
Australian Lacrosse Association

National Conference



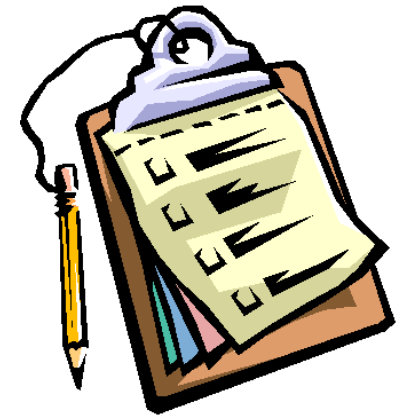
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- AGENDA -

1. FOX SPORTS PULSE/STG Agreement with ALA
2. System Structure
3. A fully integrated STG solution
4. National Registrations System (NRS) overview



- Technology Agreement -

- In 2015 ALA signed on for another 5 years to make FOX SPORTS PULSE / STG their official technology partner.
- This agreement has lead to the unveiling of more system improvements for ALA to take advantage of.
- These improves include...
 - The new National Registration System
 - The trial of Live Scoring for National Tournaments
 - National Referees using Schedula (referee appointment)
 - The investigation into using the Participation Module

- ONE SYSTEM – SEAMLESS INTEGRATION -



- ONE SYSTEM – SEAMLESS INTEGRATION -

Search for sporting clubs in my local area, register and start training

PRE SEASON

Check my club site to see where I'm playing next

PRE GAME

Find the venue where I'm playing and follow games being played elsewhere

GAME DAY

Check out how myself and my team are performing against others

POST GAME

Look back on all the plays this season and review the highlights

POST SEASON

OUR INTEGRATED PRODUCTS ENABLE YOUR PARTICIPANTS AND FANS TO ENGAGE WITH THE INFORMATION THEY WANT, WHEN THEY WANT IT.

