

Case Study

Providing data to sporting clubs to assist with growth, development & sustainability

February 2024



OVERVIEW

The City of Armadale (CoA), through its Club Pulse initiative, has leveraged ActiveXchange's data intelligence platform to provide data insights and support to local sporting clubs within its jurisdiction. Club Pulse has become an invaluable tool aimed at fostering the growth, development, and sustainability of these clubs.

By utilising ActiveXchange's platform, the City of Armadale gains access to real-time data and insights regarding membership trends, conversion rates, projected demand and community demographics.

The initiative helps sporting clubs and organisations identify strategies to enhance operations & programming, increase participation rates, and improve the overall sporting experience for residents.

OBJECTIVES



Increase participation of sports within the City of Armadale



Engage clubs that are struggling, and identify strategies to enhance operations and programming



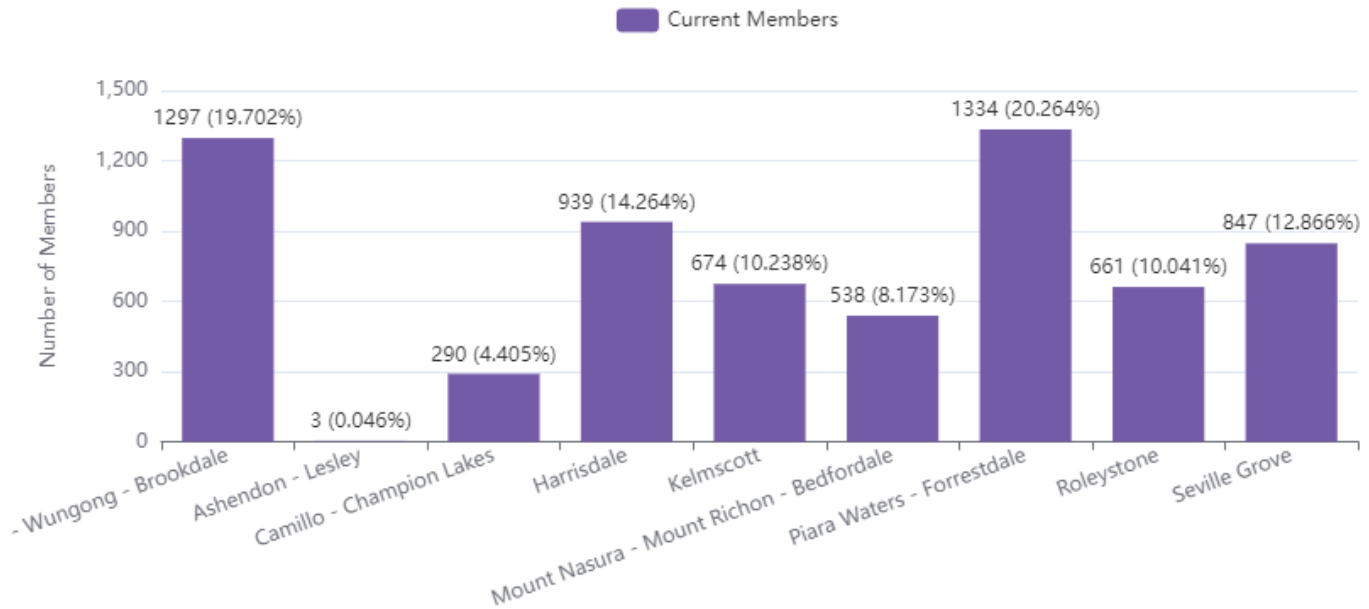
Provide high functioning clubs with growth and sustainability opportunities

INSIGHTS

Participation of Sports in the CoA

Sports Performance Dashboard - Where do members come from?

