

Frequently Asked Questions (FAQs)

Why have we undertaken this rebrand project?

For those who know and love calisthenics - it is a big part of their lives - but outside of the proud and passionate calisthenics community, calisthenics has little to no profile.

Calisthenics Victoria is committed to the growth and development of calisthenics. The rebrand project was identified in our Strategic Plan 2016-2018 as a result of your feedback through the stakeholder consultation survey undertaken in 2015.

What research was undertaken as part of this process?

We looked at answering three top line questions:

1. What is calisthenics?
2. Why calisthenics?
3. Who is Calisthenics Victoria?

The research we undertook as part of this project, took place over 6 months. It included extensive review of our competitor environment (other sports and activities), a stakeholder survey (January 2017), focus groups, workshops, neuro testing as well as a multitude of informal conversations with a range of stakeholders. The focus groups and workshops were externally facilitated and participants included current performers, current parents, representatives from our Divisional Coaching Group consultation group, our Emerging Leaders consultation group, members of our Board and committees as well as non-engaged participants and non-engaged parents.

What were some of the findings?

The extensive body of research affirmed what we have always known about calisthenics to be true - that calisthenics creates confidence, friendship and transferable life skills in our performers. It told us that our performers are strong, confident, disciplined and well-trained team members. It told us that our coaches are creative and inspiring, both on stage and in life, and it told us that Calisthenics really is 'the sport with performing at its heart.'

The research also told us that there are a number of other sports and activities vying for our market share, meaning they are looking to get young people into their sport or activities. It told us that our current look and feel wasn't speaking to the right audience, and wasn't supporting our clubs and our sport to grow.

It told us that when people did engage with calisthenics, they more often than not, loved it, but that we needed to create a first engagement with them.

Why take this new direction?

Calisthenics Victoria has put together a number of marketing campaigns in recent years, many of which resonated well with our membership but didn't have enormous success in reaching external audiences. We needed to shake things up.

When we listened to external people throughout the research, they told us that our image needed changing.

When we listened to internal people in the research they talked of the benefits calisthenics brings not only from those few performances each year but from the work put into preparing for those performances throughout the year. They spoke of the class time, club events, social activities and the connection that is created for performers and their families through calisthenics – not so much about their actual performances.

The new direction aims to capture all of this and tell the story that goes beyond the performance.

Why do the images have very little make-up with hair out and not many costumes?

These new images help to tell the story of our performers. They aim to show confident, strong beautiful performers doing what they love, with all of the performance elements stripped back.

These new images will not replace performance shots that we will celebrate over the years, but they do aim to engage a new audience.

What does the new language mean?

Throughout the research we asked our community 'what is calisthenics and why do you do it?' They were all unable to find the right words to describe what it is and why they did it. Whilst they knew in their heart why they love calisthenics, the words just didn't come out clearly and concisely. Our calisthenics community are our most passionate and knowledgeable brand ambassadors, and we realised we needed to give them the language to capture their thoughts and feelings.

This new language also aims to assist clubs when developing their own marketing material to attract new members, and is designed to help our marketing initiatives to achieve traction outside of our immediate community as well as inside it. Our aim is to provide our community with a new, clear, concise way of talking about the sport they so deeply love.

What does the new logo mean?

Our new logo can mean many things...and we hope it does.

For some, in the research, it demonstrated the traditional lines and strength of calisthenics. For others, it reminded them of a march wheel, club swing or rod twist – that notion of movement.

Some saw the centre beam of the logo as a spotlight onto the stage and/or sport and others saw the triangles representing our minimum stage number (8) or stakeholder groups.

An alternative perspective offered was that the 'triangles' represented our coaches and calisthenics community coming together (CVI and VCCA), and that the six smaller triangles represents each of our age groups, growing and progressing as our pathways through calisthenics (Tinies through to Masters).

One thing we can agree on is that the logo will mean different things to different people and that different personalities will see different meaning in the logo, and that's fine.

Why is there not a figure in the logo, and where is our navy blue?

The fact that this logo doesn't have a figure may be challenging and confronting, and we understand that. This is a big change and may take some time to get used to. Interestingly, when asked in our research, we identified that the old logo didn't have enormous internal brand equity, and we realised that if our community couldn't identify the elements of the existing logo, how could others - it really was time for a change.

Our new colour is a fresh, vibrant colour that will help to modernise our brand and appeal to more people. Any teams who represent Victoria in the future, will have uniforms that appropriately represent us as a modern, versatile and exciting sport.

Our new brandmark will be seen as part of our brand story. You will see it applied alongside our brand images, and with our brand language, to ensure it is always part of the full story that we share with people, each time we market and promote calisthenics.

How can I be involved in sharing our new brand?

We have a wonderful brand video that we invite you to share.

We will be sharing a range of social media posts that we invite to share on all of your social media channels.

Your Club Administrators will receive a copy of our Brand Handbook in the coming weeks which we encourage you to read.

Clubs will also receive refreshed marketing resources to use in their recruitment campaigns early next year.

I have more questions, where do I go?

For more information on the new brand please email marketing@calisthenics.asn.au with your full contact details and we will endeavour to answer all of your questions.

Thank you for caring enough and for taking the time to better understand where calisthenics is heading as a sport, and as a brand. We are enormously proud of what we have achieved in our history and we look forward to meeting the challenges of the future armed with a fresh, new look.

Matthew Brown
Chief Executive Officer