



Marketing Passport®

*Your complete marketing
foundation, organised in one place.*

Foundations » Strategy » Execution Readiness

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CLIENT INFORMATION

1. BUSINESS BASICS

Full Name:	Vermont South Club		
Website Address:	vermontsouthclub.com.au		
Business Stage: (Idea/ Growing/ Established)	Not Provided	Primary Contact:	Mike Petty
		Country:	Australia
Phone Number:	+61 417 386 494	Email Address:	gnr.info@vermontsouthclub.com.au

Which industry best describes your primary business?

Community lawn bowls club – social and competitive sport, coaching & player development, and function/venue hire, including barefoot bowls.

How does your business primarily operate?

A hybrid model combining in-person coaching clinics, private sessions, and group workshops on-the-green, alongside online video analysis and digital consulting for tactical reviews and strategy development

Where do you currently serve customers?

Primarily the Melbourne metropolitan area, with a focus on clubs and players throughout the eastern and southeastern suburbs of Victoria.

If you have a physical presence, where is it located?

A home office base in Vermont, Victoria, with mobile equipment used to deliver practical, on-site coaching services directly at client lawn bowls clubs across the region.

Which location matters most for your growth right now?

The greater Melbourne region and surrounding Victorian country bowls areas – building development programs and club partnerships that raise the local standard of the sport.

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

The Vermont South Club serves the community through the provision of healthy and competitive sporting activities and provides, for its members, excellent sporting facilities within a warm and friendly atmosphere. We adhere to a fundamental belief that a healthy lifestyle and positive community spirit is enhanced by the provision of social and competitive sport for people of all ages and abilities at an affordable price.

Vision (what success looks like in the future?)

The Vermont South Club seeks to occupy a position as the most recognisable and respected sporting club in the district.

Core values (3–5 guiding principles)

Participation & Fair Play — Focusing on participation rather than "winning at all costs," and fostering sportsmanship and fair play.

Recognition — Acknowledging people who succeed and those who contribute to the Club.

Financial Prudence — Being financially prudent and delivering value for money for members, while planning for the future.

Openness to New Ideas — Staying open to the challenge of new ideas and continuous improvement.

Community & Integrity — Working constructively with sporting partners, embracing equality of opportunity, conducting activities with integrity, and building strong links to our community.

3.PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

List of core products/services.

The Vermont South Bowls Club offers specialised lawn bowls memberships, structured coaching programs, and community-focused bowling activities. We provide full pennant competition memberships, casual social bowling packages, junior development memberships, and corporate "Barefoot Bowls" packages that include green access, equipment hire, and clubhouse function room access.

Outcomes: the results your customers get.

Members and guests achieve improved physical fitness, enhanced tactical and technical bowling skills, and a strong sense of social connection within a friendly local environment. Competitive bowlers gain the training resources and team support needed to succeed in district pennant matches, while social players enjoy a relaxed, affordable way to stay active, build friendships, and engage with the Vermont South community.

Pricing – how you package or charge for your work

Pricing is designed to deliver maximum value for money through flat-rate annual membership tiers. Full competitive bowling memberships include all green fees and pennant registration costs, while social and junior memberships are priced lower to encourage broad community participation. Group bookings, corporate functions, and casual barefoot bowls are charged at transparent, flat per-person rates that include all necessary equipment.

Hero Offer: the offer that drives most of your revenue.

Our primary revenue driver is the Full Pennant Bowling Membership, which grants year-round access to our premium bowling greens, entry into official club championships, inclusion in weekly district pennant selection, and access to regular club-coaching sessions.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

A local resident in the Vermont South area who wants to stay physically active, engage in a friendly sport, and feel part of a welcoming local community. This person values a healthy lifestyle, enjoys a balance of casual social connection and light competition, and looks for an affordable club that accommodates their skill level and schedule.

Customer segments (if you serve more than one type of customer).

The club serves three distinct segments. Competitive Pennant Bowlers, dedicated to mastering their technique and representing Vermont South in regional weekend and midweek competitions. Social and Recreational Bowlers, including retirees and local workers, who join casual club days and barefoot bowls for fun and fitness. Junior and Family Bowlers, consisting of local students and parents seeking an affordable, multi-generational sport they can play together.

