

**2022  
COMMUNITY  
MARKETING  
STRATEGY**



**TIME TO  
RIDE**





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# Introduction of Marketing Strategy

Motorcycling NSW has developed the following marketing strategy and resources to aid the recruitment and retention of participants for riding, coaching, officiating, and volunteering within our Clubs.

Participation within our sport has declined following the impact of COVID and now in rebounding out of this period, a joint effort is necessary to grow participation once more.

This plan has applications at two levels within our organisation;

## 1. Motorcycling NSW whole of Sport Marketing:

- Creating awareness and opportunity for the greater community to view Motorcycling and its associated offerings for participation.
- Retention focuses or re-engaging lost members of participation opportunities.

## 2. Club Marketing:

- Creating awareness and opportunity for the local community to join their club and participate in competitions or programs.

Although the focus of each level is slightly different, a coordinated marketing plan is essential to promote the participation options within Clubs.

As our fantastic volunteer workforce are limited by time and resources, we have attempted to remove the challenge of developing resources and offer strategies that can be utilised now and into the future.

Motorcycling NSW acknowledges that some Clubs may have commenced their own marketing strategy or be on a differing timeline for their club renewals and welcome any opportunity for these to link where possible.

With these variances, MNSW is committed to this process and continually assisting our club's on advertising for the recruitment and retention of all participants.

To assist, we have created an action plan, investment strategy and resources across all levels. This includes social media posting/boosting, localised media advertorials, membership blasts, competitions and much more.

We absolutely understand that not all Clubs will have the resources to invest in all aspects either financially or via volunteers allocation, however we do recommend that where possible this is discussed within each relevant Club Committee and where possible, with the Motorcycling NSW Staff.

For more information on this strategy and resources please contact Motorcycling NSW;

### Chief Executive Officer

Daniel Rushworth

E: [dr@motorcycling.com.au](mailto:dr@motorcycling.com.au)



### Sport Development Manager

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### Sport Development Officer

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**All resources are available at: <https://www.motorcycling.com.au>**







# Call to Action

Essential for any marketing strategy is an appropriate call to action to entice perspective participants to engage with the participation opportunity, product, or program within our clubs.

For this campaign, the call to action is 'Time to Ride'.

Time to Ride is our communities' call to action to improve vision of itself, the sport and its endless participation opportunities on and off a motorcycle.

You can find your Time to Ride through our extensive club network who facilitate our nine disciplines, catering for beginners through to the very elite. Whether it's riding a motorcycle as a race competitor, for leisure, recreation or fulfilling a role as a volunteer, official or spectator we have a place in our community for you.

It's your Time to Ride, become part of your local motorcycling community, create lifelong friendships, and enjoy the cruise ahead.

Kickstart your motorcycling journey today and visit [motorcycling.com.au/findmyclub](https://www.motorcycling.com.au/findmyclub)

#TimeToRide"

Resources such as the messages here, are downloadable from the [Motorcycling NSW Website](https://www.motorcycling.com.au).

Off Road - Call to Action



## Resources

With the call to action established, Motorcycling NSW has developed relative resources to aid the community with the promotion of their organisation, programs, and products. These resources include collateral for all segments within the community inclusive of differing ages of riders, officials, volunteers and programs. Best of all these will continue to grow over time!

In terms of branding and templates attached to these, we acknowledge that these do not represent all Clubs due to the vast differences across the network. As such we have also included within the plan the relative messaging which would be included and also link back to the relative Club website.

As mentioned, we have covered all demographics and programs and it is essential to note that non-traditional participants are not always aware of the brand and the colour scheme of all relative entities, and this should not be the only focus.

Where possible, Motorcycling NSW will assist Clubs in developing other resources for programs or products not covered.

*N.B The current resources available will be built upon and available to the community throughout the campaign.*

## Club Media Resources

All resources are available at:  
<https://www.motorcycling.com.au>

Road - Call to Action





# Marketing our

## Products & Programs

In attempting to introduce new participants to our sport, we need to ensure that there is an appropriate starting point for non-traditional participants to enter. To assist here we have broken these down into products to be implemented where possible. These are commonly come and try like programs where the focus is removing the barriers to participation, which can sometime include a commitment for a full competition or team.

