

**Sports Marketing – BSM111**  
**Assessment 2 – Market Research Proposal**



**For:** Robbie Coyle

**Authors:** James Maxwell, Matt Vella and Ben Gibson

**Date:** 7/04/17

Fitzroy Marketing Proposal  
2017 Season

**United Consultants Inc.**



# Contents

- 1. Introduction ..... 3
  
- 2. Fitzroy Profile..... 4
  
- 3. Fitzroy’s Market Position ..... 5 - 7
  
- 4. Fitzroy’s Marketing Problem ..... 8 - 9
  
- 5. Methodology ..... 10 - 12
  
- 6. Research Design Tools ..... 13 - 17
  
- 7. GANTT Chart ..... 18
  
- 8. Conclusion ..... 19
  
- 9. References..... 20



## 1. Introduction

We at United Consultants Inc. have teamed up with the Fitzroy FC in a bid to help the club market themselves in a more effective manner. The club have a proud and successful history and are looking to build on to bigger and better things in the 2017 season.

Within our proposal to Fitzroy, we will be giving a brief overview of the club and it's profile, providing basic information about the history of the club. We will state the clubs market position in terms of their location, comparison to other clubs and how they are performing financially.

We will then identify the clubs marketing problems, stating five underpinning research questions. We will aim to address each issue through our market research and the development of our marketing strategy, to better position the VAFA club from a marketing perspective.

The methodology section will follow, explaining the method we will employ that is linked to the market position and marketing problem, along with the sequence of our method. This leads into our research design tools which will include surveys, an observation template and interviews with the club to address the market position and marketing problem to help construct our marketing strategy.

Additionally, we will provide a detailed GANTT chart displaying the dates we have put in place to outline specific due dates for our proposal, strategy and other various occasions. These dates include attending a game or training session, conducting meetings with the club and sending out a survey in order to receive feedback, hoping all will be completed by the scheduled dates.

To conclude, we will summarise what has been completed throughout the document, providing details on how our proposal will benefit the club moving forward in 2017.

## 2. Club Profile

The Fitzroy football club was first formed in 1883 during a meeting with the VFA at the Brunswick Hotel. They joined as the seventh club in the VFA. Fitzroy became one of the popular and successful clubs in the league, gaining large crowds at the local Brunswick Street Oval and soon winning a premiership in 1885. They were also one of the original clubs to break away from the VFA to create the VFL. During their VFL campaign they underwent some difficult times, and as a result, in 1996 merged with the Brisbane bears to create the Brisbane lions.

Social Media Network	Followers
Facebook	3,430
Twitter	2,356
Instagram	327

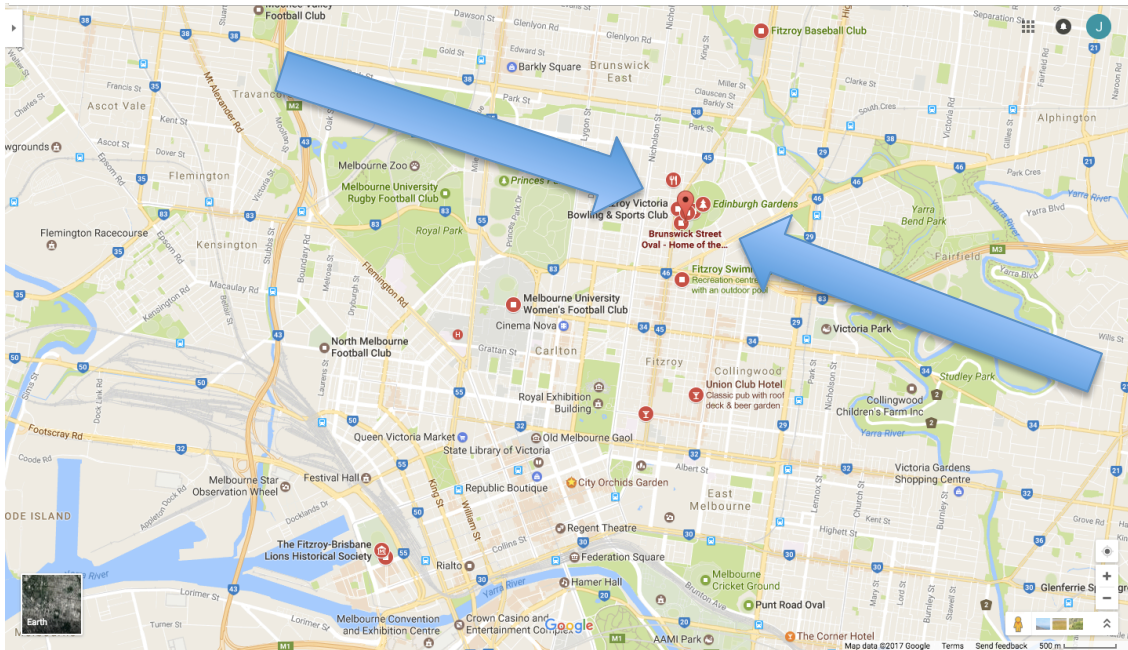
\*Last updated 5<sup>th</sup> of April, 2017

