



MARKETING WEBINAR

SEPTEMBER 2023



ACKNOWLEDGEMENT OF COUNTRY

At Scouts NSW, we acknowledge Australia's First Nations Peoples, the Aboriginal and Torres Strait Islander peoples, as the Traditional Custodians of this land. We pay our respects to Elders past, present, and emerging. We're grateful to do our Scouting in this country; we commit to use its resources wisely and develop our understanding of Aboriginal and Torres Strait Islander cultures.



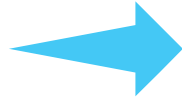
AGENDA

1. How State Support Office and Groups work together to promote Scouting
 1. Roles/responsibilities
 2. New website and new member journey
2. Purpose/the “why” for local marketing
3. Available resources
 1. Community engagement: best practice, equipment for hire, flyers/posters
 2. Ready-to-go campaigns: Leader Build, Bring a Friend, social media campaigns
 3. Your digital footprint
4. Customised support
 1. Request for support – custom
 2. A few examples to inspire Groups
 3. Hall signage, trailer wraps, media/PR engagement
5. Q&A



State Marketing Team and YOU

- Ready-to-go resources
- Information and webinars
- State-wide advertising campaigns
- Compelling storytelling
- Improved member experience (e.g., website)
- Develop UVP of Scouts
- Strategic focus



How we'll help you

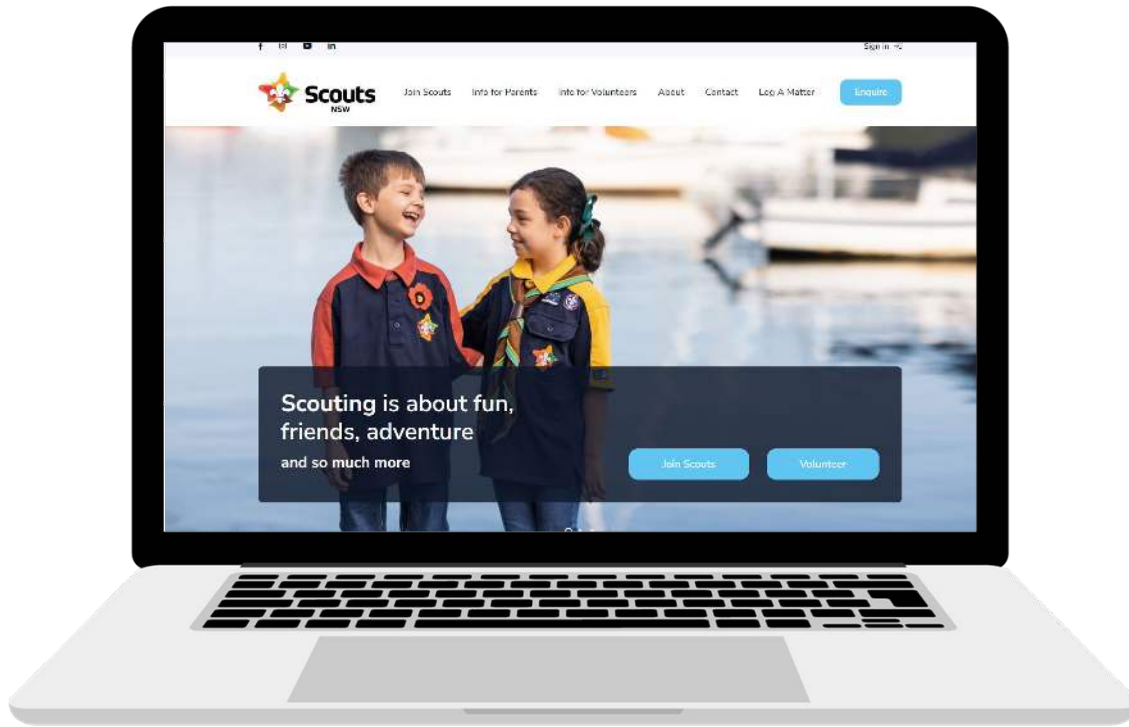
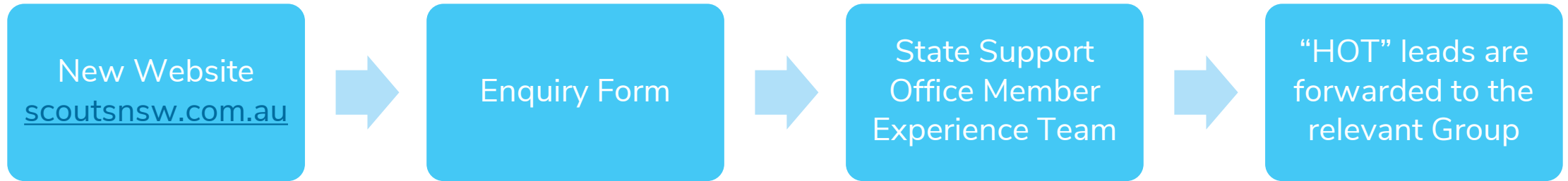
- Delivery of program
- Great member experience
- Community engagement
- Promoting locally
- Identify opportunities for storytelling
- Tell us what matters



