



I Don't Know			
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0010. The Marketing of Archery

A discussion paper for Archery Australia.

What Is Marketing?

From Wikipedia. Marketing is the process of communicating the value of a product or service to customers, for selling the product or service. It is a critical business function for attracting customers.

From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships. It is the process of communicating the value of a product or service through positioning to customers. Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and managing customer relationships in ways that also benefit the organisation and its shareholders. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer buying behaviour and providing superior customer value.

There are five competing concepts under which organizations can choose to operate their business; the production concept, the product concept, the selling concept, the marketing concept, and the holistic marketing concept. The four components of holistic marketing are relationship marketing, internal marketing, integrated marketing, and socially responsive marketing. The set of engagements necessary for successful marketing management includes, capturing marketing insights, connecting with customers, building strong brands, shaping the market offerings, delivering and communicating value, creating long-term growth, and developing marketing strategies and plans.

How Can We Market The Sport Of Archery?

Over the past few decades we can see membership growth improve when major events like the Olympics occur. People see the sport of archery on their televisions and it drives their interest to the point where they shall come and try the sport.

The process of how they travel through these programs is another discussion paper. What we want to discuss here is how we can duplicate and excite that interest in the sport of archery on a more regular and sustained basis.

We shall see a significant growth in archery participation and membership by the end of 2012 driven by the Olympics and by a recent set of movies that have had some archery in them. We saw this in 2000 with Simon Fairweather winning the Olympic Gold followed in 2001-2003 with the Lord Of The Rings trilogy which influenced participation in the come'n'try program for many years.

Our fear is that the sport of archery shall congratulate itself on the increased membership in 2012 that was driven by an abnormal number of "archery" movies rather than by any inspired or responsible marketing practices.

Putting a Face to the Sport

At the moment we have no face of archery like Mark Skaife is to motorsport or Grant Hackett is to swimming. Also we have no interstate rivalry that the public can get enthused for.

One way to solve this is a national archery contest held every month in a different location around Australia. The contest would be in two parts being an individual event and a team's event all being based on Matchplay.

The National Archery Series (NAS)

In Victoria, Marcus Anear is already running a Matchplay competition and the easiest way to implement a true national series would be to take the format of the NAS and expand it.

Each State would need to create 4 teams being CM, CW, RM and RW. Each team would consist of 3 archers making the total State Team 12 people.

Each State would then name their team with sport's traditional descriptors.

The Competition

Each month these 96 archers come together and have the 4 individual Matchplay competitions to find the 4 individual winners. The top 10 finishers in each category shall be awarded points as per the Archery Victoria Grand Prix table.

1st	25 points
2nd	18 points
3rd	15 points
4th	12 points
5th	10 points
6th	8 points
7th	6 points
8th	4 points
9th	2 points
10th	1 point

The points are accumulated each month and are used to generate the Grand Final Matches.

After the individual rounds there shall be the teams rounds with each team awarded points in the same manner that are also used to generate the Grand Final Matches.

Overview

The objective is to have part of these competitions shown on television so it is important that the uniforms are State based but also very colourful.

Prizes and trophies to start with would be modest but we must agree to try and escalate the rewards and recognition of this series as quickly as possible.

It has to be the shining light of Australian Archery that the public talk about.

Field Archery

Another good component for television is field archery based on Golf's Skins Game.

Skins is where prize money is available for winning each target. The rewards are small for the first three targets and grow to be quite lucrative for the last three targets. If an archer does not clearly win a target then that amount jackpots with the next target.

It is a good way to build excitement and tension but the downfall with the current FITA Field face is that it is mainly black. This is not good for television when the majority of arrows are black.

The proposed face in the new [Australian Field Round](#) may work quite well as may a standard target face.

For a Skins tournament you may wish to promote barebow archery.

General Advertising

Once we have archery in the spotlight we need a mechanism to drive the public into come'n'try courses.

In Victoria we have been experimenting with social media, specifically the coupon system.

When you deal with these companies such as Living Social, Koupon, etc. they are after a hefty discount off the regular price to show value with the system. They then make their money based on how many coupons are redeemed.

We would normally sell a 90 minute Come'n'Try session for \$20 but the coupon system says it should be advertised at around 50% off making it on special for \$10. You put 300 coupons into the system and the coupon company sell 300 coupons for \$3,000. The company then pays you \$1,500.

The nett effect is you have sold 300 come'n'try sessions for \$5 each which is not financially sustainable.

To overcome the problem we need to ensure that all clubs make their Come'n'Try sessions 90 minutes in length and that they advertise the price as \$20 a session. This should be reflected on all websites and advertising materials.

For the coupon market we shall then use the 60 minute Have'a'Go program. This is of course the Come'n'Try program but with a different name, a different length and most importantly a different price of \$40.

The Have'a'Go coupon, normally \$40 an hour, now discounted to only \$20. The clubs and indoor centres would then receive \$10 an hour.

What Is Social Media?

Social media is the term used to describe the sharing of ideas, documents and photos using the internet in what is termed a virtual community. So instead of a group of friends meeting to have a coffee and a chat they now have that chat across the internet.

They are many pieces of software that have been developed to enable and enhance the discussion process and the sharing of documents and photos.

Of these Facebook and Twitter are the most recognisable.

A Social Website

We need to get non-competitive people into our sport and make available to them some coaching and bow tuning sessions. They are not interested in competition so we have to attract them with a learning and/or social approach. Archery Victoria has a new website that we plan to release before the end of the year but it needs Archery Australia to enhance its business model to succeed. It is www.archeryinvictoria.org.au.

It is a social media website with blogs, facebook and twitter support. It is to be driven by young ambassadors in the clubs that have the time and inclination to drive it. It does not have a calendar, formal results or rules in it. It is basically a social interaction/social media website.

My preference would be for www.archeryinaustralia.org.au with an ambassador in each club around Australia making contributions to it. That is 160+ archers making contributions and I can tell you that shall make it a good website and generate a lot of followers.

As an example it shall contain blogs on our Olympic Archers - something that is lacking from all our existing websites. We put all this time and energy into getting archers into the teams but who are they? What do they like to do in their spare time? What bow do they shoot? etc. etc.

We have to humanise our archers, make them accessible to the public so they become household names. And we have to promote our clubs as a fun and social place to be where you can get some coaching, some bow tuning but also join in club events, movie nights, bbq's, etc.

We need this to drive the social and recreational side of our sport through a separate website that doesn't dilute the corporate websites we currently use.

As an example please have a look at the difference in these 2 websites.
Archery Australia has 743 likes. Surfing Victoria has 4,537 likes.

Corporate

<http://www.surfindaustralia.com/vic/events.php>

Social

<http://surfinginvictoria.com/>

For your consideration.

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~ The primary focus of all obstacles is to induce labour so progression can be born~ "Lil' C"