

Marketing Director

It has been an interesting time for Volleyball. The announcement of the successful host city campaign for 2012 in London has provided significant momentum to lift the profile of our three codes of Volleyball - Indoor, Beach and Disabled. We have been presented with an opportunity that may not come again in our lifetimes and we must seize it positively.

It has been a challenging but interesting year as Marketing Director, due in main to the simple fact that I have spent more of 2005-06 out of the country than in. So thanks are in order to the Office staff, my fellow directors and the other volunteers who assisted during this year as without their help a successful Marketing and Communications function would not have been possible. The up-side of my travels is a wealth of fresh knowledge and experiences.

Marketing and Communications staff

There is a new face in our communications system, Rebecca Lee, who became our Communications and Promotions Officer in the current financial year starting in April 2006. This is a significant step forward for the commercial side of Volleyball, with a dedicated member of staff developing press links, marketing materials and promoting awareness of our new "Volleyball England" brand on a full time basis. I wish Rebecca every success in her new role.

Rebranding as "Volleyball England"

With so many changes going on it was the right time to reflect our image and our vision for the future and attract new people whilst building on the heritage of the sport in this country. The decision was taken to reposition the EVA as 'Volleyball England'. This new branding of Volleyball is as a vibrant, visible and viable sport for everyone. So far it has been warmly received by the wider sport community and Volleyball alike, and it will develop further to reflect our key Whole Sport Plan aim of putting 'Volleyball @ the heart of your community'.

Website

Our website continues to move from strength to strength and thanks must go to our Office Manager Martin Lindsey's tireless efforts to manage the site.

3 Touch Magazine

Once again I would like to thank probably the most travelled volunteers in English Volleyball, Barbara and Douglas, for their sterling efforts.

Events

It is also very welcome to see new volunteer driven events enter the calendar. 2006 saw Volleyball Passion and the London Challenge for the first time. These new events drew good local and/or national media coverage and increased the number of opportunities that local communities have access to good volleyball. Still we need more individuals and/or clubs to come forward to supplement our National Finals which were once again successfully staged at the EIS in Sheffield. We run good events in England and my thanks goes to all who worked so hard to make them a success.

The future

I believe that Beach Volleyball is the key to our future commercial and Whole Sport Plan success. Beach Volleyball represents our best chance to reach those people who have never touched a volleyball before and gives them the opportunity to experience our game and become the new members our association needs in order to grow. The challenge lies in managing the very narrow window of opportunity that is afforded us and how best to manage the transition of participation from starting on the Beach to staying in the game in indoor leagues.

For this reason it is great to see the recently re-formed Volleyball England Beach Tour into which a lot of time and energy is being put in by the members of the Beach Commission headed by Mark Kontopolous. This makes Volleyball England a visible and positive drawcard for our sport along England's beaches and in its parks, the latter through the development of Beach Courts in suburban areas around England. It is also

very encouraging to see increasing private sector involvement in Beach Volleyball with the Urban Beach Tour in 3 locations across the United Kingdom. Beach Volleyball is fresh, youthful and healthy and is completely representative of our Whole Sport Plan values.

Partnerships

The sponsorship market remained difficult not only for Volleyball but for all sports. The effect, however, of 2012 has not hurt the chances of attracting one or two premium brand sponsors. Forging the right long term commercial partnerships will help us move forward and develop the business, and the Board is considering enlisting professional agencies to assist in developing the value of our products. More funds mean more programmes and more chances for success. Money makes the ball go round so to speak.

Greg Brown.
Marketing Director