

AFL COMMUNITY FOOTBALL TECHNOLOGY GUIDE FOR LEAGUES

Covering the transition to PlayHQ, OfficialsHQ,
WIX Websites, Mailchimp Communications
and related platforms.

JULY 2021



EXECUTIVE SUMMARY

Introducing the Future of Registration & Competition Management

The AFL is excited to announce that it will transition Community Football to our new registration and competition management platform, PlayHQ, for season 2022 and beyond. This follows the successful launch of PlayHQ for NAB AFL Auskick and AFL9s in season 2021.

Our great game deserves the very best technology. And our great people, the volunteers and administrators, deserve the very best support.

The AFL has made this decision, to not only ensure we have best-in-class technology available for our game, but to ensure we deliver profound and tangible benefits to the broader football community.

The transition from our current platform (GameDay formerly SportsTG/FootyWeb) to PlayHQ, was driven by our desire to provide our Leagues, Clubs, participants, administrators and hardworking volunteers with a more advanced and user-friendly platform.

The AFL understands and respects the huge demand on the people who make our game tick at the grassroots.

The transition to PlayHQ aims to significantly reduce the administrative burden on our hard-working volunteers and administrators with easy to use, intuitive, mobile-friendly technology.





How will PlayHQ Help My Leagues & Clubs?

PlayHQ's mission is to unleash the life changing power of sport, and it does this by relentlessly focusing on our customer base.

First and foremost, the benefits to Club and League Administrators.

PlayHQ will streamline and simplify experiences for this critical audience through superior, intuitive user experiences.

Mobile friendly technology will make administration on-the-go a reality!

A new ground scheduling system and the ability to integrate advanced Umpire management integration will change the game for our Leagues. Competition management and electronic scoring can be accessed using any device, at any time. The back end of the game has suddenly got a whole lot easier.

Not only will the administrative burden be lightened, but the platform also allows us to integrate industry leading communication tools to help Clubs speak directly and efficiently with participants.

But it is not just the Club administrators and volunteers who benefit from this platform.

Participants will also be able to take advantage of a more personalised and efficient experience. Faster player registration, secure data and the ability to monitor their playing history and experiences at the click of a button!

Families with more than one child across Auskick and Community Footy will benefit from a centralised and personalised platform that intuitively connects your profiles. Transitioning from Auskick to Community Footy is a seamless process and multiple registrations are simplified.

So Where To From Here?

The AFL and its State / Territory affiliates understands that a transition of this scale will take the united effort and engagement of our Community Football Leagues. We have a team dedicated to supporting our Leagues and Clubs throughout this process, not just through the transition phase, but with ongoing technical and stakeholder support through the season. Importantly, beyond launch, PlayHQ will continue to invest in its vision of transforming grassroots sport, releasing new features to league and club administrators every month, taking on board your feedback and ideas.

We have prepared this detailed pack that provides a comprehensive overview of the features of the platform, commercial benefits of PlayHQ, an overview of the training and education plan to transition to PlayHQ, and key dates and milestones.

We look forward to working with the team from PlayHQ and our State / Territory and League affiliates to ensure a successful transition to the new platform and are committed to supporting the positive transition for our Leagues, Clubs, and volunteers who dedicate so much time to our great game.

We appreciate in advance your time, patience and enthusiasm for the technology being rolled out across the network for season 2022.



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COMMUNITY FOOTBALL TECHNOLOGY VISION

The AFL consistently received feedback that the code needed to invest in modern, user-friendly technology to power community football.

The process to find the right technology partner(s) kicked off in 2018 with a series of workshops with stakeholders across the country to gather feedback on how technology supported them to run football, and ultimately what improvements could be made to reduce time spent running Leagues and Clubs for our volunteers and administrators.

After an extensive search, we selected PlayHQ - a local Australia-based team who could best meet the needs of running a Community Football League and Club in Australia, now and into the future.

PlayHQ is an industry leading multi-sport platform having recently formed partnerships with other sporting bodies including Cricket Australia, Netball Australia and Basketball Victoria, and it will transform the participation experience for everyone involved in community football.

