

National Media Framework

August 2017



Summary

- The purpose of this document is to outline a high level framework for promoting Billiards and Snooker across Australia and Internationally.
- There has been strong feedback through various channels about the need to increase promotion of our Sport through various media channels i.e. social media
- The framework should be further adopted at State and local levels.
- The contact regarding this framework is Alex Render – rendersnooker@gmail.com
- It has been developed by the Australian Billiards and Snooker Council (ABSC) National Media Officer and will be published online after consultation.



Consultation

- This document is being distributed to all ABSC affiliate states for consultation and amendment as needed.
- It is additionally being published to the broader community to welcome any further feedback or suggestions.
- The framework is meant to be simple and easy to understand so that it can be effectively adopted nationally.



The framework

1 People



- Everyone in our community, players, officials and spectators can contribute
- People who take on roles such as running tournaments and events need to display accountability.
- Our community culture plays an important role in the general well being of all involved. This means values such as integrity, respect and trust need to be embedded.

2 Process



- Without clear and documented processes and governance things go wrong.
- Roles and responsibilities need to be clearly defined.
- Processes do not need to be complicated but do need to be communicated for all to understand and see.
- We need to regularly challenge the status quo and look to improve the way we do things.

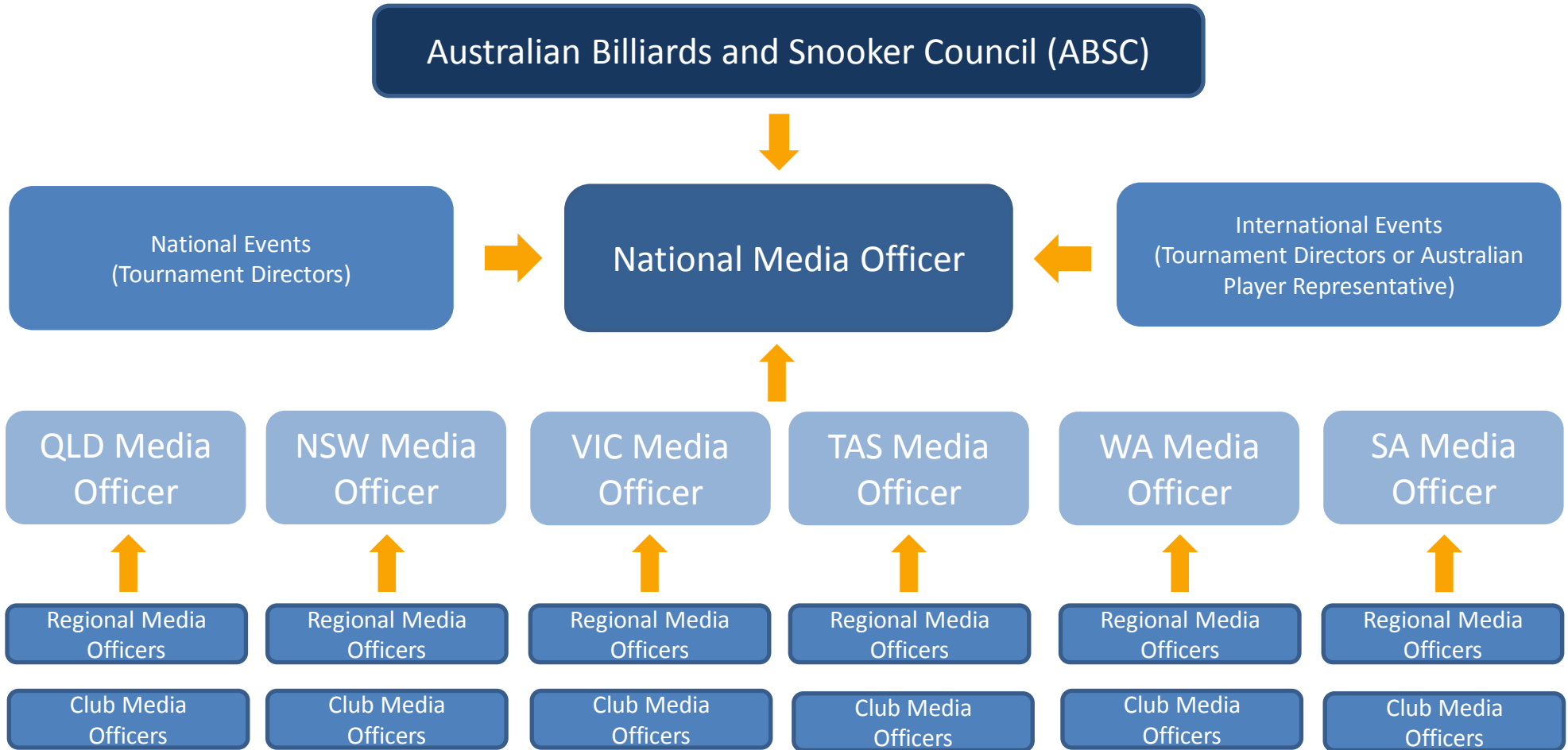
3 Technology



- Digital first approach which means we only use print as a last resort and not a primary channel.
- The primary channels that are used are our website, FaceBook and mobile Team App. Further channels can be introduced subject to effort v benefit.
- External channels and technologies need to be leveraged including traditional media sites and other snooker and billiards channels.



Structure and information flow



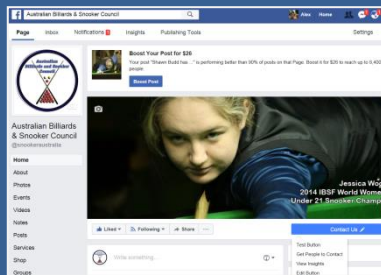
Key media channels

ABSC Website
www.absc.com.au



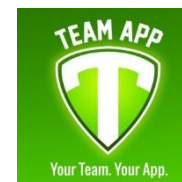
- Managed by Adam Wyard
- Available for TD's to use
- Source of truth for results, entry forms, calendar

ABSC Facebook
www.facebook.com/snookeraustralia



- Managed by Alex Render
- Available for TD's to use
- NMO and SMO use

ABSC TeamApp
absc.teamapp.com



- Managed by Alex Render
- Available for TD's to use
- Rich functionality, survey's, payments, events, news



Roles and responsibilities

- **ABSC** – appoints National Media Officer (NMO) and monitors performance. Responsible primarily for providing the NMO with information not in relation to tournaments.
