



# ADULTS

## SEGMENT PROFILE

### SPORT DRIVEN

Existing club member segment  
at higher risk of lapsing

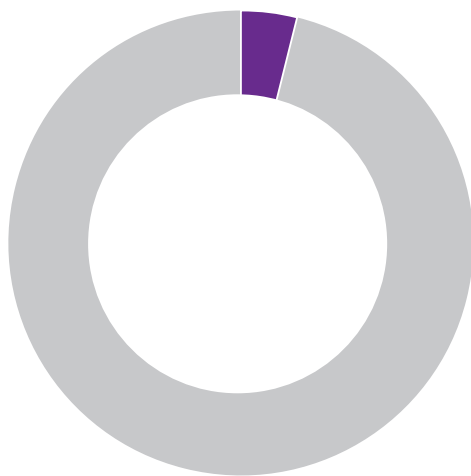
Sport Driven are highly active in both sport and recreational physical activity. They are likely to participate in organised activities within sport clubs as well as in other organisations such as fitness or leisure centres. They participate in a range of team and individual activities.

# 583,186

Australians aged 14-65 years

# 4%

of Australians aged 14-65 years



This segment is often younger, wealthier urbanites and with a high proportion from culturally and linguistically diverse (CaLD) backgrounds.



Sport Driven do not really socialise within the club. Their motivation for doing sport tends to be more personal and focused on self-improvement and the sheer enjoyment of it.



While still enjoying the competition, they are less fanatical about sport and less competitive than some of their club counterparts.



They are less invested in the wider sport club experience for a variety of reasons, the club being a place for them to access facilities and participate in their sport – but they don't necessarily want involvement beyond that.



They can feel that sport clubs are overly competitive, inflexible and too demanding of their time when really they just want to use the facilities and organisation to play sport and keep other elements of the club at arms-length.

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## RETAINING THE SPORT DRIVEN

Their relationship with sport clubs is less assured and the threat here is that they may move to the non-club segments. So the challenge is to keep them engaged and provide ways to help them fit club membership in their lives.

The Sport Driven can be at a very busy life stage, meaning they are often balancing membership with commitments of family life, work and other interests.

While they appreciate the camaraderie and the opportunity to get together with friends that clubs offer, it is the sport rather than the social aspects of clubs that are paramount. This may be as much about other competing interests for their time as it is about them being less sociable.




There can be practical barriers keeping Sport Driven as members – namely the commitment aspect and cost to participate. They also hold the perception that sport clubs are too competitive and put too much emphasis on the social aspect.

- To encourage club membership renewal, ensure flexibility so they can work around their own schedules and consider different pricing options.
- A range of activities can appeal.
- Focus on 'enjoyment' and ability to stay active and be part of a team without too much focus on competition or being a 'pro'.

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### What to talk to them about? (Products)

- Flexible times and schedules
- Team sports
- Friend and family membership
- Different class / team for all levels
- Participation or loyalty incentives



Energetic  
and positive



### What to say? (Message areas)

- It's all about the 'sport'
- Clubs can help you achieve your personal fitness / sports goals
- Be part of something that lets you be active with friends
- Reassure they do not need to be involved in the club beyond 'playing the sport'

### How to say it? (Tone)

- Energetic and positive