How you'll help us



New Website – Member Journey



Scouts NSW is where fun, adventure, leadership and opportunity await!

We offer a **FREE TRIAL** for all new youth members* - so you can visit your local group and see what it's all about!

Each local group offers something unique - our program follows a youth-led and adult-supported approach, so the members of the group get to choose the activities that focus their interests.

Complete the form by clicking "apply" button, and a member of our team will be in touch with details of your local group, including availability, and their meeting days and times.

Youth Membership - Free Trial

Youth Member Name*

Location (postcode/suburb)*

Email*

Phone*

Date of Birth*

Is the new member over 18?*

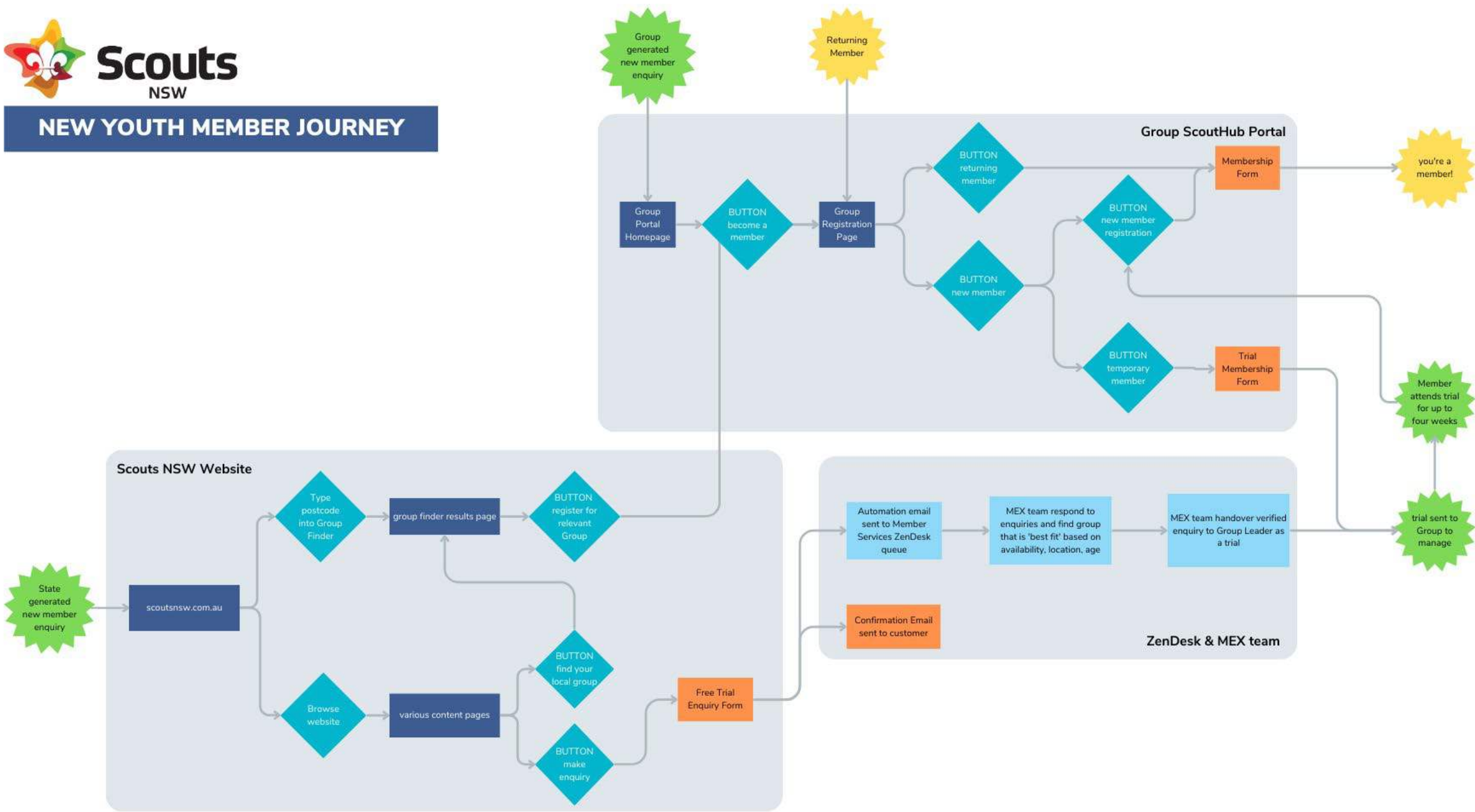
How did you hear about Scouts?