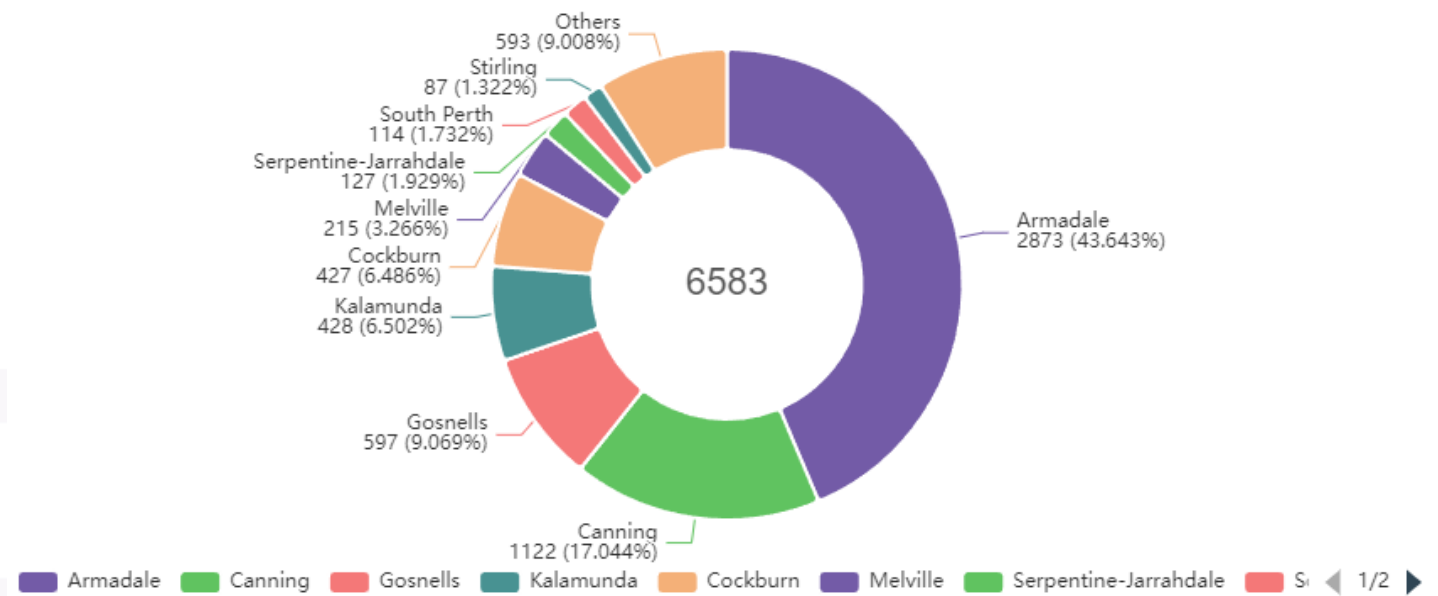
Shows the total number of registered sport players that reside in the CoA. This can be broken down into SA2 (Statistical Area Level 2), or suburb.



Participation of Sports in the CoA

Sports Performance Dashboard - Where do they play?

Provides insights as to where members play the selected sport. In the below graph, we can see that 43% of registered members play the sport in the CoA.

