



## Ice Skating Australia Marketing and PR

### Strategies

**16 December 2009** - Ice Skating Australia (ISA) has announced the Marketing and PR strategies for 2010, which aim to create a vibrant ice skating culture in Australia.

The multi-pronged marketing approach and public relations plan will re-engage Australians with ice sports using the excitement surrounding the 2010 Winter Olympics.

Marketing Manager, Michelle Flekser and PR agency Mark Communications will spearhead these approaches.

ISA's strategy focuses upon nurturing and developing a positive skating culture and securing sponsors aligned with its key messages of health, fitness and self-confidence.

This will be achieved by:

- Targeting new participants (focus kids 5-10 yrs) and parents
- Promoting Aussie Skate™
- Utilising Channel 9 and Foxtel's full coverage of the 2010 Vancouver Olympic Winter Olympic Games to promote the development of all Ice Sports
- Promoting new ISA talent and events nationally and attracting an energetic culture around all Ice Sports
- Promoting ISA's calendar of events focussing on new and exciting products and offers
- Leveraging sponsor partnership advertising opportunities and PR
- Developing communications strategy in line with sponsor objectives to promote ISA key messages

The relaunch of ISA and Aussie Skate™ and securing high profile partnerships to ensure high impact are priorities.

Mark Communications will maintain an ongoing press office program and media relations activity.

Ice Skating Australia President, Cathy Taylor says that this initiative is vital to re-engage Australians with Ice Sports. "We are all looking forward to watching the Olympic Winter Games in Vancouver and showing Australians that, at home, we have so many ice sport opportunities for every age group across the nation," Ms Taylor said.

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