

2021

INTRODUCING SPORTSEYE PRO

Shaping more informed, connected and therefore active sector

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PUTTING KEY EVIDENCE AT YOUR FINGERTIPS...

"Where are the growth areas and clubs of today and tomorrow, and how should we best allocate our resources to help realise our sport's potential?"

"Do we have adequate facilities in the right place to maximise growth in participation and membership?"

"Acting as the 'intelligence coordinator' for our sport, how can we support our clubs to make better, more data-driven strategic, operational and marketing decisions?"

"How can we unlock and leverage our sport's data asset (and support the overall digital transformation of our sport) to influence government in relation to ongoing support and funding?"

GOALS & OBJECTIVES

01

Provide the state or national sporting body with relevant benchmarks and forecasts to identify priorities and growth opportunities.

02

Provide the state or national sporting body with market intelligence to better align their product and marketing with local unmet demand and potential new participant markets.

03

Provide the state or national sporting body with health and social impact KPIs to better connect with and influence local, state and federal governments.

04

Provide access to the ActiveXchange Academy, an ongoing online webinar learning and development program to build data literacy confidence and capability within the sport. The overall partnership is designed to support and fast track the digital transformation of your sport.



TYPICAL APPROACH

In order for us to get started and for the sport to realise the potential of the ActiveXchange platform and data intelligence services, the following is usually required:

- Setup data export and transfer process from the state or national sporting body registration database(s) and, as needed, any common registration platforms used by clubs. This is undertaken through a club engagement process.
- Provide the online Data Transfer Agreement to the state or national sporting body.
- Process, anonymise and standardise data. Append paid for licensed market segmentation profiling data to create demand profile(s) for types of membership, participation and programs, and then extrapolate these profiles nationally.
- Upload site and facility information (sport to review).
- Setup of dashboards, mapping and accounts - see next page.

DATA PRIVACY

We know your data (and the data of your clubs) is important, and the security of it is paramount. The following explains how we will treat the information you share with us:

- No organisation will ever access data from another without explicit permission (all information received is either aggregated and/or anonymised).
- ActiveXchange does not require contact data or names, and any other personal data is anonymised.
- All personal data received is hosted on Australian-based servers.
- Our Information Technology Policy is available upon request.





FEATURES: DASHBOARDS

Dashboards are tailored to state or national level for each sport.

Performance and priorities (benchmarks and forecasting)

- Membership profile by age, gender, segment and club/location.
- Joiner and leaver trends by age, gender, segment and club/location.
- Participation and membership demand (including current levels of local demand conversion) to show relative club performance, growth hotspots, facility upgrades and program priority areas.
- Member lifetime value and member number/revenue forecasting (subject to available data to configure the predictive model).
- Future forecasting of growth areas aligned with gaps in facilities (new infrastructure) to support strategic planning.

New participant/member acquisition dashboard (market insights)

- Factoring local competing facilities and facility quality and capacity metrics, the ActiveXchange predictive modelling pinpoints remaining unmet demand that can be attributed back to each club.
- Profile of these prospect participants and members - whom to target, where they live, when they join, optimal price point, optimal marketing channel, and other context marketing and product information. A follow on optional service is the procurement of contact details for these target prospect users to increase marketing efficiencies even further.

Community impact (how the sport is inspiring physical activity across specific demographics, influencing planning and funding decisions)

- Using member points of origin, the conversion of members from high priority areas (demographics, income, specific health risks, employment, education indicators).
- Forecast the additional potential impact using the above unmet demand for the sport aligned with growth plans - key insight for influencing municipalities and other tiers of government.



FEATURES: MAPPING

My Members

- Site and member point of origin location.
- Demand, demand conversion, and unmet demand (club specific).

Community Current and Future Profile

- Demographics, income, health, employment, education indicators.

National Sport Infrastructure Database + Action Plan modules

- Able to add, edit, manage, analyse and export facility information.
- Add, edit and share future program, operational and facility plans with internal and external teams (a shared progress timeline).





VALUE ADD: THE ACTIVEXCHANGE NETWORK

ActiveXchange leverages community sport and recreation data alongside the latest technology innovations to empower our partners to shape more active local sporting communities. We work closely with each partner to help positively influence planning, funding and delivery decisions that grow physical activity levels. Our partnership includes:

- **INCLUDED:** direct access to a Data Team to drill into and develop insights, including at least one session each month with a Client Success Manager (supported by the analyst team) and LiveChat within the platform. The aim is to co-create insight-led actions plans that can be tracked, generating more users who stay committed for longer. This helps bring planning, commissioning, and operational teams together and underpins collaborative and consistent evidence-based decision making on a rolling basis.
- **INCLUDED:** access to the ActiveXchange Academy - a rolling program of 1-2 sessions per month for the whole Network to support learning and development related to the ActiveXchange platform and also wider general data principles. The aim is to build data literacy confidence across your wider team.
- **INCLUDED:** access to regular 'state of the sector' insight papers and podcasts as part of the ActiveXchange Network.
- **DISCOUNTED:** paid market profiling segmentation datasets are already included within the ActiveXchange platform's data modelling and market insights. In addition, ActiveXchange facilitates discount access to prospect marketing contact data such as SMS, email and postal addresses (economies of scale on purchase through the Network). ActiveXchange also has an in-house paid social media specialist to provide optional support to maximise online marketing spend.

ActiveXchange also openly shares its development roadmap with our Network - we actively encourage feedback to shape ongoing platform and service iterations that will directly benefit your sport.



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