Whilst many of our Clubs offer racing as their main entry point for participants, this needs to be varied to ensure that anyone can sample our sport prior to a full commitment. This is an issue that occurs in both the junior and adult areas and needs club's consideration in their planning.

### Club Products & Opportunities



#### Minibike Heroes

The Minibike Heroes programs are available to Clubs under MNSW to conduct come and try days for kids to give motorcycling a go in various disciplines like motocross, enduro, trials etc.

For more information on this please liaise with our Development Team;

Sport Development Officer  
Claire Beech  
E: [cb@motorcycling.com.au](mailto:cb@motorcycling.com.au)



**MOTORCYCLING AUSTRALIA**

# MINIKHANA

## COME & TRY DAY

The **BEST** Entry Level Motorcycle Activity

Fun, Safe, Skills Based Courses

Ages 4-16 years

No Licence Needed

BYO Minibikes & Gear

**FREE ENTRY & 90-DAY RECREATIONAL LICENCE FOR 1<sup>ST</sup> TIMERS!**

The poster features a background image of several dirt bike riders on a track. The text is overlaid on the image in various colors and fonts. The 'MINIKHANA' title is in large, red, stylized letters. The 'COME & TRY DAY' text is in bold black. The 'FREE' text is in large, yellow, stylized letters. The '90-DAY RECREATIONAL LICENCE FOR 1ST TIMERS!' text is in yellow. The Motorcycling Australia logo is in the top left corner.

#### Motorcycling Australia Minikhana Come & Try

A great way to draw new junior riders into your club, MKCT days are available on a free permit with zero levies to club's and can be held on the same day as other club events. Utilising various areas of your venue, doesn't have to be on track, the days consist of simple Minikhana style activities. Parents of riders are encouraged to don a hi-vis vest and get in there and support their children with the activities, resulting in not just new riders and volunteers but an event that requires very little management from your club volunteers. Don't forget to sign them up to your club before they leave for the day!

For more information on this please liaise with our Development Team;

Sport Development Officer  
Claire Beech  
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# Marketing our Products &

## Programs Cont'd

### MNSW - Come & Try Day

Motorcycling NSW has plans for a free state-wide come and try day in the near future to make motorcycling more open and accessible to people in the state of NSW. The come and try would allow participants in the MNSW community to bring a friend, who is not yet a part of our community, along to the event so they can try out the sport and possibly become a member of a club.

For more information on this please liaise with our Development Team;  
Sport Development Manager      Sport Development Officer  
Ben Williams                      Claire Beech  
E: bw@motorcycling.com.au      E: cb@motorcycling.com.au



### Ride Park Australia Days

MNSW issues permits to Clubs to run Ride Park Australia (RPA) Days where the Clubs can choose to hold events where the tracks are open for anyone in the community to come and ride at the tracks in a safe environment.

For more information on this please liaise with our Sport & Event Officers;  
Sport & Event Officer                      Sport & Event Officer  
Karen Szczerbanik                      Catherine Barbour  
E: northern@motorcycling.com.au      E: southern@motorcycling.com.au

### Practice Days

All MNSW-affiliated clubs can offer practice days during the year as a way for their members to get familiar with their bike and the track. It is a day where the focus is just going out and riding for fun instead of just racing or being competitive. The focus at practice days is to become more skilled at riding and improve as a rider.

For more information on this please liaise with our Sport & Event Officers;  
Sport & Event Officer                      Sport & Event Officer  
Karen Szczerbanik                      Catherine Barbour  
E: northern@motorcycling.com.au      E: southern@motorcycling.com.au

### Display/Community Open Days

While the Motorcycling season never stops, there is never a bad time to have an open day to drive further community engagement for your club.

Following or leading up to a major club or televised event is a great time to capitalise on peoples interest and willingness to have a go with a well planned, marketed and executed Open Day for your club.

