



ADULTS

SEGMENT PROFILE

LOYALISTS

Existing club member segment

Loyalists are four times as likely to consider sport to be a main interest / hobby in their life.

980,683

Australians aged 14-65 years

6%

of Australians aged 14-65 years



The Loyalists segment is made up of a high proportion of males under the age of 30 years, and comprises a particularly high proportion of teenagers.



They derive confidence and achievement from participation, and are particularly motivated by competitive success.



For Loyalists, sport is their life. They enjoy all aspects of sport, including the competitive and social elements.



Because of their passion for sport, Loyalists are the easiest segment to engage. Clubs provide Loyalists with a platform for personal / competitive success, an overall sense of achievement and a valued social network.



The most active of the adult segments they participate in a range of individual and team based sports.



As Loyalists live for sport, it is almost an imperative for them to be part of a sport club.

RETAINING LOYALISTS

Retention is key for this segment. The strategic goals for this segment are to increase / maintain involvement as life commitments increase and change...

Loyalists are especially likely to be engaged by products, services and promotions that challenge their competitive spirit and provide them with new opportunities to advance their goals.

A major challenge involves Loyalists transitioning to another segment once they graduate from high school.

Few view any barriers to their club membership however among those that do, practical elements of cost to participate in club-based sport could impact retention.



- > Increase involvement through free trials, more times / flexible times and opportunities to have greater involvement with different sports.
- > Membership could be threatened as individuals reach a new life-stage with new commitments (family etc) so flexible membership options could be offered to accommodate changing life-styles.

What to talk to them about? (Products)

- > Competitions / matches
- > Advanced streams / teams
- > Additional sports / challenges
- > Advanced training / coaching for skill advancement
- > Other ways to get involved to support the club
- > Flexible pricing / membership to retain membership if commitments / life-stage changes

What to say? (Message areas)

- > Be your best and play with the best
- > Challenge yourself
- > Push your boundaries
- > Be part of the team

Challenge /
Assertive

How to say it? (Tone)

- > Challenge / Assertive