CLUB FINDER

REGISTRATIONS & PAYMENTS

TIPS AND TRAINING INFORMATION

CLUB MERCHANDISE PURCHASE ONLINE

SOCIAL SHARING

SELECTED TEAMS

GAME REMINDERS

FIXTURES

SOCIAL SHARING

VENUE MAP

MOBILE APPS

LIVESTATS

LIVESTREAM

RESULTS

SOCIAL SHARING

LADDERS

TOP SCORERS

PLAYER MILESTONES

MVP & TROPHY ROOM REWARDS

LEAGUE LEADERS

SOCIAL SHARING

PLAYER STATS PAGES

DETAILED RESULTS

PHOTO GALLERIES

TROPHY ROOM

SOCIAL SHARING TOOLS

Continuous Engagement

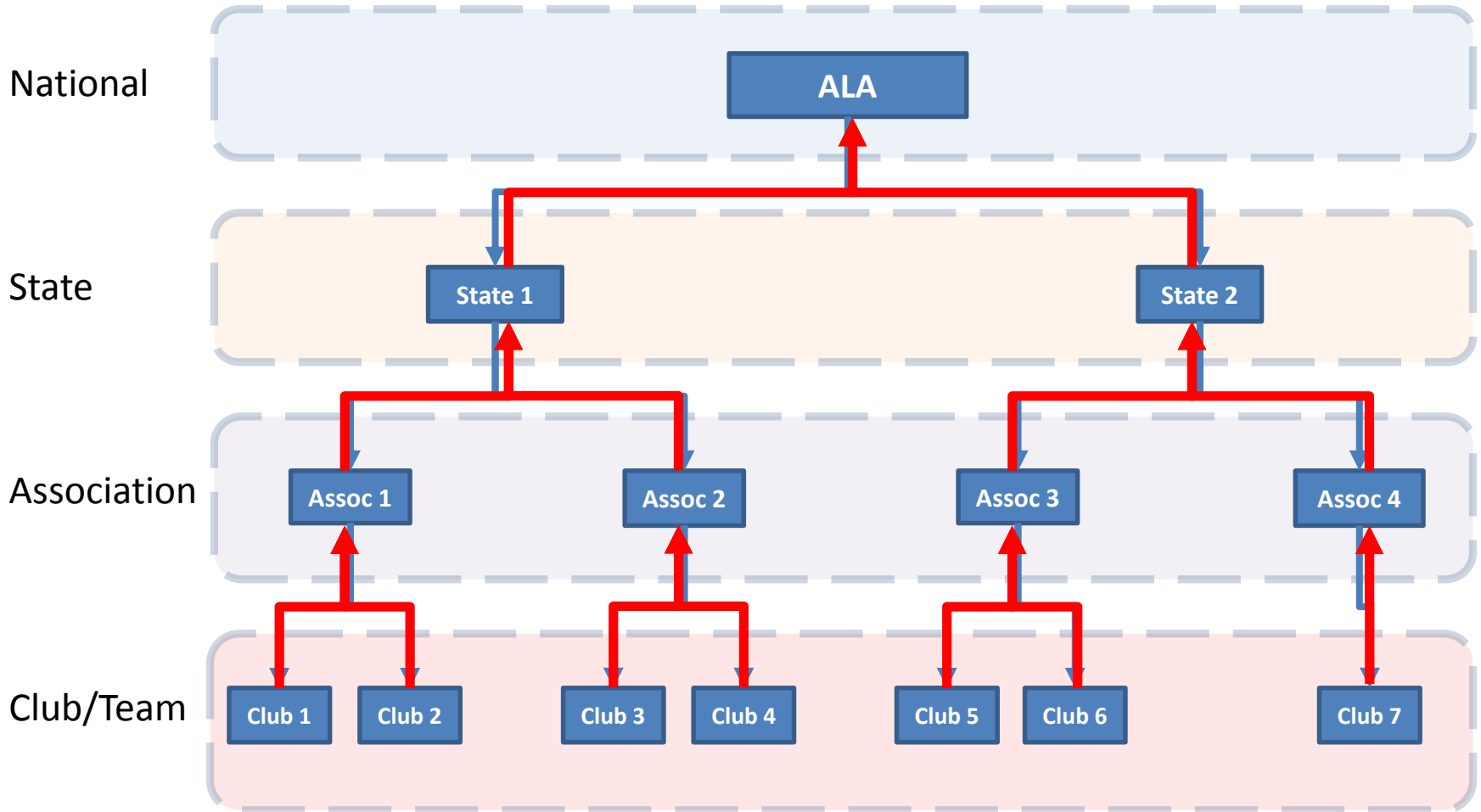


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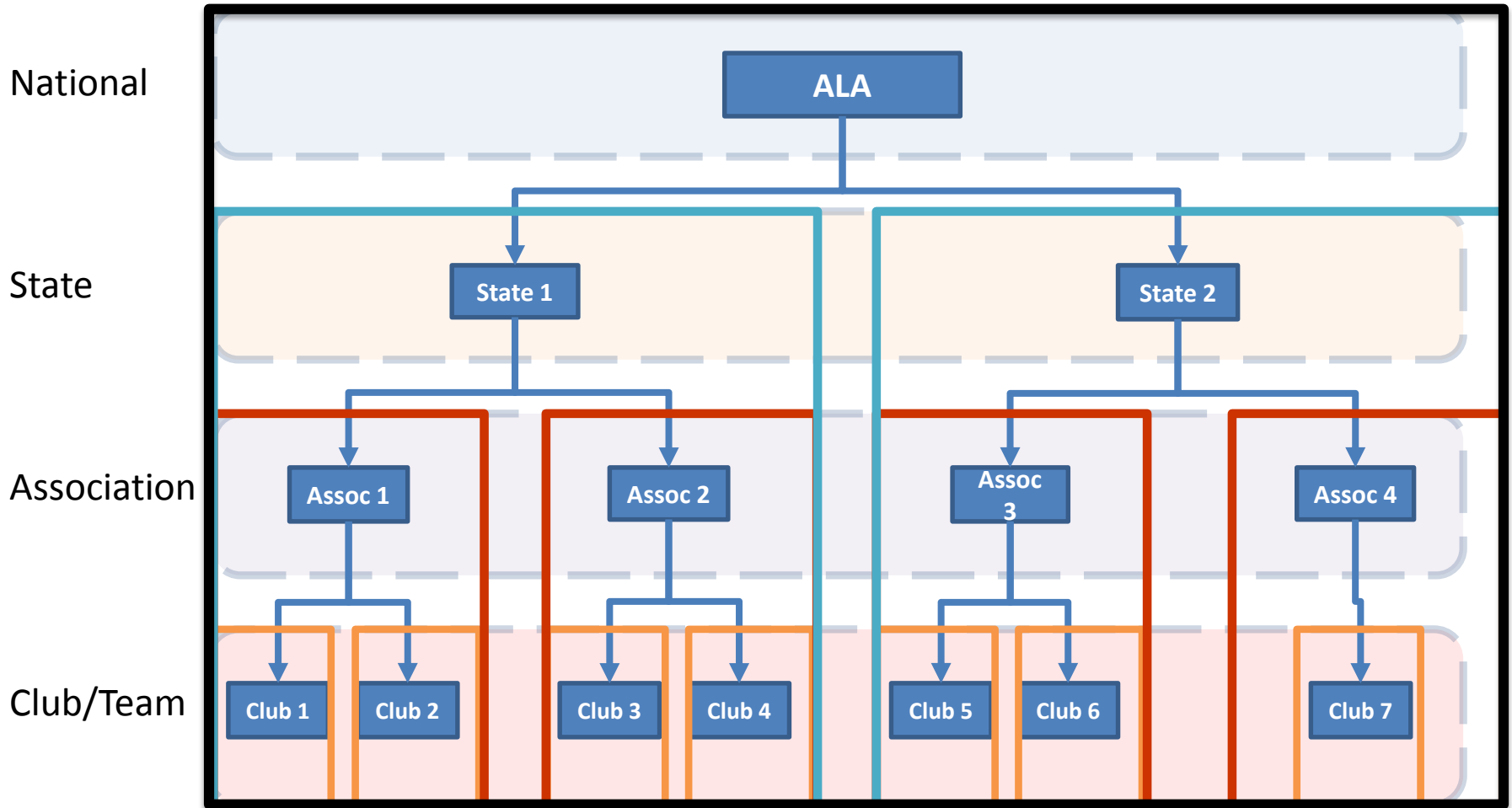
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- STG DATABASE HIERARCHY -