For more information on this please liaise with our Sport & Event Officers;  
Sport & Event Officer                      Sport & Event Officer  
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# Motorcycling Community Blasts/Sharing & Partnership Linking

As community-based sporting organisations, we can and do have the opportunity to utilise our membership and partners to aid our cause in promoting our Clubs, programs or products to a wider audience.

## Community Blasts/Sharing:

Within the existing membership of your club, you can ask them to assist with amplifying your campaign through their own social media channels. This can be via a competition on social media for most engagements etc. As an example, a simple message could be "Join me riding with the Redfern Motorcycling Club – it's your Time to Ride!"

## Partnership Linking:

As many of our Clubs have relative partnerships through businesses or other organisations, it is highly recommended that these are used to help promote the opening of membership for the relative programs or club. This can be done through their social media platforms, relative newsletters, shopfronts etc.

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## Website, Membership Forms Marketing Preparation

In preparation of undertaking the marketing plan it is essential that each Club have their information appropriately available on their website as this will be the key link between the organisation and a prospective new member or participant. This should include what participation opportunities inclusive of cost, length and any commitments that are required. It also should include information, details and Membership processes for any introductory programs too.

For an effective undertaking of this marketing strategy, it is necessary to have all key information readily available on websites as this is the primary link shared with the potential members of our community.

The following information is what should be considered carefully by each Club for their website:

- **Who we are?** – An about us section that provides basic information about the club, if they are a social club or a competitive one, the area they are based in, how long they have been around for and if they have their own track or a club house. When creating such sections it is critical to understand that the consumer of this information has limited knowledge of our sport, the discipline or your organisation and structured simply with general terms.
- **What we offer?** – This section to include information regarding what your club offers to existing and new members and how it caters to their wants and needs. For example, what disciplines you offer, which classes and age groups you take members from and what kind of events or activities are offered throughout the year. What support is offered in terms of joining etc.
- **How do I join?** – This is the section where clubs have the opportunity to make someone their member, hence it should include all information regarding getting a license, signing up via Ridernet, information on where to get the safety gear from, all costs associated with the sport and necessary equipment.
- **Contact information** – This section of the website must include updated information of a contact person with accurate contact details as well as information regarding the club committee members. The section should also have the exact address of the clubhouse and the tracks they own (if any) or utilise. It would also be helpful to embed a Google Map to provide directions to get to your facility/clubhouse/track. Social media handles of the club should also be mentioned in this section.



# Tools, Social Media Utilisation and Content Boosting

Through this marketing strategy there are a number of tools and resources that are recommended for all Associations & Clubs (not mandatory but rather helpful).

## TOOLS

To build this campaign, Motorcycling NSW utilised a number of different resources; some of these have free options which we highly recommend for use.

NAME	PURPOSE	LINK
Canva	Social media post design	<a href="https://www.canva.com">https://www.canva.com</a>
GoPro Quik (mobile app)	Social media video editing	Download via Store on phone/device
JotForm	Online forms	<a href="https://www.jotform.com/">https://www.jotform.com/</a>
Google Forms	Online forms	<a href="https://www.google.com.au/forms/about/">https://www.google.com.au/forms/about/</a>

Note - If your Club currently uses Canva, we have the opportunity to share resources with you directly and this may assist in any editing you may wish to undertake. These resources are downloadable directly from our website.

**All resources are available at: <https://www.motorcycling.com.au>**

## Boosted Social Media Posting-Recommendations

### WHAT IS A BOOSTED POST

A boosted post is just like a regular social media post. Except, you spend a little money to promote it to people who would not see your organic post. It's the simplest form of an ad, and you can create one in just a few clicks across Facebook, Instagram, LinkedIn and Twitter.

### BENEFITS OF BOOSTING A POST

Here's some sobering news for social media: organic reach is down to 5.2%. You simply can't rely on the algorithm to get your organic content in front of all existing and potential consumers you want to reach. Even people who like your Page may see just a fraction of what you post.

