



# PORTFOLIO ANALYSIS EXPLAINER – DOCKERS CASE STUDY



# Our approach to portfolio analysis

## 1. YOUR PORTFOLIO



- How does your current portfolio compare to the market average for your sport and state?
- Are your partners increasing or decreasing their sponsorship spend in general?
- How important are you in each of your partners' portfolios?
- What other partnerships do your sponsors have?

## 2. CATEGORY TARGETS



- Which categories invest most in your sport and state?
- When overlaying your portfolio, where are the biggest opportunities for growth?
- What is the likelihood of doing a deal at varying fee targets, for each category?
- Combining opportunity size and likelihood, which categories should you target?

## 3. BRAND TARGETS



- Who are the top spending brands in your state or sport?
- Who are the key new market entrants?
- Who has a portfolio gap in your sport/state/season that you can fill?
- Who are the key players at your target investment level?

# Your portfolio – Dockers example

Portfolio (Top 20)

Category benchmarks

Brand detail

PREMANTLE DOCKERS AFL		Tier	Category	DOCKERS Club AFL WA				VS benchmarks	Total spend	YoY	% of brand's portfolio	Top sponsorships
	Bankwest	1	Banking	23%	3%	3%	7%				100%	
	Woodside Energy	1	Energy	23%	2%	3%	8%				100%	
	DP World	2	Logistics	8%	1%	1%	3%				100%	
	McDonald's	2	Restaurants	6%	5%	7%	9%				4%	
	Crypto.com	2	Financial Trading	6%	2%	4%	2%				8%	
	Hostplus	2	Superannuation	6%	1%	1%	2%				8%	
	Pirate Life	2	Beer	6%	3%	2%	3%				89%	
	Programmed	2	HR Services	9%	1%	1%	3%				97%	
	Persol	W2	HR Services	9%	1%	1%	3%				100%	
	RAC	3	Insurance	1%	2%	4%	2%				5%	
	Channel 7	3	Media	2%	2%	3%	6%				7%	
	Crown Resorts	3	Gambling	2%	2%	1%	2%				10%	
	The West Australian	3	Media	2%	2%	3%	6%				18%	
	Telstra	3	Telco	1%	2%	1%	4%				0%	
	Tabcorp	3	Gambling	2%	2%	1%	2%				2%	
	My Place	3	Appliances	1%	2%	2%	0%				5%	
	City Of Fremantle	3	Government	1%	1%	1%	1%				50%	
	Burley Sekem	3	Sportswear	1%	5%	5%	3%				59%	
	South32	3	Mining	1%	2%	2%	11%				76%	
	Ricoh	3	IT Services	1%	2%	2%	0%				79%	

For **Bankwest** and **Woodside**, the Dockers are the only major sports sponsorship.

For these brands it is important to reiterate the merits of sponsorship vs other forms of marketing expenditure.

For many others, the Dockers are just one of a large portfolio of partners.

In these cases, partnership reporting should focus more on “why the Dockers?” in relation to other properties in the brand’s portfolio.

E.g. how do Freo compare against Crows, Suns and Tigers when it comes to delivering on **Crypto.com**’s objectives?

Of all the filled categories, **Mining** is most under-commercialised relative to the Dockers’ market.



























# CATEGORY TARGETS



# Top value categories

Top 12 categories by opportunity size for a WA-based AFL Club

Key benchmarks for WA-based AFL Club

Category	Club	AFL	WA	Cat value
 Restaurants	5%	7%	9%	
 Mining	2%	2%	11%	
 Banking	3%	3%	7%	
 Finance	4%	5%	6%	
 Energy	2%	3%	8%	
 Media	2%	3%	6%	
 Sportswear	5%	5%	3%	
 Auto	6%	9%	0%	
 Telco	2%	1%	4%	
 Beer	3%	2%	3%	
 Real Estate	3%	1%	4%	
 Insurance	2%	4%	2%	

By looking at relevant segments of the sponsorship market, we can determine the categories of most value to a WA-based AFL Club.

These benchmarks are:

- Other clubs in AUS
- Other clubs in the AFL
- Other clubs/properties in WA

**Restaurants** comes out top, with strong representation across all relevant benchmark segments.







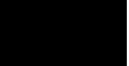

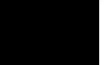
















**Mining** contributes the highest share of investment in the WA market, but is significantly less represented nationwide.

