

# 2016 National Conference

How do we get people to join my club?.



AUSTRALIAN LACROSSE ASSOCIATION

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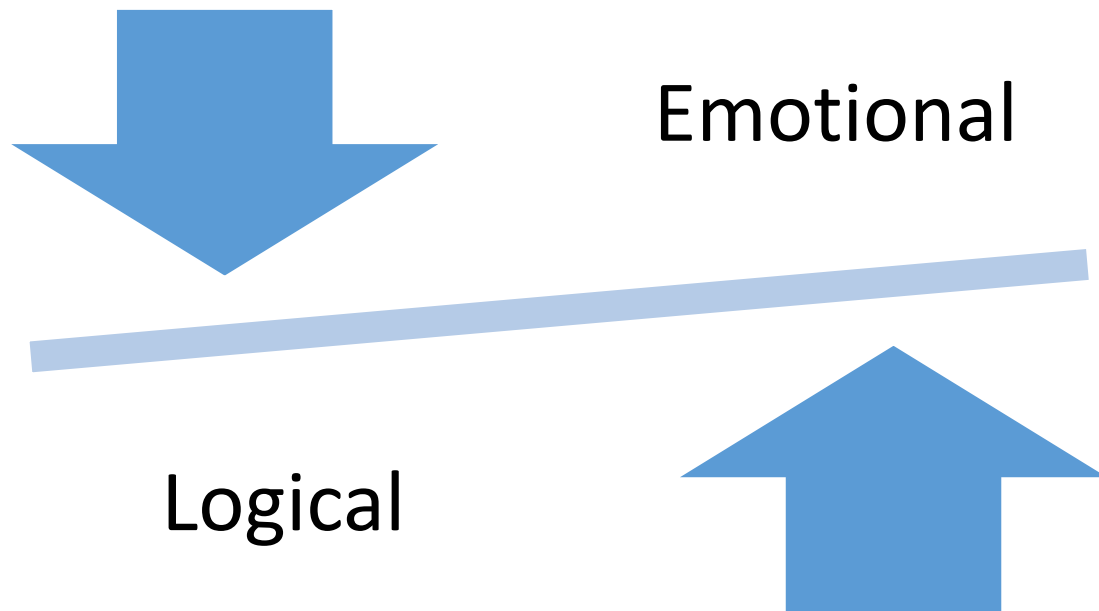
Australian Government  
Australian Sports Commission

- Why do people join a/ your club?



**Australian  
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# Why do people join my club



# Marketing

- **Marketing** is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand.



# Promotion

- **Promotion** is one of the [market mix](#) elements or features, and a term used frequently in [marketing](#). The marketing mix includes the four P's: price, product, **promotion**, and place.<sup>[1]</sup> **Promotion** refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty.

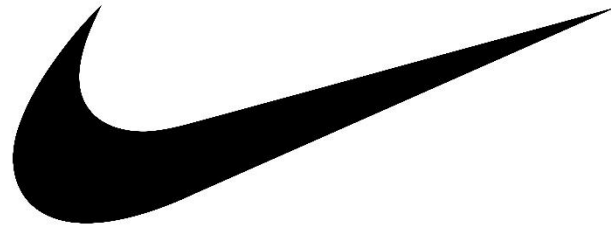


What is your clubs Brand?



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What is your Brand?



