

CAQ Croquet & High Tea Plan

Background

In 2024, CAQ successfully applied for a grant under the Qld state government Active Women and Girls Program to fund a project designed to encourage women (and girls) to try croquet. The proposal approved by CAQ is for a single event, Croquet & High Tea, held concurrently in all participating clubs across the state, on International Women's Day, Saturday 8th March 2025.

The \$25,000 grant funding will be used for marketing/promotion, to help clubs with organising and administering this event, and to provide catering on the day.

Acknowledgement

'The Queensland Government provided \$25,000 to Croquet Queensland to Women In Croquet Project to enable Queenslanders to participate in sport and recreation activities.'

Planning

Lead by Penny Verrall from the Brisbane North Region, a small planning group, comprised of volunteers from several clubs, is organising the event. They are being assisted by Wade Hart, whose business [automatebrisbane.ai](https://www.automatebrisbane.ai) has been contracted by CAQ to help it improve its use of systems and technology.

In greater detail ...

1. Objectives

- **Primary Goal:** Attract new participants to croquet through the event, particularly women, in line with the Women's International Day theme.
 - **Secondary Goals:**
 - Increase visibility for Croquet Queensland and its clubs.
 - Encourage community engagement and test the viability of "high tea @ croquet" as a recurring niche event.
 - Drive long-term membership growth for clubs.
 - Foster co-operation between CAQ and the clubs
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2. Target Audience

- **Primary Audience:** Women aged 55+, particularly those interested in social, recreational, or community activities.
 - **Secondary Audience:** Former competitive sportswomen seeking a unique & challenging activity.
 - **Key Characteristics:** Community-minded, interested in health and recreation, wanting a low impact competitive sport, responsive to digital media, and drawn to themes like “tea parties” or group social events.
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3. Key Messages and Graphic theme

- **Message:**
 - A sport for women
 - Croquet is more than the game (social/competitive)
 - Highlight croquet as inclusive, fun, and easy to learn activity.
 - **Tone:** Welcoming, approachable, elegant, and slightly playful.
 - **Visual Identity:**
 - Colours: Light, pastels
 - Imagery: Women enjoying high tea, croquet mallets and balls, outdoor greenery.
 - Typography: Elegant but readable fonts.
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4. Marketing Channels and Strategies

Online Channels

1. **Social Media:**
 - Create event pages on Facebook and Instagram.
 - Post engaging content: countdowns, behind-the-scenes preparation, testimonials.
 - Boost posts with targeted advertising (focus on age, gender, and location demographics).
2. **Internal croquet Marketing:**
 - Leverage club email lists to invite members and encourage them to spread the word.
 - Use newsletters to provide updates, share event highlights, and promote sign-ups.
3. **Website:**
 - Feature the event prominently on the Croquet Queensland website.
 - Include an easy sign-up form or RSVP system.
4. **Online Ads:**

- Google Ads targeting “Women’s Day events Brisbane” or similar keywords.

Offline Channels

1. Local Press:

- Collaborate with local newspapers, magazines, or radio stations to cover the event.
- Issue press releases to highlight the Women’s Day tie-in.

2. Flyers and Posters:

- Distribute in cafes, libraries, community centres, and local businesses.
- Ensure the design matches the digital marketing assets for consistency.

3. Community Engagement:

- Partner with women’s organisations or clubs to spread the word.
- Offer exclusive group sign-ups or discounts for women’s groups.

Word of Mouth

- Encourage existing members to invite friends and family.
 - Provide promotional kits to clubs (e.g., templates for social media posts, email invites).
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5. Budget Allocation

Marketing/promotion: \$10,000

- Design and Branding: \$2,500
- Digital Ads (Google and Social Media): \$2,500
- Media Coverage (influencers/website features): \$3,000
- Print Materials (Flyers, Posters): \$1,000
- Sundries**:** \$1000

Administration, systems, technology: \$5,000

- Come’n’try “funnel”
- Registration processes
- Post-event management processes
- Communications, incl Club Hub

Clubs: \$10,000

- Catering
 - Sundries
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6. Timeline

- **8 Weeks Before:** Finalise key messages, designs, and marketing assets. Launch Club Hub.
 - **6 Weeks Before:** Begin social media and email campaigns. Share the first press release.
 - **4 Weeks Before:** Distribute flyers and posters. Boost social media ads.
 - **2 Weeks Before:** Send reminders, ramp up engagement posts, and release a teaser video.
 - **Event Week:** Post daily updates and reminders, and share participant testimonials during the event.
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7. Success Metrics

- Website and social media engagement: clicks, likes, shares, and event RSVPs.
- Attendance numbers on the day.
- Feedback forms from participants.
- Increase in organisational knowledge and skills
- Post-event engagement (new members, follow-up session attendance).