



ADULTS

SEGMENT PROFILE

SIDELINED SPORTSTERS

Non-club member segment
with high potential for acquisition

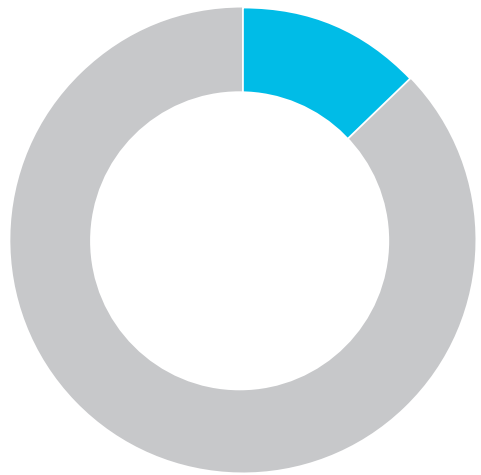
The Sidelined Sportsters is a physically active group – doing physical activity over 2 times a week. This is principally recreational and in sports that can be done independently. Importantly, they also participate in organised sport although not with sport clubs.

2,035,878

Australians aged 14-65 years

13%

of Australians aged 14-65 years



Sidelined Sportsters are into sport and value the opportunity it provides to have some personal time, relax and break their routine.



They were often members of sport clubs as children (even up to adulthood) and it will not have always been their choice to stop but rather their changing circumstances.



They particularly enjoy being part of sports teams, with the camaraderie and friendships it engenders. The competitive aspect of sport is also a key component to their enjoyment.



They have other priorities and cannot commit as much time or money as they might have in the past.



They are positive about clubs and would be quite comfortable at sport clubs with their ability to hold their own in a sporting context.



This segment tends to be older and with family commitments.

ACQUIRING THE SIDELINED SPORTSTERS

This is a key target group for acquisition as they have all the hallmarks of keen but lapsed sport club members. They may have been Loyalists or Socially Engaged when they were younger or before they stopped being a member.

Given their interest in sport overall, there may be opportunities to attract this segment with products outside of the traditional club offer that address concerns with time and cost commitments.

Among this group there appear to be potential **barriers** to sports participation and club membership with higher than typical levels of irregular working hours and relatively high levels of injury.

They retain a very positive perspective on clubs and the social and physical benefits of being involved. What they need is greater flexibility from sport clubs, but they don't necessarily see this as a club's responsibility. They see it as being their barrier, that they simply have other priorities and they cannot commit as much time or money as they might have in the past.

- Flexible options in terms of times that they can participate, along with membership cost / price options, will make it easier for them to step back into the fold.
- Given the numbers who have dropped out through injury, clubs should consider options for lower impact / less competitive versions or seek to encourage these people to take up suitable sports given their condition and tap into those they currently do.



Interest in doing more sports?

13%



Previous club membership?

59%



Interest in club membership?

66%

What to talk to them about? (Products)

- Social aspects and competition
- Lower impact 'sport' options
- Shorter competitions
- Alternative sports
- Out of hours leagues
- Try before you buy (especially on new / changed rules sports)

Encouraging – you can still play



What to say? (Message areas)

- You can still take part even if you are short on time
- There are modified versions of club sport if you still want to play sport but you can't play the traditional way anymore
- Have fun with friends doing (new sport / different type of competition)
- Play and (eat, drink, BBQ)
- Play at times to fit in around family and work

How to say it? (Tone)

- Encouraging – you can still play