



CHILDREN

SEGMENT PROFILE

APATHETIC CLUBBERS

Existing club member segment

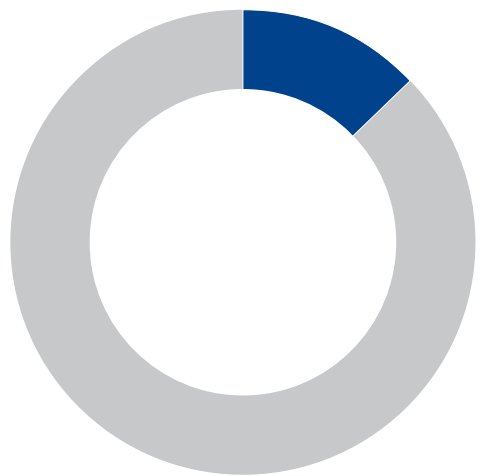
The Apathetic Clubbers are relatively active with the majority who consider their participation in physical activity as being both for sport and recreation or for exercise. However, only a small minority consider sport to be a main hobby or interest.

374,996

Australians aged 5-13 years

15 %

of Australians aged 5-13 years



Apathetic Clubbers are slightly more likely to be from higher income households (over \$70k per annum).



They are less likely to see the benefits to sport participation compared to other children and more likely to feel they don't like sport or that it is too competitive and no longer fun.



Despite their relatively active participation in sport (recreational and competitive), only a small minority consider sport to be a main hobby or interest, reflecting their apathetic attitudes to sport.



They have joined sport clubs in the past for general enjoyment or fun or to try a new sport rather than for sport skill advancement.



This children's segment exhibits some negative perceptions of sport suggesting poor experiences with sport over time.



However it appears that pressures from the club environment may be eroding their positive attitudes to sport and sport clubs in general.

RETAINING THE APATHETIC CLUBBERS

There needs to be a focus on ease of 'entry' in terms of ensuring everyone feels they can join regardless of skill level or motivation.

There may be a need to promote the social and fun aspects of sport clubs to reinvigorate this segment who are at risk of dropping out if there is a change to their circumstances given their somewhat apathetic attitude.

This segment would benefit from feeling less pressured to be good at the sport to continue enjoying it.



- Apathetic Clubbers are most interested in options where they can trial facilities for free or join with friends as well as those that promote equality for all such as beginner classes or equal treatment and access.
- Parents of this segment are also interested in flexible membership options in terms of pricing.

What to talk to them about? (Products)

- Products that focus on fun and social participation
- Option of non-competitive leagues
- Personal training / goal setting programs
- Competition to suit their skill / level

What to say? (Message areas)

- We'll help you learn and improve your skills
- It doesn't matter whether you're good at the sport or not, there is an opportunity for you to play and have fun.
- Get involved in something that helps you keep fit at the same time as having fun

Welcoming and inclusive



How to say it? (Tone)

- Welcoming and inclusive