



PERCEPTION MATTERS

Target Audiences for Prospective Glider Pilots Outreach and Marketing Plan

A list of audiences is useful, but on its own it won't shift participation. The difference comes from prioritisation, tailored messaging, and consistent follow-through.

If you don't have a focused Outreach and Marketing Plan that turns those audiences into action, make use of the strategy below to get started.

Gliding Outreach & Marketing Plan

Strategic Focus (Start Narrow, Then Expand)

Trying to target everyone at once will dilute effort. Start with priority segments that offer the best return.

Tier 1 (Immediate Impact)	Tier 2 (Build Over Time)
Female participants (all ages) Youth pathways (schools, cadets, Guides/Scouts) Aviation-adjacent audiences (powered pilots, paragliders, STEM students) Experience seekers (gift flights, events)	Veterans & service groups Corporate / professional groups Multicultural communities

Core Positioning (Shift the Narrative)

- Move away from: "Learn to glide"
- Move toward: "Experience pure flight. Join a community. Challenge yourself."

Audience	Tailored Message
Women	Aviation that welcomes you
Youth	From classroom to cockpit
Adventurers	The closest thing to flying like a bird
STEM Students	Physics you can feel

Targeted Outreach by Segment

Women & Inclusion

Who to Engage / Partner With	Recommended Actions
Girl Guides Australia Women in aviation networks Local community groups	Run 'Women in Gliding' open days Promote female instructors visibly Offer introductory scholarships

Critical: Representation matters. Ensure women are seen in the airfield environment, not just marketing.

Youth Pathways

Who to Engage / Partner With	Recommended Actions
Australian Air Force Cadets Scouts Australia Schools (STEM coordinators)	Create a structured 'Gliding Pathway Program' Offer school excursion days Align with curriculum (physics, meteorology)

The Hook: Fly as part of learning, not just a one-off experience.

Aviation-Adjacent

Who to Engage / Partner With	Recommended Actions
Powered aircraft pilots Paragliding and hang gliding clubs University aviation students	Cross-promotions with aero clubs 'Gliding conversion weekends' Highlight skill benefits: energy management and situational awareness

The Angle: Become a better pilot.

Experience Seekers

Who to Engage / Partner With	Recommended Actions
General public Gift buyers Tourists	Seasonal campaigns (Mother's Day, Christmas) Package deals ('Fly + lunch + scenic experience') Strong visual storytelling

The Angle: Emotional, not technical.

Veterans & Service Groups

Who to Engage / Partner With	Recommended Actions
Australian Army Reserve Veterans groups Men's Sheds	Dedicated veterans flying days Emphasise structure, camaraderie and purpose Partner with wellbeing programs

Marketing Channels (What to Actually Use)

Digital

- Facebook & Instagram for community storytelling
- Short-form video content on YouTube or TikTok
- Website landing pages tailored to audience segments

Direct Outreach

- Email schools, cadets and organisations
- Presentations at clubs and community groups

On-Field Experience

- Open days that feel welcoming and inclusive
- Trial flight events
- Bring-a-friend days

Fix the First Impression Problem

This is where many clubs quietly lose people. If a newcomer arrives and sees only older men, no clear welcome, or no structured pathway, they often do not return.

- Assign a designated host for every visitor
- Brief members on inclusivity and engagement
- Ensure visible diversity where possible
- Provide a clear next step before visitors leave

Simple Conversion Funnel

Stage	Focus
Awareness	Social media, partnerships, word of mouth
Interest	Website, enquiry, event sign-up
Trial	First flight / open day
Engagement	Follow-up within 48 hours
Commitment	Membership and training pathway

The Key Gap in Most Clubs: Follow-up after the initial experience.

12-Month Action Plan

Quarter 1	Quarter 2	Quarter 3	Quarter 4
Launch women-focused open day Engage 3 schools and 1 cadet unit Improve website messaging	Run youth gliding program Start social media storytelling campaign Trial bring-a-friend weekends	Target experience and gift market Partner with tourism bodies	Launch Christmas gift voucher campaign Review conversion and retention rates

Measures of Success

- Number of trial flights converted to memberships
- Women and youth participation rates
- Repeat visits after first flight
- Instructor diversity over time

The Real Lever

This plan will only work if clubs address culture alongside marketing. Even the strongest campaign will struggle if the environment still feels exclusive or unwelcoming.

The opportunity is not just to grow participation numbers, but to reshape how gliding is seen and experienced by future generations.

GOOD LUCK!