### BOOSTING ON FACEBOOK & INSTAGRAM

Facebook's Boost Post button is the fastest and easiest way to get your Facebook posts in front of more eyeballs. Here are some of the key benefits of boosting a Facebook/Instagram/Twitter post:

- You can reach more of the right people. Boosting a Facebook/Instagram/Twitter post expands your audience beyond people who already like your page/feed. With the built-in targeting options, you can be sure you're reaching the people who are most likely to be interested in what you offer.
- You can create a basic Facebook/Instagram/Twitter ad in just a few minutes. Just choose an existing post and select a few options (your goal, call to action, audience settings and more). It all happens on one screen, and you can be up and running in five minutes or less. You can even create your ad from your mobile device.
- You get access to analytics. When you boost a post, you get access to analytics that show you how well the post performed. This helps you learn what works best for your social media marketing goals, so you can refine your strategy over time.
- You can extend your Facebook reach to Instagram. When you boost a Facebook post, you can choose to have the content appear as a boosted post on Instagram as well. This is an easy way to reach even more potential new followers and participants.

### Type:

Boosted Post

Facebook/Instagram Ad

### Purpose:

Drive Membership/signups

Increase reach & awareness of Club

### Platforms:

Facebook news feed/ Instagram

Facebook news feed (mobile & web)  
Instagram, Instagram stories ,Instant  
articles,Audience network

### Frequency:

Weekly once

Monthly once

### Recommended Budget

\$25 per ad

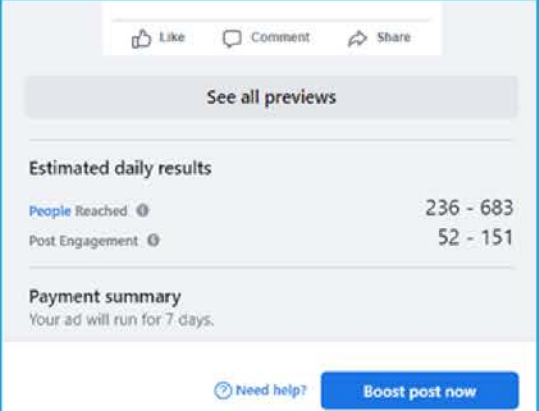
\$50 per ad



# Social Media Boosting - Facebook

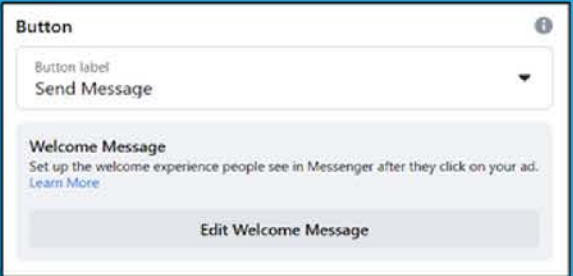
## STEP ONE

Tap the button underneath each of your posts that says, "Boost Post Now". Alternatively, you can also explore the Insights tab and see a rundown of every one of your posts. There you will see that each of the posts have a Boost Post button alongside them that you can use to boost those posts



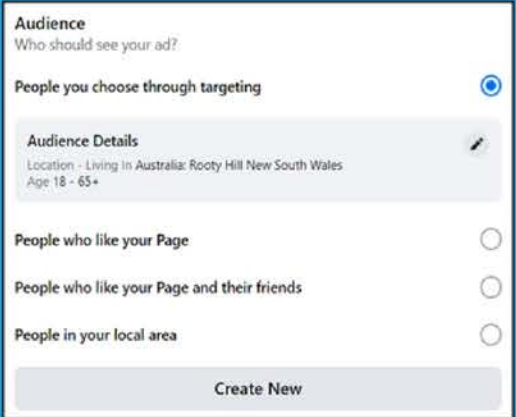
## STEP TWO

Select 'Sign Up' from the drop-down options (as seen in screenshot on the right) and paste the website where you want your users to head to.



