



CHILDREN

SEGMENT PROFILE

SOCIAL LOYALISTS

Existing club member segment

Social Loyalists are the most active of the segments in sport and nearly 1 in 2 consider sport to be a main hobby or interest. That said they participate in a range of activities, including team based sport, which they typically do with other children and competitively. They partake in physical activity / sport 5 times a week.

581,086

Australians aged 5-13 years

23%

of Australians aged 5-13 years



Social Loyalists are more than likely to be male and from higher income households (over \$70k plus per annum). They are under-represented by culturally and linguistically diverse (CaLD) individuals.



They love the social aspect and are more likely than other club member segments to have joined for the sheer fun/enjoyment as well as to advance their skill in that sport.



Social Loyalists are highly engaged with sport and love being part of a sports team.



The decision to join is typically a joint decision with parents, many who are club members themselves (or have been).



This is the core of sport clubs and clubs are a big part of their life and identity. They enjoy all aspects of club participation – physical, social, for self-improvement, competition.

RETAINING SOCIAL LOYALISTS

This is the core of club members and the focus should be on retention or encouraging further involvement through other sport clubs.

Sport clubs should provide opportunities to challenge themselves while having fun with other children.

This segment are also social advocates so sport clubs can consider referrals or bring a friend opportunities.

- Given their appreciation of the social elements allowing other friends to join and open meet days are appealing.
- Although cost is less of a barrier, membership options that make it easier for the whole family to join will benefit the families of this children's segment and help ensure continued membership over time.

What to talk to them about? (Products)

- Competitions / matches (competitive and social)
- Additional sports / challenge
- Ability for friends / family to join
- Rewards for membership / referrals / bring a friend
- Free trial and open days to attract to other sport clubs
- Membership options that promote family membership

What to say? (Message areas)

- Challenge yourself while having fun with other children
- Promote social aspects but in the context of competitive sport
- Be part of the team/ club

Challenge / Fun



How to say it? (Tone)

- Challenge / Fun