Focus is retention

Strongly believe children should be physically active.

Significantly less likely to have a child stop or never participate.

Unlikely to say no if child asks to do a particular sport.

More likely than others to prompt the child to do the sport.

More likely to volunteer at club where child is member (57%) and where they are member (21%).

Feel clubs offer a great deal of personal and social benefits to child:

- Sense of achievement and confidence
- Time out for themselves
- Social element / camaraderie
- Enjoy watching sport and being part of a sports team

Parents’ participation

Parents are relatively active, many play club sport themselves.

15% of population

37% are in club sport themselves

92% have kids in club sport

Do no activity 19%
Active, but not in sport 35%
Involved in sport (not club) 10%
Involved in club sport 37%
The motivators for child’s involvement are driven by both parent and child.

The initial decision for their child to join a sport club was often initiated due to the parent’s past experience. Many had played the sport before and were familiar with it (40%). However, while ‘Sport Focused’ parents clearly play a role in decision making, often the child prompted the initial decision to join.

The reasons for their child to join a sport club were most often because their child / children wanted to participate (58%) and actively asked to participate (55%).

So, while ‘Sport Focused’ parents clearly play a role in decision making, the child’s wishes were paramount.

To maintain or build participation amongst their children, sport clubs should consider:

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<tbody>
<tr>
<td>1</td>
<td>Access to good coaching and training (65%)</td>
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<tr>
<td>2</td>
<td>Free trials of facilities / sport (59%)</td>
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<td>3</td>
<td>Consistent game time / location (48%)</td>
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<td>4</td>
<td>Trial through school (39%)</td>
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<td>5</td>
<td>Beginner classes for older children (35%)</td>
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<td>6</td>
<td>Family memberships (34%)</td>
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<td>7</td>
<td>Equal treatment whether good or not (33%)</td>
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This said, this segment is more likely than other parents to prompt their child to do the sport because they thought the child would enjoy it (42%), and because they wanted the child to do that specific sport (38%).

Compared to joining club sport, the initial decision for their child to participate in other organised sport / other physical activity was generally driven primarily by the child rather than the parent’s past involvement.

To communicate effectively to this segment:

- Friends / teammates stopped going / taking part
- Child wanted to do a different type of sport / physical activity

What to say? (Message areas)

**Key message**

Reinforce the feelings that sport clubs are unique in the benefits they offer to their child: Physical activity, fun, camaraderie, teamwork, responsibility, belonging and pride.

**Key communication channels:**

- From friends, family members participating in the sport / being a club member
- Local newspapers
- Emailed by the sport club or association
- Sign on days at sports grounds
- Important but on par with other segments
- Internet / website