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footyweb

A Nationally Consistent Registration Process

February 2014

Agenda

- National Registrations – Why?
- Recent Examples
- Demo on Online Re-Registration Process
    - Accessing your Clubs National Registration Form
    - Player Usernames and Passwords (Manual)
    - Member Renewals Email (Automated)
    - Products
        - Linking products to the Registration Form
    - Reports
        - 2013 Player Usernames & Passwords Report
- User Story Recap
- Contacts & Locator
- Passport
- Free Club Websites
- Communicator
- Live Score
- What Does It Cost
- Club Incentive Structure
- Support
- Tips & Strategies for 2014 Registrations
- Q & A

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National Registration System – Why?

From March 12, 2014 there will be significant changes to the way that organisations are required to manage the collection and use of data, in order to comply with the Privacy Amendment (Enhancing Privacy Protection) Act 2012 in particular, as well as other related legislation in the Privacy Act 1988 and the Spam Act 2003.

For example:

- The privacy commissioner now has more power to investigate
- The commissioner can issue larger fines if he believes the act has been breached
- Tighter regulations regarding unsubscribing and express consent
- Tighter regulations around data storage and use of data

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Recent examples….

Australians more concerned about privacy than ever before

October 9, 2013 - 6:45PM 16 reading now Be the first to comment Read later

Sarah Whyte and Ben Grubb

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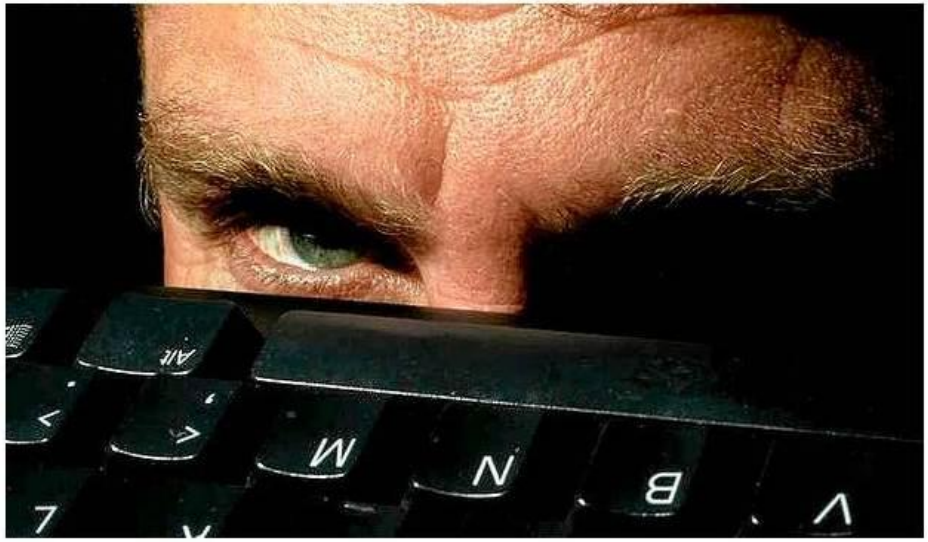

Australians are prepared to shun companies that abuse their trust. *Photo: Virginia Star*

Read more: http://www.smh.com.au/digital-life/digital-life-news/australians-more-concerned-about-privacy-than-ever-before-20131009-2v8d0.html#ixzz2hGX5Hetm

theage.com.au

Digital Life › Digital Life News

Advertisement

Nightclub fined $15k for sending SMS spam to patrons

LUCY BATTERSBY October 14, 2013

No way out: Marketing texts from Brown Alley did not include an unsubscribe option. Photo: Phil Carrick

A Melbourne nightclub has been fined $15,500 for more than 50,000 breaches of the Spam Act after it sent marketing text messages with no opt-out information.

The Brown Alley nightclub, part of the Colonial Hotel on the corner of King and Lonsdale streets in Mebourne's CBD, sent the messages as part of its marketing for upcoming shows.

However, several messages did not include contact details or information on how to unsubscribe from the mailing list, the communications regulator said. It was prompted to launch a formal investigation into Brown Alley's marketing after patrons complained about the spam.