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STG'S NATIONAL REGISTRATIONS SOLUTION.....

1. NRS “forms” (individual) are set at a National (ALA) Level & are filtered down to all States, Associations & Clubs
2. National T&C's / Privacy Policy
3. States / Associations / Clubs can add their own fields, T&Cs , products/fees etc.
4. Marketing opt-in / opt-outs at relevant levels in support of Privacy & Spam Laws
5. Management of opt-outs via third-party e-communications systems
6. Minimum data set & consistent collection of data
7. Co-branding of all registration forms
8. Integration of National Registrations with email & member-renewals

Surf Coast FC

Registering Adult 1

1. Choose Type 2. Basic Info 3. Extra Info 4. Summary

Please complete the details below.

Registering as:

- Player

Salutation:

Legal first name: Test

Middle name:

Family name: Person

Personal & Contact Details

Email:

Confirm Email:

Address:

Address Line 1:

Address Line 2:

Suburb:

State:

Postal Code:

Country of Birth:

Passport Nationality:

Specify disability type:

Phone (Home):

Phone (Mobile):

STG'S NATIONAL REGISTRATIONS SOLUTION.....

9. Expiring links for member renewals
10. Ability to upload image &/or documents at point of registration (eg. Working with Children Check)
11. Ability to sell merchandise (images & attributes for products) to members & fans
12. Pending Registrations for new players (for manual approval / rejection)
13. Option for mandatory online payments
14. Mobile optimisation of registration / payment screens
15. Email-based login
16. Self-generated password / password reset capability
17. Member Profile Pages (display individuals Sport history)

AFL mandatory fields

Legal first name

Family Name

Date of Birth

Gender

Address

Suburb

Postcode

State

Email

Mobile

Player or Parent born overseas?

Indigenous or Torres Straight Islander?

AFL Club of Support

Number of games attended last season (AFL & Community)

- NATIONAL REGISTRATIONS – KEY BENEFITS -

To the Governing Bodies:

- Permissions Management
- Privacy / Spam / other legislative compliance
- Real-time information
- Individual & team-based registrations
- Detailed and Summary reporting
- Accurate data – better quality & quantity
- Payment Splitting at time of transaction

To the Club:

- No data entry – spreading the workload
- No cash handling or paperwork
- Transparent transactions
- Communication tools
- Permissions management & Privacy / Spam compliance

To the Member:

- 24hr registration convenience
- Retention of previous season details
- Secure online payment
- Streamlined process
- Communication preferences