



Australian **Sporting Goods**
ASSOCIATION INC

ASGA Sports Industry Survey Comparison 2003 v 2006

Wholesalers

Item	2003 Average	2003 Rank	2006 Average	2006 Rank	Change
Industry data – sales margins, trends etc	4.43	1	3.90	4	-3
Adult participation trends	4.21	2	4.0	3	-1
School participation trends	3.99	3	3.19	9	-6
Profile of Sport in the Community	3.86	4	3.43	7	-3
Parallel importing	3.79	5	4.05	2	+3
Counterfeit Goods	3.75	6	4.24	1	+5
Access to sporting facilities	3.75	6	2.76	14	-8
Growth in sport store numbers	3.5	8	2.95	11	-3
Product innovation	3.5	8	3.57	5	+3
Level of government funding	3.43	10	2.38	15	-5
Impact of changing work patterns	3.36	11	3.0	10	+1
Competition with non sports industry product	3.00	12	2.86	12	-
Supplier retail and factory outlets	2.86	13	2.81	13	-
Occupancy issues – cost, lease terms etc	2.86	13	2.33	16	-3
Staff Issues	2.57	15	3.52	6	+9
Retailer's home brand products			3.33	8	

Retailers

Item	2003 Average	2003 Rank	2006 Average	2006 Rank	Change
Supplier retail and factory outlets	4.58	1	4.75	1	-
Industry data – sales margins, trends etc	4.21	2	4.74	2	-
Retailers home brand products			4.67	3	
Profile of sport in the community	4.07	3	3.25	13	-10
Growth in sport store numbers	4.03	4	3.75	8	-4
Adult participation trends	3.99	5	4.25	5	-
Product innovation	3.97	6	4.24	6	-
Staff issues	3.95	7	4.5	4	+3
School sports participation trends	3.88	8	4.23	6	+2
Occupancy issues – cost, lease terms etc	3.87	9	3.74	9	-
Parallel importing	3.80	10	3.0	14	-4
Counterfeit goods	3.75	11	2.9	15	-4
Competition with non sports industry product	3.54	12	3.5	10	+2
Impact of changing work patterns	3.53	13	3.33	12	+1
Access to sporting facilities	3.47	14	3.4	11	+3
Level of government funding	3.11	15	2.89	16	-1



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Combined Wholesalers v Retailers Comparison in Averages and Rankings

Item	2003 Average	2003 Rank	2006 Average	2006 Rank	Change
Supplier retail and factory outlets	4.35	1	3.78	6	-5
Industry data – sales margins, trends etc	4.24	2	4.32	1	+1
Profile of sport in the community	4.04	3	3.34	11	-8
Adult participation trends	4.02	4	4.13	2	+2
Growth in sport store numbers	3.96	5	3.35	10	-5
Product innovation	3.90	6	3.91	5	+1
School sports participation trends	3.89	7	3.71	7	-
Parallel Importing	3.80	8	3.53	9	-1
Staff issues	3.76	9	4.01	3	+6
Occupancy issues – cost, lease terms etc	3.73	10	3.04	15	-5
Counterfeit goods	3.72	11	3.57	8	+3
Impact of changing work patterns	3.5	12	3.17	13	-1
Access to sporting facilities	3.49	13	3.08	14	-1
Competition with non sports industry product	3.47	14	3.18	12	+2
Level of government funding	3.15	15	2.64	16	-1
Retailers home brand products			4.0	4	