Read more: http://m.theage.com.au/digital-life/digital-life-news/nightclub-fined-15k-for-sending-sms-spam-to-patrons-20131014-2vhro.html

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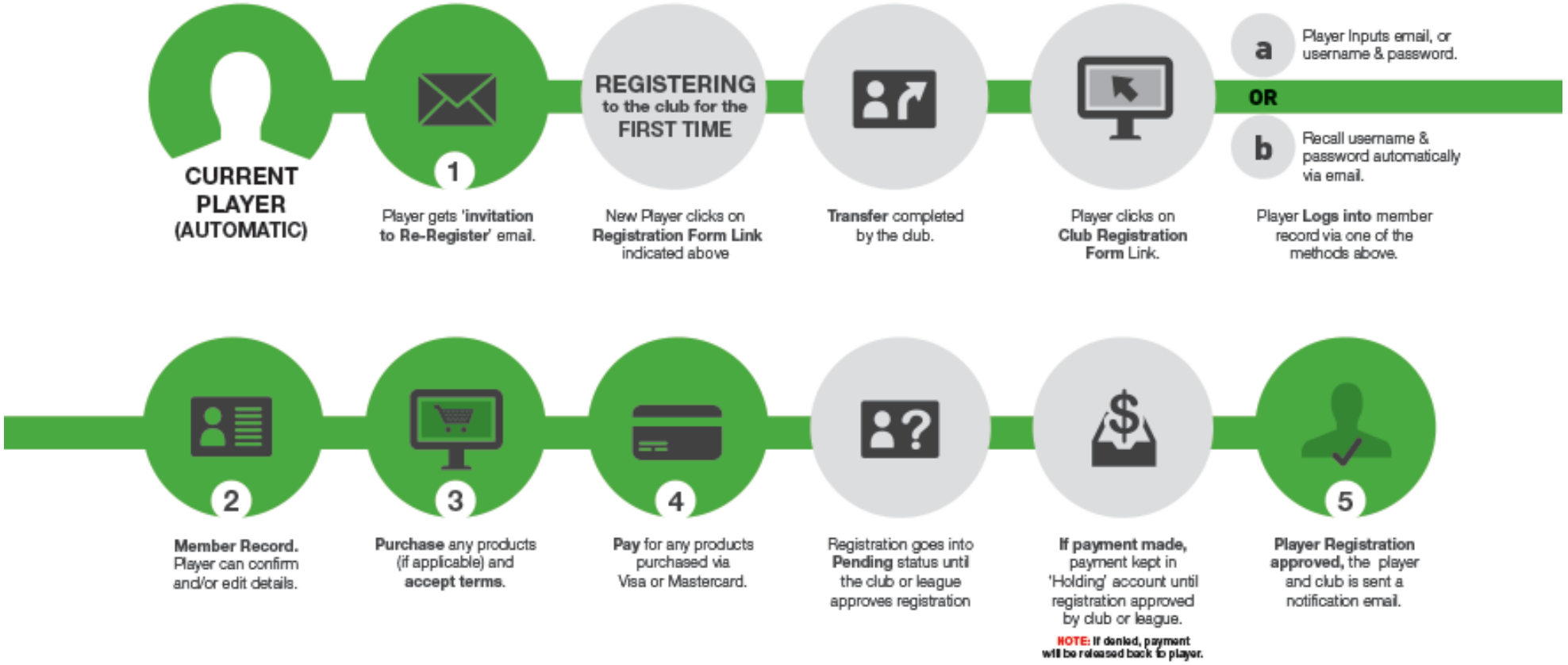
Current Player Registration Workflow – Automated process (In database with email)



