© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

footyweb

A Nationally Consistent Registration Process

August 2015

Agenda

- Natural Registration System – Why?
- Recent examples
- National Rollout thus far…
- Demo on Online Re-Registration Process
    - Accessing your Clubs National Registration Form
    - Player Usernames and Passwords
    - Member Renewals Email & SMS (Automated)
    - User Story Recap
- 2016 AFL Live Pass – Club/League Rebate
- Swisse AFL Community Club Improvement Program
- Free Club Websites
- Communicator
- Support
- Tips & Strategies for 2015 Registrations
- Q & A

© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

National Registration System – Why?

From March 12, 2014 there are 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

© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

Recent examples….

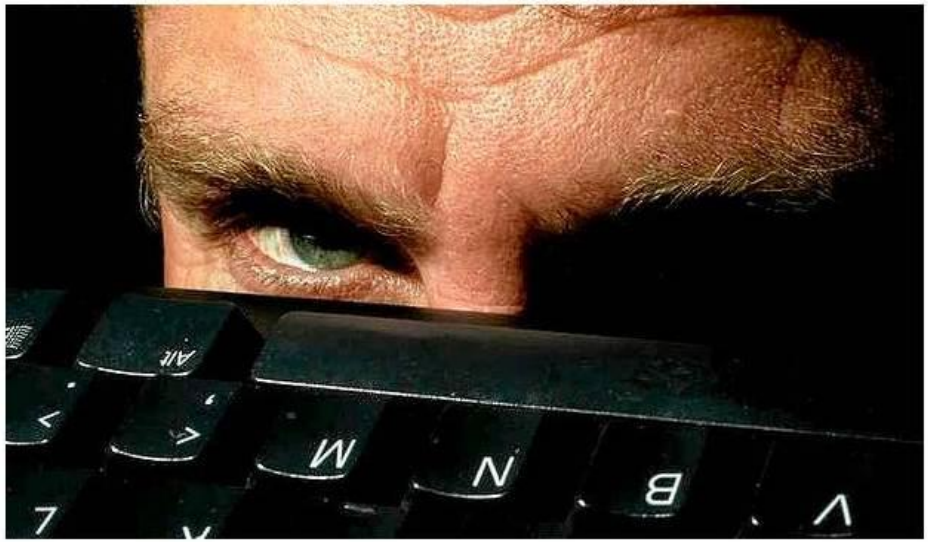
Australians more concerned about privacy than ever before

