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

Alex Mednis, thinkrelativity



- Director, thinkrelativity
 Board Member, ASTN
- 10 years in grass roots sport
- Backgrounds in Computer Science & Law
- revolutioniseSPORT



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

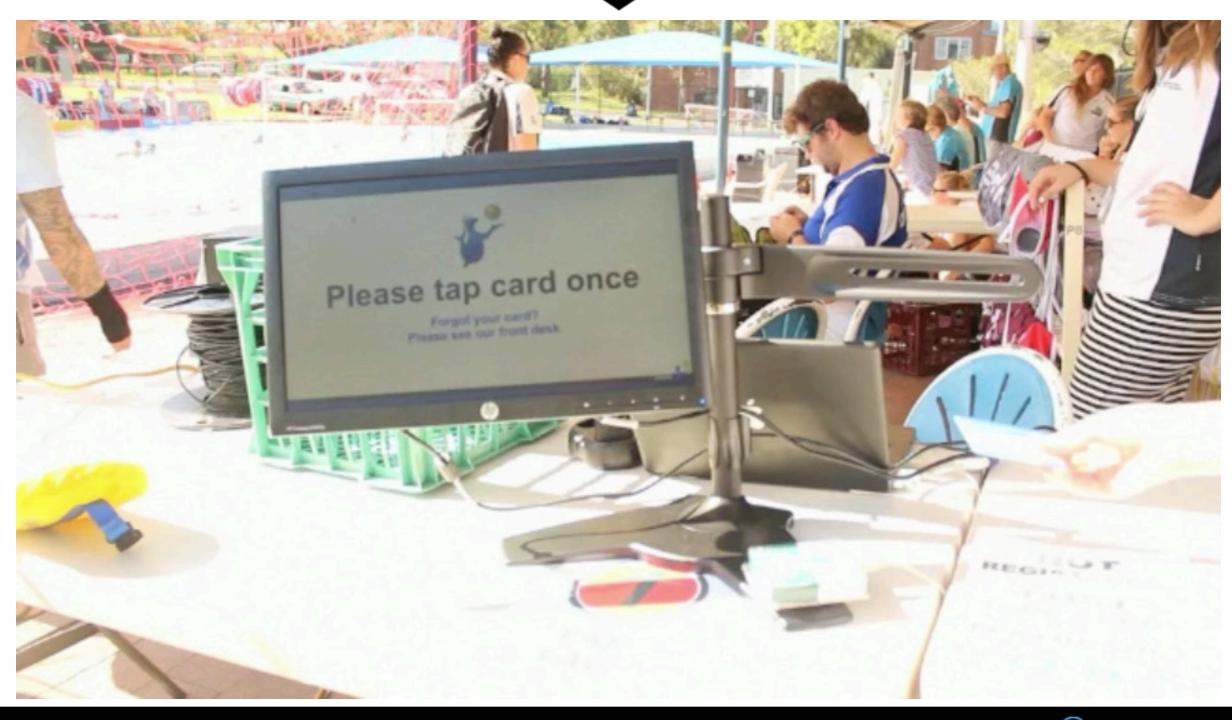


- Sports Example:
 - Managing attendees on game day
 - Registrations/ "Signing in" /Attendance
 - Data entry
 - Legality checks

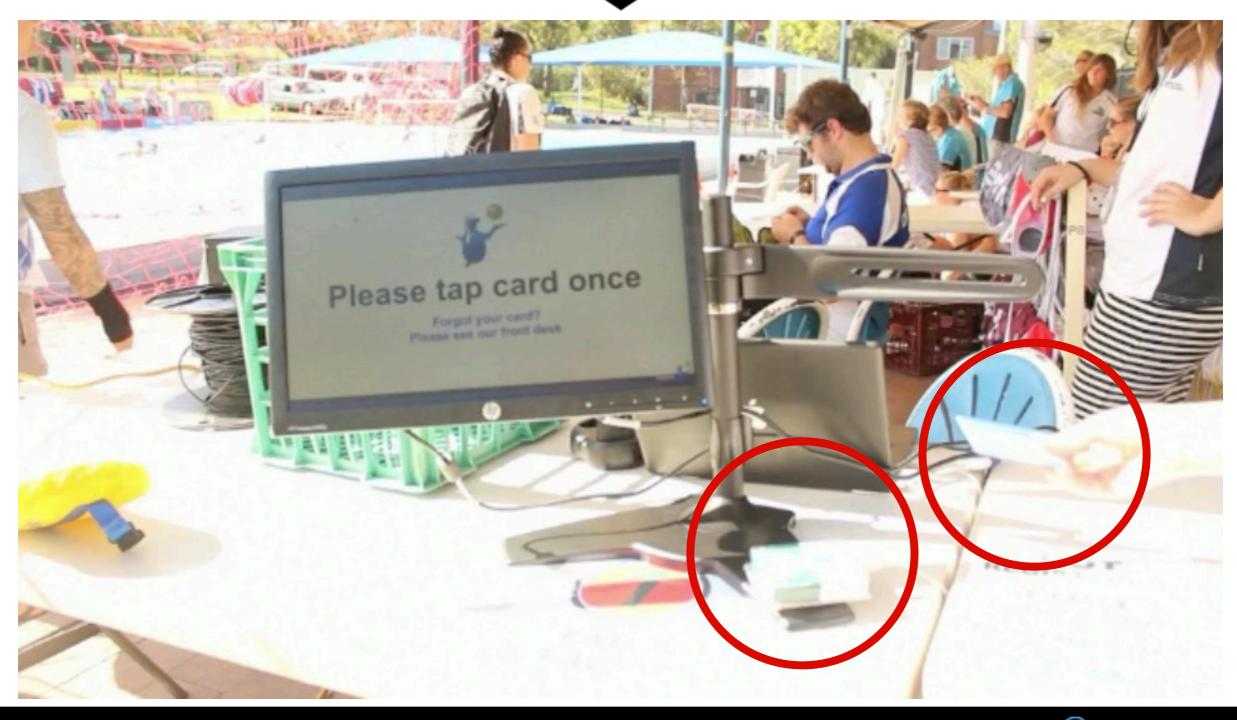


- Example
 - Sutherland Shire Water Polo
 - Electronic Sign On System
 - Integrates with revolutioniseSPORT













- 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