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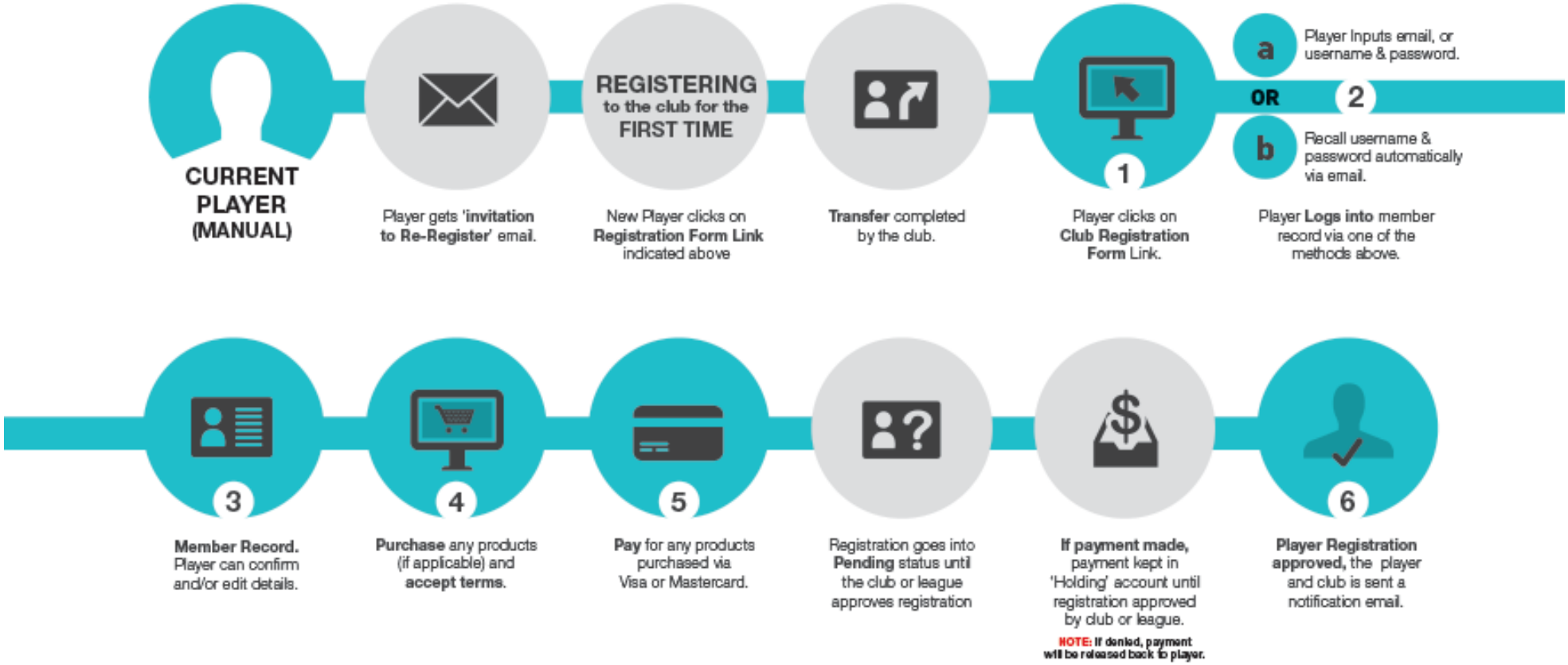
Current Player Registration Workflow – Manual process