- Scout Group website
- Family or Friend
- Open Day
- School visit
- Radio
- Direct mail
- Community event
- Workplace/club
- Social media
- Scout Centre
- Scoutshop/merchandise
- Event/visit
- Newspaper/magazine
- Other
- None





NEW YOUTH MEMBER JOURNEY



The WHY of Local Promotions

ENGAGEMENT



PERSONALISATION



YOU are best placed to know which ages, which people, which areas are going to be the best source of high-quality leads

CONNECTION



LOCAL PROMOTIONS AND COMMUNITY ENGAGEMENT

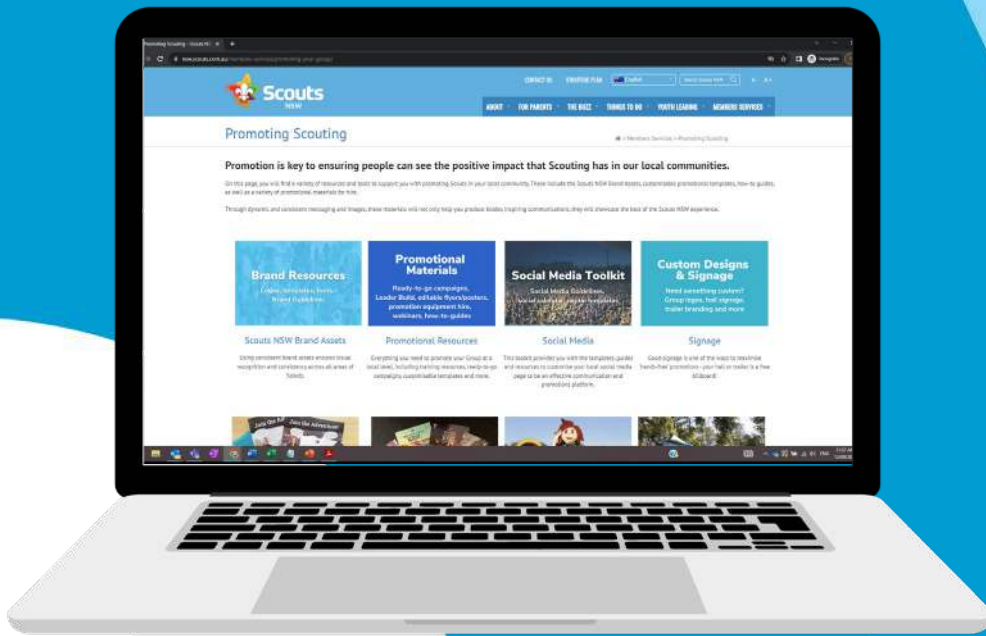
How regularly connecting within your community benefits your Group's success



Resources Available

Click “**Member Services > Promoting Scouting**”
in the menu to access this page of resources

<https://nsw.scouts.com.au/members-services/promoting-your-group/>



Promo Packs (flyers and brochures)

