



I Don't Know			
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Subject:	The Marketing of Archery		
Author:	Trevor Filmer		
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0001. The Marketing of Archery

A discussion paper for Archery Australia.

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 72 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.

The Grand Final matches are the top eight archers from each category. The Grand Final matches must be held in a public place.

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.

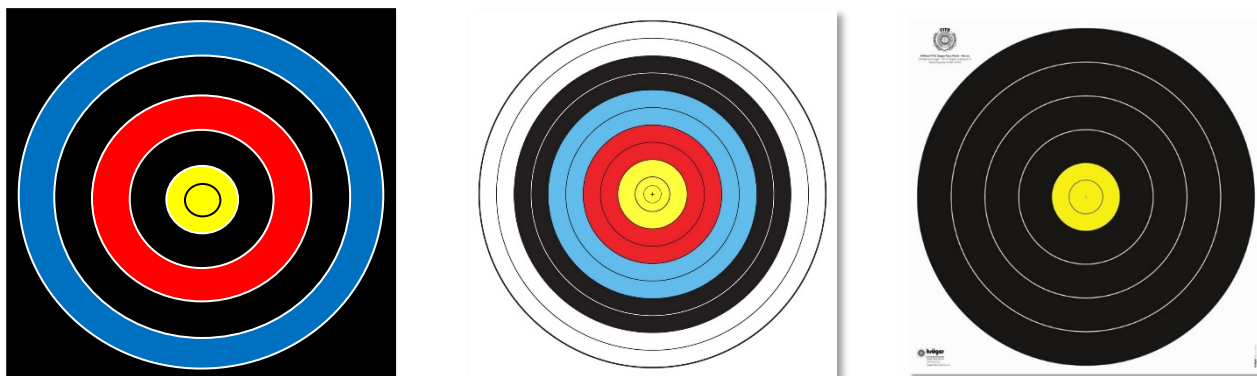
Field Archery

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 is the new Australian Field Round face (see discussion paper 008). A standard target face may also suffice as long as it is not the current field face.



For a Skins tournament you may wish to promote barebow recurve archery on an unmarked course.

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. The problems with using existing social media platforms is that it is very difficult to access historical articles and the posts are subject to trolling.

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 2012 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 would 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 to drive the social and recreational side of our sport through a separate website that doesn't dilute the corporate style 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

<https://www.surfindaustralia.com/SurfingVictoria>

Social

<https://www.facebook.com/surfingvictoria>

Age Groups

In early 2010 Archery Victoria (AV) moved a motion to AA to change the age groups. The AA Board declined and the response AV received was that it could introduce any age groups it wanted. Yet, everything we talked about at the 2010 national planning conference was about a universal set of policy and procedures.

The current youth age groups are;