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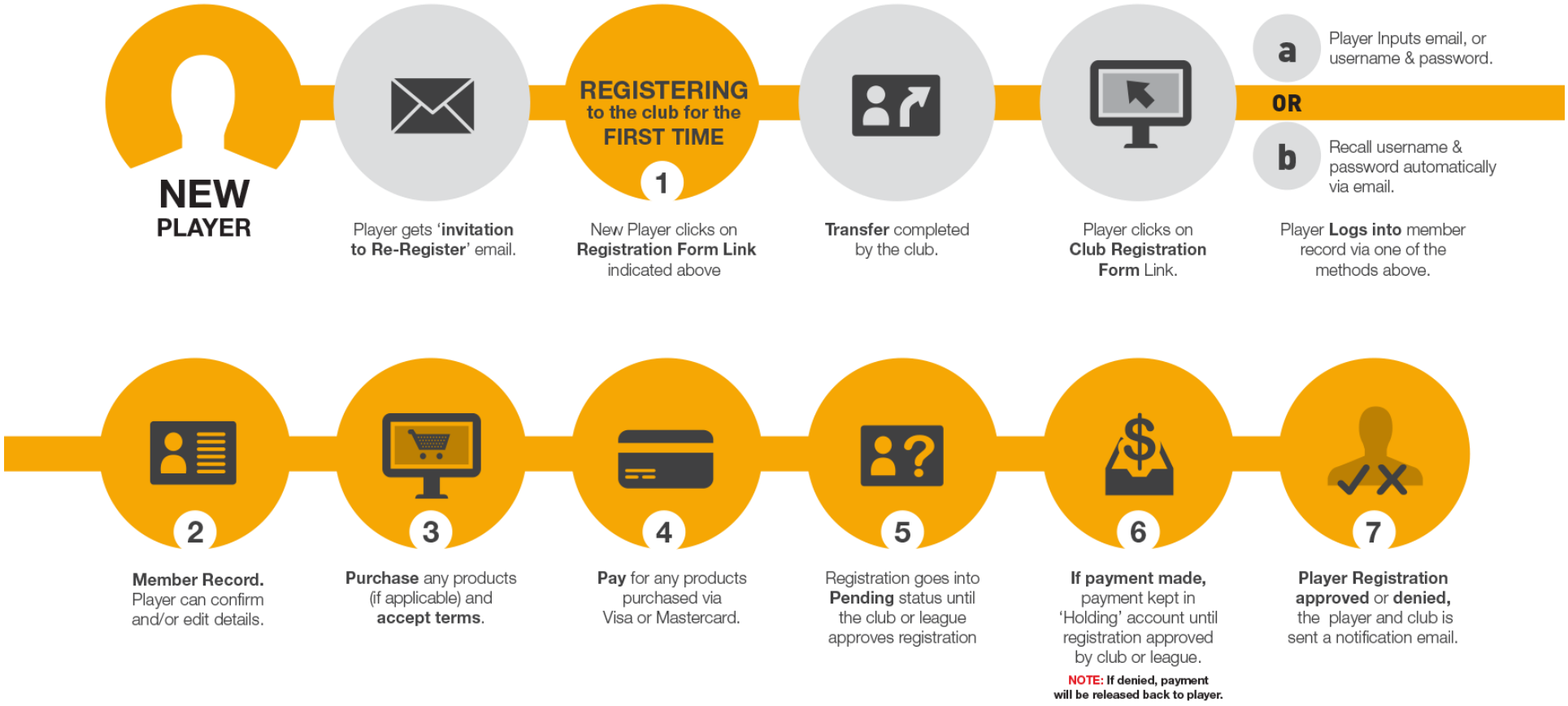
Current Player Registration Workflow – New Players



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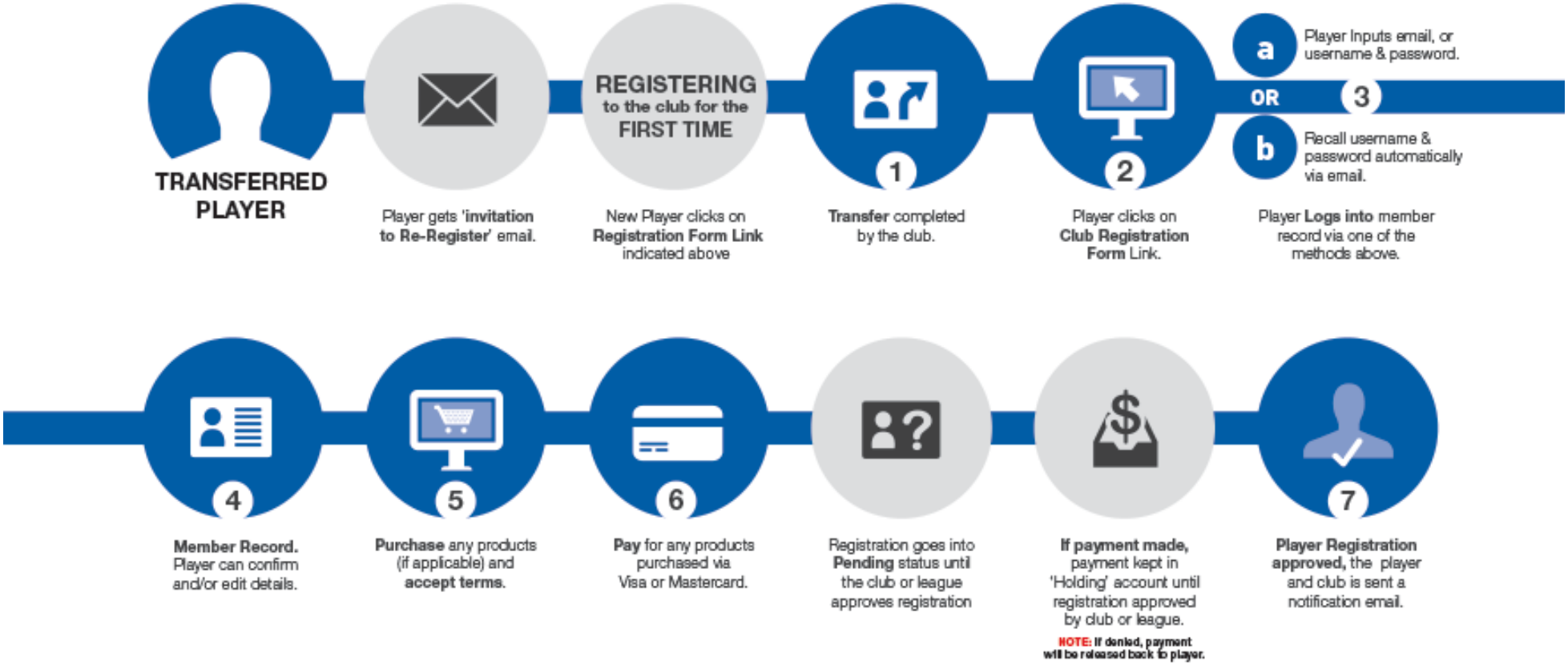
Current Player Registration Workflow – Transferred Players



