

AFL Club Membership Optimisation

A case study with Western Bulldogs

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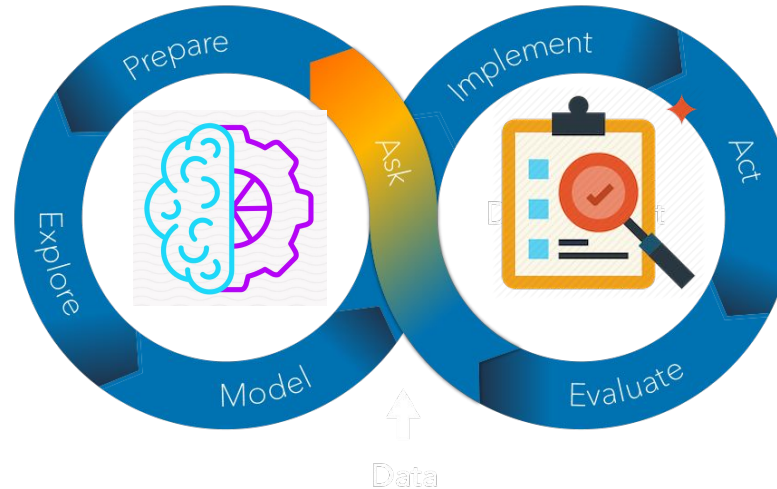
Methodology



Roy Morgan
Research

6.5%
conversion rate
(supporters to members)

“How do I
increase my club
membership?”



10%
conversion rate



\$3.12 mil rev
(24k new members
x
\$130 annual fee)