20 and under

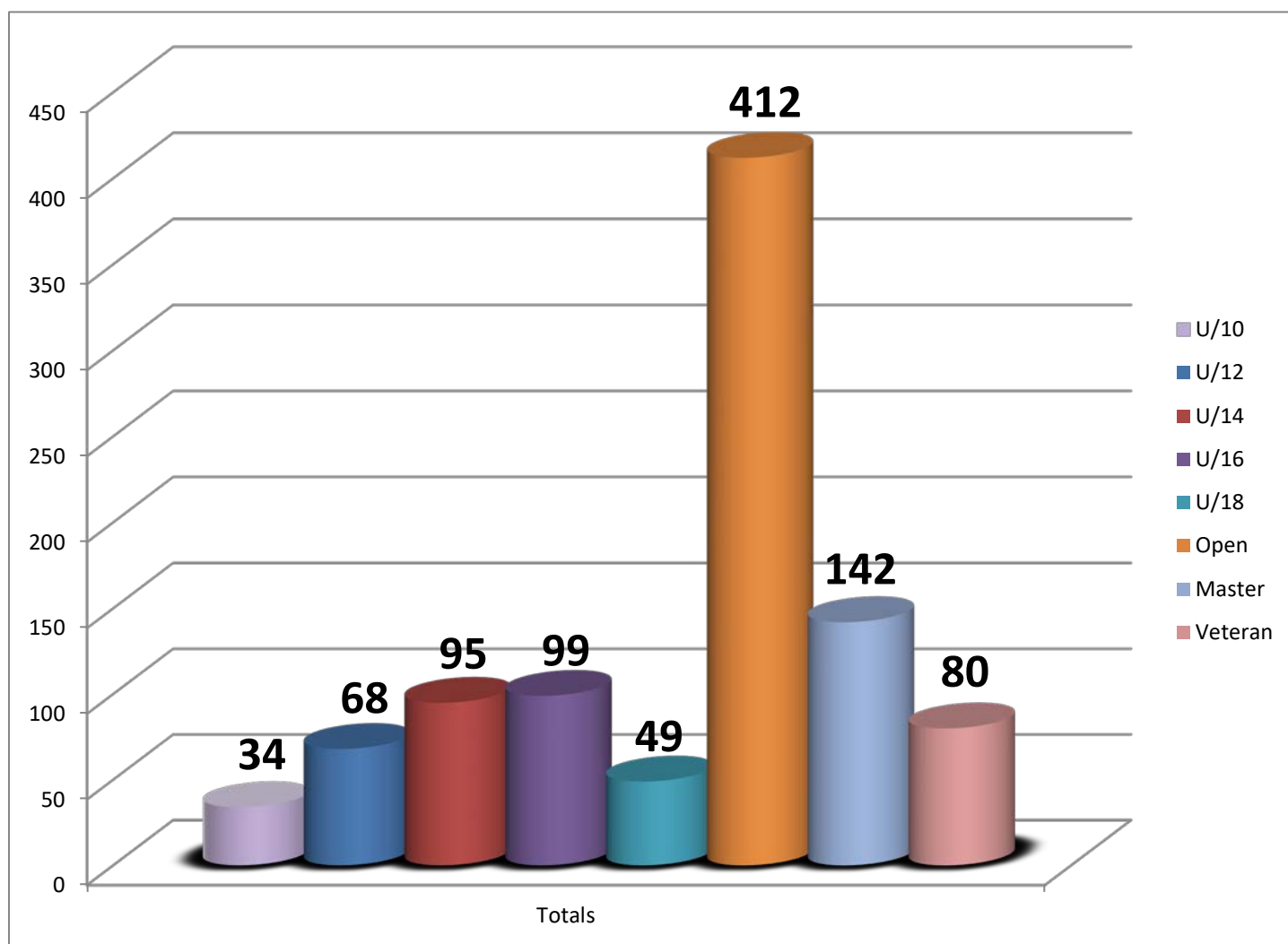
Cadet 17 and under

Intermediate 15 and under

Cub 13 and under

In addition, AV has introduced Joey 11 and under.

At the time AV had 74 Joeyes and 70 Cubs. It is not known what the breakup is in other states but 74 members 11 years of age and under is a lot especially compared to the total membership of the ACT or Tasmania.



AV membership as at 01/06/2009

AV have this membership because they run school programs which some also have school-based archery clubs.

If we follow the national body's policy and procedures then the Cub division in Victoria will have 144 members but more importantly a majority of them will be shooting against other children up to 6 years older than them and that is counter to the principles of encouragement.

With World Archery changing the ages for Junior and Cadet, with a 3-year spacing, it gives us a good chance to have age groups in subsequent 3-year blocks.

In addition, there have also been motions to standardise category acronyms, maximum distances and the naming convention of the rounds we shoot. Most of these motions have already been implemented by Archery Victoria.

Understanding the Australian Vernacular

In Australia, all sports, except Archery, use the term Under (age) to describe their age groups. There is no other sport, other than Archery, that describes their age groups as (age) and under.

If we are to attract more youth into our sport, we should use the Australian vernacular to describe our age groups and this of course would then flow onto school clubs and youth camps.

To be precise the following terms should be changed to;

20 and under to Under 21

Cadet 17 and under to Under 18

The following should then be separated by 3-year gaps, not the current 2;

Intermediate 15 and under to Under 15

Cub 13 and under to Under 12

In Victoria the age group Joey 11 and under can then be removed.

Acronyms

Although World Archery use the terms Junior and Cadet, Archery Australia want to use the terms 20 and under and Cadet.

When World Archery makes a decision then, within reason, Archery Australia should follow. To fall into line with World Archery acronyms Archery Australia should still use the J for Junior and the C for Cadet.

It is therefore proposed that the following acronyms be used in conjunction with the Australian vernacular to describe age groups.

WA Terminology	Junior	Cadet		
WA Acronym	J	C		
Current AA Terminology	20/U	Cadet 17/U	Intermediate 15/U	Cub 13/U
Current AA Acronym	J	C	I	C
Proposed Terminology	Under 21	Under 18	Under 15	Under 12
Proposed Acronym	J	C	I	K

Competition Levels

Reduces the categories in Victoria from 114 to 92. Reduces the 4 age groups at the Nationals to 3. It gives AA, the RGBs and the clubs a logical set of marketable age groups with a 3-year spacing between each.

