



CHILDREN

SEGMENT PROFILE

THRIFTY ENTHUSIASTS

Non-club member segment
with high potential for acquisition

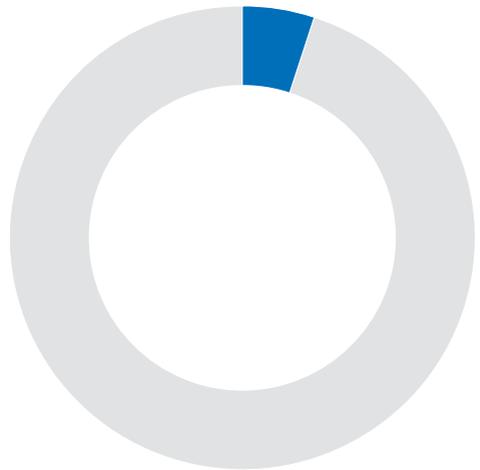
Thrifty Enthusiasts are active and participate in physical activity and sport very frequently (5 times a week). The majority (8 in 10) do organised physical activity.

117,490

Australians aged 5-13 years

5%

of Australians aged 5-13 years



Thrifty Enthusiasts make up only around 1 in every 20 Australians aged 5-13 years old.



Although they don't do physical activity with a sport club, most do organised physical activity through other organisations, school or courses.



They are very positive about physical activity and sport and don't personally have any barriers to sport participation.



Similarly, parents of the Thrifty Enthusiasts are also very positive towards sport clubs despite only 1 in 10 who are currently members. The cost of membership is a barrier.

ACQUIRING THRIFTY ENTHUSIASTS

This children's segment has high acquisition potential with 8 in 10 who are interested in future club membership. Most (8 in 10) have been members in the past.

To appeal to Thrifty Enthusiasts, sport clubs should consider products that center on making club-based sport more accessible in terms of flexible membership pricing options, two for one membership and providing value for money in terms of multiple sports.

Children in this segment as well as their parents also need to feel that clubs are inclusive and promote equality regardless of skill level.

- > For this segment there are a number of products and services that will appeal.
- > Products that center on making membership more cost accessible in terms flexible membership pricing options, two for one membership and providing value for money in terms of multiple sports.
- > They also show interest in options that enable entry or beginner level classes and equality.

There are few perceptual barriers to joining a sport club, however cost of participating in club-based sport is a barrier.

More flexibility in participation times / scheduling are also appealing for parents.



Interest in doing more sports?

18%



Previous club membership?

83%



Interest in club membership?

79%

What to talk to them about? (Products)

- > Products that provide value for money options (flexible membership pricing, two for one membership and multiple / alternative sports)
- > Flexible participation times / scheduling
- > Beginner classes / streams for different levels
- > Equality of access and treatment regardless of skill level / membership type

What to say? (Message areas)

- > There's different options / ways your child / children can join
- > Club is inclusive and for all levels and members, not elitist

Helpful and non-judgmental



How to say it? (Tone)

- > Helpful and non-judgmental