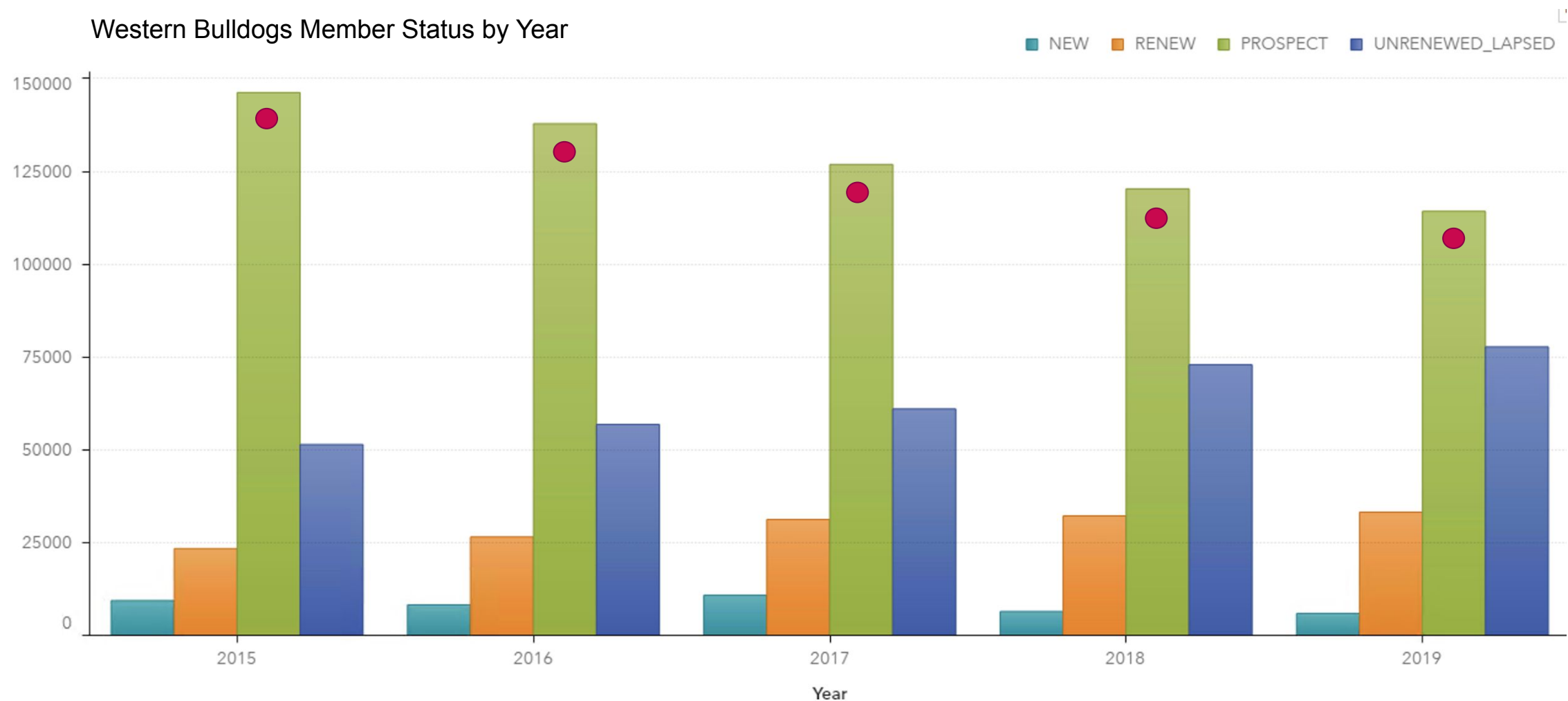
Data

Challenge

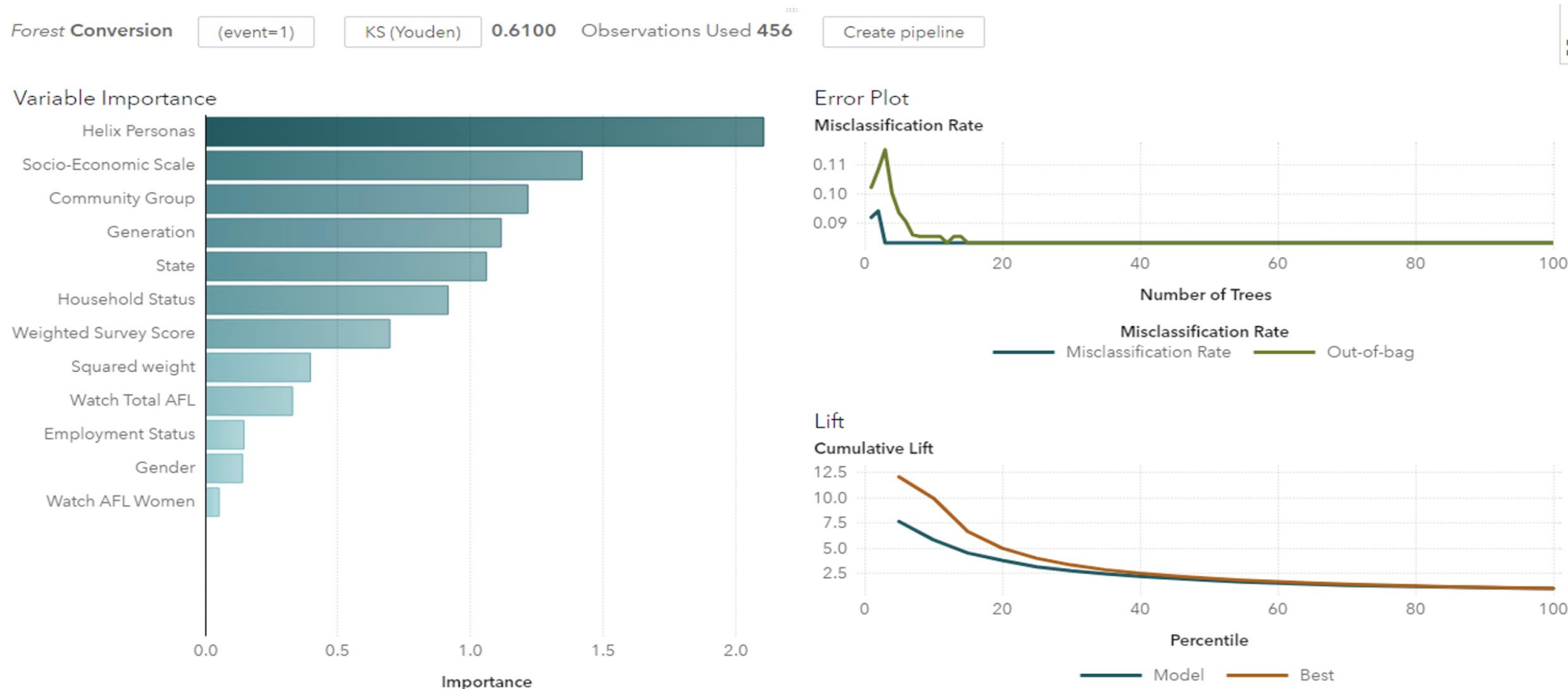
Solution

Impact

A (prospective) boon for the Bulldogs



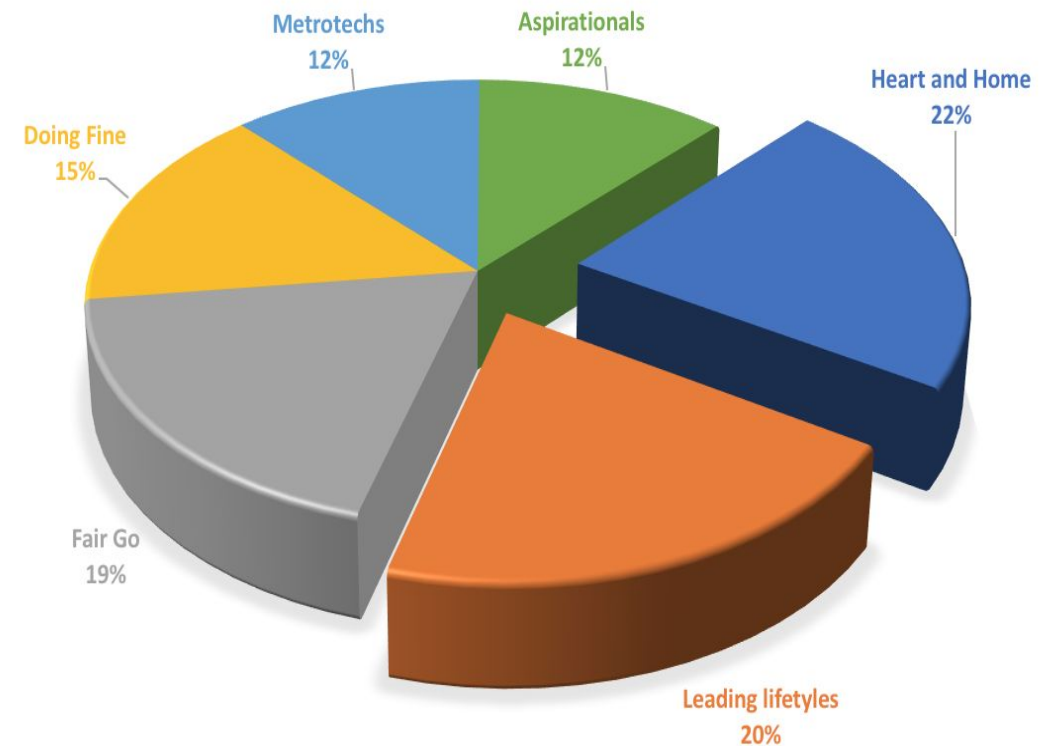
