



ADULTS

SEGMENT PROFILE

SOCIALLY ENGAGED

Existing club member segment

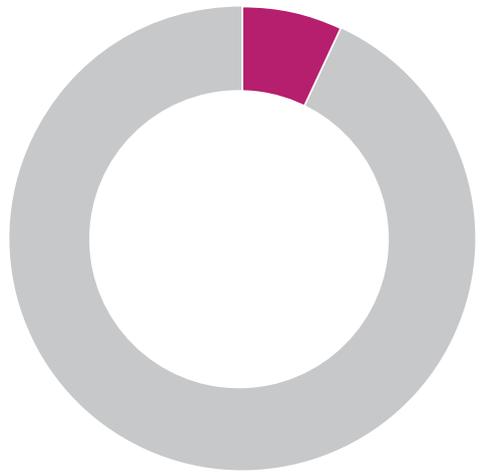
Socially Engaged are highly active in physical activity and sport, recreationally and competitively and the wide range of activities they participate in reflects this.

1,052,618

Australians aged 14-65 years

7%

of Australians aged 14-65 years



They are more likely to be males and with higher incomes in white collar jobs.



Along with Loyalists, they form the core of club members.



The Socially Engaged are physically active and enjoy all aspects of sport but most of all the social aspect.



This is a very valuable segment as they are highly engaged with sport and clubs, and this group could be considered as influencers to attract new members.



They prefer to play sport with others and although they aren't averse to competition, it's more to do with challenging themselves while having fun.



While the social aspects of clubs are important, competition is still an integral part of why they play sport, and is the context within which enjoyment and friendship sits.

RETAINING THE SOCIALLY ENGAGED

The focus for the Socially Engaged is on stretching and retaining membership.

It is imperative to keep this segment engaged as they have the potential to be more involved and be advocates for clubs.



This segment starts to wain as they reach the 25-40 years age group when social, work and family commitments reach peak. There is obvious risk of losing these members as other commitments increase.

- Given their very positive disposition towards sport clubs, ensure clubs focus on the social aspects of club membership.
- This segment could be advocates and influential in attracting new members, via rewards for referrals or bring a friend opportunities.
- Similarly, as this segment approaches a different life stage, there will be need to have flexible membership offers and schedules to maintain membership renewal as priorities change.

What to talk to them about? (Products)

- Rewards for membership / referrals / bring a friend
- New sports / activities
- Other ways to get involved to support the club as commitments change
- Flexible pricing / membership to retain membership if commitments / life-stage changes

What to say? (Message areas)

- Camaraderie – get together with friends / others in your favourite sports
- Promote social aspects but in the context of competitive sport
- Be part of something that lets you be active with friends



Challenging
but fun



How to say it? (Tone)

- Challenging but fun