Fitzroy affiliated with the Fitzroy Reds later creating Fitzroy FC in the VAFA. Now in Premier B, the second highest division, they have the highest fan base with the largest social media audience, providing an opportunity for the club to expand into the younger demographic, having over 3000 Facebook followers and 2000 Twitter followers. Fitzroy are arguably the most historic club in the VAFA with 8 VFL/AFL premierships, 1 VFA premiership and 2 VAFA premierships (D+C grade). Fitzroy also have a VWFL team joining forces with the Australian Catholic University. The Club is now looking into different areas of the public, to capture a new audience and supporter group. Fitzroy currently have a predominantly older fan base, but they are looking to expand into younger demographics and hoping the next generation can appreciate the rich history tied with the club.



### 3. Marketing Position

The Fitzroy Football Club are in a prime market position in terms of their location. They are based in the heart of Fitzroy, which is situated just outside Melbourne's CBD, providing them with great access to fans, and an opportunity to attract many more football lovers to the club.



Research from their 2015 survey shows supporters of the club are typically of an older demographic, with many loyal supporters having a strong history with the club through the past years. They have a great opportunity to tap into a younger market, as a result of a younger generation moving into housing around the Fitzroy area. Due to the high level of retirees and older people making up Fitzroy’s fan base, their lifestyle is a bit more relaxed and most likely more conservative than the new target audience. This is a conflicting factor when trying to tap into a younger market who like to take more risks.

The Fitzroy Football Club Survey Results October 2015 Response Statistics		
Total	198	
Age		
Under 18	4	2%
18 - 25 years old	37	19%
26 - 40 years old	52	26%
41 - 54 years old	35	18%
55+ years old	68	34%
Unspecified	2	1%

In terms of the supporter’s behaviours towards the club, it seems as though the older generation are happy to donate or be involved within the club, due to the extra time they have on their hands. When targeting a younger market, it is hard to receive involvement and donations as they are trying to build their finances up. This in turn makes the membership sales stagnant, as they will not have new investors into the club.

The younger generation will want to see value for money when buying a Fitzroy membership, so trying to sell the current benefits of a membership to younger people will be difficult, as there isn’t much on offer in return for a purchase. This is another influencing factor in their market position. The club has quite a male dominated supporter base, with a great opportunity to try obtaining more female supporters as they have recently started their own women’s team.

The other opportunity the club has is to try to reconnect with the Brisbane Lions. The club has stated that there are supporters who do not want any connection with them due to the history of the club.

We feel at United Consultants Inc. that there is an untapped market in Brisbane that may attract an abundance of supporters to follow the club on social media, buy memberships or possibly even create a rise in sponsorship. We think that the history needs to be put aside in order to move the club forward in the right direction.

## **4. Fitzroy Marketing Problems**

### **How can we market the club to increase and benefit the following areas?**

Based on the clubs marketing position our preliminary research suggests there are the following five key marketing questions or challenges.

#### **4.1 How can we engage the younger community?**

The Fitzroy area is seeing a shift in its community, with the younger generation moving in, and the older generation on the outer. This will have a large effect on Fitzroy, as the majority of their current marketing campaigns are aimed at the older traditional supporters of the club.

With a massive social media backing, Fitzroy are in a strong position to engage with the younger community. They have in excess of 2,300 Twitter followers and 3,200 on Facebook, providing the club with a terrific opportunity to promote to this audience.

Our marketing research and survey results should assist the clubs knowledge on how to please the new audience. As a result of this information, Fitzroy will be able to implement strategies to entice a wider range of fans to their games.

#### **4.2 What techniques can implement to increase membership sales?**

Membership sales are arguably the most vital area for Fitzroy, and the biggest challenge we face at United Consultants Inc. Memberships provide the club with funds to improve the running of the organisation, giving Fitzroy a massive advantage over competitors. However, all VAFA games are free to enter, providing a real challenge in the marketing of a membership.