Whilst one of the most active categories in Clubland, the WA market sees little to no sponsorship investment from **Auto** brands, representing an appealing opportunity for uncluttered reach.

*How to read: 5% of Club investment comes from Restaurant brands*

# Top value categories for the Dockers

Top 12 categories by opportunity size for Dockers

Category	 DOCKERS	Club	AFL	WA	Cat value
 Mining	1%	2%	2%	11%	
 Finance	0%	4%	5%	6%	
 Auto	0%	6%	9%	0%	
 Sportswear	1%	5%	5%	3%	
 Real Estate	0%	3%	1%	4%	
 Specialist Services	0%	4%	3%	2%	
 Telco	1%	2%	1%	4%	
 Food	0%	3%	4%	1%	
 Media	2%	2%	3%	6%	
 Construction	0%	2%	1%	2%	
 Auto Retail	0%	3%	2%	1%	
 Soft Drinks	0%	1%	2%	2%	

When overlaying the Dockers' portfolio onto top value categories, we can identify the categories most under-invested. These should be considered as future targets for the Dockers.

**Finance, Auto and Real Estate** are the vacant categories offering the highest upside to the Dockers - each representing \$500k+ opportunities













Whilst the Dockers currently have a **Mining** partner (South32 - Tier 3), the category is still significantly below market value and should be a candidate for an upgrade to a higher tier.

*Whilst useful, overall category value is not the only important criteria. We must also understand the likelihood of being able to land a deal within each category at varying investment levels.*

# Ranking categories by deal likelihood

Top 12 categories by deal likelihood above \$500k

Price target = \$500k+

Category	YOY	New \$ (M)	New Deals	Vacancy	% Deals*	Brands*	Likelihood
 Restaurants	-1%	1.8	22	46%	14%	6	100
 Auto	-1%	4.4	10	72%	56%	18	99
 Banking	1%	4.8	9	74%	49%	15	93
 Sportswear	2%	6.9	41	36%	13%	15	89
 Finance	-3%	2.1	12	77%	32%	10	84
 Media	3%	7.5	47	52%	8%	12	67
 Mining	13%	3.7	7	85%	27%	7	53
 Energy	5%	1.3	5	87%	41%	7	46
 Food	9%	8.3	44	53%	11%	12	45
 Telco	2%	4.9	15	70%	25%	8	39
 Gambling	6%	12.1	17	72%	38%	13	37
 Beer	-11%	3.1	17	52%	24%	14	37

Let's say the Dockers are targeting a \$500k+ per annum deal. How would we assess which categories are most likely to yield a partnership of this size?

We must assess the following key category market dynamics:

- Is the category growing or declining?
- How much new money has entered the market in L12M?
- How many new deals have been done in L12M?
- How many other properties will be fighting for new deals?
- What % of deals are done above our desired investment level?
- How many brands currently have a partnership above our desired investment level?

Combining these measures, we can calculate a relative likelihood score – representing the chances of landing a deal at a specified investment level, for each category.














This produces quite a different priority order than looking solely at category value.

For example: **Real Estate** had the 5<sup>th</sup> highest category value, however, does not feature in the top 10 for deal likelihood at a \$500k price target – less than 10% of Real Estate deals are done above \$500k

# Combining value and deal likelihood

Top 12 categories by likelihood weighted opportunity size

Price target = \$500k+

Target categories	Opportunity size					Opportunity likelihood							Score
	Category	 Club	AFL	WA	Cat value	YOY	New \$ (M)	New Deals	Vacancy	% Deals*	Brands*	Likelihood	Likelihood weighted opp (\$)
 Finance	0%	4%	5%	6%		-3%	2.1	12	77%	32%	10	84	
 Auto	0%	6%	9%	0%		-1%	4.4	10	72%	56%	18	99	
 Mining	1%	2%	2%	11%		13%	3.7	7	85%	27%	7	53	
 Sportswear	1%	5%	5%	3%		2%	6.9	41	36%	13%	15	89	
 Restaurants	6%	5%	7%	9%		-1%	1.8	22	46%	14%	6	100	
 Media	2%	2%	3%	6%		3%	7.5	47	52%	8%	12	67	
 Food	0%	3%	4%	1%		9%	8.3	44	53%	11%	12	45	
 Telco	1%	2%	1%	4%		2%	4.9	15	70%	25%	8	39	
 Specialist Services	0%	4%	3%	2%		3%	5.8	60	44%	4%	8	22	
 Insurance - Health	0%	2%	3%	1%		7%	3.3	11	83%	31%	7	28	
 Real Estate	0%	3%	1%	4%		-13%	1.4	18	64%	7%	7	11	
 Professional Services	0%	3%	1%	1%		-7%	4.8	67	43%	6%	12	14	

