

2023 Little Athletics Victoria Awards

CENTRE MARKETING AWARD Nomination Form

NOMINATOR NAME:	<input type="text"/>
PHONE NUMBER:	<input type="text"/>
EMAIL:	<input type="text"/>
NOMINATED CENTRE:	<input type="text"/>

SELECTION CRITERIA

The Centre Marketing Award recognises Centres that have implemented an innovative marketing program, project or campaign, plan or activities that have demonstrably elevated the profile of their Centre within their community, generated new memberships and maximised member retention.

Qualifying period: All stated activities and achievements must have been achieved during the period 1st May 2022 to 30th April 2023.

Provision for additional material in your application: As part of your application, we invite you to include visual evidence should you feel it may assist. Additional material may include: images / advertisements - flyers / booklets / videos / social media posts / news clippings etc

Closing date: Entry submissions are to be received via email in PDF format to office@lavic.com.au no later than **5pm Monday the 19th June 2023.**

Questions:

1. Please outline the marketing initiatives and activities undertaken by the Centre (*maximum 300 words*)

2. What positive impacts did the initiatives have on the Centre? (*maximum 300 words*)

3. What learnings can other Centres take from these activities? *(maximum 300 words)*

4. If you could provide a brief summary or 'Words of Wisdom' to our LAVic Centres on a way to promote the benefits of this award topic, what would it say? *(100-150 words)*

5. Links/attachments to additional material (if applicable):