



## COMMUNICATION STRATEGY

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## 1. AIM

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The aim of this strategy is to provide a framework for successful implementation of the TTQ Communication Policy. This will ensure on-time delivery of all relevant information to members and stakeholders, and ensure opportunities are created to receive information from these same groups and individuals.

## 2. TARGET AUDIENCES

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### 2.1 Internal to the Sport of Table Tennis within Queensland

- Member organisations
- Unaffiliated organisations
- Registered members
- Non-registered players
- Former members
- Board of Management
- Selectors
- Individuals interested in table tennis who are not members of affiliated clubs

### 2.2 Internal to the Sport of Table Tennis outside Queensland

- Other State and Territory Table Tennis Associations
- Table Tennis Australia
- Oceania Table Tennis Association (generally via TTA)
- International Table Tennis Federation (generally via TTA)

### 2.3 External to the Sport of Table Tennis

- Sport and Recreation Services, Queensland Government
- Sport Australia
- Queensland Education Department
- Industry Peak Bodies and Industry Service Organisations
- Other State Sporting Organisations
- Sporting Wheelies and Lifestream Foundation
- Professional Industry Bodies
- Education Providers
- Special Interest Groups
- General Public
- Online Rating System
- Potential or existing sponsors

### 3. STRATEGIES AND TIMELINES

Communicating effectively with these audiences will contribute to the satisfaction of current members and affiliated organisations. Making non-members aware of TTQ and its services increases the potential for new membership.

Following are the procedures to facilitate communication with TTQ stakeholders. This list is not exhaustive but rather outlines the major channels of communication used by TTQ.

#### 3.1 Board Correspondence

Item	Form	Timeline	Who To
Request for agenda items	Nil	10 days prior to meeting	Board
Agenda & Papers	Agenda Template	1 week prior to meeting	Board
Minutes	Minutes Template	1 week post meeting	Board
Motions or discussion between meetings	Online Motion System	As required	Board
Board Decision re: request	Letter or email	1 week post meeting	Requester
Summary of Meeting Outcomes	Summary Template	1 week after meeting	Member Organisations

#### 3.2 Tournament Calendar

Item	Form	Timeline	Who To
Request for Applications	Application to Conduct a Tournament	September	Member Organisations
Draft Calendar	Tournament Calendar	Mid November	Board
Calendar	Tournament Calendar	1 week after approval	Member Organisations Website
Draft Calendar	Tournament Calendar	1 week after changes requested	Board
Revised Calendar	Tournament Calendar	1 week after changes granted	Member Organisations Website



### 3.3 State Championships

The communication involved for Queensland Championships is detailed in the State Championships Operations Manual.

### 3.4 Individual Member Registrations

Item	Form	Timeline	Who To
Membership Information	Membership Renewal Form Registration Form Registration Procedure Registration Instructions	November	Member Organisations
Reminder	As above	January	Member Organisations
Registrations	Membership Renewal Form Registration Form	As received	TTQ
Invoice for payment	TTQ Tax Invoice	2 weeks after receiving registration forms	Member Organisations
Membership confirmation	Membership Verification Welcome Letter	2 weeks after receiving registration forms	Members

### 3.5 Club Affiliation

Item	Form	Timeline	Who To
Affiliation Renewal	Affiliation Agreement Affiliation Information Tax Invoice	November	Member Organisations
Reminder	As above	January	Member Organisations
Affiliation Received	Affiliation Agreement	As received	TTQ
Affiliation Confirmation	Affiliation Pack	1 week after receiving forms & Payment	Member Organisations
New Club Affiliation	Affiliation Form Club Constitution	Acknowledgement – 1 Week of Receipt	Applicant
	Paperwork to Board of Management	1 Week of Receipt	Online Discussion / Board Papers
	Update Pack	January	Member Organisations

### 3.6 Competition Results

Item	Form	Timeline	Who To
Request for Results	Email	1 Week of Event	Host Club
Reminder	Email	1 Month from Event	Host Club
Results Received	Results Documentation	1 Week of Receipt	<ul style="list-style-type: none"> <li>• TTQ Selectors</li> <li>• Website</li> </ul>

### 3.7 State Teams

Item	Form	Timeline	Who To
Player Confirmation Pack	Information Letter Consent Form Code of Conduct Medical Agreement Uniform Order Form Entry Form	1 week after ratification of team by Board	Players
Coach Selection Pack	Selection letter Event Information Code of Conduct	1 week after ratification of team by Board	Coaches
Championship Information	Nil Forms Flight / accommodation / transport / general information	3-4 weeks before Championship	Players / Coaches / Manager
All Information	Medical information Emergency contacts	2 weeks before Championship	Team Manager
National event feedback	Survey	1 week after Championships	Players/Parents/ Coaches/Team Manager

### 3.8 Annual General Meeting and Special General Meeting

Item	Form	Timeline	Who To
Notice of Meeting	*Notice of Meeting *Notice of Motion *Delegate Nomination	60 days prior to meeting	Member Organisations Life Members Board

	<ul style="list-style-type: none"> <li>*Board Nomination</li> <li>*Selector Nomination</li> <li>*Proxy Form</li> <li>*Delegates/Ratings Officer/Appeals Nomination</li> </ul>		
Motions & Delegates	<ul style="list-style-type: none"> <li>*Notice of Motion</li> <li>*Delegate Nomination</li> <li>*Board Nomination</li> <li>*Selector Nomination</li> <li>*Proxy Form</li> <li>*Delegates/Ratings Officer/Appeals Nomination</li> </ul>	21 days prior to meeting	TTQ
Agenda	<ul style="list-style-type: none"> <li>*Agenda</li> <li>*Previous AGM minutes</li> <li>*Annual Report</li> <li>*Financial Statement</li> </ul>	14 days prior to meeting	Member Organisations Life Members Board
Travel	Travel and accommodation info	14 days prior to meeting	Delegates
Proxies	Proxy Form	Until start of meeting	TTQ

### 3.9 Other Communications

Item	Form	Timeline	Who To
Rule changes	As received by TTA	1 week after receiving	Member Organisations Umpires Referees Website
By-Law changes	TTQ By-Laws	1 week after approval	Member Organisations Website
Policy changes	TTQ Policies	1 week after approval	Member Organisations Members affected Website
Over the Net	Over the Net Template	9 x per year	Member Organisations



			Individual Members Board Website
Website	As per web site	As changes occur	Public
Club Contacts	Club Contact List	1 week after information or changes received	Member Organisations
General Emails and Correspondence	As received	Acknowledgement within 2 Working days as required. Resolution as soon as practicable after being received	As relevant