



BRISBANE NORTH JUNIOR CRICKET ASSOCIATION

Communications Plan

2026

Purpose of this Document

This Communications Plan is an operational framework for BNJCA that defines:

- What types of messages BNJCA needs to send
- Who the intended audience is for each message type
- Which channel to use (push notification, email, or both)
- How frequently each message type should be sent
- Who is responsible for creating and sending each message
- What two-way feedback mechanisms are available

This document is designed to be an operational document that guides the work of a Communications Manager. It can be reviewed and updated at the start of each season.

Recommended Platform Summary

BNJCA will use a two-tier communication platform:

Tier	Platform	Primary Use	Who Uses It
1	SportsApp	Push notifications to mobile devices. Real-time alerts, fixture updates, cancellations, news.	All stakeholders: coaches, managers, parents
2	PlayHQ + Mailchimp	Targeted email campaigns. Newsletters, season previews, registration reminders, detailed policy updates.	All registered participants (auto-synced from PlayHQ)

Stakeholder Groups & How They Are Created

The following stakeholder groups are defined in the communication platform. Groups are created once per season and updated as registrations are processed in PlayHQ.

Association-Level Groups (managed by BNJCA)

Group Name	Members	How Populated
All Clubs	All 15 club delegates + club officials	Manual — one-time setup, updated when clubs join/leave
All Coaches	Team coaches across all clubs	CSV export from PlayHQ team staff list, imported at season start
All Team Managers	Team managers across all clubs	CSV export from PlayHQ team staff list, imported at season start
All Parents/Guardians	Parents and guardians of registered players	Auto-sync via PlayHQ + Mailchimp integration
U8–U10 Families	Parents/guardians of players in U8, U9, U10 age groups	Filtered from PlayHQ registration data by age group
U11–U13 Families	Parents/guardians of players in U11, U12, U13 age groups	Filtered from PlayHQ registration data by age group
U14–U16 Families	Parents/guardians of players in U14, U15, U16, Open age groups	Filtered from PlayHQ registration data by age group
Umpires & Officials	Registered umpires and match officials	Manual — maintained by BNJCA secretary

Club-Level Groups (managed by each club)

Each of the 15 affiliated clubs creates and manages their own sub-groups within the platform:

- [Club Name] — All Members: All coaches, managers, parents, and players registered to the club
- [Club Name] — [Team Name]: e.g., 'Redcliffe U12 Blue' — all members of a specific team
- [Club Name] — Coaches: All coaches within the club

Message Types & Communication Schedule

The following table defines all standard message types, their audience, channel, frequency, and owner. This is the operational core of the Communications Model.

Category 1: Season Administration

Message Type	Audience	Channel	Frequency	Owner
Season launch announcement	All Clubs, All Parents	Email + Push	Once (pre-season)	BNJCA Secretary
Registration open reminder	All Parents/Guardians	Email + Push	2x pre-season	BNJCA Registrar
Registration deadline reminder	All Parents/Guardians	Email + Push	Once (1 week before close)	BNJCA Registrar
Team allocations published	All Coaches, All Managers, All Parents	Email + Push	Once per season	BNJCA Comms Manager
Fixture schedule published	All Clubs, All Coaches, All Managers, All Parents	Email + Push	Once per season	BNJCA Comms Manager
Delegates meeting notice	All Clubs (delegates)	Email	Monthly during season	BNJCA Secretary
Delegates meeting minutes	All Clubs (delegates)	Email	Within 5 days of meeting	BNJCA Secretary
Season wrap-up & results	All Clubs, All Parents	Email + Push	Once (end of season)	BNJCA Comms Manager

Category 2: Match Day Operations

Message Type	Audience	Channel	Frequency	Owner
Game day reminder (venue, time)	Affected team parents & coaches	Push	Day before each game	Club Team Manager
Game cancellation / washout	Affected team parents & coaches	Push (urgent)	As soon as known	BNJCA Comms Manager
Venue change notification	Affected team parents & coaches	Push + Email	As soon as known	BNJCA Comms Manager
Fixture change (reschedule)	Affected clubs, coaches, parents	Push + Email	As soon as known	BNJCA Comms Manager

Results & ladder update	All Clubs, All Parents	Push	Weekly (after round)	BNJCA Comms Manager
Finals schedule	Qualifying teams' parents & coaches	Email + Push	Once (when confirmed)	BNJCA Comms Manager