The survey studies will be pivotal in discovering what would make a membership more enticing for fans, and how they can receive value for their money.

The packages need to be cost efficient so that Fitzroy are still making a decent profit, but they also need to be worth purchasing, to increase sales. This balance is difficult, and will be the major challenge throughout our investigation.



#### **4.3 How can we increase attendances on game day?**

Similarly to any sporting club, attendance at home games is crucial. Fitzroy want large home crowds to create a great culture and atmosphere for the team. However, we need to find what will entice supporters to games.

We will be asking fans what makes a home game more engaging and entertaining, so that we can provide the club with some useful tips in producing a quality match day experience.

#### **4.4 What will entice fans to contribute around the club as volunteers?**

All sporting clubs rely heavily on volunteers in order to run smoothly. Fitzroy Football Club is no different, but it is crucial that the number of volunteers grow, so that the heavy workload is not falling on the same individual's week in, week out.

It is difficult to obtain volunteers, as not many people want to donate their time and put in hard work for no reward. Therefore, we will look to discover what would encourage local fans to put their hand up and help around the club on match day and during the week. Giving volunteers recognition for their hard work is also very important, and is an area we will look to improve throughout the 2017 season.

#### **4.5 Should the club reconnect with the Brisbane Lions?**

Fitzroy has arguably the richest history in the VAFA, being founded in 1893, and having strong ties with AFL club, the Brisbane Lions. The merger with the Brisbane Bears in 1996 was not ideal for Fitzroy, leaving some members of their community disgruntled, whilst others embraced the change.

Two decades on, we at United Consultants inc. believe it is time for the negativity to be put aside, and allow the relationship to blossom. Having a connection with an AFL club can only benefit Fitzroy, providing great publicity and interest for fans. It is a massive advantage over competing VAFA clubs, and we will look to embrace the relationship in the market proposal. Fitzroy's women's team connected with the Lions in AFLW's inaugural season, which is a great start for the two clubs and a massive step in the right direction. We see the women's league as a fresh start, and an opportunity re-embrace the heritage.

## 5. Methodology

This market research proposal has been constructed to provide the Fitzroy Football Club with valuable content regarding how to best position themselves in the league and community. Through the use of research design tools, content about supporters, players and volunteers, the information contained will assist the clubs knowledge and help them market to their specific needs.

At United Consultants Inc. we have decided we will create a survey, an observation and conduct at least three in depth interviews with the Fitzroy Football Club.

Prior to making these decisions, we used secondary data, which is 'the data that have been already collected by and readily available from other sources.' (MSG Experts, 2017) We found this data from documents such as:

1. Annual report
2. Strategic plans
3. Recent surveys
4. Other crucial documentation

This data has provided us with the crucial information, which made a formal decision to conduct the above research tools.

### 5.1 Survey

Our first research tool is a survey. We believe that conducting this type of quantitative research with the players, fans/supporters, members and any interested stakeholder will better inform our decisions for our marketing strategy. Within the survey, we will begin by asking basic questions in regards to the demographic segment which will include topics regarding their age, gender, education and work type. This will give us an understanding of whether the supporters are from an older generation, whether it is male dominant and whether they are still working or retired, which then helps build a strategy to find more volunteers.

We will then ask some questions in regards to the psychographic segment, which includes their lifestyle, whether they are conservative, if they are an introvert or extrovert and what are their

values that could relate to the football club. This information will help when addressing the involvement of the younger community.

We think it is beneficial to have the bulk of questions centered around the behavioural segment or in regards to the cost, quality and value of memberships. Furthermore, we will determine how often they attend matches, forming a solid base to address whether the members are content with the value of memberships, increasing younger support and attendances at games.

## **5.2 Observation**

To follow on from our implementation of the survey, we think conducting an observation will help give us as a consultancy group, the opportunity to see first hand how the club is run on game day. We will be able to make formal judgements as to how well advertised the game is to the public, what the club provides to the fans on the day, and the chance for us to have a chat with the coach, players and some fans in regards to the game day experience. We are currently planning on attending their first home game on the 22nd of April to conduct the observation. We will contact Fitzroy and inform them of our attendance, so that they know we will be there and possibly help provide some information regarding our observation.

## **5.3 Interviews**

Our final research tool that we will use is an in depth interview with the club. We believe conducting multiple types of interviews/meetings with the club will provide us with an understanding of what the board, coaches and fans would like, but also keeps us up to date with what is happening around the club.

