



Mornington Peninsula Table Tennis Association Inc (MPTTA)

MARKETING POLICY

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Drafted By: Initial draft 26 August 2020 by Max Coulthard; minor additions added by David Griersmith 27 August 2020; completed by Max and Board on 1 September 2020; name change to MFTTA

Approved and endorsed by: MPTTA Board of Directors at its meeting on 1 September 2020

Our Commitment

Marketing plays a key role in implementing the Association's strategic plan. The Board has developed a clear set of policies and procedures using the 5 Ps of marketing as its framework for implementing our strategic plan. These policies will be reviewed on an on-going basis to ensure that the Association continues to best meet the needs of all its stakeholders.

Product

The Association recognises that although we are in the sport of table tennis this means different things to people. The Association therefore has developed the following policy on the product of Table Tennis:

We will offer the opportunity to play the sport of table tennis in all its different forms to different stakeholders whether they be current or potential members and others in our broader community. The current product offerings are:

Competition Play – We will offer different graded level and handicap options and using different structures such as best of 3, 5 or 7 games, with or without doubles, and different numbers of players e.g. 2 or 3 person teams, and for different age groups e.g. seniors, juniors. The decisions on such matters will be based on identified demand.

Procedures dealing with competition play

- A draft plan is made up annually for Board endorsement that is flexible to be modified each season based on demand.
- Decisions on handicap levels will be made at the end of each season by the Pennant sub-committee who will base changes on a clear approved formula.
- Teams will be selected either via submission of team or individual entry

- When using individual entries, the Association will use its best endeavours to ensure balance between teams where possible by using handicaps, the aim being to ensure appropriate competition for the enjoyment and development of players.

Social Play

This will be both formal and informal. The formal side will be through direct offerings to members to join into recognised playing groups such as Keenagers and on specific times such as Monday or Wednesday morning groups.

The informal process will include offerings to the general public to hire facilities, making facilities available for schools, industry groups and others interested in table tennis.

Targeted offerings will come and go based on identified need and funding priorities usually set by sporting bodies and Government. Targeted group programs such the Get FITT program (Females in Table Tennis) and All Abilities are recognised by us as leading to meeting the needs of our greater community.

Interest group play

The Association is an all-inclusive club that offers products aimed at increasing inclusion of various groups including:

- All Abilities –delivery of services to meet the needs of people with disability through Fit and Fun Days and International Day of People with Disability. The Association partners with other organisations such as Mornington Shire, GenU and Focus in this respect.
- Get FITT (Females in Table Tennis) – multiple coaching and training sessions are offered for women and girls each week. Annual fun tournaments are also offered. A female competition is also planned.

We look to offer a range of products and activities for the following groups:

- LGBTQIA
- Indigenous - An Open day and competition specifically for this group
- Para – The Association includes para athletes and players in its regular activities.

Coaching and training

The Association offers individual and group coaching opportunities with experienced and qualified coaches. Players of all standards are encouraged.

Procedures dealing with social play and support activities

The Association will:

- At least annually review all its products and services offered and modify, reduce or eliminate those no longer deemed to be achieving their set objectives

- Introduce new product and service offerings to meet identified changing community and competition table tennis sporting needs
- Ensure adequate support for all offerings with appropriate trained and registered people, quality equipment including availability for equipment repair and maintenance, regular replacement of table tennis tables, nets and scoring equipment, and on-going facility upgrading and maintenance.

Price

Pricing policy is focussed on:

- Affordability e.g. members and visitors hold expectations about the cost of table tennis products and services, and views on how much they are prepared to pay
- Attractiveness
- Recognition that the products and services are sporting in nature
- Recognition that the Association is a not for profit incorporated entity that serves its Members through the purposes in its Constitution
- Revenue generated may assist not only Members but also various interest groups within the Association such as All Abilities, Get FITT (Females in Table Tennis), etc
- Revenue generated may also contribute to operational costs including maintenance and expansion of Association facilities and assets

Procedures

The Association will:

- Monitor pricing of other recognised leading Associations
- Price its products and services in line with best practice and to achieve its objectives in each area of its operations
- Ensure adequate yet differentiated pricing to encourage new members and maintain existing members through clear understanding of their differing financial needs.

Promotion

The Association will ensure all its promotion reflects a consistent message of its purpose. The message is that the Association is the recognised organisation representing the sport of table tennis in its identified region of the Mornington Peninsula Shire and Frankston City local government managed regions.

Procedures

The Association will:

- Ensure all promotion reflects that the Association is here to help promote the playing of table tennis in its catchment via a diverse range of product and service offerings,

- Encourage development of registered members via promotions that reflect our values (inclusivity, fun but also professional, competition, social connection, physical and mental well-being, equity) and our sports requirements to ensure people are educated in the laws of table tennis, regulations for competitions, and all codes of conduct required by the table tennis sporting bodies at all levels (Association, State, National and International).
- Undertake promotion via a range of media including traditional methods such as print, radio and TV, and digital using email, website, podcasts and the diverse range of other social media available to reach and inform current and potential members and other interested parties no matter where located (refer Association's Information, Communication and Technology policy).

Place

The Association is the recognised representative body for table tennis in all forms in the Mornington Peninsula Shire and Frankston City local government managed regions. Its purpose is to ensure all people in these regions have access to table tennis facilities and have a representative voice with approved ITTF bodies at the Australian State and National level.

The Association's products and services are primarily available at its stadium in Mornington, located within the Civic Reserve Recreation Centre, 350 Dunns Rd. In addition, the Association will build affiliations with smaller clubs and groups in the Mornington Peninsula Shire and Frankston City local government managed regions. Its objective is to ensure table tennis products and services are available at a range of locations across the Mornington Peninsula and Frankston City areas.

Procedures

The Association will:

- Identify and maintain a register of all known facilities where table tennis is played in its catchment area, being the Mornington Peninsula Shire and Frankston City local government managed regions
- Regularly contact these places to see what their needs, facilities and capacity levels are like, and provide advice and support including equipment where the facility users choose to affiliate with the Association.
- Identify gaps in areas where table tennis is not played and encourage the setup of facilities in these areas and affiliation of users with our Association.

People

The Association recognises that it has a number of interest groups. It will ensure it meets the defined levels of quality and professional service each requires in order to meet and succeed in its mandate. It will at all times ensure those that represent the Association deal

with all interest group members with respect, courtesy and in the manner they would wish to be treated in such dealings.

These interest groups are defined as follows:

- The Board of Directors and Executive
- The support people in the association including formal Committees, duty officers, irregular volunteers and coaching people
- The members and social users of the Association's facilities
- The general public
- The recognised Table Tennis bodies that manage the sport at the State (Table Tennis Victoria TTV) National (Table Tennis Australia) and International level (International Table Tennis Federation ITTF)
- Government at all levels (Local government in particular the Mornington Peninsula Shire and the City of Frankston) State Government of Victoria and the Australian national government.

Procedures

The Association will:

- Ensure all Board Members and Executive are aware of their role and responsibilities and undertake appropriate training and mentoring as required. Each year the Board and executive will undertake a review of their performance so see what training and development each person might need to assist them in their development.
- Ensure all support staff have in place the appropriate systems, training and support (whether financial, equipment or people related) to undertake their roles effectively.
- Ensure all Board members, executive and support people deal with members and social users in a respectful, courteous and pleasant manner and in line with our values.
- Deal with the general public, sports bodies and government officials in a respectful, courteous and pleasant manner and in line with our values. We will also ensure that such direct lines to the general public and to the sporting and government representative bodies are coordinated via allocated persons who can speak on behalf of the Association and are well trained, well versed and well supported in such undertakings.