Category 3: Policy, Rules & Development

Message Type	Audience	Channel	Frequency	Owner
Rule changes / playing conditions update	All Coaches, All Managers, All Clubs	Email	As required	BNJCA Secretary
Code of conduct reminder	All Parents, All Coaches	Email	Once per season (pre-season)	BNJCA Secretary
Coaching & development opportunities	All Coaches	Email + Push	As available	BNJCA Comms Manager
Umpire availability requests	Umpires & Officials	Push + Email	Weekly during season	BNJCA Umpire Coordinator
Child safety policy update	All Clubs, All Coaches, All Managers	Email	Annually / as updated	BNJCA Secretary
Monthly newsletter	All Clubs, All Parents	Email	Monthly during season	BNJCA Comms Manager
Awards & recognition	All Clubs, All Parents	Push + Email	End of season	BNJCA Comms Manager

Two-Way Communication Channels

While the primary model is one-way broadcast, structured two-way channels are essential for feedback, queries, and escalations. The following mechanisms are defined:

Channel	Purpose	Who Can Use	Response SLA
BNJCA Email Inbox	General enquiries, complaints, feedback to BNJCA	Any stakeholder	3 business days
Delegates Meeting	Formal feedback, policy discussion, club issues	Club delegates only	Monthly meeting cycle
Club Feedback Form (online)	Anonymous feedback on BNJCA operations	Any stakeholder	Reviewed monthly
SportsApp 'Reply' Feature	Responses to specific announcements (where enabled)	Coaches & managers	48 hours
Mailchimp Survey Links	Structured feedback on specific topics (e.g., season satisfaction)	All registered participants	Campaign-specific
Emergency Contact Line	Urgent safety or welfare concerns on match day	Any stakeholder	Immediate

Seasonal Setup Checklist

Complete the following tasks at the start of each season to ensure the communication platform is ready:

BNJCA Communications Manager Tasks

- ☐ Connect PlayHQ to Mailchimp (Admin Portal > Settings > Integrations)
- ☐ Verify Mailchimp audience segments are correctly mapped to age groups and clubs
- ☐ Create/update BNJCA association account on SportsApp
- ☐ Invite all 15 clubs to join BNJCA on SportsApp
- ☐ Create/update association-level groups (All Clubs, All Coaches, All Managers, Age Groups)
- ☐ Draft and schedule season launch announcement
- ☐ Prepare 'How to Join' guide for parents and distribute to clubs
- ☐ Brief club communications champions on platform usage

Club Registrar Tasks (per club)

- ☐ Export team staff list (coaches, managers) from PlayHQ as CSV
- ☐ Import staff list into SportsApp club account
- ☐ Create team sub-groups in SportsApp matching PlayHQ team names
- ☐ Assign coaches and managers to their respective team groups
- ☐ Share 'How to Join' guide with all parents at registration
- ☐ Confirm all team groups are visible and correctly structured in SportsApp

Governance & Policy

Message Approval

All messages sent from the BNJCA association account must be approved by the BNJCA Secretary or President before sending, except for:

- Urgent operational messages (cancellations, venue changes) — approved by the Communications Manager
- Automated PlayHQ notifications (registration confirmations, etc.)

Tone & Style Guidelines

All BNJCA communications should be:

- Clear and concise — parents and coaches are volunteers; respect their time
- Positive and inclusive — reflect the values of junior cricket
- Factual — avoid speculation, especially regarding weather cancellations
- Timely — send messages as early as possible, especially for cancellations
- Child-appropriate — all content visible to players must be suitable for minors

Privacy & Data Handling

Contact data sourced from PlayHQ is collected under Cricket Australia's privacy policy. BNJCA must:

- Use contact data only for cricket-related communications
- Provide an unsubscribe option in all email communications
- Not share contact lists with third parties or sponsors without explicit consent
- Delete contact data from communication platforms at the end of each season (or retain only with consent)

Annual Review

This Communications Model should be reviewed at the start of each season by the BNJCA committee. The review should assess platform performance, adoption rates, stakeholder feedback, and any new integration capabilities offered by PlayHQ or partner platforms.

Public-Facing Communications

In addition to communicating with registered stakeholders, BNJCA communicates with the broader public to promote junior cricket, celebrate achievements, attract new participants, and build community pride. Public communications are managed separately from internal stakeholder messaging and require additional approval steps.