It will allow the RGBs to have an Under 12 age group. If an RGB doesn't have members in the Under 12 age group then it doesn't have to offer it and it will reduce the proposed 4 age groups to 3 for that RGB.

Proposed Terminology	Under 21	Under 18	Under 15	Under 12
Proposed Acronym	J	C	I	K
World Archery	✓	✓		
Archery Australia	✓	✓	✓	
RGB	✓	✓	✓	✓

Categories

Bow Type		Age Group				Gender	
			AA Designation		WA Designation		
Y	Barebow Compound	K	Under 12			B	Boys
C	Compound	I	Under 15			G	Girls
B	Barebow Recurve	C	Under 18	C	Cadet	M	Men
R	Recurve	J	Under 21	J	Junior	W	Women
			Open		Open		
L	Longbow	M	Master	M	Master		
X	Crossbow	V	Veteran				
		S	Senior				

Category Acronyms

When you try and have a discussion of different categories you end up with many variations on how we describe them. World Archery describe their categories by using bow type first, age group second and gender third. That means World Archery uses BMM to describe a Barebow Master Male. Archery Australia uses BRMM to describe a Barebow Recurve Master Male.

So, we ask the question why would Archery Australia want to change a World Archery descriptor?

If we are to be easy to understand in the eyes of the public then we should have one set of descriptors for the whole country.

Table of Codes							
Bow Type		Age Group				Gender	
Y	Barebow Compound	K	Under 12			B	Boys
C	Compound	I	Under 15			G	Girls
B	Barebow Recurve	C	Under 18			M	Men
R	Recurve	J	Under 21			W	Women
			Open				
L	Longbow	M	Master				
X	Crossbow	V	Veteran				
		S	Senior				

The Proposal

AA to change the Barebow Compound acronym from **BC** to **Y**

AA to change the Barebow Recurve acronym from **BR** to **B** to be in line with World Archery

AA change Veterans Plus to Senior and use the acronym **S**

Tables of Acronyms

Following are the full set of proposed acronyms for all the categories.

Barebow Compound		Compound	
YKB	Barebow Compound Under 12 Boys	CKB	Compound Under 12 Boys
YKG	Barebow Compound Under 12 Girls	CKG	Compound Under 12 Girls
YIB	Barebow Compound Under 15 Boys	CIB	Compound Under 15 Boys
YIG	Barebow Compound Under 15 Girls	CIG	Compound Under 15 Girls
YCM	Barebow Compound Under 18 Men	CCM	Compound Under 18 Men
YCW	Barebow Compound Under 18 Women	CCW	Compound Under 18 Women
YJM	Barebow Compound Under 21 Men	CJM	Compound Under 21 Men
YJW	Barebow Compound Under 21 Women	CJW	Compound Under 21 Women
YM	Barebow Compound Men	CM	Compound Men
YW	Barebow Compound Women	CW	Compound Women
YMM	Barebow Compound Master Men	CMM	Compound Master Men
YMW	Barebow Compound Master Women	CMW	Compound Master Women
YVM	Barebow Compound Veteran Men	CVM	Compound Veteran Men
YVW	Barebow Compound Veteran Women	CVW	Compound Veteran Women
YSM	Barebow Compound Senior Men	CSM	Compound Senior Men
YSW	Barebow Compound Senior Women	CSW	Compound Senior Women

Categories in red are the official World Archery designations.

Categories in black are the Archery Australia designations.

Barebow Recurve		Recurve	
BKB	Barebow Recurve Under 12 Boys	RKB	Recurve Under 12 Boys
BKG	Barebow Recurve Under 12 Girls	RKG	Recurve Under 12 Girls
BIB	Barebow Recurve Under 15 Boys	RIB	Recurve Under 15 Boys
BIG	Barebow Recurve Under 15 Girls	RIG	Recurve Under 15 Girls
BCM	Barebow Recurve Under 18 Men	RCM	Recurve Under 18 Men
BCW	Barebow Recurve Under 18 Women	RCW	Recurve Under 18 Women
BJM	Barebow Recurve Under 21 Men	RJM	Recurve Under 21 Men
BJW	Barebow Recurve Under 21 Women	RJW	Recurve Under 21 Women
BM	Barebow Recurve Men	RM	Recurve Men
BW	Barebow Recurve Women	RW	Recurve Women
BMM	Barebow Recurve Master Men	RMM	Recurve Master Men
BMW	Barebow Recurve Master Women	RMW	Recurve Master Women
BVM	Barebow Recurve Veteran Men	RVM	Recurve Veteran Men
BVW	Barebow Recurve Veteran Women	RVW	Recurve Veteran Women
BSM	Barebow Recurve Senior Men	RSM	Recurve Senior Men
BSW	Barebow Recurve Senior Women	RSW	Recurve Senior Women

Categories in red are the official World Archery designations.

