



# Delivery time!



The 60-30-10 rule to getting the most from your club content

## DELIVERY

Content required to deliver and administer Little Athletics such as training times, event schedules, coaching, uniforms, equipment and results.

### Inform

Primary purpose is to inform audiences.

60%

Recommended Content Mix.



### CONTENT THEMES THAT DELIVER

- Events and Programs
- Officials and Volunteers
- Awards and Recognition
- Coaches and Judges
- High-Performance
- Inclusivity
- Facility Management

## TRIBAL

Content that reinforces a sense of 'belonging' amongst Little Athletics audiences built on the unique history, culture and language of athletics.

### Engage

Making an emotional connection with audiences as to why they 'love' Little Athletics.

30%

Recommended Content Mix

Always try to add more Tribal content if available.



### CONTENT THEMES THAT ENGAGE

- Aspiration
- Achievement
- Celebration and Congratulations
- Inspiration and Motivation
- Irreverence
- Reflection
- Relatable
- Thankyou
- Triumph

## ADVOCACY

Advocacy content is targeted at third party stakeholders of your Little Athletics club or centre such as local government, suppliers and sponsors.

### Inform

Primary purpose is to inform audiences.

10%

Recommended Content Mix.

If unavailable, substitute with Delivery or Tribal content.



### CONTENT THEMES THAT ADVOCATE

- Accessibility
- Charity or Cause
- Grant
- Government
- Policy and Legislation
- Sponsor
- Voucher

What's your target?