

Australia's Sport  
Participation Strategy



Play Well Marketing, Media and  
Communications Network  
EOI information

**PLAYWELL**  
Everyone has a place in sport

# Play Well Marketing, Media and Communications Network **PLAYWELL**

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### **Background**

Play Well — Australia's Sport Participation Strategy has been developed to create great sporting environments and experiences, where individuals of all ages, backgrounds, genders and abilities can come together to access the benefits of sport.

As part of the activities outlined in Horizon 1, Year 1 of the Play Well Implementation plan the Australian Sport Commission (ASC) will bring skilled individuals together to contribute to the development and implementation of a marketing, media and communication plan to enhance awareness and adoption of the strategy's key themes.

### **Purpose**

The Play Well Marketing, Media and Communications Network will assist the ASC Marketing and Communications teams to develop and deliver a twelve-month plan to increase the awareness and adoption of the Play Well strategy via ASC and stakeholder paid, owned and earned channels.

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### Who are we looking for?

The Network will consist of 8 - 10 sport marketing, media and communications professionals, each with a diverse skill set, background and passion for sports participation.

The ideal candidate will have the following attributes:

- Minimum of 10 years of experience within sport marketing, media and/or communication roles.
- In-depth understanding of the Play Well strategy.
- Demonstrated success/experience in leading sport industry-wide initiatives.
- Demonstrated professional connections across the sport sector and the ability to leverage networks to drive meaningful change.
- Demonstrated experience in managing and driving sport initiatives at a national level.

### Duties and responsibilities

- Provide expertise, critical thinking, guidance and support to the ASC on the development and implementation of a Play Well marketing, media and communications plan.
- Take responsibility for certain actions within the marketing, media and communications plan, and provide support to the ASC and Network members across the twelve-month implementation process.
- Advocate for the Play Well strategy and actively promote its initiatives across networks, organisations and stakeholders wherever possible.
- Identify opportunities for expanding the reach and impact of Play Well initiatives, including exploring new partnerships, collaborations and engagement approaches.
- Attend scheduled monthly meetings.

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### **Applications**

To express your interest in joining the Play Well Marketing, Media and Communications Network, submit your Resume and let us know in 500 words or less why you would be a great addition to the network.

[APPLY NOW](#)

### **Please note**

Network membership is voluntary and will be for a twelve-month term. The Network will meet virtually on a monthly basis, although frequency may vary according to need.

Please direct any questions to [marketing@ausport.gov.au](mailto:marketing@ausport.gov.au).