PlayHQ is designed to simplify and streamline administration for sporting codes, associations, clubs and participants. And whilst the global COVID-19 pandemic heavily impacted the code, the technology overhaul necessary for community football has continued in earnest throughout this period between PlayHQ and the AFL.

PlayHQ will bring community football leagues, clubs and players together on a single platform from season 2022 - everything from registrations, payments, fixtures, live scoring, statistics and competition management. This platform has been designed by working closely with sporting administrators, with the goal of making it easier to facilitate Community Football - featuring simple, intuitive, mobile-friendly tools.

The PlayHQ partnership sees the AFL take a minority stake in the company, ensuring that continued investment, enhancements, functionality, and capability will be at the forefront of the platform's development roadmap over the years to come. In addition, the AFL will provide a dedicated Support Team for Community Football Leagues and Clubs to contact for customer service and support to assist with any issues with registration, payments, and general queries.

PlayHQ is at the core of our technology upgrade and will be supported by OfficialsHQ, Mailchimp and other integrated technology solutions such as Salesforce CRM that will work together as part of a suite of powerful technology solutions to drive community football.

Benefits of PLAYHQ

- › Mobile-friendly for participants and administrators
- › Faster player registration
- › Advanced umpire management via OfficialsHQ
- › New ground scheduling system
- › Enhanced fixture tools
- › New communications tool (Mailchimp)
- › Easy to use League and Club Administrator reporting

PlayHQ will...



Deliver an intuitive digital experience for participants and volunteers which is mobile friendly and easy to use.



Save volunteers time by reducing administrative burden and provide better support for administrators.

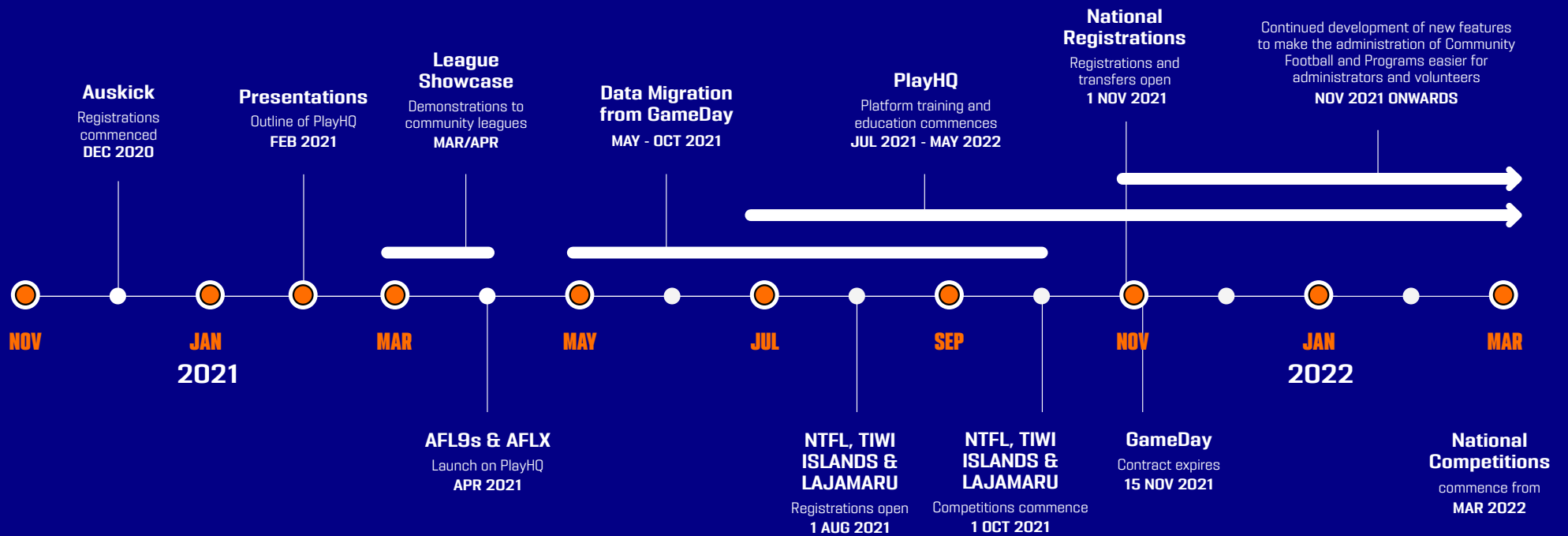


Provide a robust, reliable platform and secure data.