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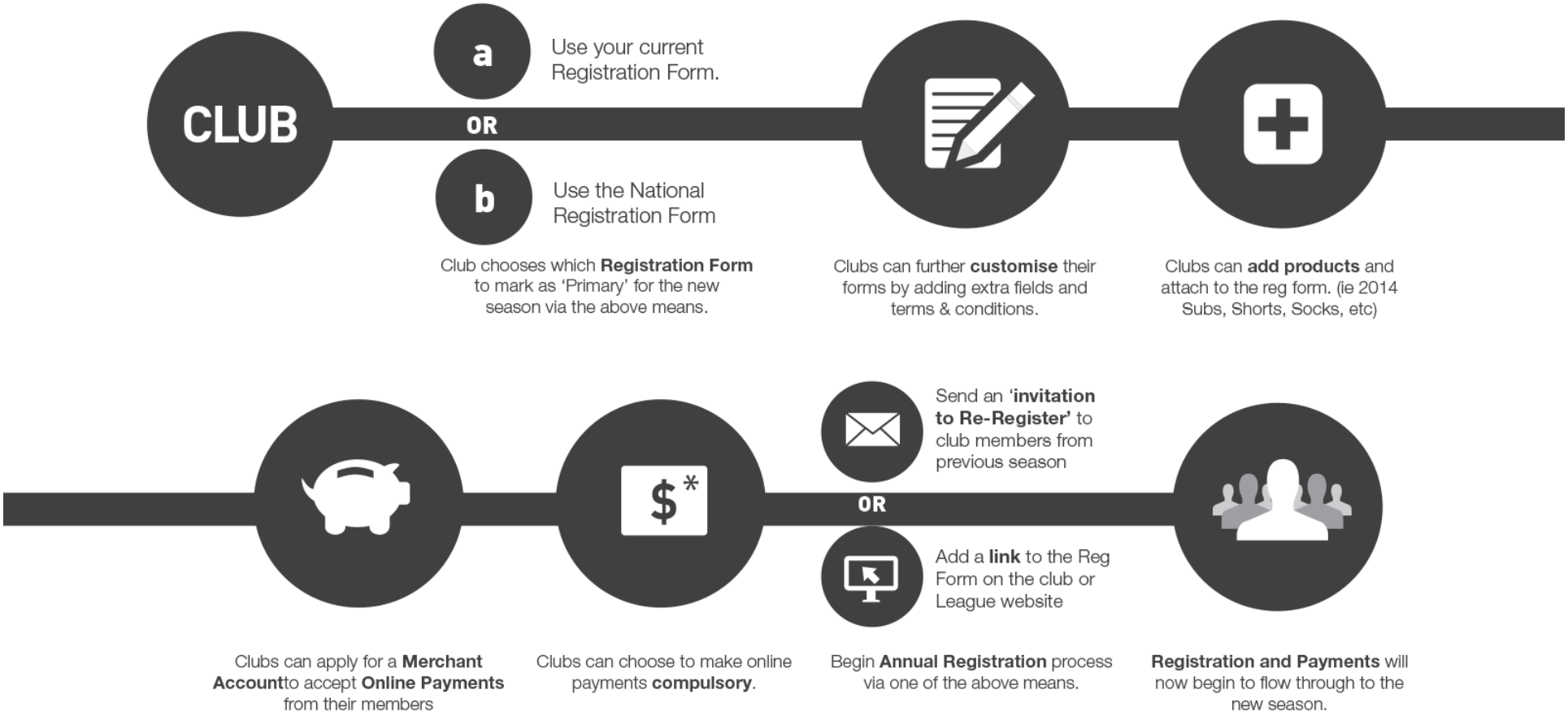
Club Registration Setup Workflow