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

Sarah Whyte and Ben Grubb

Tweet 15 Recommend 4 Share 1 Pin it submit

Email article Print



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

© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

National rollout thus far…

AFL NT
23 Leagues
204 Clubs
6,654 Players

AFL QLD
16 Leagues
300 Clubs
26,986 Players

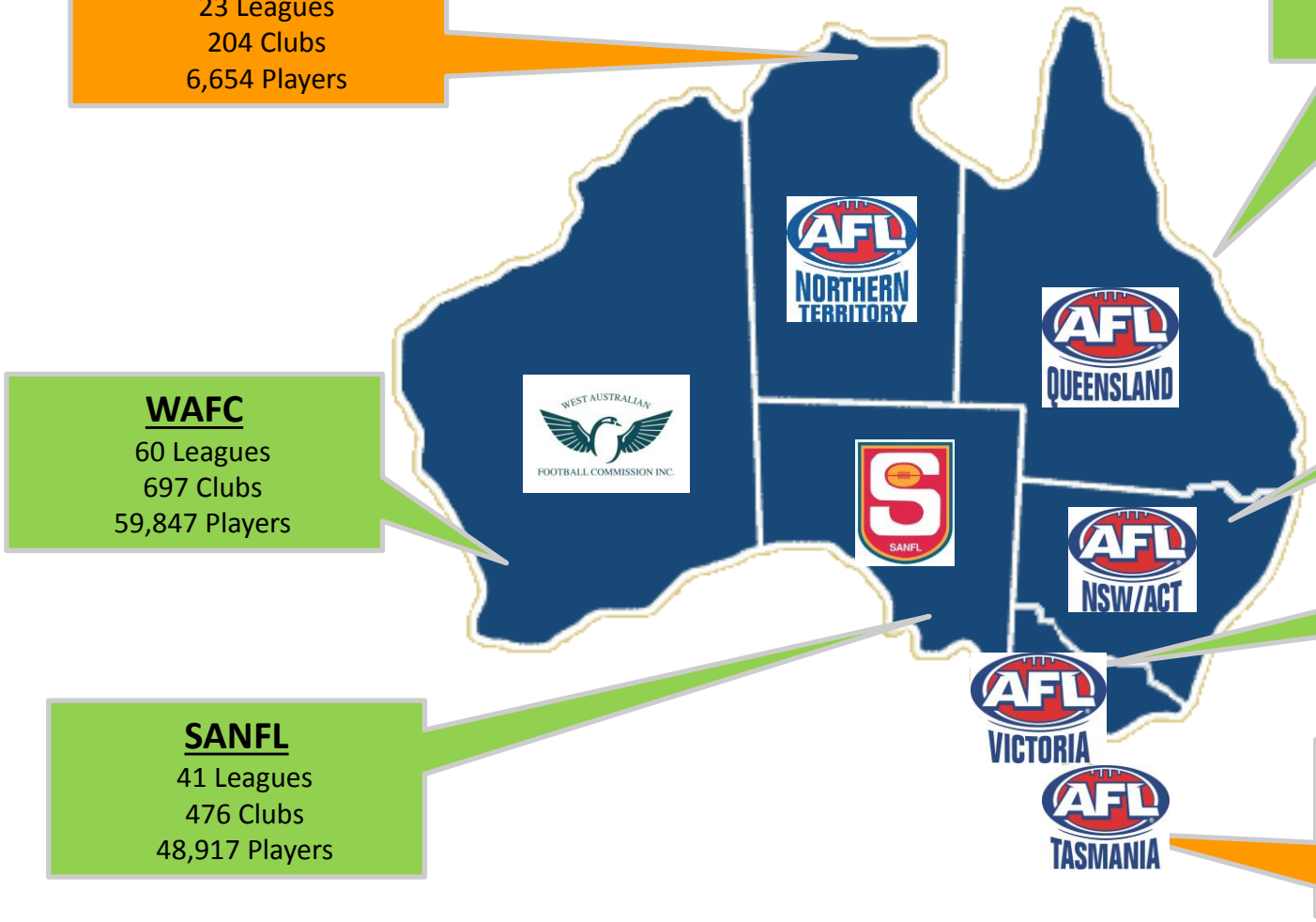
AFL NSW/ACT
27 Leagues
363 Clubs
28,153 Players