Bring a Friend Campaign

Leader Build

Canva design templates

Consulting on graphic design and communications

Hall signage and trailers

Social media toolkit

Brand resources, logos and templates

Types of Local Promotions

Peer-to-peer
or ready-to-go
campaigns



Social media
content



Local schools



Community
events and
open day



Local radio
or
newspapers

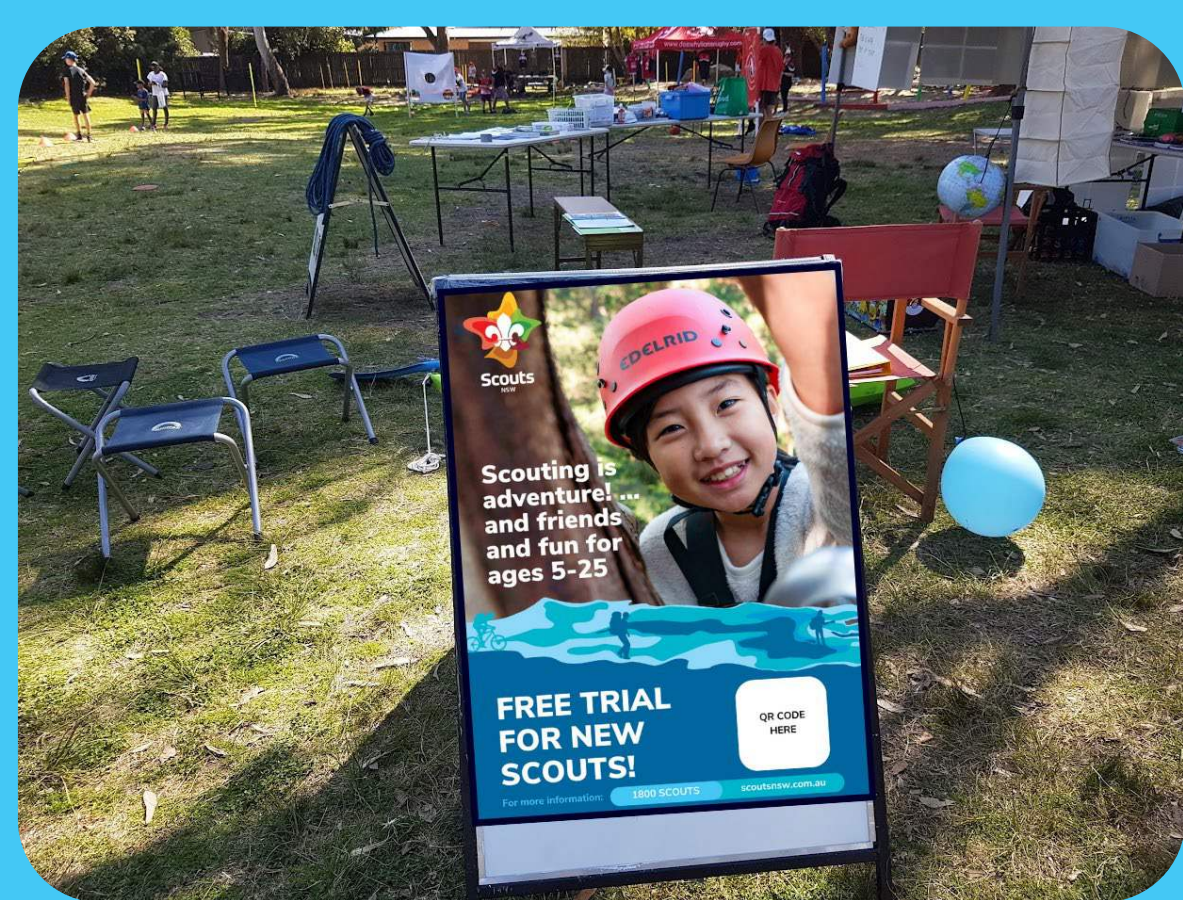


The ways that you
engage with your
local community will
be unique to you!
Don't be afraid to try
something you
haven't done before.

Best Practice for Promotions

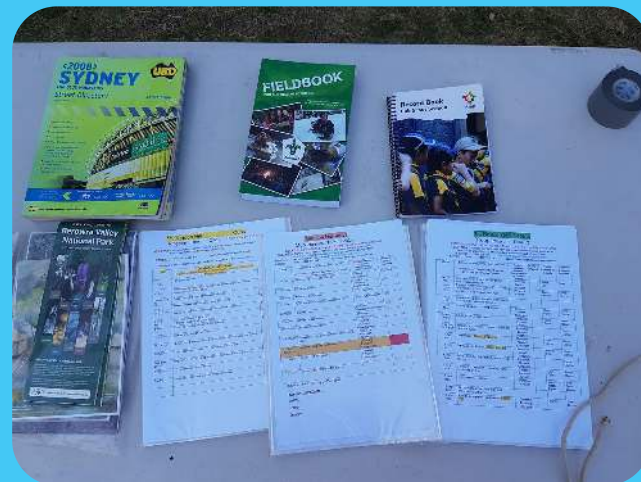
- Use correct Scout branding and make a visual impact!
- Always have a clear point of contact for enquiries
- Where possible – get their details
- Use images more than words in flyers
- Be “engaging”, not “sales-y”
- Can you run a display or activity, rather than an info booth? **SHOW** them, don’t tell them.





