



SPORTINGPULSE

Affiliate Case Study 2
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95% OF BUNDABERG MEMBERS PREFER ONLINE REGISTRATIONS AND PAYMENTS OPTION

Bundaberg Junior Touch Association started using the Online Registrations and Payments technology last season, to great success. Now realising the full potential and benefits of the technology, the future of the club looks bright.

Bundaberg Junior Touch Association (BJTA) is a regional affiliate, located within the state of Queensland, in the Central Queensland region. The association hosts junior competitions at Bundaberg West, with various competition formats running in both Season 1 and Season 2 each year. To efficiently manage their competitions and member details, BJTA is a significant user of the SportingPulse products (Sportzware Central and Sportzware Membership) provided to them through the benefits of their affiliation with QTA, who are linked with Touch Football Australia (TFA).

Club President, David Bonser stumbled upon an advertisement for the new technology whilst using the Sportzware Membership program. After further investigating the options available, David contacted SportingPulse to get help and to start the setup process. Over time, and with persistence and assistance of SportingPulse, the online system was set up, a business account was created, registration forms were customised and the new process was ready to be implemented in Bundaberg.

BJTA decided to implement the SportingPulse Online Registration and Payments system to allow direct payments and registration from teams and players, reducing time spent going through financial records, and reducing time spent having to chase outstanding payments. By implementing this system, BJTA have eliminated the hassle of trying to organise registration days, and eliminated the risks associated with cash handling therefore improving staff and club safety.

"We used to hold registration days at the beginning of each season; where those wishing to play would have to come and line-up to fill in a registration form (sometimes up to 4,000 individual forms) and make cash payments. This would sometimes go for hours, people would have to travel great distances to attend, people would get frustrated from waiting for long periods of time and staff would be exhausted. When we first decided to provide Online Registrations and Payments as an option, 95% of our members and participants registered and paid online, only 20 people turned up to the registration day," said club President David Bonser.

It was a relatively gradual transition from the old process to the online payments, however as other affiliates have experienced, there was some adjustment time needed. Overall, the feedback from all participants, parents and guardians and other members has been positive. They now understand the

necessity of collecting data and the benefits of being able to then use their data to send important club/competition news and updates as soon as they are available, for their convenience.

"It is definitely the best decision BJTA made. I'm surprised to hear more associations are not using it," Bonser said.

BJTA highly recommends the Online Registration and Payments system to other Touch Football affiliates as it has drastically improved their financial processes; specifically in the collection of payments and the safety and stress associated with handling and processing transactions.

For further information on the Online Registrations and Payments program, please refer to the Affiliate Management Resource modules available via www.austouch.com.au or complete an electronic SportingPulse Product Enquiry form via their website.

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