WAFC
60 Leagues
697 Clubs
59,847 Players

AFL VICTORIA
89 Leagues
1501 Clubs
162,690 Players

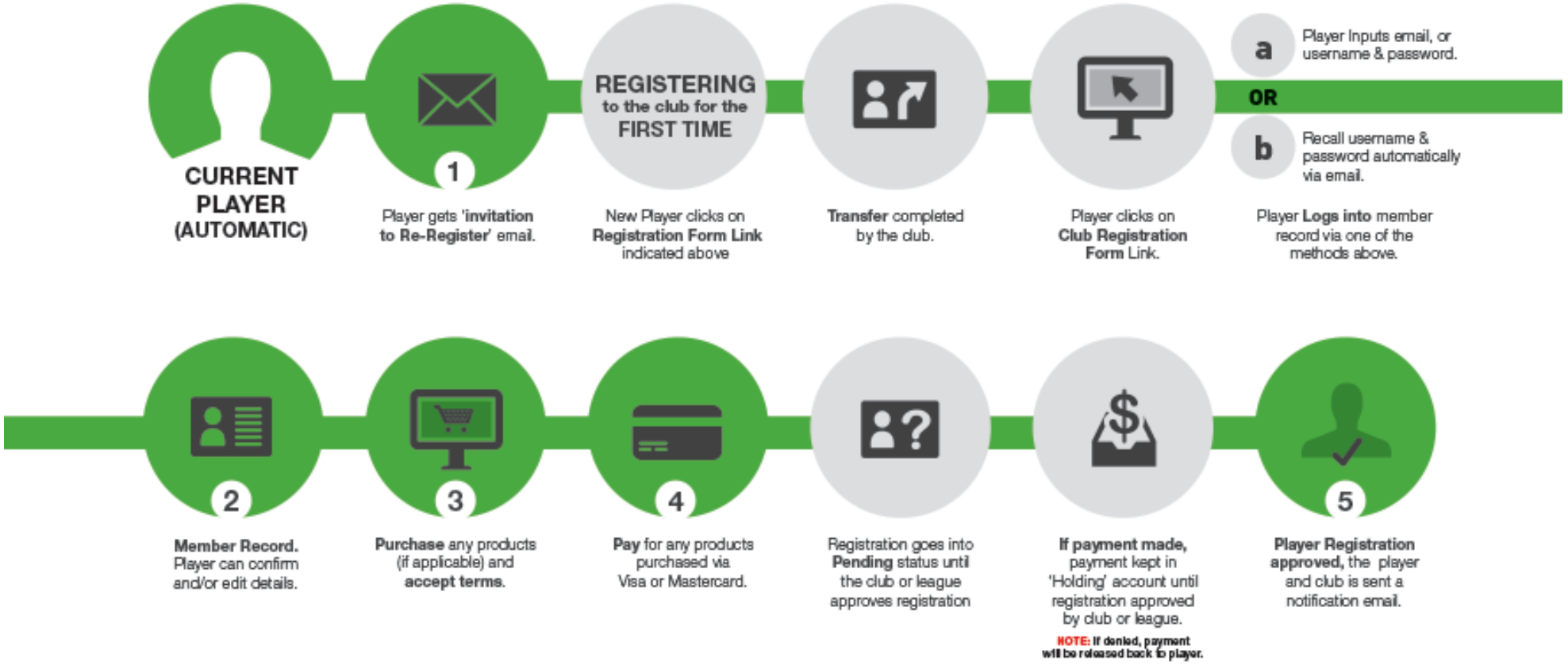
SANFL
41 Leagues
476 Clubs
48,917 Players

