



CHILDREN

SEGMENT PROFILE

SPORT RESISTANT

Non-club member segment
 with low potential for acquisition

The Sport Resistant are less physically active than other children and only 1 in 4 do sport. They mainly participate for recreation or exercise and are less likely to do activities with other children. As such, sport rarely figures as a main interest or hobby for these children.

537,374

Australians aged 5-13 years

22%

of Australians aged 5-13 years



The Sport Resistant are more likely to be female and from households with low to medium incomes (under \$70k per annum).



This stems from their disdain for sport and perceptions of sport clubs being too competitive and exclusive (that you have to be good at sport).



The Sport Resistant simply don't understand what other people get out of sports or physical activity and have little appreciation of the social benefits that other children usually value in sport. For them sport isn't fun and is too competitive.



Their attitudes are likely to be shaped by their parents who also demonstrate more negative perceptions about sport clubs in terms of being too competitive, inflexible, expensive and time consuming.



As such, they strongly feel sport clubs are not for them and do not understand any benefits to joining a club.

ACQUIRING THE SPORT RESISTANT

This would be a very challenging segment to engage – in part as it would require a basic education campaign on the benefits of sports and even for some physical activity to personal health and well-being.

These campaigns would need to target the segment themselves and their parents.

- > There is very limited potential for bringing Sport Resistant into clubs and trying to do so would be a poor investment of limited resources.
- > A less competitive ethos would help but typically these children and their parents are antithetical to sport and sport clubs.



There are few products or arguments to convince this segment or their parents to join them in a sports club.



Interest in doing more sports?

19%

Previous club membership?

53%



Interest in club membership?

29%

What to talk to them about? (Products)

- > Firstly, any marketing to this segment will require an education campaign on how sports can benefit them ... and will require education to their parents as well
- > Initial focus on activities that are not competitive (can do by themselves)
- > Opportunities to experience how exercise and sports can be enjoyable – with no pressure
- > Beginner classes or classes that can encourage them to feel that sport is fun again



Encouraging and reassuring



What to say? (Message areas)

- > Physical activity / exercise / sports is for everyone
- > Sport is fun and everyone can do it
- > Sport helps you to make friends, feel good about yourself

How to say it? (Tone)

- > Encouraging and reassuring