



# PARENTS

## SEGMENT PROFILE

### SPORT FOCUSED

Focus is retention

Strongly pro-club sport.

**15%**

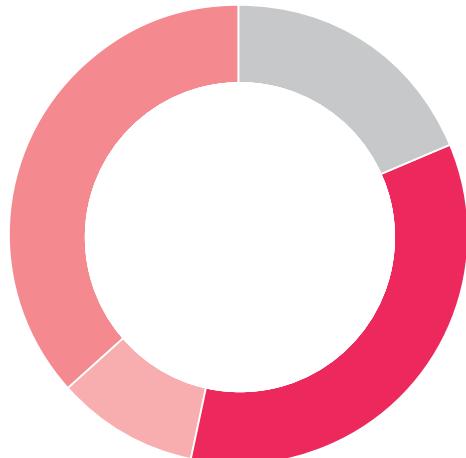
of population

**37%**

are in club sport themselves

**92%**

have kids in club sport



#### Parents' participation

Parents are relatively active,  
many play club sport themselves.

- Do no activity 19%
- Active, but not in sport 35%
- Involved in sport (not club) 10%
- Involved in club sport 37%



Strongly believe children  
should be physically active.



Significantly less likely to  
have a child stop or never  
participate.



Unlikely to say no if child  
asks to do a particular sport.



More likely than others to  
prompt the child to do  
the sport.

- More likely to  
volunteer at club where  
child is member (57%)  
and where they are  
member (21%).

Feel clubs offer a great  
deal of personal and social  
benefits to child:

- Sense of achievement  
and confidence
- Time out for themselves
- Social element /  
camaraderie
- Enjoy watching sport  
and being part of a  
sports team

## WHO / HOW IS A DECISION MADE?

The motivators for child's involvement are driven by both parent and child.

The initial decision for their child to join a sport club was often initiated due to the parent's past experience. Many had played the sport before and were familiar with it (40%). However, while 'Sport Focused' parents clearly play a role in decision making, often the child prompted the initial decision to join.

The reasons for their child to join a sport club were most often because their child / children wanted to participate (58%) and actively asked to participate (55%). So, while 'Sport Focused' parents clearly play a role in decision making, the child's wishes were paramount.

This said, this segment is more likely than other parents to prompt their child to do the sport because they thought the child would enjoy it (42%), and because they wanted the child to do that specific sport (38%).

Compared to joining club sport, the initial decision for their child to participate in other organised sport / other physical activity was generally driven primarily by the child rather than the parent's past involvement.

- Friends / teammates stopped going / taking part
- Child wanted to do a different type of sport / physical activity



To maintain or build participation amongst their children, sport clubs should consider:

- ① Access to good coaching and training (65%)
- ② Free trials of facilities / sport (59%)
- ③ Consistent game time / location (48%)
- ④ Trial through school (39%)
- ⑤ Beginner classes for older children (35%)
- ⑥ Family memberships (34%)
- ⑦ Equal treatment whether good or not (33%)

## HOW DO WE COMMUNICATE TO THEM?

### What to say? (Message areas)

#### Key message

- Reinforce the feelings that sport clubs are unique in the benefits they offer to their child: Physical activity, fun, camaraderie, teamwork, responsibility, belonging and pride.

### Key communication channels:

#### Specific to this segment

- From friends, family members participating in the sport / being a club member
- Local newspapers
- Emailed by the sport club or association
- Sign on days at sports grounds  
Important but on par with other segments
- Internet / website