USE PROFESSIONAL
LOOKING POSTERS/FLYERS
THAT ARE CORRECT
BRANDING

DISPLAY A COPY OF A
RECENT PROGRAM



SHOW
PHOTOS OF
YOUR SCOUTS
IN ACTION!



INCLUDE MAPS,
COMPASSES, FIRST
AID KITS AND MORE
ITEMS OF INTEREST



Community Outreach

- Lots of opportunities exist within your community already – look for places that your IDEAL target audience will already be
- Family events, markets, fairs, school fetes, etc
- Bunnings sausage sizzles
- Or you can create your own – e.g., host an open day

RESOURCES

<https://nsw.scouts.com.au/members-services/promoting-your-group/promotional-resources/#open-day>

1

Hire of promo flags/banners

2

Order flyers/posters

3

Plan to capture enquiries

4

How-to guides with step-by-step instructions

Local Schools

- Schools are the perfect audience!
- Multiple schools might be nearby
- Contact the school office, the P&C, OSHC
- School newsletter
- Flyers/banners
- Join school events e.g., fete/fair

RESOURCES

<https://nsw.scouts.com.au/members-services/promoting-your-group/promotional-resources/#open-day>

1

Digital flyers/parent invite

2

Signage/banners

3

Community engagement

4

How-to guides with step-by-step instructions

Radio, Newspapers or Media

- Local radio and newspapers give you a unique opportunity to reach a new, broad, local audience
- Great for recruitment or advertising events and activities
- We have available tools to support you in approaching media
- Liaise with the Marketing and Communications Team if you are nervous, unsure or want support and guidance!

RESOURCES

<https://nsw.scouts.com.au/members-services/promoting-your-group/promotional-resources/#open-day>

1

Key messages for media

2

Pre-recorded audio for radio
“community service announcements”

3

How-to engage with local
media



Ready-to-go Campaigns

Leader Build is a complete product
– separate webinar in the future.
Available to order, includes slides,
handouts, scripts etc.

Bring a Friend Campaign

Social Media Campaigns

Other posters and brochures

Bring a Friend Campaign

- Easy to get started
- Ensure it is supported with an exciting and fun program
- Encourage current members to bring a friend
- Order a kit!
Includes postcard invites and parent sign-up sheet

<https://nsw.scouts.com.au/bring-a-friend-night/>



The image shows a promotional postcard for the 'Bring a Friend' campaign. The postcard has a blue background with the text 'BRING a FRIEND' in yellow and white, and 'Join me for a Scouting Adventure' in white. It features an illustration of three children running. The Scouts NSW logo is at the bottom. To the right of the postcard is a white sign-up sheet with the heading 'Come and join me!' and various fields for contact information and consent.

BRING a FRIEND

Join me for a Scouting Adventure

Scouts NSW

Come and join me!

To _____

From _____

Time _____ Date _____

Location _____

My Leader says you'll be welcome, but your parent or guardian needs to complete and sign this form.

If you have any questions your parent or guardian can contact.

Name _____ Phone _____

or email _____

Please bring this invitation with you.

Thank you for the invitation to the Scout meeting. My child would like to come.

I can be contacted during the evening on the following number(s): _____

My child has special/dietary/medical needs that must be met during the meeting. Yes No

Please specify _____

Parent/guardian name _____

Signed _____ Date _____

1800 726 887 www.nsw.scouts.com.au

Social Media Campaigns

- Join Scouts templates
- Be a Leader templates
- The Scouting Effect
- Scouts is...
- Videos

<https://nsw.scouts.com.au/members-services/promoting-your-group/promotional-resources/>



Your Digital Footprint

Social Media
(Facebook or
Instagram)



Google My
Business and
Google Maps



Scout Websites
State, Region, Group



Third-party websites
e.g., www.activeactivities.com.au



Current and potential enquiries can reach you in a variety of ways – do a digital audit to ensure all your information is up to date!