- **National Media Officer (NMO)** – is responsible for liaising with the nominated State Media Officers (SMO's) to ensure processes are in place for information sharing. The NMO is also responsible for disseminating information to various channels including ones we control and external i.e. SMH
- **Tournament Directors (TD's)** – responsible for providing the NMO with information pre, during and post events of National and / or international status. In absence of a TD for International events i.e. IBSF, it is the responsibility of Players Delegate to provide information to NMO. TD's are also responsible for seeking access to National Media channels such as website and social media so that results can be efficiently published either in real time or as soon as available.



Roles and responsibilities

- **State Media Officers (SMO)** – are appointed by the governing bodies in each state affiliate. SMO's provide the NMO with any relevant media information for promotional at National level. SMO's are solely responsible for promotion at State level i.e. state websites and social media.
- **Regional Medial Officers and Clubs** – at the local level they can provide any media information to their SMO's.



The Tournament Director

- At any level event a **Tournament Director (TD)** is responsible for all aspects of the tournament. In regards to media and promotion they can delegate this role to an accountable individual.
- **Pre event** – the TD is responsible for preparing content i.e. entry forms and ensuring they are distributed to website managers and National Media Officer (if a National event).
- **During event** – the TD is responsible for ensuring that media releases and results are being published to the available channels. For National events where the ABSC website needs to be accessed for results publishing, the TD is accountable for ensuring access is available by liaising with the website manager.
- **Post event** – the TD is responsible for disseminating information to various channels including the NMO as a priority. Minimum information should include a high quality image, short story (can follow with detailed report) and any detailed results.



Next steps

- This document is distributed to affiliates and the community for consultation. This will be open until the **20th of August** at which point it will be finalised and uploaded to the ABSC website.
- The National Media Officer (currently Alex Render) will liaise through the ABSC Executive to re-hydrate the State Media Officer model. This means that each State affiliate will be required to nominate a suitable SMO that will liaise with the NMO.
- The **media officer network** (NMO and SMO) will work together to refine processes and review available channels for media and promotion. This will include the creation of a media database for contacts and an register of media stories published outside of the ABSC network.

next
steps

