



Action Project Reference: 30-04

Organisation: Fiji Rugby Union

Action Project Proposal:

“Create Advertising and Marketing Plans for Local Rugby Clubs to Attract and Understand Sponsors”

Who Are Fiji Rugby Union?

The Fiji Rugby Union was established in 1913. It is the governing body for rugby in Fiji and is comprised of 26 affiliated unions spread across the islands of Fiji.

With approximately 60,000 senior players and 20,000 schoolchildren, rugby is the most popular sport in Fiji. Rugby is a source of pride and often livelihood to the Fijian people, with involvement and success being looked upon favourably.

Mission:

- Foster a dynamic rugby culture
- Create a sustainable, vibrant and competitive rugby environment
- Promote growth and development of rugby in Fiji
- Provide equitable returns to stakeholders

Long Term Aims & Vision:

“To be World Leaders in Rugby”

Our key aims are:

- Achieve rugby excellence through discipline and teamwork
- Lead with passion and integrity
- Invest in our people and our players
- Take pride in our unique Fiji rugby flair
- Honour God and respect the Vanua

Current Challenges:

1. Good Governance
2. Competition Format
3. Club Structure and Set Up
4. Strength & Conditioning Games
5. Understanding Long Term Player Development
6. Physiological & Psychological Growth
7. Motivation for Team Sports
8. Advertising & Marketing Pan

Further Information:

This is really a two part task with the same overall goal. Advertising and effective marketing strategy increases awareness for important issues and allows the organisation to reach desired people. In this case, FRU is requesting plans to be created with the target of raising awareness of local rugby clubs in Fiji to attract new sponsors. External sponsorship for a local rugby club increases funding available to increase advance facilities, resources and capacity ensuring the sustainable growth of the club itself, which in turn acts as the beginning of the funnel for the new top players in international rugby in Fiji.

Researching and understanding potential sponsors will be beneficial in how to create targeted marketing plans to reach them whilst also staying true to the clubs themselves.

Key Research & Discussion Areas:

PLANNING AND DELIVERY

Tip: Have a tangible aim which is SMART (specific, measurable, achievable, realistic, and timely)

- Consider FRU's current advertising methods (e.g. social media). How could these be improved?
- What is the best method of advertising?
 - What other platforms/methods would help you reach your target audience?
- How have similar organisations utilised marketing?
 - What was successful?
 - How could they be improved?
 - How can they be adapted to suit the needs of Handball Fiji?
- What are the most pressing/ important tasks to get done? - create a timeline for these.
- How will you ensure that the plan is sustainable in the long-term? - will it be easy to use this as a template for subsequent years?

CONTENT

- What format should this plan take?
 - Consider other advertising plans that you can find - how do they lay the plan out? Does it seem to work?
- How can you ensure that the advertising campaigns will be accessible and reach a wide demographic?
- What have other organisations done?
 - How might your approach vary in appealing to different demographics?
 - What makes a successful social media campaign in Fiji?
 - What platforms are utilised effectively for advertising in Fiji?

BARRIERS

- What barriers are there to the planning and delivery of your plan? How could these be overcome?
 - Can you find any examples of how other organisations have overcome similar issues?
- How could you overcome the following types of barriers to the success of your plan?:
 - Financial (e.g. with a limited/ no budget how will you increase views on your

campaign?)

- Practical (e.g. lack of staff at the organisation to assist you)
- Information and Knowledge (e.g. proficiency or experience with using social media within the organisation)

EVALUATION

- Come back to your original aim - has your plan achieved the original purpose?
- What method of evaluation will you use/recommend to evaluate the success of the plan?
- How can these results be used to continue to improve the provision?

Useful Links:

- [Organisation Profile](#)
- [Website](#)
- [Mental Health in Sport](#)
- [Facebook Page](#)
- [Video](#)

Further Questions

Are there any questions you would like to ask Fiji Rugby Union to assist in completing this project?

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