Allow us to integrate 'best-in-class' technologies to enhance the platform for future growth.

TECHNOLOGY PROJECT TIMELINE



PLAYHQ VISION & ROADMAP

PlayHQ is a sports technology platform founded in 2018 that is dedicated to unleashing the life-changing power of sport - the mental, emotional and physical health of all participants, and the lasting connections and community beyond the playing field. It is focused on delivering innovative customer experiences and simplifying administration for Sporting Codes, Associations, Clubs and their Participants.

The PlayHQ platform brings together registrations, fixtures, ladders, results and statistics in one intuitive platform. This gives Administrators the ability to manage registrations, payments, programs, competitions, electronic scoring, merchandise and live scoring all in the one place, and enables families to manage their sporting participation with one account, simplifying the experience for players, parents, and fans of community sport.

Club and League Administrators are at the heart of PlayHQ's vision - making life easier by centralising the core aspects of competition management in one platform, removing the need for paper-based processes, and providing a seamless digital experience for staff and volunteers.

PlayHQ will continue to invest heavily in our platform for the foreseeable future, releasing new features into the platform monthly.

Current Platform Utilisation

The PlayHQ platform is currently being used by the AFL community for the management of NAB AFL Auskick and AFL9s. Since December 2020, AusKick centres across the country have used the platform for both player and volunteer registrations, with more than 100,000 registrations taken nationally.

In addition to the PlayHQ platform being used by the AFL, Basketball Victoria has 150 Associations and 516 Clubs using PlayHQ on a weekly basis for the management of competitions and programs. Basketball Victoria has 205,000 players in PlayHQ, and more than 100,000 games have been electronically scored, with an average of 6,500 games scored on a weekly basis.

The following table outlines some of the key functionality existing in the platform today.

Feature Area	Description
Organisation Details	<ul style="list-style-type: none"> › Ability to add an Organisation description and display Age, Gender and Program offerings › Public display of Organisation Contacts › Ability to add Terms and Conditions
Competition Management	<ul style="list-style-type: none"> › Home and Away, Tournaments and Domestic › Competition Season and Grade management › Ability to define Grade default setting to be inherited by all new Grades › Regrading › Ladder settings for default Grade setting and manual Ladder adjustments › Automated fixturing and fixture upload functionality › Automated game allocation and drop and drag adjustment functionality › Ability to add exception dates within a season › Transfers
eScoring	<ul style="list-style-type: none"> › AFL specific scoring for Community Football, 9s and AFL X › Ability to apply goals, behinds and cards to individual players and teams › Direct publishing to admin and Participant portal upon syncing at completion of the game
Registration form Set Up	<ul style="list-style-type: none"> › Competition registration form configuration options: Participant to season, Participant to team and Team to Season › Configurable registration roles enabling organisations to take registrations for players, team managers, volunteers › Ability to add custom questions and merchandise to the registration process
Participant Registration Flow	<ul style="list-style-type: none"> › Integration with Addressify and ACARA schools list to improve accuracy of data › Ability to apply multiple vouchers at checkout › Ability to apply Government vouchers at checkout
Payments and Vouchers	<ul style="list-style-type: none"> › Ability to activate Stripe Connect account and accept online payments › Ability to create vouchers › Ability to create family discounts for the second or third family member who registers › Ability for Organisations to turn on/off the acceptance of Government vouchers for Competitions, Shared Programs and Local Programs › Ability for participants to apply Government vouchers at checkout › Reporting on transactions, payouts, voucher usage and State Government voucher usage
Shared and Local Programs	<ul style="list-style-type: none"> › Shared programs are created by a National or State body that is delivered by clubs and associations such as NAB AFL Auskick › Local programs are created by associations or clubs with the following details › Program name and description › Registration dates › Registration fees › Age restrictions › Custom questions › Merchandise
Reports	<ul style="list-style-type: none"> › Competition reports: Venue report, Advanced fixture report, Games played report, Team entries report, Participation report › Programs reports: Participation report › Financial reports: Transaction report, Payout report, Government vouchers report › Merchandise: Orders report
Centralised Ground Management	<ul style="list-style-type: none"> › Venues will be created by the AFL which means each venue will be unique. › This will streamline game allocations for venues that are used by multiple leagues.



