

## Marketing and Communications Report – AGM November 2018

### Scottish Water Polo

Scottish Water Polo is a brand of Scottish Swimming focussed on the promotion, development and engagement of our existing water polo community whilst engaging with the broader aquatics and non aquatics community to increase exposure and engagement.

### 2021 Marketing and Communications Vision for Scottish Water Polo

To grow both the involvement and national standing of Scottish Water Polo, our domestic teams and our players within the GBR teams and squads. To promote our men's, women's and development squads along with our domestic clubs, highlighting the health benefits of Water Polo as an aquatic sport and creating opportunity for our players, officials and administrators on an international platform.

In order to achieve this ambitious target, it is critical that we recognise our role and the ambitions for Scottish Water Polo. Domestically, we need to understand our position and voice in the Scottish Swimming community to drive the desired outcomes. Fundamental to this vision is the overall contribution of Scottish Swimming, Scottish Waterpolo and our network of active domestic clubs in creating a unified structure and requisite support mechanism to drive our sportspeople onto success and the public to engage with aquatics.

### The Marketing and Communications Role

It is the aim of Scottish Water Polo Marcomms to be the collective channel for everything Water Polo related in Scotland. As the marketing channel for each of the strategic pillars of Scottish Swimming, as it relates to Scottish Water Polo; **Inclusive, Unique, local and Inspirational**, it is our role to champion the great things that happen within the water polo community in Scotland, inspiring a more innovative, sustainable, investable, international, connected and competitive aspect for each of our squads.

## Summary of 2018 Activity

Objective	Outcome
<b>Promoting and representing Scottish Water Polo within the Scottish Swimming environment</b>	<ol style="list-style-type: none"> <li>1. Working with Scottish Swimming to explore website options for Scottish Water Polo to develop/create a primary point of contact with the information they want on first encounter, which is easy to use and which has the right and relative calls to action that will lead people into engagement with the sport.</li> <li>2. From period Nov17 to Nov 18 achieved 27% increase in channel followers from 543 to 687.</li> </ol>
<b>Mobilise advocacy, demonstrating Scottish Water Polo as a key cluster</b>	Work in progress but see following comment.
<b>Scottish Water Polo will be recognised as key contributors to the health, wealth and overall well-being of Scotland</b>	In principle agreement with the Minister for Public Health, Sport and Wellbeing, Joe FitzPatrick MSP to meeting at Parliament to discuss the development of Waterpolo in Scotland.
<b>Interconnected channels of communication that are representative of all levels of our sport</b>	Work in progress.