Customer Problems: the challenges they face.

Many feel socially isolated or struggle to find active hobbies that match their physical abilities as they age. Competitive players often experience frustration due to a lack of structured development or a poor club culture that prioritises winning over fair play. Families and younger residents frequently struggle to find local sporting activities that are affordable, low-stress, and welcoming to beginners without demanding an intense time commitment.

Why do customers choose you?

Customers choose the Vermont South Bowls Club because we offer a warm, friendly atmosphere that explicitly prioritises participation and sportsmanship over winning at all costs. Our premium, well-maintained greens provide excellent value for money through highly affordable membership rates, and by fostering community links, equal opportunity, and a strong social framework, we give anyone a supportive place to learn, improve, and belong.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

Surrounding lawn bowls clubs within the eastern suburbs of Melbourne, such as Mitcham Bowling Club, Blackburn Bowling Club, and Heatherdale Bowls Club. These clubs also offer local pennant competition pathways, social bowls, and venue hire to the same geographic catchment area.

Indirect Competitors: alternatives your customers might choose instead.

Alternative recreational, fitness, and social options competing for residents' leisure time and discretionary spend, including local golf clubs, tennis clubs, community fitness centres like Aqualink, local RSL clubs, and casual entertainment venues that offer social gathering spaces without a specific focus on lawn bowls.

Hidden Competitors: the real battle.

Not Provided

Your Edge: what you do differently and why customers choose you.

Our edge lies in an explicit commitment to a culture of participation, equality of opportunity, and fair play over a "winning at all costs" mentality, backed by the premium dual-sport infrastructure of the broader Vermont South Club network. Unlike clubs that focus strictly on elite pennant outcomes or purely on casual entertainment, we bridge the gap by providing high-quality, structured development and modern continuous-improvement pathways that remain deeply affordable, inclusive, and welcoming to players of all ages, backgrounds, and abilities.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

For community-minded residents and passionate lawn bowlers in the eastern suburbs of Melbourne, the Vermont South Bowls Club is the local sporting hub that delivers premium facilities and structured player development within a welcoming, family-friendly environment. Unlike clubs that prioritise winning at all costs or focus entirely on casual entertainment, we champion continuous improvement, equality of opportunity, and active participation for players of all ages and abilities.

Short pitch / 7-second explanation.

The Vermont South Bowls Club is a friendly, community-focused club in Melbourne's east offering premium greens for both social barefoot bowls and competitive pennant play. We focus on active participation, great sportsmanship, and affordable fun for bowlers of all ages and skill levels.

Hooks/Taglines: memorable lines that spark interest.

- More than a game, it's a community.
- Play for fun, improve for real, belong for good.
- Premium greens, friendly faces, affordable sport for everyone.
- Where great sportsmanship meets continuous improvement.

Tone of Voice: choose the style that fits your brand.

Warm, welcoming, and community-minded, reflecting our belief that everyone belongs on our greens. We are encouraging and supportive when discussing player development, keeping our passion for continuous improvement accessible rather than intimidating — authentic, inclusive, and professional, always celebrating members while staying clear, down-to-earth, and focused on healthy participation.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

A local resident in Melbourne's eastern suburbs searching for a meaningful way to stay active, learn a rewarding skill, and build authentic social connections close to home. They want a supportive, active, and welcoming environment.

What are they struggling with?

Many feel disconnected from their local community or struggle to find a sport that fits their pace without demanding an exclusive commitment. They are often turned off by intimidating club cultures that prioritise "winning at all costs," and want to improve but fear being judged or sidelined if they aren't already elite players.

How does your brand help?

The Vermont South Bowls Club steps in as a welcoming guide. We welcome people of all ages and abilities, providing high-quality greens, coaching, and structured pennant pathways without the elitism. By focusing on participation and equality, we ensure every member feels valued and confident on the green.

What does life look like after success?