We have already conducted one meeting with the club on the 22nd of March, outlining what we are looking to do with them for 2017, presenting some ideas that we would use in our proposal and strategy, along with ensuring constant communication would be achieved throughout the semester.

We plan to conduct two more interviews with the club in the coming weeks. Our plan is to try and catch up in week nine of the semester to update the club of our progress and find out any more details to continue with our strategy. We also plan to catch up in week twelve, just to

finalise any key details with the club and ensure them all is going to schedule and that we look forward to presenting to them in the final week of semester.

All of our research will provide us with key primary data which is 'data observed or collected directly from first-hand experience' (Business Dictionary, 2017). This will help enhance our decision making process going forward and in regards to our marketing strategy.

## 6. Research Design Tools

### Survey

The following survey will be sent via SurveyMonkey to the Fitzroy community in order to create primary research data. The data contained throughout this survey will assist our market research strategies.

Are you a supporter/ player/ coach / interested persons with the Fitzroy Football Club?

(Yes/No)

If no, please discontinue this survey.

#### 6.1 Section A:

1. Please choose your age group:

Under 18

18-25

26-40

41-54

55-70

71+

Unspecified

2. What gender are you?

Male

Female

Unspecified

3. Please enter the suburb of which you reside from:

(Suggestion Box)

4. Are you studying? Working? Or Retired?

Please select one response

5. How much free time would you have on a Tuesday, Thursday night and day time Saturday?

0-1hr, 2-4 hrs, 4-6 hrs

## 6.2 Section B:

1. How likely are you to attend a social function on match day?  
(Not Likely, Somewhat Likely, Very Likely)
  
2. When attending a Fitzroy home game, do you like to sit:
  - a) With a crowd
  - b) With your family/friends
  - c) By Yourself
  
3. When you attend Fitzroy home games, you feel welcome.  
(Strongly Disagree, Disagree, Unsure, Agree, Strongly Agree)
  
4. What do you love most about the Fitzroy Football Club:  
(Rank from 1-8: 1 being the most important)
  - History
  - Community
  - Tradition
  - Culture
  - Family
  - Atmosphere
  - Social
  - Entertainment

### 6.3 Section C:

1. How often do you attend game/s day during the year?  
0-1, 2-4, 4-6, 6-8, 8-10, 10-12, All games
  
2. Are you a member of the Fitzroy Football Club?  
(Yes/No)
  
3. Are you happy with the prices of the memberships?  
(Yes/No)
  
4. Are you satisfied with the value for money in regards to memberships?  
(Yes/No)
  
5. If no, list some suggestions you might like to be included in your membership package:  
(Suggestion Box)
  
6. How often do you attend social events?  
(Suggestion Box)
  
7. Is there enough social events run throughout the year?  
(Yes/No)
  
8. Are you happy with the types of events run?  
(Yes/No)
  
9. Suggest any events you would attend if the club ran or changed:  
(Suggestion box)
  
10. Are the clubs communication channels effective enough for you?  
(Yes/No)

11. Would you like to see a smartphone app created for you to receive Fitzroy only information?  
(Yes/No)

12. Would you like to see more of a connection with the Brisbane Lions again?  
(Yes/No)

13. On game day, is there enough provided to you that entices you to come down to watch?  
(Yes/No)

14. What else could the club do to improve its entertainment throughout the day?  
(Suggestion Box)

15. Additional notes:  
(Suggestion Box)





### 6.4 Observational Research Method – Game day

Observation	Notes
Who is helping around the club? eg. Volunteers, multiple people etc.	
Is it a valuable match day experience?	
Are fans united? eg. Are there some sitting by themselves etc.	
What is there pre game for fans to enjoy?	
Is there a post game experience? eg. Fans enter rooms	
Is there good signage around the ground?	
How accessible is the oval for fans?	
Other Observations:	