Bringing opportunity size and likelihood together allows us to take a more nuanced view on category targeting.

Finance, Auto, Sportswear and Restaurants all have high deal likelihood scores for a threshold of \$500k, however the reasons differ.

Finance and Auto brands:

- Few deals done each year
- High competition for deals
- + More likely to spend above \$500k
- **Invest time in building relationships and understanding objectives, even with brands not currently in market**

Sportswear and Restaurant brands:

- Less likely to spend above \$500k
- + Lower competition for deals
- + Many deals done each year
- **Work multiple deals simultaneously. Creates tension and provides redundancy if negotiations break-down at pricing**

Whilst currently occupied, the Dockers should focus on extracting more out of the Mining category –the average WA-based club generates 11% of portfolio revenue from Mining deals





























# BRAND TARGETS



# Top non-Dockers brands in WA

Top 20 sponsors in WA without a Dockers partnership, by absolute investment (\$)
























Rank	Brand logo	Brand	Category	WA Spend (\$)	YoY*	Top partnerships	New L12M	Expired L12M
1		Optus	Telco					
2		Hungry Jack's	Restaurants			  		
3		Lendi	Finance			 		
4		BHP	Mining			  		
5		Peet	Real Estate					

Sign-up to Scout to see rest of the Top 20

\*YoY growth for ALL spend

# Top multi-state spenders without WA

Top 20 multi-state sponsors without a WA-based partnership, by absolute investment (\$)

Rank	Brand logo	Brand	Category	AUS Spend (\$)	YoY*	NAT	VIC	NSW	QLD	WA	SA	TAS	ACT	New L12M	Expired L12M
1		Toyota	Auto			✓			✓		✓				
2		KIA	Auto			✓		✓	✓						
3		KFC	Restaurants			✓	✓	✓	✓		✓				
4		Coles	Supermarkets			✓	✓				✓				
5		Nike	Sportswear			✓	✓	✓			✓				

Sign-up to Scout to see rest of the Top 20

# Top new entrants – Clubland sponsorship
























Top 20 new entrants into Clubland sponsorship, by absolute investment (\$) growth

Rank	Brand logo	Brand	Category	Total Spend (\$)	YoY*	NAT	VIC	NSW	QLD	WA	SA	TAS	ACT	New L12M	Expired L12M
1		Sportsbet	Gambling			✓	✓								
2		Dutton Automotive	Auto Retail				✓								
3		Chery Motor	Auto				✓								
4		James Squire	Beer					✓	✓						
5		Macquarie University	Education					✓							

Sign-up to Scout to see rest of the Top 20

# Declining brands – Clubland sponsorship

Top 20 declining spenders in Clubland sponsorship, by absolute investment (\$) decline

Rank	Brand logo	Brand	Category	Total Spend (\$)	YoY*	NAT	VIC	NSW	QLD	WA	SA	TAS	ACT	New L12M	Expired L12M
1		Carlton Draught	Beer			✓	✓								 
2		Furphy	Beer				✓								   
3		Amart Furniture	Store - Specialty												
4		Jaguar Cars	Auto												
5		Pepper Money	Finance					✓							

Sign-up to Scout to see rest of the Top 20



**CONTACT US**



# Reach out for a chat

If you are interested in a Scout portfolio analysis, reach out for a chat



Alex MacAdie

[LinkedIn](#)

[alex.macadie@analysteconomy.com](mailto:alex.macadie@analysteconomy.com)



Mark Isaacs

[LinkedIn](#)

[mark.isaacs@analysteconomy.com](mailto:mark.isaacs@analysteconomy.com)

Or follow [Scout on LinkedIn](#) or our [website](#) to see more of our work

Scout.