Recently Released

NT REGISTRATIONS OPEN (FOR RELEASE BEFORE AUGUST 1)*

Feature Area	Description
Best Players	<ul style="list-style-type: none"> Allows clubs to recognise and reward the players they consider played the best in a game. Best players can be entered by Club Admins, Team Manager or Coach and will be visible in the game centre.
Gender Diversity	<ul style="list-style-type: none"> Additional Gender options on the Participant registration form to support PlayHQ and Sports being more Gender-inclusive. Administrators will be able to view the Gender provided upon registration, and any subsequent updates in the Participant's profile. They can also restrict the eligibility of players in Grades based on Gender.
Participant Incident & Suspension Management	<ul style="list-style-type: none"> Allows for game-related incidents to be logged and managed, including the Status (Open/ Closed) and result of the incident (Guilty/Not Guilty) Associations will be able to report on Incidents, and Administrators can apply a Suspension to an Incident, and set the length of the Suspension which prevents Players from being selected in a Game (any Competition or Grade) during the suspension period
Permits	<ul style="list-style-type: none"> Allows an administrator to request access to a Player for a defined period of time, enabling participation in the specific Competition and Season they have been requested for, and therefore allowing a Player to play across two different organisations for a specified period of time
Player Points	<ul style="list-style-type: none"> Associations will have the ability to set rules for the maximum player points allowed per Team in a certain Grade. Players can then be given a points value and may be restricted from being added to a Game if the total number of points is exceeded on a team.
Profile matching	<ul style="list-style-type: none"> Profile matching will search the PlayHQ database (including historical data migrated from GameDay) for a participant profile as they go through the registration process. If a possible match is found participants are presented with the options to claim that profile and complete their registration.
Set Penalty	<ul style="list-style-type: none"> In the instance a player opts not to proceed to a Tribunal, an Administrator can capture that the player accepted the set penalty for the Incident. This will allow Administrators to report on the volume of Incidents in which the player accepted a set penalty versus those which went to the Tribunal
Team Age and Gender Restrictions	<ul style="list-style-type: none"> Administrators have the ability to limit the selection of players into a team lineup based on ages and genders
Transfer Notifications	<ul style="list-style-type: none"> When a Club or Association has a transfer to approve they will receive an email notification If a Transfer is denied by one organisation, an email will be sent to the destination Club to inform them of the Transfer being denied, and an email notification will also be sent to the participant Participants are notified by email if a Transfer they have initiated is approved and they can then complete the registration process

NT COMPETITIONS COMMENCE (FOR RELEASE BEFORE OCTOBER 1)*

Feature Area	Description
Admin Managed Merge of Duplicate Profiles	<ul style="list-style-type: none"> › The ability for Association administrators to find and merge duplicate profiles that exist within their participant base
Age Groups	<ul style="list-style-type: none"> › Administrators will have the ability to limit the selection of players into a team lineup based on ages and genders
Game Permits	<ul style="list-style-type: none"> › Enables a Player to play a single game for a different Club than they have originally registered for. Administrators will be able to specify how many times a Participant can play for a different Club using a single Game Permit in a season.
Lineup Enhancements	<ul style="list-style-type: none"> › Enhancements to line-up feature, including allowing Administrators to select the minimum and maximum players allowed in a game, inclusion of Coaches and other Volunteer roles to Game line-ups
Live Scoring - Phase 1	<ul style="list-style-type: none"> › The publishing of scores in real-time on the PlayHQ Participant Portal so parents and supporters can track progress of games they're unable to attend
Logos	<ul style="list-style-type: none"> › Administrators will be able to upload their own League or Club Logo to ensure their brand is reflected on PlayHQ.
Media Reports Integration	<ul style="list-style-type: none"> › The ability for media outlets to directly ingest fixture, ladder and result information from PlayHQ.
Participant Portal: Team Manager/Organisers	<ul style="list-style-type: none"> › Allows Team Managers and Team Organisers to view squad member details, enter team line-ups and manage scores and stats from the Participant Portal