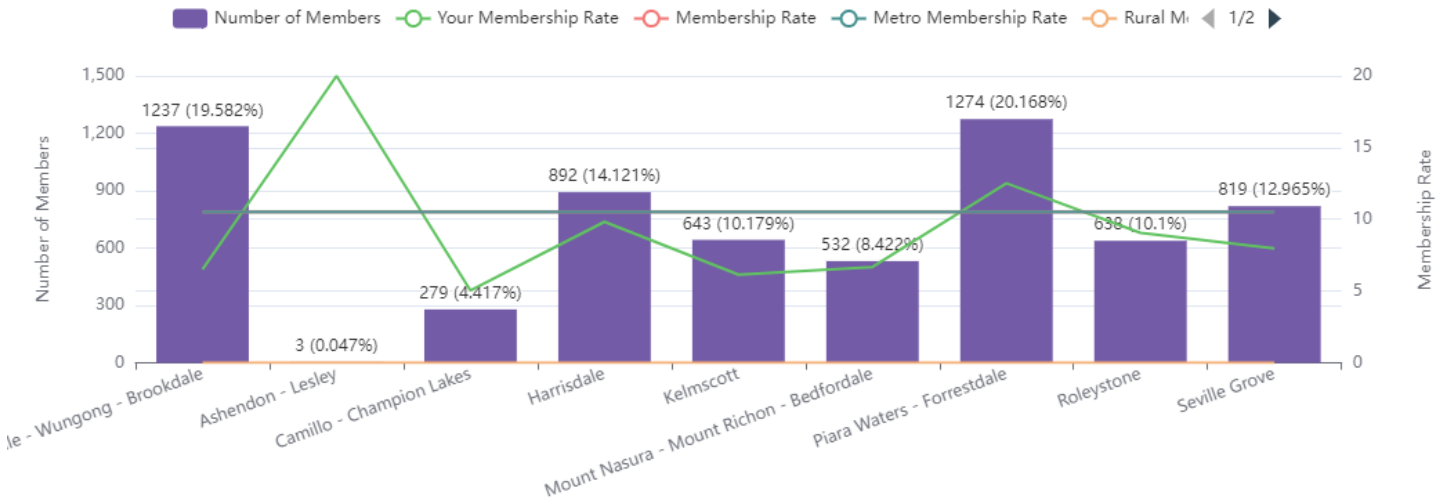


INSIGHTS

Participation Rates for Sports in the CoA

Sport Summary Dashboard - Participation Rate

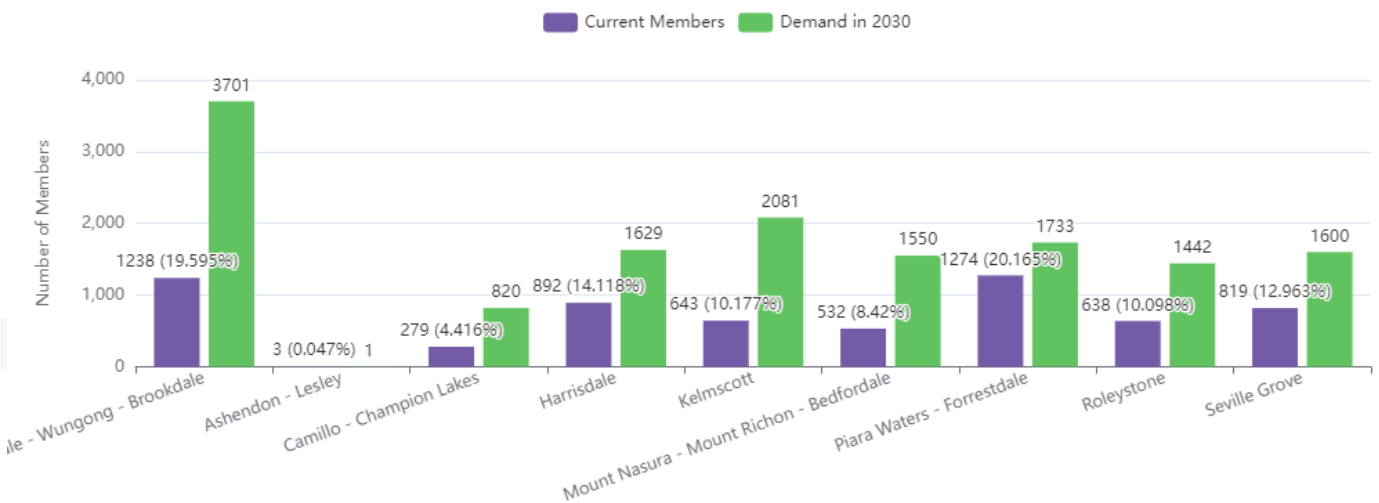
Shows the registered members who play within the CoA. The data can be filtered to show specific age brackets. The CoA has identified that sports clubs can experience the most growth in a relatively short period of time through focusing on their juniors. Furthermore, the graph also shows the membership rate compared to other sports, in addition to membership rates for metro and rural areas.



Current Membership and Projected Demand in 2030 for Sports in the CoA

Sports Priorities Dashboard - Do I have enough provision in the future?

Shows the current membership compared to the predicted demand in 2030. This provides a snapshot of where the biggest growth areas are likely to be so that resources can be focused and strategies implemented in advance.