AFL TASMANIA
17 Leagues
204 Clubs
16,877 Players



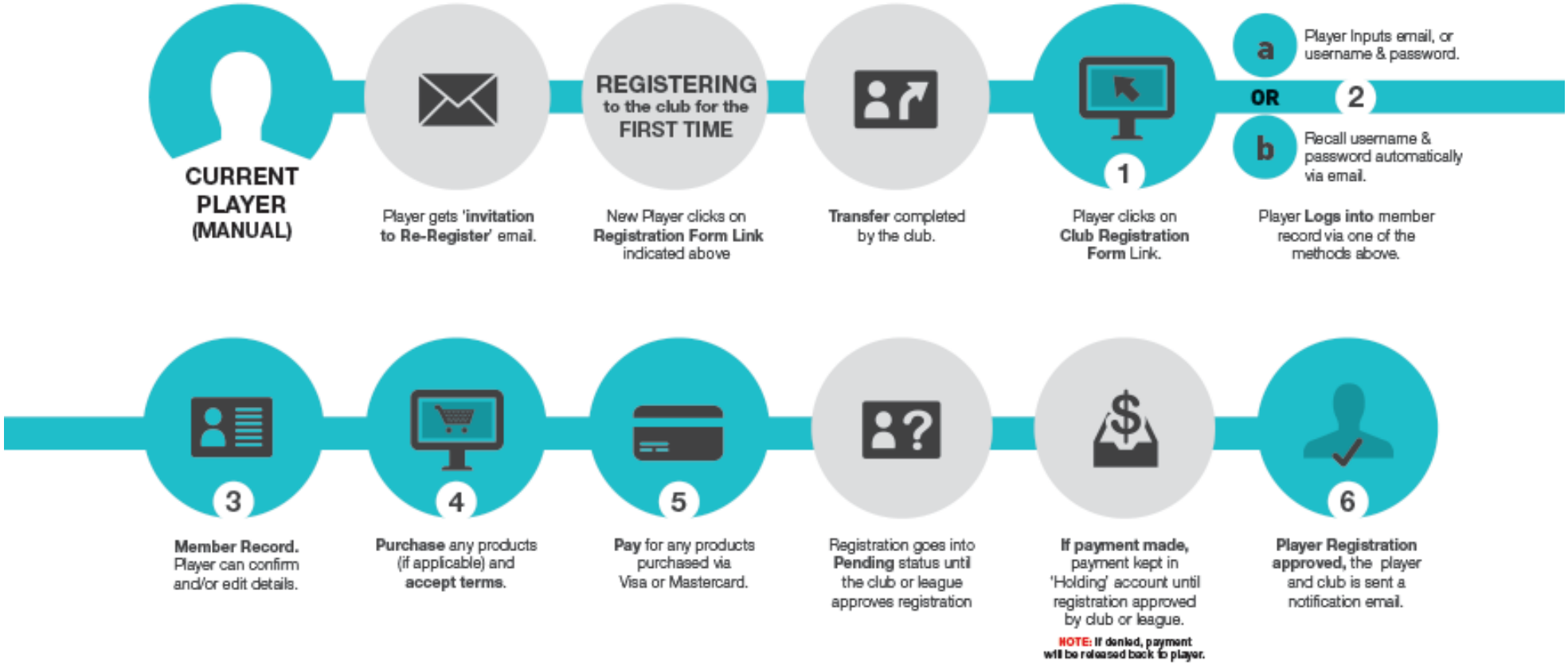
© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