## 7. GANTT Chart

Start Date	Details	Checkbox	End Date	Mar				Apr				May				Jun							
				Mar 5	Mar 12	Mar 19	Mar 26	Apr 2	Apr 9	Apr 16	Apr 23	Apr 30	May 7	May 14	May 21	May 28	Jun 4	Jun 11	Jun 18	Jun 25			
08/17	<b>Semester One, 2017</b>	<input checked="" type="checkbox"/>	05/31/17	Semester One, 2017																			
	New group formed - Ben, James & Matt	<input type="checkbox"/>																					
	United Consultants Inc.	<input type="checkbox"/>																					
15/17	<b>Work on Market Research Proposal</b>	<input type="checkbox"/>	04/04/17	Work on Market Research Proposal																			
22/17	<b>Meeting with Kate Nolan</b>	<input checked="" type="checkbox"/>	03/22/17	Meeting with Kate Nolan																			
	Chair: Ben	<input type="checkbox"/>																					
	Minutes: James	<input type="checkbox"/>																					
29/17	<b>Plan roles for Assessment Two</b>	<input checked="" type="checkbox"/>	03/30/17	Plan roles for Assessment Two																			
	Ben: GANNT Chart & Research Design Tools	<input type="checkbox"/>																					
	James: Introduction & Club Market Position	<input type="checkbox"/>																					
	Matt: Club Profile & Conclusion	<input type="checkbox"/>																					
	Team: Methodology & Research Design Tools	<input type="checkbox"/>																					
30/17	<b>Meet at Holmesglen to complete work together</b>	<input type="checkbox"/>	03/30/17	Meet at Holmesglen to complete work together																			
30/17	<b>Continue working on Assignment in own time</b>	<input type="checkbox"/>	04/04/17	Continue working on Assignment in own time																			
05/17	<b>Meet after class to finalise assignment</b>	<input type="checkbox"/>	04/05/17	Meet after class to finalise assignment																			
07/17	<b>Assessment Two: DUE</b>	<input type="checkbox"/>	04/07/17	Assessment Two: DUE																			
12/17	<b>Work on Sports Marketing Strategy</b>	<input type="checkbox"/>	05/23/17	Work on Sports Marketing Strategy																			
22/17	<b>Meeting with Kate &amp; Kevin</b>	<input type="checkbox"/>	04/22/17	Meeting with Kate & Kevin																			
	Chair: James	<input type="checkbox"/>																					
	Minutes: Matt	<input type="checkbox"/>																					
22/17	<b>Attend Home Match</b>	<input type="checkbox"/>	04/22/17	Attend Home Match																			
	Round 2 vs Peninsula @ Home	<input type="checkbox"/>																					
04/17	<b>Meeting with Kate &amp; Kevin</b>	<input type="checkbox"/>	05/04/17	Meeting with Kate & Kevin																			
	Chair: Matt	<input type="checkbox"/>																					
	Minutes: Ben	<input type="checkbox"/>																					
04/17	<b>Attend Training Session</b>	<input type="checkbox"/>	05/04/17	Attend Training Session																			
18/17	<b>Meet at Holmesglen to complete work together</b>	<input type="checkbox"/>	05/18/17	Meet at Holmesglen to complete work together																			
24/17	<b>Meet after class to finalise assignment</b>	<input type="checkbox"/>	05/24/17	Meet after class to finalise assignment																			
31/17	<b>Assessment 3: DUE</b>	<input type="checkbox"/>	05/31/17	Assessment 3: DUE																			

## 8. Conclusion

We at United Consultants Inc. have aimed to address key marketing issues the club has in a bid to try and improve those areas for this year. We firmly believe our suggestions and plans for further research will inevitably result in the club improving their market position in 2017.

The clubs market position provides a great opportunity for Fitzroy FC to obtain a more diverse range of supporters, as a result of their prime location. The ideal age group will now be a range of older supports, whom make up the majority of the fan base at the moment, as well as the younger demographic who are thriving in the area at the present time.

The research questions created have been aimed at both these demographics. The questions will help the club understand what the different audiences desire from the club and what can help make it better.

It's important to aim at these diverse demographics as it allows the club to have a greater range of supporters, which is what Fitzroy stated to us as an objective at the start of the research proposal. This will help the club further themselves in the area, online and help create a rich and historic fan base for years to come. This is something they have prided themselves on in the past.

The market research proposal will provide the club facts to help them grow in a greater marketing direction, building them into an even more powerful club in the VAFA.

## 9. References

Business Dictionary, (2017). *What is Primary Data?*. [online] BusinessDictionary.com. Available at: <http://www.businessdictionary.com/definition/primary-data.html> [Accessed 4 Apr. 2017].

“Fitzroy Football Club”. *Fitzroyfc.com.au* N.p., 2017. Web. 5 Apr. 2017.

MSG, (2017). *Secondary Data - Meaning, its advantages and disadvantages*. [online] Managementstudyguide.com. Available at: [http://www.managementstudyguide.com/secondary\\_data.htm](http://www.managementstudyguide.com/secondary_data.htm) [Accessed 4 Apr. 2017].