

December 2009

Sportsground Capability Statement

Easiest, Smartest, Fastest.



It's one year after the release of Sportsground and we've learned a lot.

Sportsground.co.nz has grown rapidly to become the single largest provider of websites to Kiwi sport.

With an estimated 30% of all sports clubs in New Zealand now using a Sportsground website, we've received an enormous amount of feedback from RSTs, NSOs, RSOs and sports clubs. The overwhelming message is "keep providing simple but powerful tools that help to manage sport".

So we're lifting the bar. Here's a sneak preview of the current "Top 10" for 2010.

There are also a couple of huge stand alone initiatives that we're not allowed to talk about yet. Watch this space!

In the meantime, we'd like to say a genuine 'thank you' to all the Kiwi sports organisations and clubs who have not been scared to try a Sportsground website and have liked what you've found.

"Top 10" initiatives for 2010

1. Online registrations.
2. Best practice reporting - comprehensive member reports in common formats like Excel.
3. A simple way to share information and improve capability between NSOs, RSOs and clubs.
4. A way of monetizing your Sportsground website that results in real \$ for your organization.
5. E-commerce for your website - letting members and your community transact online.
6. Improved communications, with attractive email newsletters and recipient group management.
7. Social networking, increasing your reach into your local community and beyond.
8. SMS group messaging and TXT alerts.
9. Tighter integration with third party solutions like on-line accounting, member management and competition management.
10. Greater customisation: your website; your look; your way.

The service is constantly developing based on frank (and sometimes brutal) feedback from people who manage Kiwi sport.

This means it has evolved enormously since it was released a year ago. A Sportsground website is now capable of providing:

- 100+ pages of content plus unlimited newsletters & documents
- The ability to update websites from any computer connected to the internet at any time (no software needed)
- Unlimited extra pages (sub-sites) for teams, squads and events
- Free web hosting
- Allows multiple editors with their own usernames
- Unlimited photo galleries and slideshows
- Unlimited video galleries (compatible with YouTube)
- Automatically converts Word docs and Excel files to PDF
- Automatically reduces the file size of photos to make browsing fast
- Automatically recognises and creates web links
- Super-secure (never been hacked)
- Build your community with Facebook, MySpace, Bebo & Twitter
- Be found by Google - search engine optimization
- Accepts display of sponsor logos, custom banners, custom header and background skins
- Premium paid telephone support (0900 777 876)
- Interactive advertising for fundraising through sponsors (patent pending)
- "Safe-site" automatic profanity filter
- Ability to change text colour, size, bold, underline, italics
- Display Google calendars
- Insert live radio, blogs, chat, forums, Google maps, MapMyRide
- Display an external website within your own site
- Free listing in the Sportsground.co.nz national directory of sport
- Send group email notices & announcements
- Integrate third party TXT cancellation services
- Create input forms and securely record feedback
- Supports Google Groups members area for document sharing
- Display your own web address in the address bar
- Comprehensive website hit counters and traffic statistics
- Ability to remove advertising for your own content or sponsors
- Sponsor Stacker - add logos with links to sponsor/partner sites

Sportsground is expected to help increase the participation of Kiwis in sport in a number of ways:

1. Communication via web pages, opt-in group e-mails and TXT messaging.
2. Improved cohesion in sport between regions, organisations and clubs.
3. Easy to use technology that engages the interest of youths in sport.
4. Greater professionalism and consistency in the way NZ sports are promoted online.
5. Reduces dependence on web design volunteers and contractors.
6. Helps retain knowledge often lost upon a change in generation of volunteers.
7. Can generate reports that assist governing bodies and sports organisations.

Invitation to engage

Sportsground has become a significant channel to Kiwi sport. In 2010 we expect the service to touch the lives of over 500,000 Kiwis that participate in community sport.

We also have direct contact with decision makers at different levels across most sports codes. We are seeing many codes facing similar ICT challenges. This can range from communication issues throughout a code, to developing member databases, to how to monetise web traffic, to how to use ICT to help increase revenue from key sponsors.

So we're receiving an increasing number of direct requests from National Sports Organisations, Regional Sports Organisations and sports clubs to help them use ICT technology to improve their capability, communications and reach into Kiwi communities.

We're still learning, but we'll happily share our knowledge to try to help you make the best ICT decisions possible.

Please let us know how we might be able to help you.



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