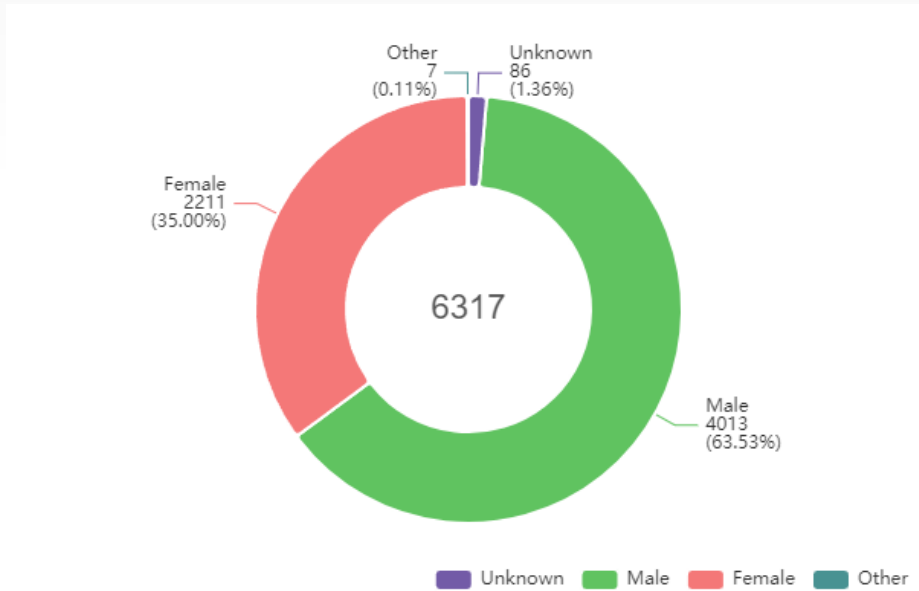


INSIGHTS

Age & Gender Breakdown

Sport Summary Dashboard - Gender Breakdown

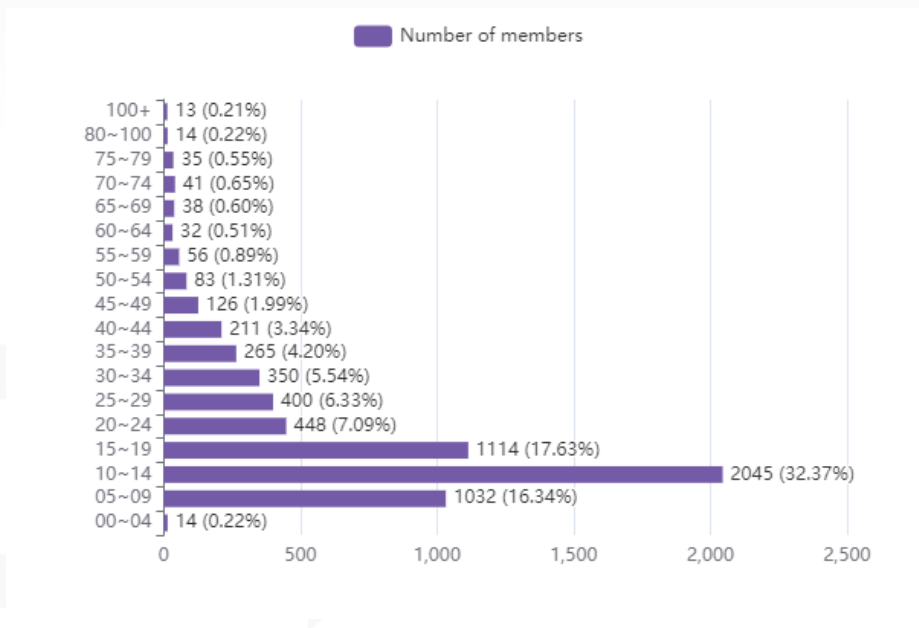
Provides a breakdown of membership by gender, which can also be filtered down by age group. This enables the CoA to identify opportunities to implement strategies to better engage a specific gender in a certain age group.



Age & Gender Breakdown

Sport Summary Dashboard - Age Breakdown

Provides a breakdown of membership by age. This enables the CoA to identify engagement opportunities within certain age brackets. Traditionally, the juniors are heavily represented in this data, so understanding how the membership changes across the age brackets is imperative to ensuring participation rates remain strong.