Public Communication Channels

Channel	Platform	Content Types	Owner
Public Website	PlayHQ Website Builder	News, fixtures, results, club directory, rules, registration links, annual reports	BNJCA Comms Manager
Social Media	Facebook	Player spotlights, season milestones, registration calls, events	Communications Manager
Public Newsletter	Mailchimp (public signup)	Season updates, achievements, community news — open to anyone who subscribes	BNJCA Comms Manager
SportsApp Public Posts	SportsApp	Announcements with public reach setting; links to website and registration	BNJCA Comms Manager
Local Media	Press releases	Season launch, representative selections, major milestones	BNJCA President / Secretary
School & Council Newsletters	Email / PDF	Come-and-try days, registration open, holiday programs, coaching clinics	BNJCA Comms Manager

Category 4: Public & Community Message Types

The following message types are directed at the public and community, not just registered stakeholders:

Message Type	Audience	Channel	Frequency	Owner
Season launch media release	General public, local media	Press release + Website + Social	Once (pre-season)	BNJCA President
Registration open announcement	General public, prospective families	Social + Website + Schools	2x pre-season	BNJCA Comms Manager
Player / volunteer spotlight	General public, cricket community	Social media + Website	Fortnightly	Communications Manager

Come-and-try / holiday program	General public, families with children	Social + Schools + Council	As scheduled	BNJCA Comms Manager
Representative player selections	General public, local media	Social + Press release	As announced	BNJCA Secretary
Annual report / season summary	General public, sponsors, Cricket Aus	Website + Email newsletter	Once (end of season)	BNJCA Secretary
Sponsorship & partnership news	General public, business community	Social + Website + Press release	As announced	BNJCA President
Club anniversary / milestone	General public, cricket community	Social + Local media + Website	As applicable	BNJCA Comms Manager

Public Content Governance

Public communications carry greater reputational risk than internal messages. The following rules apply to all public-facing content:

- Approval: All public posts must be approved by the BNJCA President or Secretary before publishing.
- Photos of minors: Only publish with explicit written consent from parents/guardians, per Cricket Australia's photography and social media policy.
- Player names: Use first name and initial only for players under 18 in public posts (e.g., 'James T.').
- Disputes & disciplinary matters: Never publish publicly. Direct enquiries to the BNJCA Secretary.
- Comment monitoring: The Communications Manager monitors public channels and responds to comments within 24 hours. Inappropriate comments are removed and reported.
- Tone: Positive, inclusive, and celebratory. Reflect the values of junior cricket and the Brisbane North community.

New Role: Communications Manager

To support the public communications program, BNJCA should appoint a volunteer Communications Manager. This role is responsible for:

- Creating and scheduling social media posts (Facebook) on a weekly basis during the season

- Collecting match results, photos, and highlights from club communications champions
- Maintaining the BNJCA website news section
- Monitoring and moderating public comments and messages
- Drafting press releases for major events (in consultation with the President/Secretary)

Quick Reference: Channel Selection Guide

Use this guide to quickly determine the right channel for any communication:

If you need to...	Use this channel	Why
Alert everyone about a game cancellation right now	SportsApp Push Notification	Instant delivery to mobile
Send the season fixture schedule to all clubs	Email (Mailchimp) + Push	Detailed content + confirmation
Remind parents about registration closing tomorrow	Email (Mailchimp)	Auto synced from PlayHQ
Notify one team's parents about a venue change	SportsApp Push (team group)	Targeted, immediate
Share the monthly newsletter with all families	Email (Mailchimp)	Rich content, trackable
Communicate a rule change to all coaches	Email (Mailchimp)	Formal, documented
Collect feedback from all parents after the season	Mailchimp survey link	Structured, anonymous option
Send meeting minutes to delegates	Email (direct or Mailchimp)	Formal record
Promote registration to new families	Social media + School newsletters + Website	Public reach, no prior relationship
Celebrate a player's representative selection	Social media + Press release	Public recognition, positive story
Share weekly match highlights publicly	Social media (Facebook/Instagram)	Engaging, shareable content
Publish the annual season summary	Website + Mailchimp public newsletter	Transparency and accountability

This Communications Plan is a living document. Clubs and delegates are encouraged to provide feedback on its effectiveness at each delegates meeting.