



CHILDREN

SEGMENT PROFILE

SPORT DRIVEN

Existing club member segment

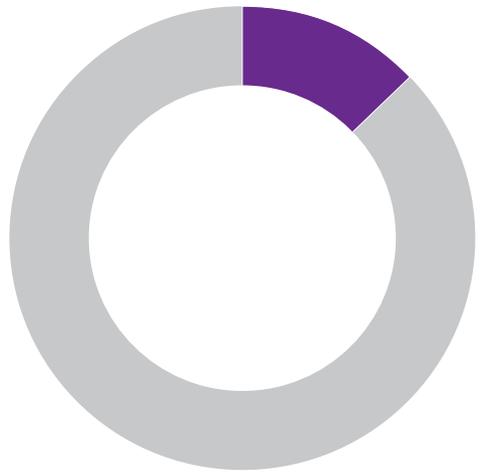
The Sport Driven are highly active and do organised physical activity within sport clubs but also through other recreational clubs, school and courses. Their participation is for competitive as well as recreational purposes.

337,001

Australians aged 5-13 years

14%

of Australians aged 5-13 years



The Sport Driven are more than likely to be found in metropolitan Australia and are over-represented by culturally and linguistically diverse (CaLD) individuals (1 in 5 are CaLD).



While they are not adverse to competition, for them it is more about the sense of achievement through meeting personal goals and self-improvement.



The Sport Driven are highly engaged with sport and show a relatively high interest in doing more sport if they had information on how to go about it.



While they appreciate the camaraderie and the opportunity to get together with friends that sport clubs offer, it is the sport and self-improvement rather than the social aspects of clubs that are important to them.

RETAINING THE SPORT DRIVEN

Sport clubs should focus on retaining these individuals through offers that allow them to achieve their personal fitness / sport goals in an inclusive environment.

Products and services should promote equal treatment and opportunities to participate in a variety of sport at all levels.

Ensure flexible membership pricing and family membership options while reducing the pressures to be involved in the club beyond 'playing the sport' to encourage continued membership of this children's segment and their parents.

- Although this segment enjoy the competitive element of sport, they also need sport clubs to provide an environment of equality and flexibility.
- They are most interested in beginners' classes and equal treatment as well as opportunities to trial new clubs, flexibility in participation in terms of times to participate/scheduling.
- They show a relatively high interest in doing more sport if they had information on how to go about it.
- Parents of this children's segment are needing membership and trial opportunities that make it easy to be members (flexible membership options, free trials, flexible times, options for parent/ child participation).

What to talk to them about? (Products)

- Products and services that are inclusive promoting equal treatment
- Beginner classes / levels
- Multiple / alternative sport options
- Friend and family membership
- Parent and child sport participation opportunities

What to say? (Message areas)

- It's all about the 'sport'
- Clubs can help you achieve your personal fitness / sports goals (rather than competitive focus)
- Reassure they do not need to be involved in the club beyond 'playing the sport'

Energetic and positive



How to say it? (Tone)

- Energetic and positive