

Trial Athletes

Presented by Kim John - Ecommerce & Technology Manager

What is a Trial Athlete

- A trial athlete is someone that have not previously registered as Competitive Members of any Little Athletics Member Association; that fit within the [age requirements](#) to register.
- A child meeting the age requirements the opportunity to experience Little Athletics on a first-hand basis prior, to committing to, and completing full financial Competition Membership registration.
- A trial Athlete is bound by the '[Trial Athlete Policy](#)' & read in conjunction with [Regulation 6 – Terms for Affiliation of Centres](#).

Trial Athlete Policy

- A document designed to confirm the rules, guidelines & principles aligned to new athletes wishing to trial at Little Athletics at all Victorian affiliated Centres.
- The policy was built to align with Centre's ongoing requirement to attract new members through various means including offering a 'free trial' to prospective new members. The 'free trial' concept has been used by many Centres in previous seasons and this policy links back to the Regulations in a meaningful way.
- Offers a clear process on how to experience Little Athletics on a first-hand basis prior, to committing to, and completing full financial Competition Membership registration.

What does the Trial Offer include?

- A pre registration process which allows athletes that have not been previously registered to trial Little Athletics on 2 competition days.
- Trials are to be completed within a 28 day period, commencing on a date agreed with by the host Centre.
- Trials are free of charge
- Events trialled determined by the host Centre
- Trial Athletes may attend sanctioned Centre training activities by agreement with the host Centre during the term of the Trial Athlete Offer.

What does the Trial Offer include? Continued

- Competition days participated in as a Trial Athlete, can be claimed towards qualification for Region and State competition (U9 – U17 age groups) only if the individual has registered as a full financial LAVic Competitive Member in their correct age group by the closing day and time for entries for the competition.
- Trial Athletes are fully covered by the national insurance program entered into by Little Athletics Australia Ltd ('LAA') for the 28-day period of the Trial Athlete Offer.
- A Trial Athlete can register as a full financial LAVic Competitive Member at any time during the trial process.

Trial Athlete Process – Athlete / Parent Guardian

- The Trial Athlete must be registered by a parent/guardian by the following means:
 - (i) *Via the nominated online portal, prior to competition day. (preferred & advertised method)*
 - (ii) *Manual application (form) available through the Centre.*
- Upon Completing the 'Trial Athlete' registration the parent/guardian is:
 - (i) *Sent a registration confirmation email – includes a trial athlete patch for optional printing / Centre will have access to blank patch templates for those unable to print their patch*
 - (ii) *Advice on how to proceed for their trial including links to a Centre list that provides (Calendar / Start dates, locations and program commencement)*
- Trial attends the host Centre and registers their attendance with the official responsible for trial athletes (generally registrar) with their trial bib pinned to the chest of the trial athlete.



Trial Athlete Process – Centre admin responsibilities

- To actively participate in the Trial Athlete Offer.
- To attract the maximum number of Trial Athletes and to provide them with the most enjoyable experience
- To appoint an individual dedicated to the task ('Trial Athlete Official') of coordinating the Trial Athlete Offer program.
- To promote the Trial Athlete Offer via its communication channels.
- To manage the relationship with the Trial Athlete and family, from registration to completion of the trial.
- Centres will be required to provide a status report of their Trial Athletes upon request.



CHECKLIST

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
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Trial Athlete Process – Trial Athlete Official

- Acting as the Centre point of contact to answer questions for Trial Athletes and families.
- Greeting the Trial Athletes and families upon arrival on competition days and at training.
- Registering the attendance of Trial Athletes on competition days.
- Maintaining a supply of blank Trial Athlete bibs and pins.
- Tracking the attendance of Trial Athletes.
- Following up on the welfare of Trial Athletes.
- Actively discussing and encouraging Trial Athletes and families to take up full financial LAVic Competitive Membership.
- Educating Trial Athletes and families



Trial Athlete Process – LAVic responsibilities

LAVic has the following responsibilities to Trial Athletes and Centres:

- To provide an online portal for the purposes of registering Trial Athletes.
- To post a secure register of Trial Athlete registration records on the Association Noticeboard (accessible to Centres via GAMEDAY).
- Periodically delete expired Trial Athlete records from the database.
- To provide access to Trial Athlete registration records by Centres.
- To provide advice and support to Centres to manage their Trial Athletes where required and requested.
- To promote the Trial Athlete Offer via its communication channels.