Categories in black are the Archery Australia designations.

Longbow		Crossbow	
LCB	Longbow Under 12 Boys		
LCG	Longbow Under 12 Girls		
LIB	Longbow Under 15 Boys		
LIG	Longbow Under 15 Girls		
LCM	Longbow Under 18 Men	XCM	Crossbow Under 18 Men
LCW	Longbow Under 18 Women	XCW	Crossbow Under 18 Women
LJM	Longbow Under 21 Men	XJM	Crossbow Under 21 Men
LJW	Longbow Under 21 Women	XJW	Crossbow Under 21 Women
LM	Longbow Men	XM	Crossbow Men
LW	Longbow Women	XW	Crossbow Women
LMM	Longbow Master Men	XMM	Crossbow Master Men
LMW	Longbow Master Women	XMW	Crossbow Master Women
LVM	Longbow Veteran Men	XVM	Crossbow Veteran Men
LVW	Longbow Veteran Women	XVW	Crossbow Veteran Women
LSM	Longbow Senior Men	XSM	Crossbow Senior Men
LSW	Longbow Senior Women	XSW	Crossbow Senior Women

Categories in red are the official World Archery designations.
Categories in black are the Archery Australia designations.

Maximum Competition Distances

In 2009 Archery Victoria moved that the Intermediate and Horsham Round distances be changed and to remove 5-metre distances from all target rounds.

The motion was defeated when the National Recorder stated that this would enable some youth to shoot all-gold distances at 10 metres, even though open archers already do this at 30 metres.

One of the core components of the motion was to standardise the approach to youth archery. Currently, an open male archer shooting the WA 90/1440 starts at 90 metres and finished at 30 metres (being 33.3% of the original distance) whilst an 11-year old girl shooting the Horsham round starts at 40 metres and finishes at 25 metres (being 62.5% of the original distance).

Following are the proposed maximum distances.

Target	Compound	Recurve		Barebow Compound	Barebow Recurve		Longbow		Crossbow
Female									
Under 12	40m	40m		40m	40m		40m		
Under 15	50m	50m		40m	40m		40m		
Under 18	60m	60m		50m	50m		50m		60m
Under 21	70m	70m		60m	60m		60m		70m
Open	70m	70m		60m	60m		60m		70m
Master	70m	70m		60m	60m		60m		70m
Veteran	60m	60m		60m	60m		60m		60m
Senior	60m	60m		60m	60m		60m		60m
Male									
Under 12	40m	40m		40m	40m		40m		
Under 15	50m	50m		40m	40m		40m		
Under 18	70m	70m		60m	60m		60m		70m
Under 21	90m	90m		60m	60m		60m		90m
Open	90m	90m		60m	60m		60m		90m
Master	70m	70m		60m	60m		60m		70m
Veteran	60m	60m		60m	60m		60m		60m
Senior	60m	60m		60m	60m		60m		60m

By changing the current Horsham (40/35/30/25) to the proposed AA 40/1440 (40/30/20/10) we have a round that reduces in 10 metre increments and provides a final distance of 10 metres being 25% of the original distance.

Yes, 10 metres on an 80cm face is close but we are also talking about trying to encourage and entertain the youth in our sport.

The difficulty factor (DF) is where you divide the size of the face by the distance.

	Horsham		AA 40/1440	
122cm	40m	3.05	40m	3.05
122cm	35m	3.48	30m	4.06
80cm	30m	2.66	20m	4.00
80cm	25m	3.20	10m	8.00
	Average	3.10	Average	4.78

Field	Compound	Recurve		Barebow Compound	Barebow Recurve		Longbow		Crossbow
Female									
Under 12	40m	40m		40m	40m		40m		
Under 15	50m	50m		40m	40m		40m		
Under 18	50m	50m		40m	40m		40m		60m
Under 21	60m	60m		50m	50m		40m		60m
Open	60m	60m		50m	50m		40m		60m
Master	60m	60m		50m	50m		40m		60m
Veteran	60m	60m		50m	50m		40m		60m
Senior	60m	60m		50m	50m		40m		60m
Male									
Under 12	40m	40m		40m	40m		40m		
Under 15	50m	50m		40m	40m		40m		
Under 18	50m	50m		40m	40m		40m		60m
Under 21	60m	60m		50m	50m		40m		60m
Open	60m	60m		50m	50m		40m		60m
Master	60m	60m		50m	50m		40m		60m
Veteran	60m	60m		50m	50m		40m		60m
Senior	60m	60m		50m	50m		40m		60m