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



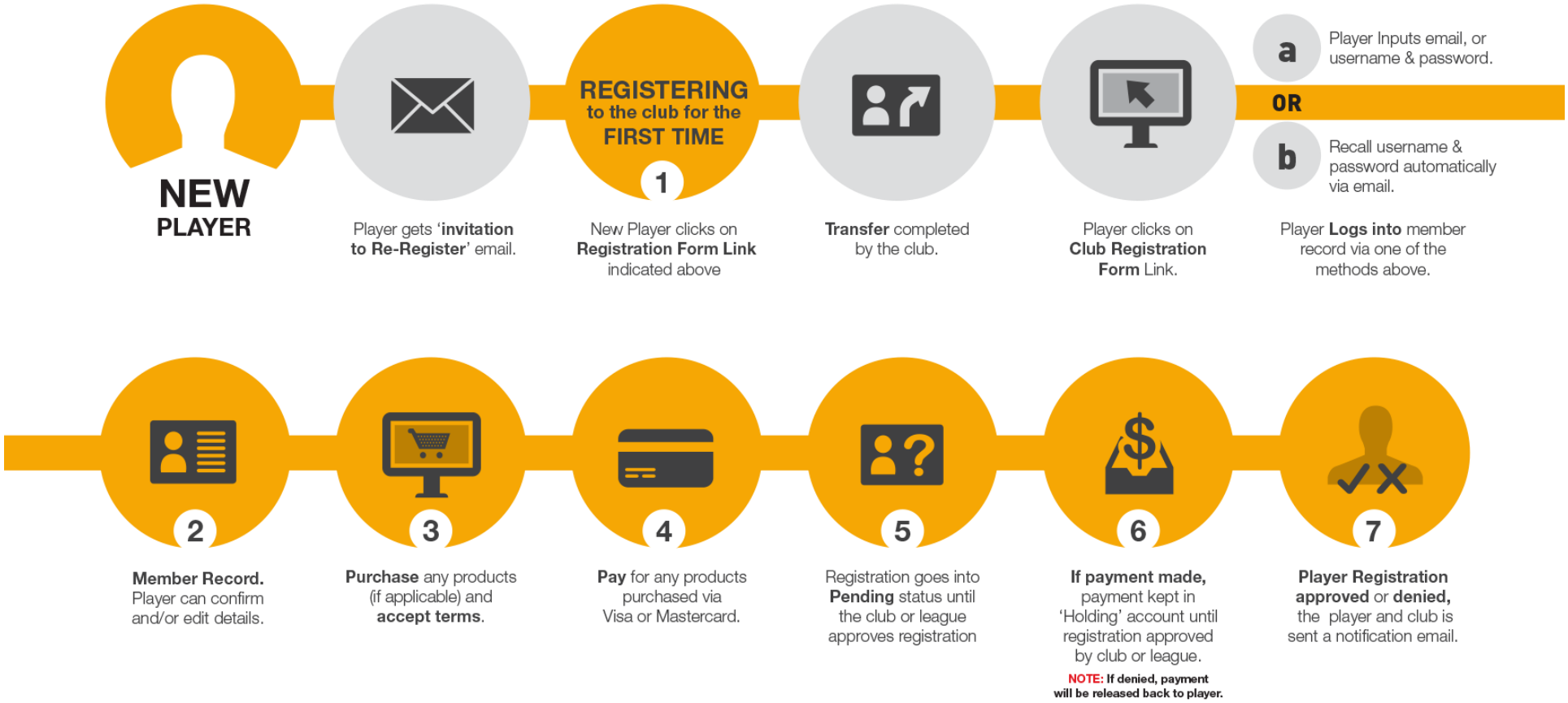
© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

Current Player Registration Workflow – Manual process



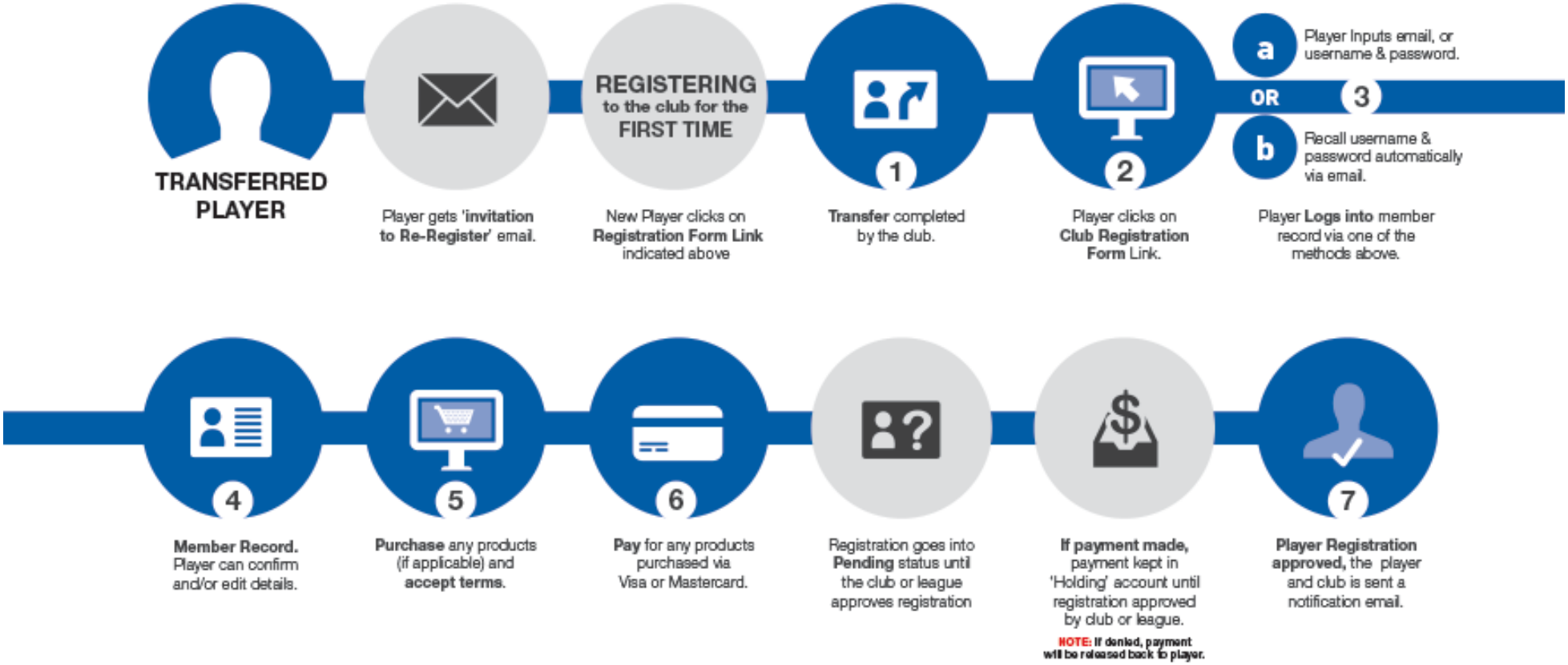
© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