Trial Athlete - Member Survey results

38% New
75% Trialled
96% online

- 83% Trial Patch
- 61% 2 weeks

Trial Athlete – Member Survey results

	EXTREMELY DIFFICULT	DIFFICULT	GOOD	VERY GOOD	EXCELLENT
Ease of submitting the trial application	1.15% 5	4.13% 18	30.50% 133	37.39% 163	26.83% 117
Responsiveness of the Centre to you completing the trial application	0.69% 3	2.06% 9	26.61% 116	35.55% 155	35.09% 153
Assistance from a Centre representative on the Trial day	0.69% 3	6.24% 27	25.40% 110	30.72% 133	36.95% 160
Ability to register as a member after the trial	1.15% 5	2.30% 10	20.23% 88	38.16% 166	38.16% 166

Trial Athlete Offer – Centre Overview

Williamstown Little Athletics Centre

Russell Dymtrenko (Registrar)



- Western Metro Region
- Commenced 1967
- 335 total members 21/22
- 128 new members (38.21% of total membership)
- 194 online trial athlete applications in 21/22
- 65.97% conversion rate!

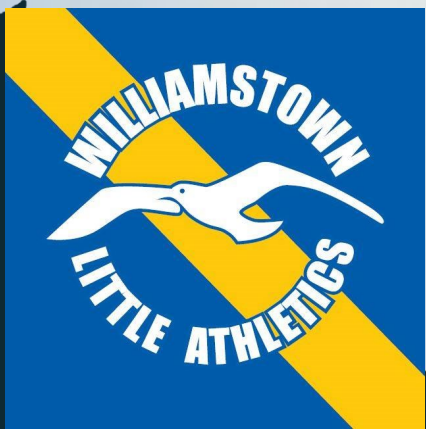


Trial Athlete Offer – Centre Interview

Williamstown Little Athletics Centre

Russell Dymtrenko (Registrar)

1. How do you engage and communicate with your Trial Athletes once registered? What did you find to be the most effective method?
2. When new families arrive at the Centre, how are they greeted? (is someone at the gate to welcome them? Show them around? Answer questions?)
3. How do you record or track the attendance of trial athletes?



Trial Athlete Offer – Centre Overview

Camberwell Malvern Little Athletics Centre

Vu Nguyen (President)

- Eastern Metro Region
- Commenced 1969
- 380 total members 21/22
- 176 new members (46.32% of total membership)
- 219 online trial athlete applications in 21/22
- 80.36% conversion rate!



Trial Athlete Offer – Centre Interview

Camberwell Malvern Little Athletics Centre

Vu Nguyen (President)

1. How are trial athletes integrated into program during their trial? Is there anything special that Camberwell Malvern do to make the experience of a trial athlete extra special?
2. Can you explain in addition to the LAVic reminder email sent out to trial athletes – what does your Centre do to follow up on trial athletes? Yet to trial, been 1 week and ready to register?
3. Based on the families that came through this season via the trial athlete offer what feedback did you receive in relation to the trial athlete offer? Has this helped with preparing the season ahead?



Trial Athlete Kit

Available in GAMEDAY (Administration tab > Noticeboard)

- Link to download trial athletes completed 3 – 5 times per week (Excel filter format by Centre)
- Manual trial forms / manual patch templates (regular size and small)
- Link to ready reckoner (age group table) & Trial Athlete policy
- Instructions on management of manual trial follow ups
- Template of trial athlete reminder email
- Summary of sent reminder emails – including date range of entry
- Centre requirement to confirm converted members

- *To access the above you must login to your secure GAMEDAY admin profile. <https://console.sportstg.com/>*

Thanks for watching!
Feel free to join us for a live Q & A on Zoom
via the link below this video.