



# ADULTS

## SEGMENT PROFILE

### CLUB WARY

Non-club member segment  
with high potential for acquisition

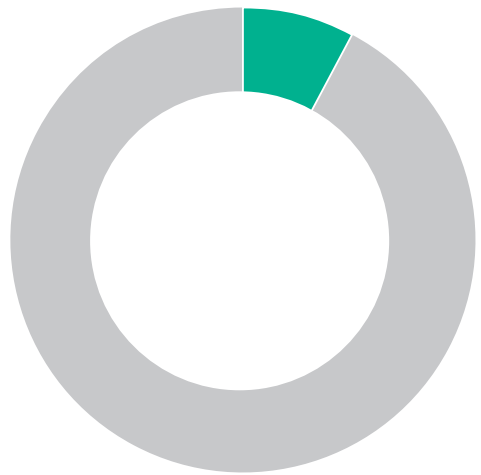
Although the Club Wary are relatively active in recreational activities in a self or organised capacity, they are not members of a sport club. They tend to be members of fitness centres or recreational / social clubs.

# 1,145,957

Australians aged 14-65 years

# 8%

of Australians aged 14-65 years



The Club Wary are very positive about sports, though they want to enjoy their sport at a slightly less serious and competitive level.



There are more culturally and linguistically diverse (CaLD) members in this segment than in others.



They are not particularly critical of sport clubs but from past experiences as members, they have some reservations.



Not unlike the Sport Driven segment, they would prefer not to get involved in the social and administrative aspects of the sport club and instead their preference is to play their sports and use the facilities.



They see sport clubs as requiring a significant commitment and lacking in flexibility and they can be slightly self-conscious about fitting in and playing sport with others.

## ACQUIRING THE CLUB WARY

The Club Wary are a realistic target for acquisition, but sport clubs need to be proactive in seeking them out and communicating with them.

They want to get more involved in sport clubs but often don't know where to find information. Direct mail (inviting them to a demonstration) and local newspapers are ideal sources coupled with easily accessible online information.

- > Beginners' classes and free trials are popular ways to introduce the Club Wary to clubs.
- > More flexibility in times and prices as well as a less competitive approach could also assist.

To attract this segment, sport clubs and / or sporting opportunities beyond the traditional club structure will need to avoid a sense of over commitment or competition (both in time and cost) and obligation when messaging and in the products offered.



Interest in doing more sports?

69%



Previous club membership?

56%



Interest in club membership?

56%

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

- > Beginners / skill building classes / teams
- > Flexible membership around costs (e.g. 2 for 1 memberships)
- > Proactive communications highlighting the facilities of the club
- > Offer of trial 'membership' without full financial commitment

### What to say? (Message areas)

- > Club is inclusive and for all levels, not elitist
- > Highlight the offer to play the sport they want at good facilities
- > Focus on the sport and play up facilities
- > Join with a friend
- > Focus building skills while playing the sport
- > Competition as a means of improvement and for self achievement.

Helpful



### How to say it? (Tone)

- > Helpful