The colours of the pegs are based on the discussion paper 008 Australian Field Round

Australian Clout	Compound	Recurve		Barebow Compound	Barebow Recurve		Longbow		Crossbow
Female									
Under 12	100m	100m		100m	100m		100m		
Under 15	125m	125m		125m	100m		100m		
Under 18	150m	150m		150m	125m		125m		150m
Under 21	150m	150m		150m	125m		125m		150m
Open	150m	150m		150m	125m		125m		150m
Master	150m	150m		150m	125m		125m		150m
Veteran	150m	150m		150m	125m		125m		150m
Senior	150m	150m		150m	125m		125m		150m
Male									
Under 12	100m	100m		100m	100m		100m		
Under 15	125m	125m		125m	100m		100m		
Under 18	150m	150m		150m	125m		125m		175m
Under 21	175m	175m		150m	125m		150m		175m
Open	175m	175m		150m	125m		150m		175m
Master	175m	175m		150m	125m		150m		175m
Veteran	150m	150m		150m	125m		125m		175m
Senior	150m	150m		150m	125m		125m		175m

The distances are based on the discussion paper 009 Australian Clout Round

Naming the Rounds

Following is a table with the rounds renamed to match the naming convention that World Archery uses.

Target Rounds	Total Arrows	Number of Arrows at each Distance								Possible Score
		Distance in Metres								
		90	70	60	50	40	30	20	10	
WA 90/1440	144	36+	36+		36*		36*			1440
WA 70/1440	144		36+	36+	36*		36*			1440
WA 60/1440	144			36+	36+	36*	36*			1440
AA 50/1440	144				36+	36+	36*	36*		1440
AA 40/1440	144					36+	36+	36*	36*	1440
Brisbane 90/1200	120	30+	30+	30*	30*					1200
Brisbane 70/1200	120		30+	30+	30*	30*				1200
Brisbane 60/1200	120			30+	30+	30*	30*			1200
Brisbane 50/1200	120				30+	30+	30*	30*		1200
Brisbane 40/1200	120					30+	30+	30*	30*	1200
Sydney 90/1200	120	30+	30+	30+	30+					1200
Sydney 70/1200	120		30+	30+	30+	30+				1200
Sydney 60/1200	120			30+	30+	30+	30+			1200
Sydney 50/1200	120				30+	30+	30+	30+		1200
Sydney 40/1200	120					30+	30+	30+	30+	1200
Canberra 90/900	90	30+	30+		30+					900
Canberra 70/900	90		30+	30+	30+					900
WA 60/900	90			30+	30+	30+				900
Canberra 50/900	90				30+	30+	30+			900
Canberra 40/900	90					30+	30+	30+		900
Canberra 30/900	90						30+	30+	30+	900
Adelaide 60/900	90			90+						900
Adelaide 50/900	90				90+					900
Adelaide 40/900	90					90+				900
Adelaide 30/900	90						90+			900
Adelaide 20/900	90							90+		900
Perth 50/900	90				90*					900
Perth 30/900	90						90*			900
Hobart 90/720	72	36+	36+							720
Hobart 70/720	72		36+	36+						720
WA Standard/720	72				36+		36+			720
WA 70/720	72		36+							720
WA 60/720	72			36+						720
AA 50/720	72				36+					720
AA 40/720	72					36+				720
AA 30/720	72						36+			720
Face Size Legend		+ 122cm			* 80cm					

OzBow Rounds	Total Arrows	Number of Arrows at each Distance								Possible Score
		Distance in Metres								
		90	70	60	50	40	30	20	10	
OzBow 30/720	72						72			720
OzBow 20/300	30							30		300
OzBow 10/300	30								30	300
Face Size Legend		+ 122cm		* 80cm						

Indoor Rounds	Total Arrows	Number of Arrows at each Distance							Possible Score
		Distance in Metres							
							25	18	
FITA I	60							60=	600
FITA II	60						60^		600
Face Size Legend					^ 60cm		= 40cm		

Clout Rounds	Total Arrows	Number of Arrows at each Distance								Possible Score
		Distance in Metres								
		180	175	165	150	145	125	100		
Australian Clout	30		30		30		30	30		300
AA 10-ring Clout	36	36		36		36	36	36		360

The OzBow rounds are based on the discussion paper 004 Coaching

For your consideration.

Trevor Filmer

trevor@idontknow.com.au

0422 396 251

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