After joining our friendly club, members become active, skilled, and deeply connected. They step onto premium greens with confidence, enjoying personal improvement and healthy competition — and discover a warm local sports club where they feel truly welcome.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

Welcoming — Open, friendly, and approachable to everyone, regardless of age, background, or bowling ability.

Community-Minded — Dedicated to fostering local connections, celebrating individual contributions, and building a supportive team environment.

Encouraging — Supportive of player progress and continuous improvement without applying undue pressure or stress.

Principled — Grounded in sportsmanship, integrity, and fair play, keeping the focus firmly on active participation over winning at all costs.

Voice Guidelines: the do's and don'ts that keep your communication consistent.

The Do's

Use inclusive language — "our club," "everyone is welcome," "join the team."

Celebrate participation, effort, and community contribution alongside competitive success.

Keep it down-to-earth — simple, clear, authentic, like a chat with a friendly neighbour.

The Don'ts

Avoid elite or exclusive jargon that could sideline beginners.

Avoid aggressive, win-focused rhetoric that puts winning over fair play.

Avoid a cold or overly corporate tone — always warm and neighbourhood-focused.

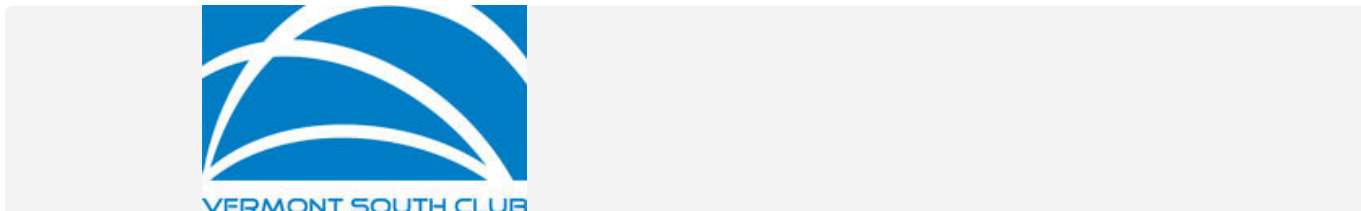
One-Word Descriptor: the single word that captures your brand's essence.

Inclusive

9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



Vermont South Club — Primary (from logo)



#0B7EC4



#075A94

Suggested Supporting Palette (from style-guide direction)



#123A5C



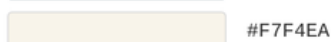
#6F8F4E



#C99A4A



#8FA3B0



#F7F4EA



#333333

Fonts / typography.

Headings use a clean, bold sans-serif (such as Montserrat or Arial Bold) so titles, announcements, and headers look modern, confident, and highly legible for all age groups. Body text uses a classic, highly readable sans-serif (such as Open Sans or Calibri) at a comfortable reading size, keeping newsletters, entry forms, and the website approachable and clear.

Visual preferences.

Bright, open, authentic, and community-centred. Photography favours high-quality, real-life imagery of active participation on the greens, showcasing diverse groups — juniors, families, seniors, and pennant teams — smiling, interacting, and enjoying the sport, avoiding overly stylised or sterile stock photography. Graphic elements stay simple, with clean borders and generous white space that prioritise clarity and readability.

10. WEBSITE & INFRASTRUCTURE

SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

Wordpress Webflow Shopify

Other dedicated section of the Vermont South Club website, on a CMS built for community sports clubs

Where is your Domain or DNS hosted?

- Cloudflare GoDaddy Namecheap Local Australian host (e.g. Netregistry / VentralP), with Cloudflare or cPanel for DNS

Do you have full website access or not?

- Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

Organic social media (Facebook and Instagram) sharing weekly pennant results, milestones, and events; email newsletters to keep members updated; and word-of-mouth, local signage, and member referrals within the local retirement and family networks.

Channels you want to use next.

Local SEO — optimising the site and Google Business Profile for searches like "barefoot bowls near me" — plus community partnerships with retirement villages, workplaces, and schools to build junior pathways and recurring group bookings.

Paid vs organic mix (if any).

