



ADULTS

SEGMENT PROFILE

APATHETIC CLUBBERS

Existing club member segment
at higher risk of lapsing

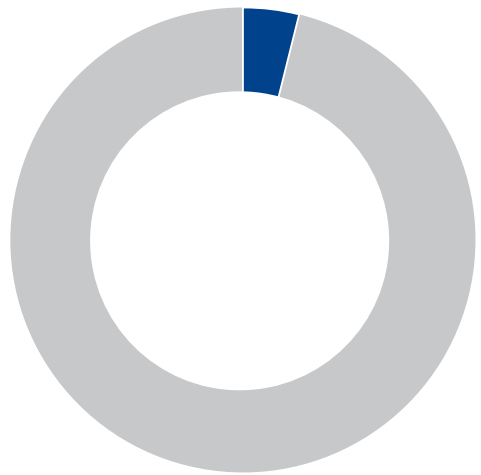
Despite their rather on the fence attitudes towards sports and physical recreation, Apathetic Clubbers are highly active in both and participate in a range of activities including organised and individual activities.

599,952

Australians aged 14-65 years

4%

of Australians aged 14-65 years



While Apathetic Clubbers can be found within all age groups, there is a significantly higher proportion of teenagers to be found in this segment.



They don't like competition, tend to view sports as a 'chore' and feel a pressure that you need to be good at sport to be part of a club.



Despite being highly active in both sport and physical recreation, the Apathetic Clubber is less likely than other club member segments to feel very positive toward sport or clubs.



Relative to other club member segments they tend to find value in clubs for their 'facilities' and that it encourages you to do exercise, rather than the elements of competitiveness and socialising.



While they initially enjoyed their membership, this appears to be waning.



Some feel a pressure that you need to be good at sport to be part of a club.

RETAINING APATHETIC CLUBBERS

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

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

There may be a need to promote the social and fun aspects of 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 need to be reminded of the positive aspects of club membership including how they used to enjoy the sport and how it is a way to keep fit and healthy while having some fun.
- > A key element is to ensure everyone feels they can join / feel comfortable in the club regardless of skill level.
- > There may be a need to promote the social and fun aspects of clubs to reinvigorate this segment who are at risk of dropping out and finding other ways to fulfill their needs.

What to talk to them about? (Products)

- > 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