Current Player Registration Workflow – New Players



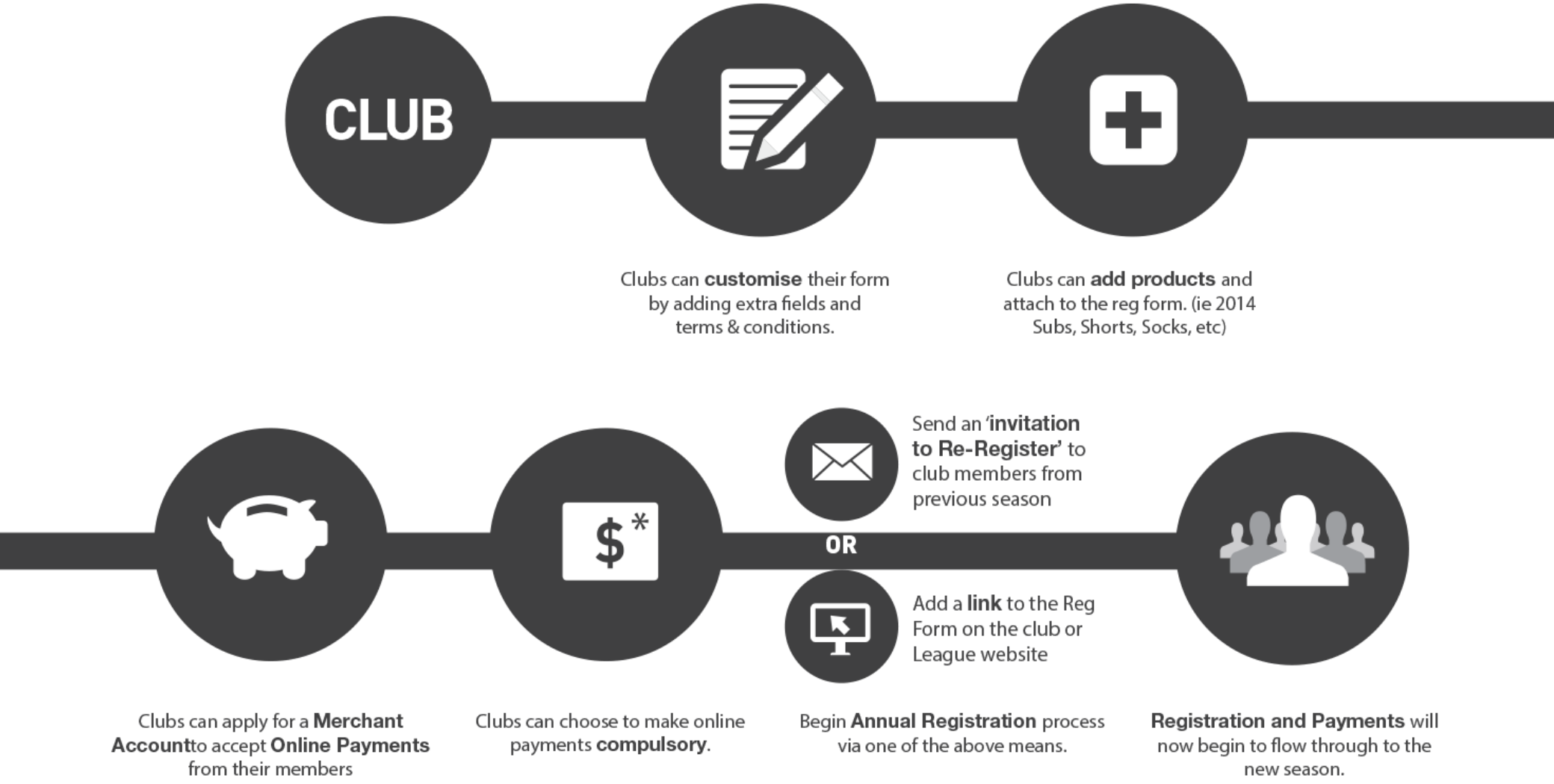
© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