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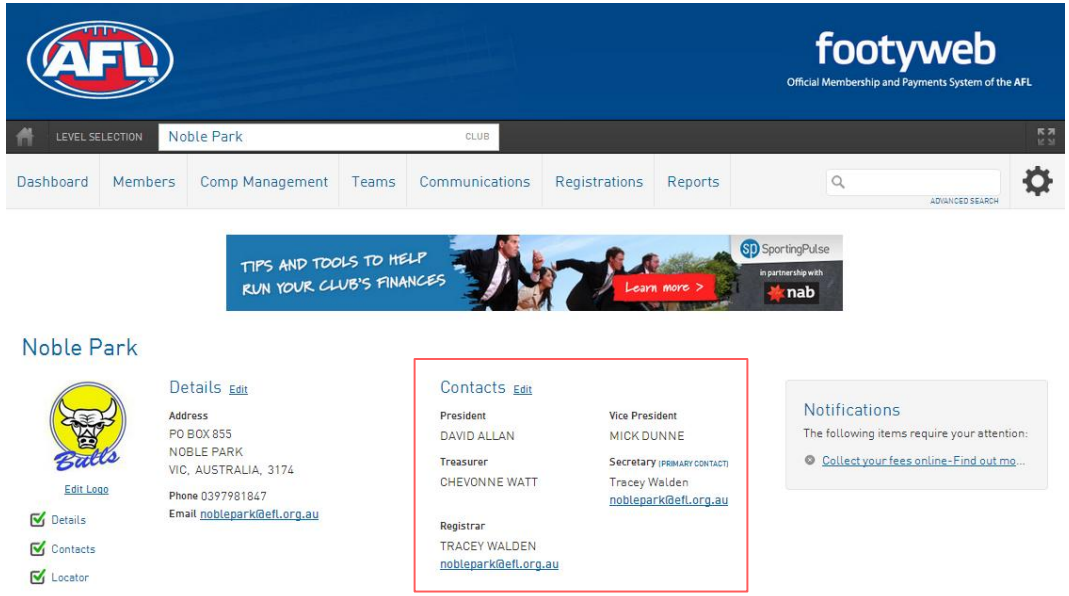
Contacts & Locator

- Updates Contacts & Locator with new committee members

- Essential to ensure the right people are receiving the right information
    - ie Registrations to Registrar
    - ie Payments to Treasurer



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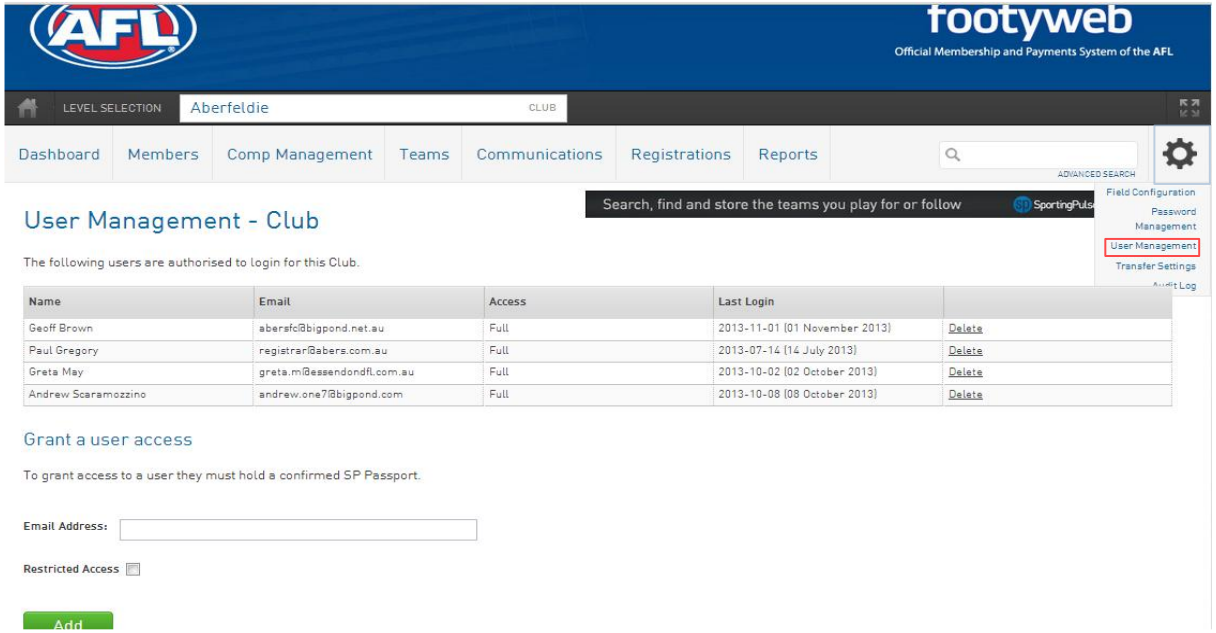
Passport

