



Frequently Asked Questions (FAQ's)

Calisthenics Victoria's "Recruiting Now" Campaign

Why are we doing this?

Our fresh, new brand launch in August, gave our passionate calisthenics community the opportunity to think differently about how we market, and talk about, our sport.

Now it's time for us to get others, outside of our cali-community, to think and talk about us differently.

Our "Recruiting Now" campaign provides our greatest ambassadors, our 104 clubs, 800+ coaches and more than 8,000 performers and their families, with the resources to share the message that calisthenics is a great sport and one worth finding more about.

What are we trying to do and say?

We know the many benefits calisthenics offers, but we want more people to know them.

Our campaign will aim to share the messages that Calisthenics:

offers variety – we're a 1-stop-shop for people looking to get involved with dancing, singing, gymnastics and ballet...and we're so much more!;

creates connections – our performers develop lifelong friendships and enjoy the connection they feel to the calisthenics community; and

builds confidence – calisthenics creates strong, confident leaders both on and off the stage.

How are we doing it?

The Campaign is primarily a digital campaign, using a range of digital platforms and paid advertising to share our messages.

We have created a 30 second advertisement, poster and flyer templates with spaces for clubs to insert their own details, and a range of stickers and postcards that can be used to attract new performers to calisthenics.

The advertisement was created with thanks to a number of talented performers who took part in an audition process in December 2017, and were selected based on their calisthenics ability and their ability to represent the brand values (not how they looked!).

Who are we talking to?

We know you LOVE calisthenics. So we don't need to market to you.

We're trying to reach people who haven't tried calisthenics, haven't heard about it, or have never considered it because they didn't really know what it is. We want to reach parents, grandparents and children who are potential new members of the calisthenics community.

The advertisement aims to capture their attention and inspire them enough to 'find out more.'



It is not a literal representation of what we expect all calisthenics classes to look like, and we certainly don't expect that all performers will be able to do some of the more difficult movements demonstrated...but we offer them the opportunity to 'dare to dream.'

How can I help?

We encourage you to share the video amongst your networks, find opportunities to show people who don't know what calisthenics is, and most of all, continue talking to people about calisthenics.

Your voice is powerful, so use it loudly, proudly and wisely and make your contribution be a positive one.

For more information please contact Courtney Barlow, Marketing Communication Coordinator, at marketing@calisthenics.asn.au or on 9562 6011 ext 7.