Current Player Registration Workflow – Transferred Players



© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

Club Registration Setup Workflow



© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

2016 AFL Live Pass – Club/League Rebate

- More than 35% of AFL Live Pass revenue back to Community Leagues & Clubs
  - **Community Clubs receive $27.36 or 30.4% of RRP back**
  - **Community Leagues receive $6.57 or 7.3% of RRP back**

- Available for purchase via Registration Form or alternatively on www.aflcommunity.com.au/livepass

- Roughly 20% of current 100k subscribers are participants so there's potentially $600-$700k to distribute back to community football nationally

- Each pass is for 12 months, is purchased at the exact same RRP as other channels, is totally umeterred with Telstra & can be accessed on any mobile device (ie your Smartphone)

© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

Swisse AFL Community Club Improvement Program

Benefits of being involved in the program include-

- **Creating a best practice guide for your current Committee and all future Committees**
- **Minimising the risks associated with running a sporting club**
- **Providing an atmosphere that will help attract new participants, officials and members**
- **Providing an environment that will be attractive to sponsors/partners and help your club broaden its appeal within the wider community**

Upon completing the online assessment clubs will receive-

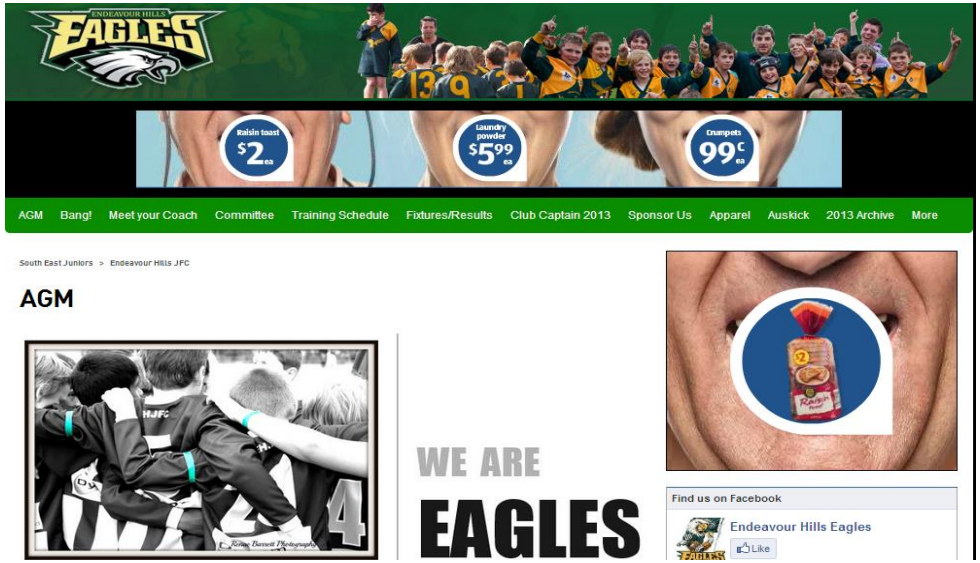
- **A report output with help/resources in areas identified as needing improvement**
- **A Certificate of Achievement if Quality or Gold Quality club standard is reached**
- **Quality or Gold Quality Club Logos for use on websites, letter heads etc if Quality or Gold Quality club standard is reached**
- **The club is listed as a Quality or Gold Quality Club on the national club finder via www.playafl.com.au if Quality or Gold Quality club standard is reached**