- Sign-up for an Administrator Login at passport.foxsportspulse.com
- Click on the verification link that is sent to your email
- Ask a club colleague to add your email address into the “user management” section of Footyweb
- Manage who has access to the clubs Footyweb database (deletes etc)



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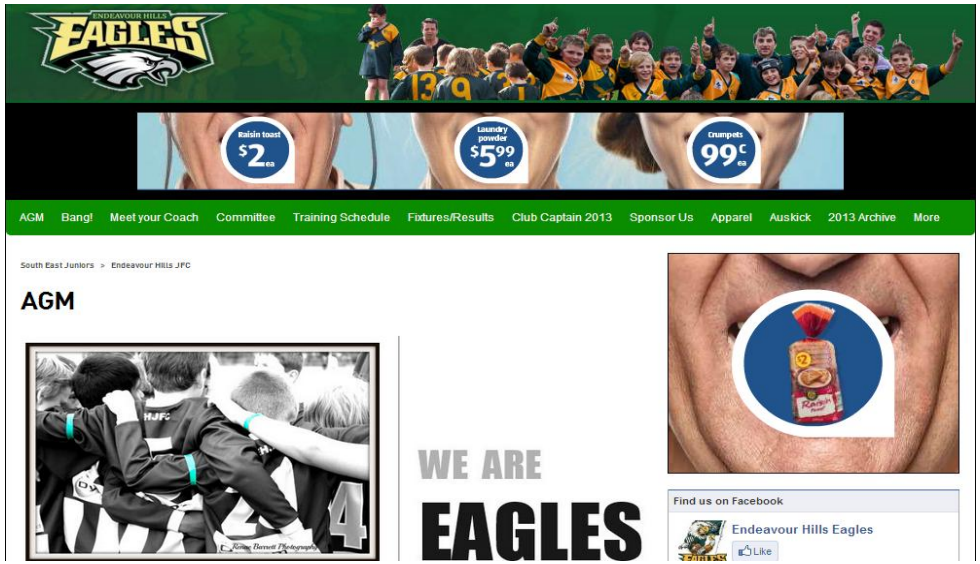
Free Club Websites

- All Clubs nationally are eligible for Free Websites
- All Websites are automatically rendered for Mobile devices
- All Websites include Free Hosting & Bandwidth
- Can have multiple Website Administrators and very easy to use/operate



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Communicator

- Unlimited emails

- SMS start from 12c each

- Warning popup on message type (Administration vs Marketing)

  Primary Purpose/Implied Consent:
  This communication should be contained to including only information that, if not communicated would affect the administration of the game. For instance: if the game is postponed, cancelled or forfeited, or if there is a change in time or location.
  These are the ONLY types of communications that can be sent to the whole database.

  Secondary Purpose/Express Consent:
  This communication can contain information about the season (e.g. scores, statistics, weekly newsletters), special offers, promotions and marketing.
  These communications can ONLY go to those who have opted-in to receiving this information upon registration and have not opted-out prior to the last 7 days.

