

A blurred, high-angle photograph of a crowd of people, likely at a sporting event, with various colors of clothing visible. The image is motion-blurred, creating a sense of activity and movement.

**VICSPORT**

# CLUB CULTURE

Athletics Victoria Good Governance Series

[www.vicsport.com.au](http://www.vicsport.com.au)

# INNOVATION

## CLUB CULTURE

- Try something new
  - Small changes
  - New initiative



- Achieve a better outcome
  - More members
  - Happier members
  - Happy stakeholders

# DOING SPORT DIFFERENTLY

## CUSTOMER EXPERIENCE

### Five key customer experience touchpoints



Case study – Wyndham Track and Field Club (<https://www.youtube.com/watch?v=Phs8sEmluMw>)

- Simple application of the four Ps of **marketing**
  - **Product** (weekly social running activities, empathetic deliverers, fun activities)
  - **Place** (ease of access to athletics track)
  - **Price** (free, low cost)
  - **Promotion** (Facebook, schools, local council, word of mouth)

# INNOVATING TO REBUILD

## OPPORTUNITIES



- Review your 'product' – the activities and experiences on offer
  - Customers – who do you service?
  - What barriers will they face upon the return to sport?
  - How will people feel about returning to the club?
  - How can we improve or innovate what we deliver, to provide a **great experience?**

*They might feel*

*We want them to feel*

**HESITANT**

**ANXIOUS**

**SAFE**

**REASSURED**

**INSPIRED**

**DISCONNECTED**

**JOY**

# INNOVATING TO REBUILD

## THE 'EAST' MODEL



- Make it **Easy**
  - Online registration and payment options.
  - Micro-volunteering opportunities for parents of new players.
- Make it **Attractive**
  - Social-based introductory programs.
  - Coaches/coordinators who are fun and empathetic.
- Make it **Social**
  - Hosting a (small) BBQ or social event to welcome people back
- Make it **Timely**
  - Billboards, letter drops, a social media blitz that proudly claim: we're back!

# DOING SPORT DIFFERENTLY

## RESOURCES



Read more about Doing Sport Differently at [www.vichealth.vic.gov.au/media-and-resources/doingsportdifferently](http://www.vichealth.vic.gov.au/media-and-resources/doingsportdifferently)

Club Help - [www.clubhelp.org.au/](http://www.clubhelp.org.au/)

Vicsport Welcoming Sport resources [www.vicsport.com.au](http://www.vicsport.com.au)