NATIONAL REGISTRATIONS OPEN (FOR RELEASE BEFORE NOVEMBER 1)*

Feature Area	Description
Age Groups & Limits	<ul style="list-style-type: none"> › Administrators will have the ability to set a certain age range participants must meet to be eligible to register if age groups and limits have been set
Club & Association Link	<ul style="list-style-type: none"> › The ability for Associations to access and manage their linked clubs
Player Stats	<ul style="list-style-type: none"> › Administrators will be able to view the history of a Player's participation in the Admin Portal, games played and total statistics (sport-specific) per a Player's registration to a season of a competition, including any migrated historical stats
Transfer Window	<ul style="list-style-type: none"> › At a tenant level a Super Administrator can configure the date range when Transfers are allowed in the tenant or Competition › Players that require a transfer to register to a new Club will not be able to raise a Transfer request outside of that date range

NATIONAL COMPETITIONS COMMENCE (FOR RELEASE BEFORE MARCH 1)*

Feature Area	Description
Live Scoring - Phase 2	<ul style="list-style-type: none"> › An extension to Live Scoring which will enable the publishing of player statistics and quarter-by-quarter scores
Organisational Document Storage	<ul style="list-style-type: none"> › The ability for organisations to upload and store documents that don't incorporate sensitive Personally Identifiable Information (PII), such as: Player declarations, club budgets and non-declared player statements.
Suspended Sentences	<ul style="list-style-type: none"> › Allows Administrators to include a suspended sentence as a result of an Incident. Admins can apply how long the suspended sentence is by games and date, and the probation date it will apply to.
Top Scorers	<ul style="list-style-type: none"> › Highlights in the Game Centre and Admin Portal which players have top-scored during a Game

*Roadmap as at 19-07-21. May change with amendments to scope, sequencing or prioritisation by the AFL and PlayHQ.

Beyond launch, and the phases outlined above, AFL and PlayHQ will continue to invest in the platform releasing new features to League and Club administrators every month, taking on board your feedback and ideas to enhance the platform. A formal process to elicit your feedback will be established as the platform is rolled-out in the coming months.

COMMERCIAL TERMS

A Better Online Commercial Platform for Community Football

PlayHQ comes with a number of benefits for Leagues, Clubs and users, including:

- A new online payment model providing greater incentive for Leagues and Clubs to continue the push for online transactions and simplified accounting
- The new model is underpinned by a significantly lower online transaction fee of 1.8% (compared to the current 3.9% with Gameday)
- This approach is designed to reduce the burden on volunteers and club administrators who may have previously spent valuable time chasing manual payments
- From Season 2024, community club football players will incur a \$1.75 platform user charge, however the AFL is funding the individual user charge in 2022 and 2023, absorbing this cost. The AFL's commitment to funding the platform user charge for individual community club participants for two full seasons, will reduce cost to participants and ease the transition to the new PlayHQ platform

The online transaction fees go to PlayHQ to cover credit card processing and disbursement costs, and the Platform user charges go to PlayHQ to be reinvested into the development of the platform to continue to enhance the systems features and capabilities

		Platform fee	Community Football user charge
GameDay (SportsTG)	Community football in 2021	3.9%	\$0
PlayHQ (season 2022)	From Nov 1st 2021 (NT from Aug 1, 2021)	1.8%	\$0
PlayHQ (season 2023)	From Nov 1st 2022	1.8%	\$0
PlayHQ (season 2024-2026 per season)	From Nov 1st 2023	1.8%	\$1.75

Note: NTFL will adopt the payment arrangements from August 1st in each year and they will apply for their Summer season. E.G. PlayHQ Year 4 relates to the NTFL 2023/24 season with adoption of those payment arrangements commencing from August 1st 2023.