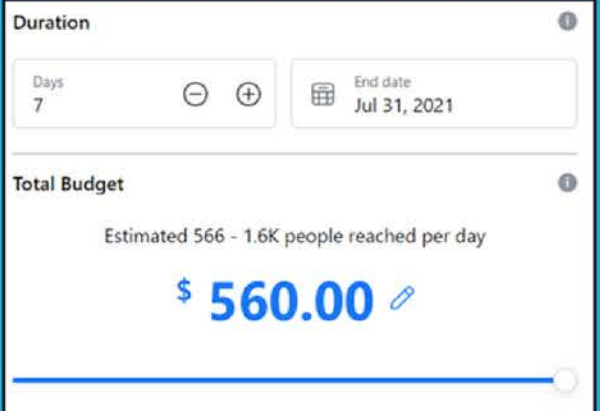
## STEP THREE

Selected age range and location of your audience that you want to target by tapping on the 'pen' icon in the 'Audience Details' section. While proceeding to do so, ignore the 'Detailed Targeting' section that you will notice below the 'Locations' section. Once you are done setting Age and Locations, tap on Save Audience at the bottom.



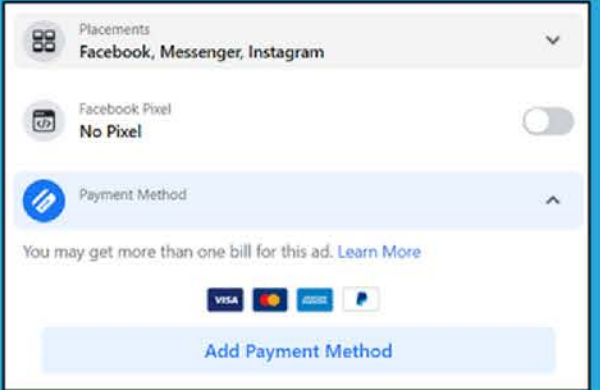
## STEP FOUR

Select Duration of the ad (preferably a week per ad); Set Budget to \$25



## STEP FIVE

Add Payment method and tap on Boost Post Now at the bottom right.



## STEP SIX

Congratulations, you've done it!





# Action Plan

The action plan brings all of our marketing efforts together. It will guide what actions that will need to take place, who will be responsible for completing those tasks and what resources will be required. This is the working document for each Club to guide its future marketing efforts.

The action plan includes drafted messaging, recommendation of imagery and covers the following aspects in relation to each level of organisation.

We provide Clubs with a timeline of promotion and actions to promote themselves and the sport to the wider community.

It is essential to note that this Action Plan is flexible and can be adjusted as needed to suit the needs and abilities of each organisation.

## Action Plan at Club Level

The plan focuses on key messaging and resources to link potential members into their programs or link to the clubs within their responsibility. Messages and resources such as social media tiles and posters/flyers include;

- Memberships Open (Socials & Web)
- New Riders Welcome Day-Learn to Ride Program
- Regular Product/Program Memberships Open (Socials & Web)
- Official Recruitment Adverts
- Volunteer Recruitment Adverts
- Open Memberships for Come and Try Day-Juniors
- Local Media Advertorial-Riders, Competitions, Programs & Families
- Social Media Paid Boost for Memberships Open (IG & FB)
- Club Partners Link & Cross Promotion for Business & Participation

Please view the [MNSW Marketing Strategy Action Plan Here](#)

For more information on this strategy and resources please contact Motorcycling NSW;

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### Sport Development Manager

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**All resources are available at:**  
<https://www.motorcycling.com.au>





# Additional Marketing Actions, Considerations & Opportunities to Recruit New Members

## 100 Ways to Recruit New Members

(Article originally appeared in November 2004 issue of Membership Matters, written by Chris Offer)

Clubs are always looking for ways to grow and recruit new members, There are many things club members can do in order to attract new members. Here, you will find a hundred viable approaches that one could use in order to recruit more members.