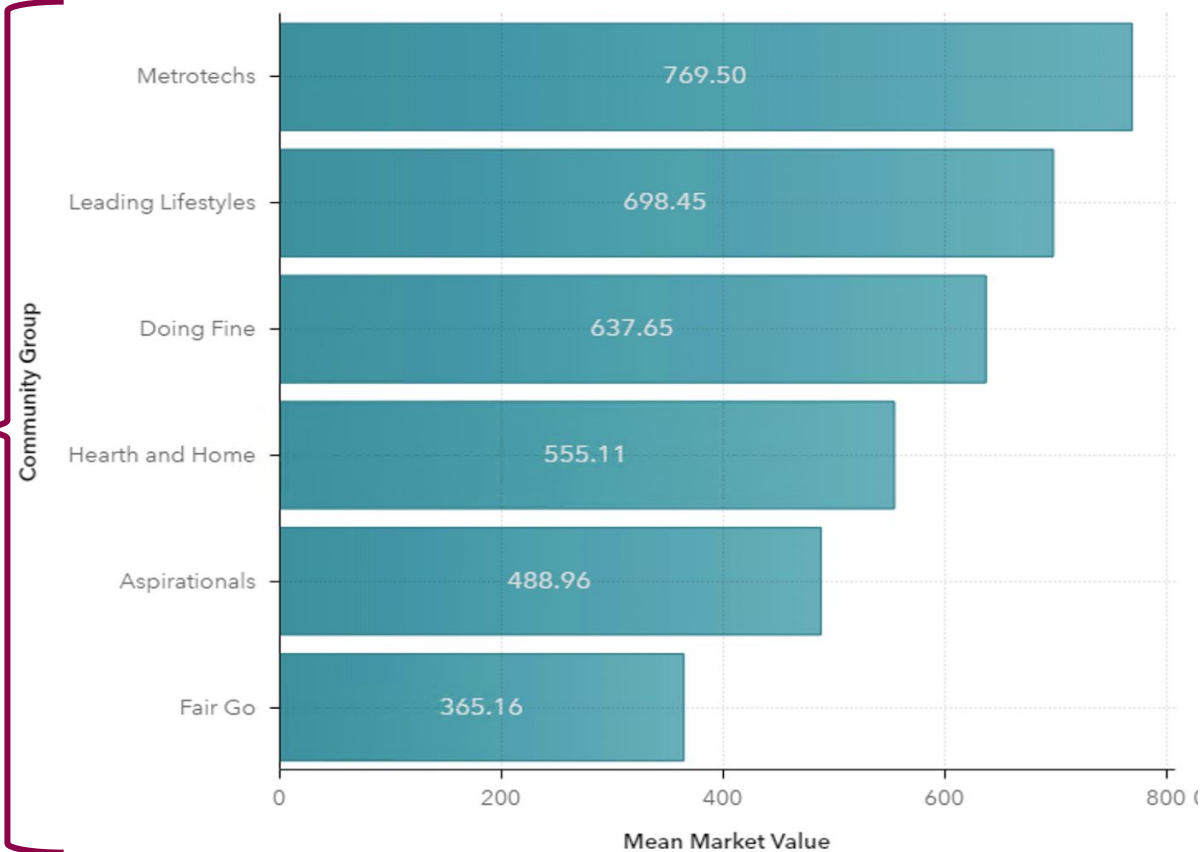
Machine Learning in Action



Supporter Segmentation

240k supporters!

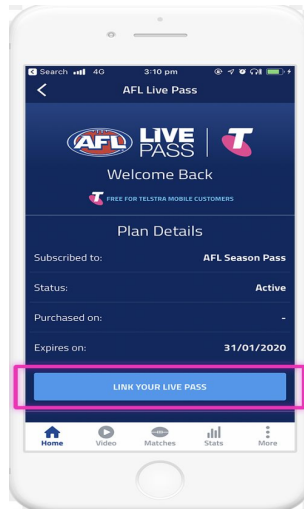
Mean Market Value by Community Group



Recommendations

1

Offering discounted AFL Digital Pass to the “metrotechs”



2

Sentiment analysis - why people drop membership?



3

Data sharing between organisations, i.e. clubs and research agencies

