Enterprise, Innovation and Community

25th November 2014

Idrættens største udfordringer IV

Svend Elkjær

Sports Marketing Network
Svend Elkjær

Organised conferences and tradeshows

Travelled the world

Published magazines

Rather creative
Volunteer at rugby club – developing an enterprise at club founded in 1908
Sports Marketing Network provides *thoughts, tools and to-dos* on how to make community sport vibrant through the activities and events community sport creates together with its communities by engaging and communicating with members, users and the community visible – based on the above community sport can generate sustainable income viable
What SMN does

Now...
- 4000 sports clubs at Grow Your Club workshops
- 400 professionals at Business Savvy events
- Helped develop a number of community sports enterprises
- Conferences on Enterprising School Sport, Enterprise and Collaboration (Cardiff, Edinburgh, Belfast), Enterprising Asset Transfer, Enterprising Disability Sport

...and the future
- International network (website, study tours, etc.)
- Deliver in Australia and New Zealand
- ‘How to Guides’
- ????
4 UK government agencies for community sport
“Attracting and servicing customers at a profit, serving a sporting and community purpose”
The UK’s biggest skatepark
Themed events create ‘buzz’ (and £££££)
Rampworx Skatepark
Sports centre · Youth organisation · Sports Venue & Stadium

Timeline
About Photos Reviews More

Rampworx Skatepark shared a link.
5 hours ago

The video from the BMX Halloween Allnighter is up.
rampworx http://bit.ly/1xWMex7

★ ★ ★ ★ ★
49,590 likes
Growing the enterprise

- Grants £80k
- Online sales £100k
- Retail sales £500k
- Door sales £400k
- **Total income £1.1m (grants only 7%)**
Ilkley Cycling Club – from 0 to 1,400 members in 3 years – all online
From redundant church to...
...Manchester Climbing Centre
Manchester Climbing Centre
Teambuilding with the Army
All ability cycling since 2004