted at:**

SCJFC members, parents and guardians

The community in the form of promoting the club



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## **INSTAGRAM**

The SCJFC Instagram page is a social networking service for taking and sharing photographs and video to promote the club.

Instagram is a new communication tool at SCJFC and needs promotion in the form of Facebook and Presidents newsletter.

### **Who is this communication targeted at:**

Predominately SCJFC members

Parents and guardians

The community in the form of promoting the club

### **Who is responsible:**

Members

Parents/Guardians

President

Website Coordinator

Registrars

## **CLUB WINDOWS**

Oval allocation and Game times are posted each week on the Club Windows.

The purpose of this is that players, parents/guardians and opposing clubs can see what oval they are playing on and the listed game times for each day.

### **Who is responsible:**

The President

### **Content:**

This is in the form of a hard copy to be posted on the window. It should also be posted on the Facebook page as well prior to the weekend to maximise exposure.

## **EMAILS**

### **Objective:**

The objective of SCJFC email accounts is to submit and receive messages relating to club matters electronically.

### **Purpose:**

The purpose of Email correspondence is to have a fast, effective communication link to our committee members, parents/guardians, members and other key stakeholders. The email correspondence also provides documentation of Committee member communications which leads to transparency for the club.

### **Who is responsible:**

All committee members (except General Committee Members)

### **Who is this communication targeted at:**

Internal communications between Committee members

External communication to members/parents/guardians/sponsors/Football District and other stakeholders

Registrations – enquiries, transfer requests, payment information and registration confirmations



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## **Sports TG**

Sports TG is the website used to facilitate and manage registrations to SCJFC. This website also has the facility to send bulk emails to Club members.

### **Who is responsible:**

President

Registrars

Auskick Coordinator

### **Content:**

Player registrations and payment

Player transfers

Reports

## **Optional tool for Communication**

### **Objective:**

The objective of looking at Team App as a communication tool is to streamline SCJFC communication overall and also streamline individual team information. This has been used by individual teams at SCJFC and also other Junior Football Clubs as their main communication hub.

### **Purpose**

Team App is the hub for the clubs information and communication needs sending instant push notifications to the smartphone or tablet. This will enable SCJFC to manage members, send news, create events, upload photos and videos and publish newsletters. This can be linked to the SCJFC website and social media channels.

### **Content:**

#### **Club:**

Publish Newsletters

Code of conduct

Registration information

Finals fixtures and information

Send news

Club Calendar

Create events

District calendar

Upload photos and videos

Oval set up document

Rules

E Point Criteria

### **Team Managers:**

Chat facility between parents/guardians and members

Roster

Jumper numbers and parent contact details

Fixtures including the facility to set up a calendar alert warning before games which will sync to phone calendar.