

Case Study

Hockey ACT: Paving the way for gender equality and inclusion

April 2023

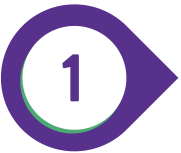


OVERVIEW

Hockey ACT has one of Australia's most equal representations of males and females participating in the sport (females 50.6% and males 49.4%).

Their promotion of gender equality and inclusion within the sport has the ability to inspire local communities and continues to highlight the critical role sport plays in Australia and around the world.

OBJECTIVES



Identifying areas for membership growth

Understand and identify priority areas for growth, utilising demand conversion rates (featuring segmentation modelling and the predictive Modelling ActiveXchange's Data Science Team put behind SportsEye). Overlaying with demographic insights in targeted areas and conversion rate of population.



Drive inclusion across all aspects of the game

Developing knowledge of local demographics around clubs and venues, in addition to understanding the equitable balance of membership enrolments across any given suburb/Local Government Area to drive informed decision making, including grant funding opportunities to improve facilities at venues.



Emily Thompson, Membership Coordinator

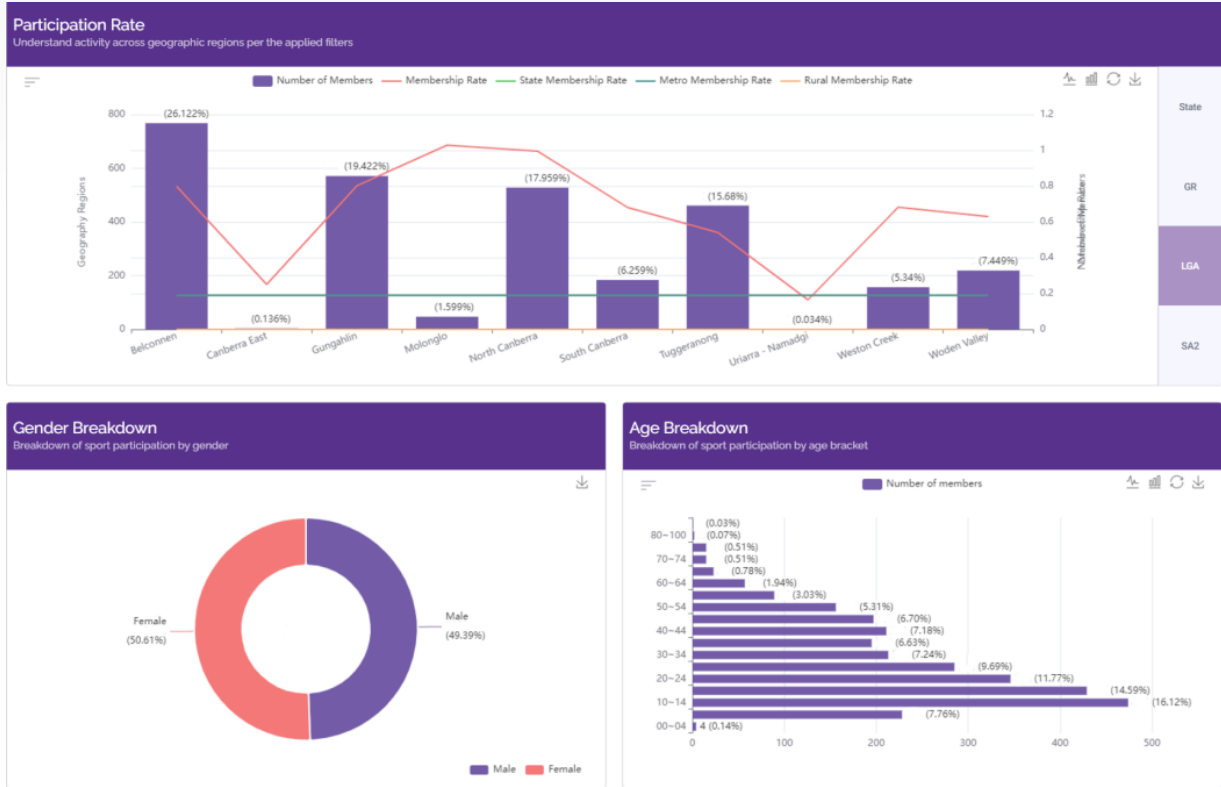
The community is always engaged at an equal level, where both men and women are equally visible as players, committee members and officials, from grassroots all the way through to professional levels.

We've worked closely with Hockey ACT, through the SportsEye platform, to gain a better understanding of the socio-economic landscape of their regions and to ensure communication towards members can be tailored to the needs and geography of each community", said Michael Clinton, part of ActiveXchange's Customer Success Team.

INSIGHTS

Sport Summary Dashboard - Membership Distribution by Demographic

Evidencing the proportion of members by gender, age and location - ability to drive deeper to suburb level (SA2). The Membership Rate indicates stronger performance in their key high participation areas and relative even spread of membership by age.



Sport Summary Dashboard - "Language Other Than English"

Community Profiling overlay showing population data by "Language Other Than English" to inform of areas were targeted programs can help increase the reach and impact of Hockey.