Social Media

Why use social media?

Big opportunity to grow awareness of your specific group and the activities/people

Most popular channels are Facebook and Instagram – remember, where are the decision makers (e.g., parents)

TikTok is growing but Facebook and Instagram are still the leaders for the parent audience



Social Media – Getting Started

UNDERSTAND RELATED POLICIES AND GUIDELINES

- Social Media Guidelines >
https://nsw.scouts.com.au/wp-content/uploads/2010/10/Social_Media_Guidelines_Sept2021-update.pdf
- Code of Conduct >
https://nsw.scouts.com.au/wp-content/uploads/2020/09/ScoutsNSW_CodeofConduct_CodeofEthics.pdf
- Scouts Australia Brand Guidelines >
https://nsw.scouts.com.au/wp-content/uploads/2022/08/Scouts_Australia_BrandGuidelines_Sep-2023_V4.pdf

UNDERSTAND YOU ARE REPRESENTING SCOUTS

You are the current custodians of an iconic brand with more than a century of history and worldwide recognition – this is important to remember both when communicating and representing the Scouts brand, and when using the Scouts brand to your advantage to increase awareness of your Group.

CHOOSING A SOCIAL MEDIA PLATFORM

There's no need to have an account on every platform. We recommend being active on Facebook and Instagram as they are the simplest to use and engage with a large number of Scouts' typical target audience (parents of youth, aged 30-60).



Social Media – Content Ideas

Sample social media campaigns can be found on the Scouts NSW Trello Board

<https://trello.com/b/Mffjr7oL/scouts-nsw-social-media>

Customised branded graphics can be created via Canva, which are also linked on Trello



- Member of the month/week
- Welcome new staff
- Activity/program feature or highlight
- What to pack for camp
- Days of significance i.e., Mother's Day, Father's Day, Environment Month
- Member testimonials
- Leader recruitment
- What's new
- Quotes: inspiring or motivational quotes related to Scouting or outdoor activities
- Question box on stories
- Polls via Instagram stories



Examples of good content

1st Wearne Bay Sea Scouts Group - Illawong is at **Camden Airport**.
16h · Cobbitty · 🌐

Scouts soaring to new heights! ✈️ Such a privilege to be able to fly on Sunday with the [Scouts Australia NSW Air Activity Centre](#). Our Joeys, Cubs, Scouts and their families flew in a Cessna 172 over Warragamba Dam and surrounds, learnt about the mechanics of flight and had a behind the scenes tour of the airfield. Many thanks to the volunteer Pilots and Ground Crew for a fantastic day. Making memories!

👍❤️ 22 1 share

Like Comment Share

4th Kingsgrove Scouts
1d · 🌐

It's the last week of Term 3 for our Group, noting that we will not meet during the school holidays and will return the same week that school goes back for Term 4. The exception being our Cubs, Venturers and Leaders who are heading to Cuboree next week. Have a great week all!

#4thKingsgrove #Term3 #ComingUp

COMING UP
THIS WEEK

SEPTEMBER 19	CUBS AT THE HALL - 6:30PM
SEPTEMBER 22	JOEYS AT THE HALL - 6:00PM
SEPTEMBER 22	SCOUTS & VENTURERS AT THE HALL - 7:30PM
SEPTEMBER 22	LAST DAY OF SCHOOL & SCOUTS FOR TERM 3

4th Kingsgrove
Scout Group

👍 1

SC&T Region Scouts liked this.

1st Figtree Scouts
September 9 at 8:29 AM · 🌐

Scouts enjoyed a creative night making wearable art. A range of white canvas items were used to create some fun designs eg shoes, tshirts etc