- Automatically filters out non opt-ins if for Marketing purposes

- Available on Mobile Devices

- Can be used at Team level login if Team Managers are given access to Footyweb

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LiveScore

• Fully integrated with web and mobile sites making scores and stats available as the action is recorded

• Record ‘play-by-play’ player action functionality, or simply record quarter-by-quarter, or half time and fulltime scores

• Directly integrated to ladders and player stats

• Share scores and stats via social media with fans and players

• Fully customisable ‘clock’ options

• Can score via any Mobile device such as Smartphone and/or Tablet

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What does it cost

- $65 Merchant Set-up Fee – (FREE when you process 10 payments in first 12 months)
- 3.9% inc GST flat rate – No other costs or fees
- Fees can be inclusive or exclusive

  - Eg. payer sees;

  $100 + $3.90 = $103.90 (exclusive fee model)

  OR

  $103.90 (inclusive fee model)

  - in both cases, club receives $100.

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Club Incentive Structure

club targets	rewards	value
$ 600,000	$2000 sponsorship	$ 2,000
$ 300,000	Ipad	$ 700
$ 150,000	Prepaid Internet	$ 450
$ 50,000	Rebel Sport voucher	$ 200

- **Works the same way as a loyalty program!**
- **Dollars never expire!**
- **An added bonus for offering Online Payments to your Members!**

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Support

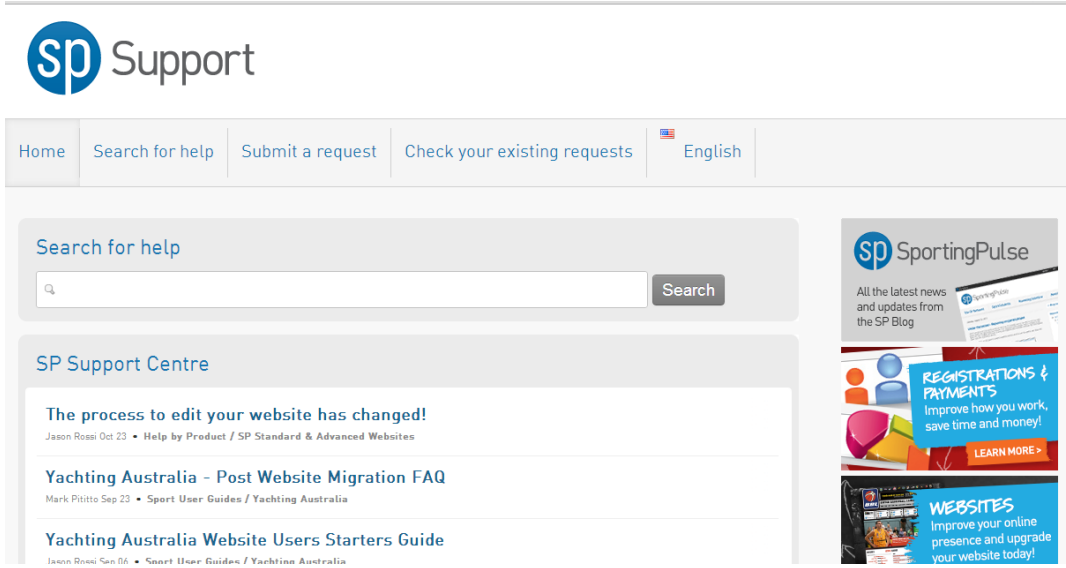
- Updated User Manual with all changes will be distributed post meeting

- Fortnightly recap Webinars will run through to end of Feb
    - Go to registrationwebinars.foxsportspulse.com in order to Register

- Short videos on key changes/topics are being produced and will all live on support.foxsportspulse.com

- Support website with various help topics is available at support.foxsportspulse.com
    - Submit support tickets for any specific help/questions

- Support Help Desk available on 1300 139 970 for urgent support



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Tips & Strategies for 2014 Registrations

- Open up Registrations earlier
- Tie Registrations to an early bird special by certain date (ie 31st Dec)
- Send out Member Renewal Email reminders
- Provide a contact at the Club who can be contacted if any questions etc
- Set-up Laptops at your Registration Day for late comers, will still get major benefits from doing it this way
  . Have your 2013 Player Usernames & Passwords Report printed off at each Laptop
- Manage all your New Registrations in the “Pending” section of Footyweb efficiently
- 2014 Registrations are open now (Nov 1 every other subsequent year)
- 2014 Transfers open up on Feb 1 (every year)

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