A balanced, low-budget hybrid: organic community content as the baseline, supported by small, targeted seasonal paid campaigns on Facebook and Instagram for Christmas parties, corporate events, and barefoot bowls bookings.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

Ready to use

Logo Files — Ready. High-resolution club crest available in PNG and JPEG for digital and print.

Photos — Needs updating. Organic photos from recent pennant seasons exist; updated lifestyle shots of families and casual barefoot bowlers are needed.

Videos — Missing. No professional promotional or short-form social videos exist; a key gap for reels promoting barefoot bowls and functions.

Testimonials — Ready. Positive feedback from social visitors, corporate organisers, and members via Google and Facebook reviews.

Case Studies — Missing. Traditional case studies aren't applicable; brief "Member Spotlights" on player development are planned instead.

Written Content — Needs expansion. Basic website copy and monthly newsletters exist; structured copywriting is needed for new landing pages and email sequences.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

Community & Social Lawn Bowls — the go-to destination for inclusive social activities, group functions, and barefoot bowls entertainment in Melbourne's eastern suburbs. Structured Bowls Development — an expert hub for coaching, junior pathways, and pennant progression built on good sportsmanship. Affordable Local Sports & Recreation — premium greens as an accessible health and fitness option for families, retirees, and local workers.

Primary keywords/themes (the search terms and themes your ideal customers actually use)

"barefoot bowls near me," "barefoot bowls Vermont South," "lawn bowls party venue hire Melbourne," "corporate team building barefoot bowls," "lawn bowls club eastern suburbs Melbourne," "join pennant bowls club Victoria," "lawn bowls coaching beginners," "junior lawn bowls programs," "recreational sports Vermont South," "local community clubs Whitehorse," "affordable family activities near Vermont."

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

Primary business goal (your main focus for the next 6–12 months).

Increase active club membership across both competitive pennant and social tiers, while boosting revenue from barefoot bowls and private function room hires during peak seasonal windows.

Key outcomes you care about (leads, sales, visibility, etc.).

Membership Growth — a measurable increase in new registrations, targeting local families, retirees, and junior players.

Increased Bookings — more inbound inquiries and confirmed bookings for weekend barefoot bowls, corporate team-building, and Christmas parties.

Local Digital Visibility — improved local search rankings and organic social engagement, becoming the top-of-mind recreational choice in Whitehorse

Biggest constraints: what's limiting progress (time, budget, clarity, systems).

Limited volunteer time and marketing systems. Because the club is run primarily by a dedicated committee of volunteers, we lack the consistent daily hours, specialised tracking tools, and streamlined digital systems needed to manage complex campaigns and follow up on leads without operational bottlenecks.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

Marketing Budget Range: an approximate amount you're comfortable investing.

Low-to-moderate, conservative. As a community sports club, funding relies on membership fees, sponsorships, and function revenue, so investment focuses on high-return, cost-effective initiatives — local SEO, organic community engagement, and small, strictly controlled seasonal social ad spend when explicitly authorised.

Decision-maker

The Vermont South Club committee of management. All marketing strategies, financial commitments, and final creative assets must be presented to and approved by the elected committee; once approved, execution can proceed swiftly within the agreed framework.

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

We have full permission to reuse public reviews from our Google Business Profile and Facebook page. For member stories or featured quotes we obtain direct verbal or written consent first, and for photography — especially featuring juniors, families, or community members — we use standard membership waivers and explicit media consent forms before publishing.

Industry Rules: any sector-specific regulations you must follow?

As a licensed venue offering barefoot bowls and function hire where alcohol is served, all marketing must adhere to Victorian liquor and gambling regulation guidelines, with no content encouraging irresponsible consumption or targeting minors. Any assets involving junior programs or school groups follow Bowls Victoria and Victorian Child Safe Standards for privacy and protection. All communications comply with the code of conduct and anti-discrimination policies of Bowls Victoria and Bowls Australia.

Compliance Risk Summary.

Key risks include using member imagery without consent and promotional language that could be read as encouraging irresponsible alcohol consumption. To scale safely, marketing should prioritise consent-based storytelling, clear liquor-licensing language, and continued alignment with Bowls Victoria's Child Safe Standards.

