

“Why innovation is important to participation and enjoyment and how this can assist clubs and communities”

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- 10 years in grass roots sport
- Backgrounds in Computer Science & Law
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An administrators' perspective

- Technological revolution via *innovation*
- Music (10,000 songs in your pocket)
- Banking (netbank, phone payments)
- Why not sport?

- Sporting technology revolution
- Online registrations
- Communication
- Social integration & fan experience

- All these technologies assist in
 - Recruiting new members
 - Building member loyalty
 - Growing the club/association

- But how many are innovative?
- Registration?
- E-Communications?
- Mostly just “online” versions of paper tasks

- Further, how many assist in growing *participation*?
- Club administrator time is primarily spent on “office” tasks rather than building participation.

- The business world had this sorted out a long time ago
- E.g. Manufacturing
- Innovation = New technology = Process Automation = Time to grow the business

- Sports Example:
- Managing attendees on game day
 - Registrations/ “Signing in” /Attendance
 - Data entry
 - Legality checks

- Example
 - Sutherland Shire Water Polo
 - Electronic Sign On System
 - Integrates with revolutioniseSPORT

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- The system automatically
 - Tracks sign-ins for each game
 - Checks game legality
 - Records attendance
 - Displays information for administrators

- Suddenly:
- Volunteers can focus on ensuring players get the best service and attention, rather than focusing on paperwork and rules
- No data entry required
- Process automation

- Since the technology system has been implemented:
 - Membership: 500 => 1000+
 - Player feedback consistently positive, especially around game-day experience
 - Constant comments re: technology

- Club administrators have been able to forget 90% of game day worries, and focus on growing membership, and more importantly, *participation*

- 90% time NOW spent on:
 - Projects to involve the community
 - “Come and try” days”
 - Increasing involvement in the club

- All this is at the grassroots level
- Imagine the aggregation of information for a State/National Sport
- *Real* participation advantages on a state/national basis

- Any club can use mainstream technology that is not sport specific, or implement registration technology, etc

- BUT without innovation, technology in sport often just makes a paper task electronic, rather than helping to streamline the work of volunteers and administrators

- Find out more...
- Google “revolutioniseSPORT”
- www.revolutionise.com.au