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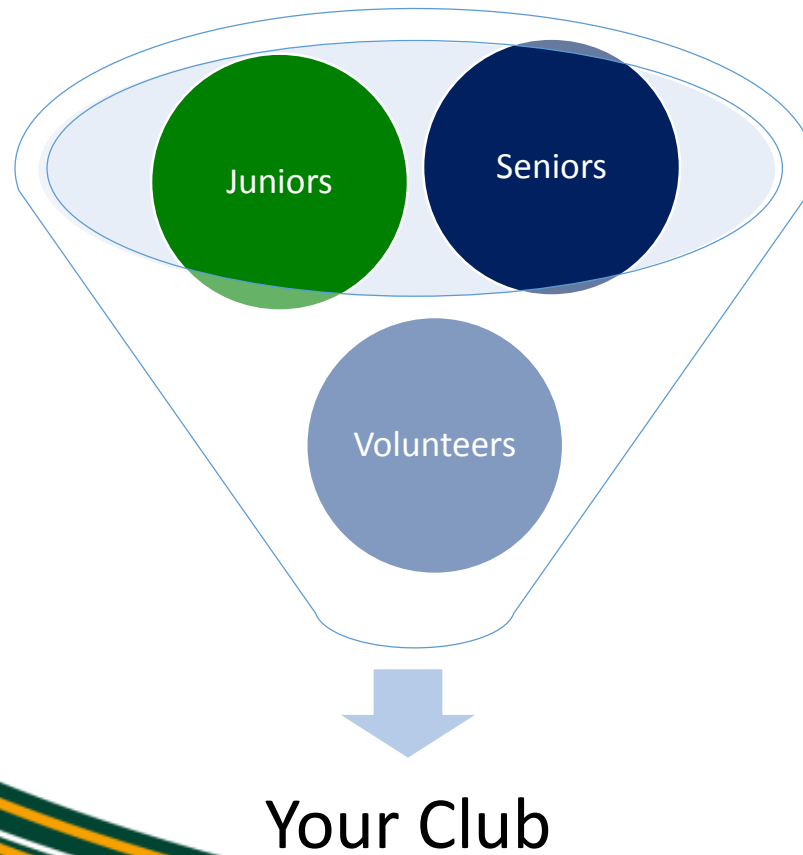
- How does your club attract juniors / seniors / others?



# Mega Trends \_ ASC



# What makes a club tick?



# Juniors

- **current club member segments :**  
Social Loyalists, Sport Driven and Apathetic Clubbers
- **non-club member segments :**
- Thrifty Enthusiasts, Ponderers and Sport Resistant



# Adults

- **current club member segments:**  
Loyalists, Socially Engaged, Sport Driven and Apathetic Clubbers
- **non-club member segments:**  
*Sidelined Sportsters, Club Wary, Ponderers, Self Focused, Sport Indifferent and Sport Atheists.*



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# Club Wary - New

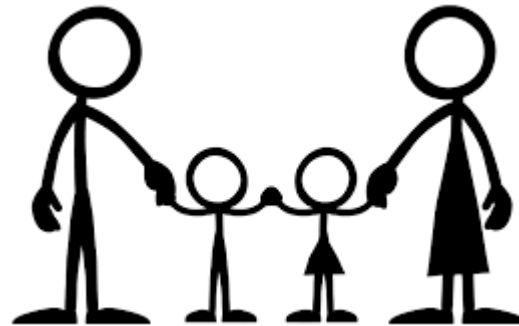
- This group is a realistic target for acquisition but clubs need to be proactive in their communication. They want to get more involved in sports clubs but often don't know where to find information. Direct mail (inviting them to a demonstration) and local newspapers are ideal sources coupled with online information.
- To attract this segment, clubs and/or sporting opportunities beyond the traditional club structure will need to avoid a sense of over-commitment or competition when messaging and with the products offered.





# Ponderers - Existing

- Typically they were members of clubs into adulthood when for practical reasons they felt they had to give up. They have a fairly positive view of clubs both socially and as a way to support health and fitness.



# Retention Opportunities for current club members

- flexible membership options (price)
- free trial of clubs facilities
- more flexible times to take part.



# Opportunities to acquire new members

- flexible membership options
- more flexible times to take part
- free trials of club facilities.



# Where do I start?

## SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	<b>S</b> Strengths	<b>W</b> Weaknesses
External origin (attributes of the environment)	<b>O</b> Opportunities	<b>T</b> Threats



# SWOT Definitions

- **Strengths**: these are the characteristics of your club that give it an advantage over others
- **Weaknesses**: these are the characteristics that place your club at a disadvantage relative to others
- **Opportunities**: these are the elements that your club could exploit to its advantage
- **Threats**: these are the elements in the environment that could cause trouble for your club





# SWOT Matrix

	HELPFUL (for your objective)	HARMFUL (for your objective)
INTERNAL (within organisation)	<b>Strengths</b> • — • — • — • — • — • — <b>S</b>	<b>Weaknesses</b> • — • — • — • — • — • — <b>W</b>
EXTERNAL (outside organisation)	<b>Opportunities</b> • — • — • — • — • — • — <b>O</b>	<b>Threats</b> • — • — • — • — • — • — <b>T</b>

27-Oct-11

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