

Business Tenders

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Marketing plan highlights missed opportunities

Charity put on public radar

Paula Beauchamp

WHEN Victorian-based RecLink engaged a strategic marketing consultant to develop a national profile, the arts and sports-centred charity got so much more.

Chief executive Adrian Panozzo said N.U.D.E. Marketing not only helped the 20-year-old organisation build a comprehensive marketing plan, it also helped RecLink develop basic business fundamentals.

The charity's business plan was modernised and a clear marketing plan integrated into it.

RecLink now uses business records — such as job descriptions with key performance indicators and work-in-progress reports — to boost its efficiency and sustainability.

"They made us take a good, hard look at ourselves and forced us to get out of our comfort zone," Mr Panozzo said.

N.U.D.E. co-owner Kym McInerney says although N.U.D.E. is typically engaged to provide strategic marketing services, clients often needed to overhaul their business systems and operations.

"Often they have been feeling stale and are looking for a way to make an important leap forward," he said.

"But the basic business fundamentals needed to support their marketing efforts aren't in place.

"I love getting involved and I love that side of my role."

For RecLink, one of the biggest hurdles was a lack of public awareness about its charitable work.

For almost 20 years, RecLink has

provided sporting, social and arts activities to people who are experiencing disadvantage.

Activities, for example, include organised football leagues for homeless people — such as the Community Cup — and community choirs.

"They over-assumed people knew who they were," Mr McInerney said.

N.U.D.E. developed a strategic marketing plan to lift the charity's national

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profile and help it connect with other organisations — to ultimately assist more disadvantaged Australians.

Importantly, media monitoring was introduced.

Rather than ad hoc clippings trickling in, media mentions are now systematically tracked.

"It gives us real evidence of our work mentioned in the media and that will help with the corporate partners we approach in the future," Mr Panozzo said.

RecLink now also audits events from a marketing point of view to assess their effectiveness.

"The plan was set out with clear

milestones and goals that are practical and achievable over a defined timeline," Mr Panozzo said.

Throughout the process, N.U.D.E. aims to ensure skills are transferred to RecLink staff internally.

"The board had a great vision and it was open to change," Mr McInerney said. "That's key to success."

Australian Marketing Institute chief executive Mark Crowe says businesses typically treat marketing as a bolt-on function — as an afterthought where tactics reign supreme.

Instead, he says, strategic marketing should be at the core of the business strategy of any organisation.

"When it is done well, it's all part of one process," he said.

Mr Crowe said marketing consultants typically had a breadth of experience in the client's industry and across industries.

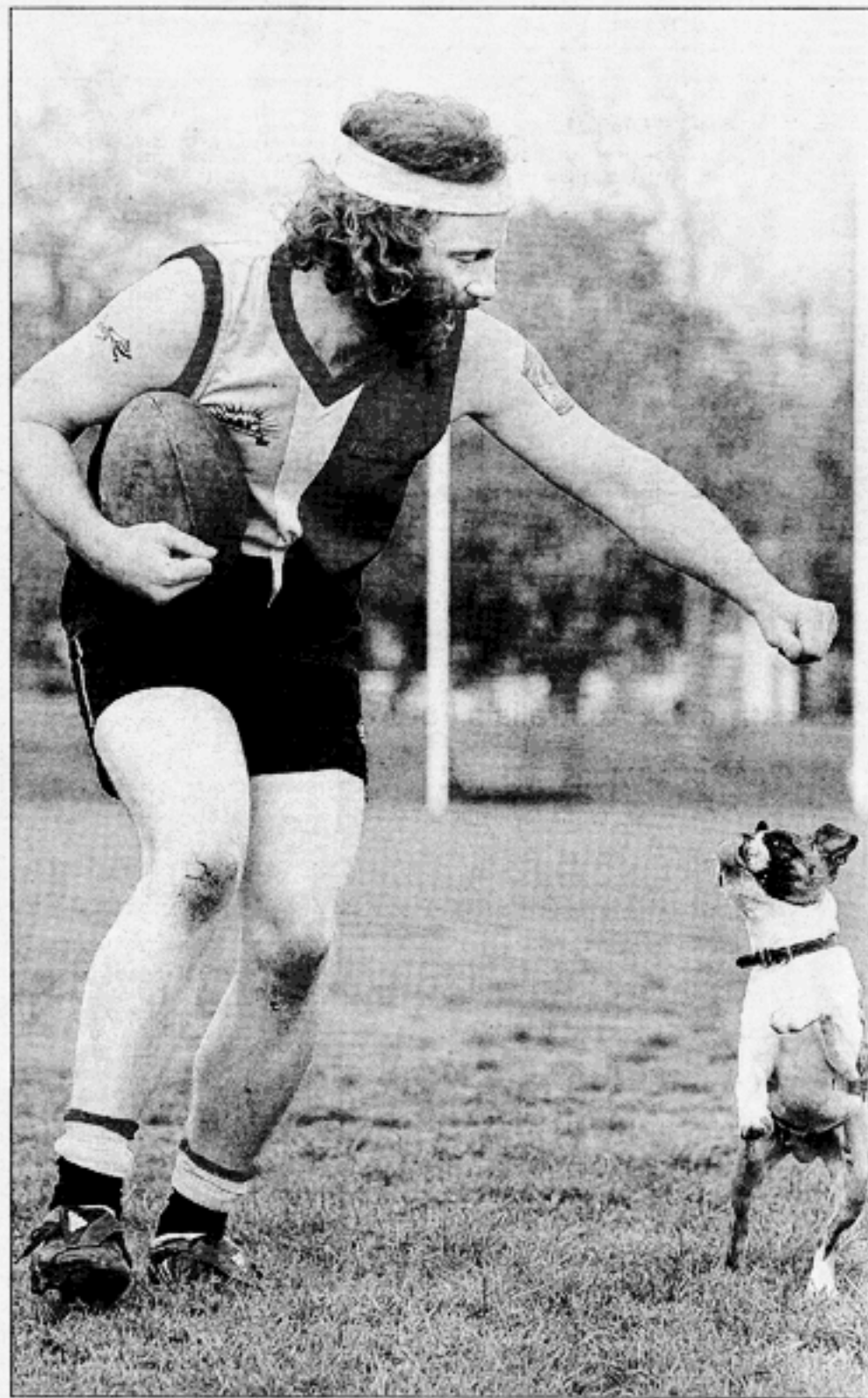
"You get better marketing intelligence and a better understanding of how your competitors operate," he said. "This understanding can help businesses identify further opportunities — either new markets or an extension of the brand into other product areas."

The Melbourne Convention and Exhibition Trust is seeking an agency to provide advertising and strategic marketing services.

The successful bidder will also provide services in strategic communications, direct marketing and social media marketing.

Target markets include the international and national convention and exhibition markets.

The tender closes on August 11.



Giving them back their bounce: avid amateur footballers such as Andy Moore have RecLink to thank for the annual Community Cup. Picture: NICOLE CLEARY