INSIGHTS

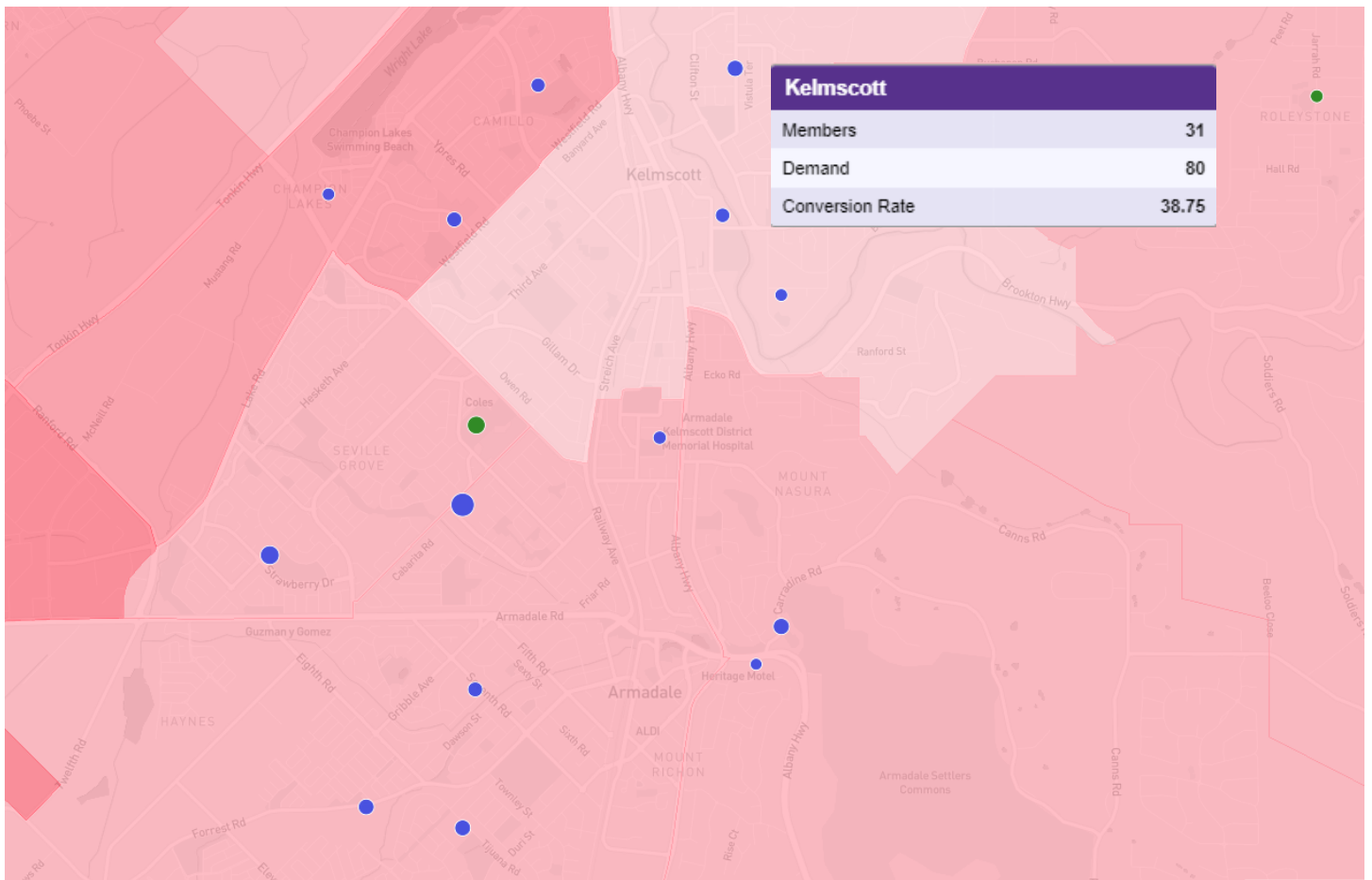
Demand Conversion and School Locations

Mapping Layers - Schools, Organisations Sites and Conversion Heat Mapping

The mapping layers within the platform can provide a variety of insights when multiple elements are overlaid. For example the below map shows:

- Primary schools (blue dots)
- Sports club locations (green dots)
- Conversion by SA2 (light red = low conversion; dark red = high conversion)

Hovering over the areas on the map (when the conversion mapping is overlaid) enables CoA to see exactly for that SA2 how many members there are, the estimated demand and the conversion rate. The CoA could look at areas of low conversion and, for example, approach nearby schools to implement programs for a specific sport to grow interest and participation.



“ Corey O'Brien, Club Development Officer - City of Armadale

In a data driven world, the ActiveXchange platform provides our LGA with detailed information to improve decision making which supports us to better serve our community.