👍❤️ 10

Like Comment Share

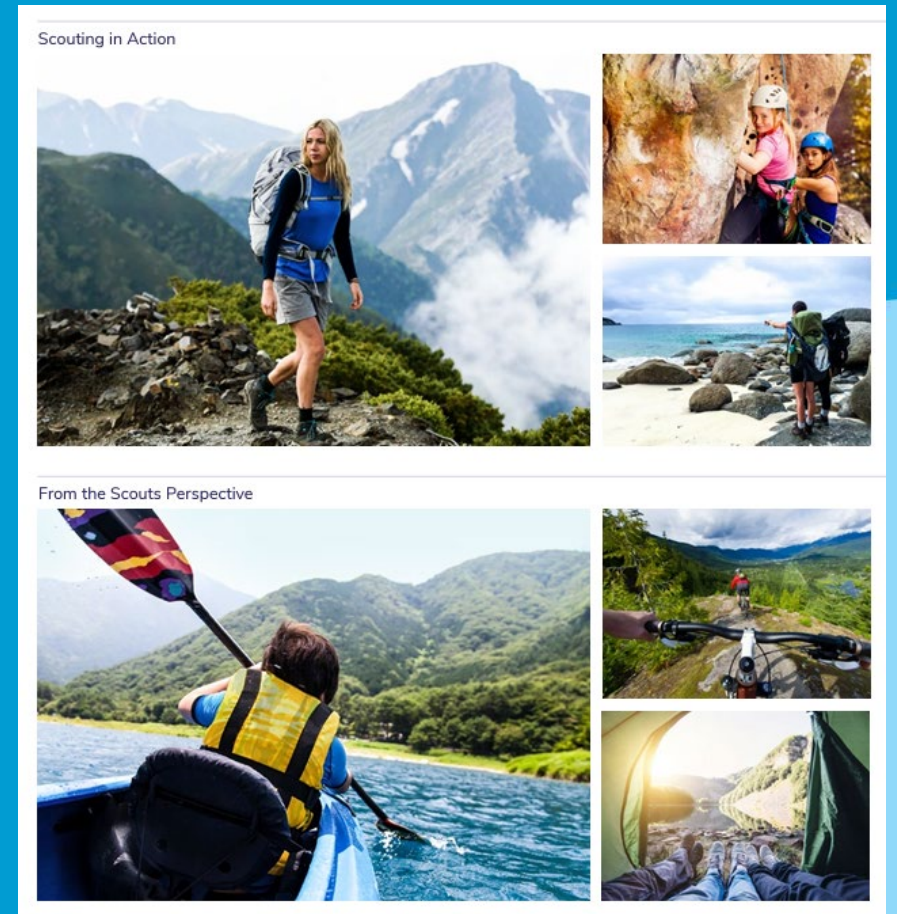
Photography and Videography

SHARE A VARIETY OF CONTENT TYPES

- Feed, stories, reels, carousels, photos, boomerangs, videos.
- Remember: use HIGH QUALITY images and videos. Clear, bright, in focus, local. See the [photography tips and tricks document](#) for details on how to take a great photo.
- Ensure you have required permission of anyone identifiable in the photos/videos that you use on your page. [Privacy Policy](#) covers Scouting events ONLY as it is agreed to by our members.

BE AUTHENTIC

- Use real images (not images from Google or iStock), ensure your tone of voice reflects Scouts values, share user-generated content (UGC) where possible, share customer successes.



Customised Support

Opportunities are endless for your own “billboards”. Think of:

- Your hall signage
- A sign on the fence
- Paint the hall
- Get your trailer branded

1st Braidwood

Scout Group



Joey Scouts	5-8 yrs	Thursday	6:00pm - 7:00pm
Cub Scouts	8-11 yrs	Thursday	6:00pm - 7:30pm
Scouts	11-14 yrs	Thursday	6:00pm - 7:30pm
Venturer Scouts	14-17 yrs	Thursday	6:00pm - 7:30pm
Rover Scouts	18-25 yrs		

For membership enquiries or to make a booking, contact:

1stBraidwoodScoutGroup@nsw.scouts.com.au

1800 SCOUTS

joinscouts.com.au



If you have an idea,
reach out and we can assist!



Scouts
NSW

Q&A SESSION





Q&A SESSION

To ask a question, either type it into the chat box, or use the “raise hand” button in Teams and I’ll call on you.

Please state your name and your Scout Group and Region, before you start your question!



NEXT STEPS

- Visit the Promotions page of the website to get inspired
- Start thinking about ways you can promote your group, leading into the warmer months of spring, summer and even autumn 2024!
- Order a promo pack, Bring a Friend cards or Leader Build kit!
- Reach out to our Team at any time via communications@nsw.scouts.com.au

**THANK
YOU**



SURVEY: What do you want to see in a future webinar?