- Ask someone
- Bring a guest to meetings
- Advertise in newspapers & local TV
- Have a clear club goal & a strategic plan
- Letters or personal contact with local businesses
- Contact with Chamber of Commerce
- Place customized bookmarks in library books
- Have public meetings at malls, outdoors, etc
- Have a booth at malls, fairs, festivals etc.
- Place pamphlets in doctors' offices, hospitals, cafeterias, libraries, etc.
- Host an Open House
- Hold a club assembly only on membership
- If you have a Rotary Club, ask Rotary Foundation alumni to join
- Give the membership chair one minute at every club meeting
- Make the membership chair a club director
- Put together guest information packets
- Service projects that serve a need in the community
- Invite family members to join
- Send letters to people in the news with an invitation to visit the club
- Print club business cards with club meeting location and time
- Distribute extra copies of magazines that relate to your club in waiting rooms, etc (i.e.: Rotarian)
- Hold high-profile meetings
- Hold wine and cheese receptions for prospective members
- Ask for help from RIMC/RIMZC
- Have a special guest day
- Send club members to district membership seminar
- Make prospective members feel important
- Honour outstanding community members with awards
- Do not take age into consideration
- Make some meetings social events
- Build a club web site
- Use group email to promote your club

- Put posters in public areas
- Ask corporations and employers to sponsor or subsidize membership
- Have a reward program for those who bring in new members
- Create more fun
- Give a money back guarantee—if after 3 months a new member does not want to be a club member, return their club fees
- Invite the media to cover well known speakers
- Use word of mouth
- Network with co-workers, friends, and family
- Follow up with guests
- Place a coloured dot on the watch of every member to remind them to bring a guest
- Lead by example—how many members have you recruited?
- Have members give talks at other organizations
- Provide guests with free meals
- Update your club's classification survey
- Look for members in ethnic groups not represented in your club
- Provide brochures for new employee packets in members companies
- Advertise at sports events
- Ask the district for help
- Hold joint meetings with other groups
- Share your club experience with others
- Participate in community events
- Write letters to the newspaper about the campaigns your club is working on
- If a prospect cannot attend your meeting due to time, suggest another club
- Publicize club successes, elections, events, in local newspapers
- Circulate the club newsletter widely
- Design a club brochure
- Hold recruiting events with two or more clubs
- Form/join a speakers' bureau
- Wear your club's pin
- Mention your club at meetings of other organizations during announcements
- Send newsletter to guests
- When asked about your leadership skills & career success, tell them about your club
- Ask the AG to attend a board meeting to talk about membership
- Ask every member to submit 3 prospects to the membership chair
- Make it FUN

- Repeatedly invite prospective members
- Practice selling your club at Club meetings—have a one-minute elevator speech ready
- Conduct a Membership Satisfaction Survey (RI Publication #417)
- The club president asks three club members as a personal favour to each recruit one new member
- Bring your boss to a club meeting
- Make direct contact with women's business associations
- Bring your co-workers to a club meeting
- Bring your subordinates to a club meeting
- Have new member kits
- Use books, brochures, videos, and posters from RI
- Hand out invitation cards for a "Free" lunch (breakfast, dinner)
- Have members constantly promote and rave about your club
- Meet at a good location
- Assign every member to a 5-person recruitment team—each team brings in a new member every six months
- Develop a strategic plan membership is a year-round priority and needs to be planned
- Have incentives for recruitment
- Have a large poster that lists all the members who have sponsored a new member in the past year
- Select a missing classification and work on filling it
- DisRide a thermometer showing progress towards club goal
- Feature a member's "benefit of the month" in the club newsletter
- Induct new members with piazzas & invite spouse/partner
- Develop a welcome letter from the president for all new members
- Contact all members who have resigned in the past 3 years
- Use billboards at bus stops and roadsides
- Ask club members to put club ads on their commercial trucks
- Recognize new members in newsletters
- Regularly check the RI web site for ideas
- Subscribe to the Rotary Membership Minute on the RI web site
- Invite spouses to social functions
- Ask recipients of Rotary service or donations to speak for Rotary
- Pass out M & M candy to remind members that "Membership Matters" and that we need "More Members"





**mnsw**  
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NEW SOUTH WALES

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