Can we accessed via Footyweb or alternatively via www.afl.com.au/cip

© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

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



Contact Fox Sports Pulse on 1300 139 970 or support@foxsportspulse.com to get access to your FREE Club Website!

© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

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

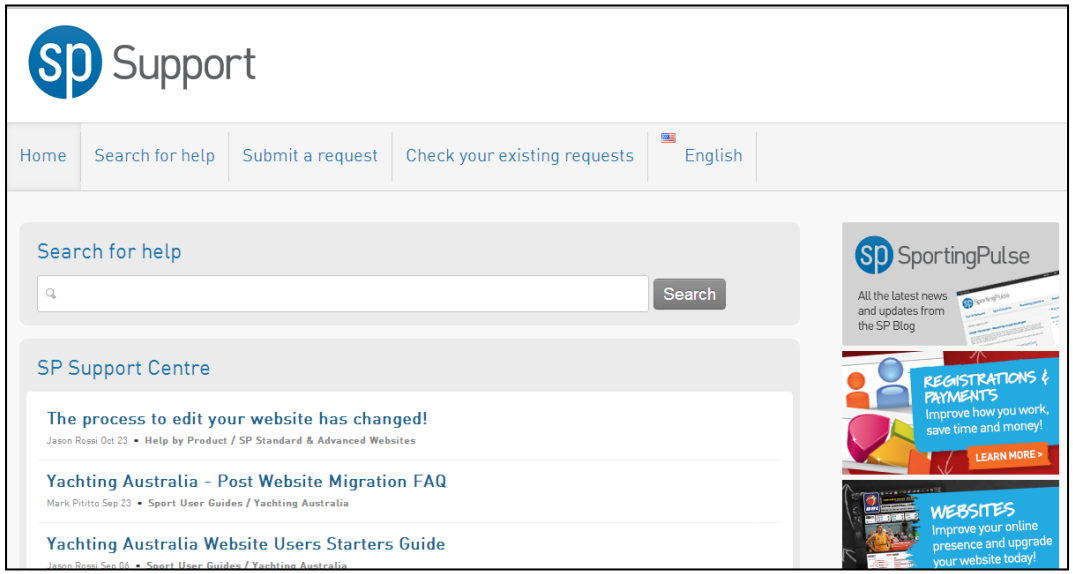
- Available on Mobile Devices

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

© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

Support

- User Manuals will be distributed later in the year with updates
- 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



© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee

Tips & Strategies for 2016 Registrations

- Start collecting and adding all your participants email addresses and mobile numbers in Footyweb
- 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
- Manage all your New Registrations in the “Pending” section of Footyweb efficiently
- 2016 Registrations open up on Nov 1 (every year)
- 2015 Transfers open up on Feb 1 (every year)
- 2015 Transfers close on June 30 (every year)

© Australian Football League 2011. This document is confidential and intended solely for the use and information of the addressee