Example Community Club Registration Transacted Online

The below practical example outlines a \$300 community football registration transacted online with all fees and charges identified:

	Current GameDay / SportsTG arrangement (GameDay - 3.9% platform fee)	2022 & 2023 season arrangements (PlayHQ - 1.8% platform fee)	2024, 2025 & 2026 season arrangements (1.8% platform fee + \$1.75 player fee)
Club Registration Fee	\$300	\$300	\$300
Player Pays	\$300	\$300	\$301.75 (\$300 + \$1.75 player fee)
Club Receives When Transacting Online	\$288.30 (\$300 - 3.9%)	\$294.60 (\$300 - 1.8%)	\$294.60 (\$300 - 1.8% platform fee)

Alternative Model

Note: For seasons 2024, 2025 & 2026, a club could reduce their registration fee by \$1.75 and still receive more than they do currently due to the decreased platform fee.	Club Registration Fee	\$298.25
	Player Pays	\$300 (\$298.25 + \$1.75 player fee)
	Club Receives When Transacting Online	\$292.64 (\$298.25 - 1.8% platform fee)

Note: The analysis above relates to clubs transacting online and we appreciate that it is not applicable for clubs who collect registration fees manually outside the platform. It also does not take into account any fees that may be charged by the league or state body.

The AFL encourages all clubs to collect registration fees online through PlayHQ as a simple and efficient way to reduce volunteer burden in chasing manual payments.

NAB AFL Auskick

NAB AFL Auskick will move to a reduced platform fee of 1.8% and introduce a per participant fee of \$1.75 for season 2022.

As a result of the change to the Auskick pricing model, the AFL will absorb the \$1.75 per participant fee by reducing the individual NAB AFL Auskick participant registration fee across all States and Territories by \$1.75, so that there is no impact on the overall cost to the customer.



Benefits of Online Payments

The platform online transaction fees cover credit card processing and disbursement costs, and platform user charges will be reinvested into the development of the platform to continue to enhance the systems features and capabilities.

We encourage Leagues and Clubs to use online payments to take advantage of the following benefits:

- > Individual user fee waived in 2022 and 2023
- > Low platform fee 1.8%
- > Reduce volunteer burden - less time chasing fee payments
- > Reduce risk of cash payments not making it to Club bank accounts
- > More control and visibility of cash flow
- > Safe and secure payment

Buy Now Pay Later (BNPL) & Other Payment Options

- > BNPL and/or other payment options was identified as a key priority for our Leagues and Clubs through consultation. PlayHQ and the AFL are conscious of the fees associated with the various payment options currently available with this service and are assessing how best to deliver a cost-effective payment plan that suits the requirements for Community Football.

Relevant fees for Leagues and Clubs for these services will be communicated as they are finalised.

WEBSITE OPTIONS

An up-to-date and engaging website can be a valuable tool for Leagues and Clubs. It provides a destination for current members and supporters, prospective players, local communities, and sponsors to find the latest news, competition information and details about your League or Club.

There are range of free or paid options for leagues / clubs including:

FREE

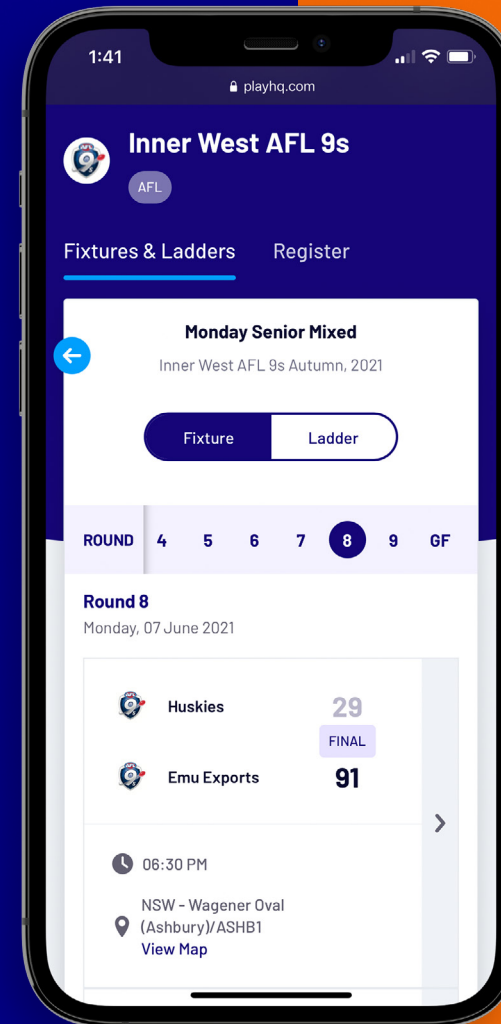
- › Use PlayHQ website to view fixtures, results and ladders (FLR's)
- › Use a free website solution (e.g. Wix, Squarespace) and link to PlayHQ FLR's for the League / Club
- › GameDay (formerly SportsTG) have committed to continue to support your existing free FootyWeb website for at least the 2022 season
- › For those Clubs not actively using a website can continue to use social media (Facebook) and link to PlayHQ FLR's for the League / Club

FREE

PAID

- › WIX templated solution which integrates personalised FLR's for the League / Club (approx. \$280 p.a.)
- › Use an alternative paid website solution and link to PlayHQ FLR's for the League / Club

\$



WIX Customisable Website Offering

WIX has been selected as the preferred PlayHQ/AFL standard templated website solution. WIX is a world leading content management platform, with ready built features and modules as well as website hosting and support. Additionally, its user-friendly tools allow for easy creation and maintenance of websites with the AFL able to provide templates for club use whilst allowing clubs the flexibility to extend as required.

The AFL has negotiated with WIX to offer a 20% discount for Leagues and Clubs from the standard WIX Premium Plan offering. A discount voucher code will be provided to any League or Club that sign up to the service. Details on the process to claim the discount will be provided as part of onboarding / transition to PlayHQ. The pricing model is based on their Editor X website platform.

Example template - <https://afl-community.editorx.io/afl-template>

Premium Plan - Base level <small>Note: WIX charges in USD -for AUD guide we have used an exchange rate of USD to AUD = \$0.75</small>	Subscription charges inc 20% rebate
Monthly cost (USD)	\$18.50
Approx Monthly cost (AUD)	\$23.12
Approx Annual cost (AUD)	\$280

Note: The costs for the standard WIX Premium Plan outlined above may be a cheaper alternative to the current price being paid by Leagues and Clubs for a personalised website through website providers.



COMMUNICATIONS

Being able to execute accurate and timely communications to your community club is a key requirement of the registration and competition management platform.

Currently there is a free communications tool (Communicator) available within the GameDay platform, but it is not widely used. Additionally, Leagues and Clubs use a range of communication tools eg. Social Media, Mailchimp, WhatsApp, TeamApp, personal email etc to engage with their members.

As part of this transition to PlayHQ, we recommend Leagues and Clubs adopt **Mailchimp**.

Mailchimp

Mailchimp is a globally renowned platform to help organisations engage audiences with a variety of digital marketing tools all in one place. Aligning with PlayHQ's philosophy of integrating with simple to use 'best-in-class' solutions, PlayHQ will seamlessly integrate into Mailchimp to ensure League and Club audiences are always up to date. It will allow Leagues and Clubs to communicate with their community directly.



Why Mailchimp?

- › **Integrated participant data** – Mailchimp can synchronise your organisation's contacts from PlayHQ daily, saving administrators time manually exporting and uploading data into a different platform to email
- › **Easy-to-use email builder** – create beautiful, personalised and on brand emails with your League or Club colours and logo. You can select one of their pre-built templates for inspiration
- › **Build engagement and meaningful interactions** – access to real-time analytics to see what your participants are engaging with... the latest League or Club news, the upcoming fixtures and results or the volunteer of the week
- › **Repurpose emails for social media** – Mailchimp makes it easy to craft posts for each of your social platforms from the email builder

FREE PLAN	CUSTOM PLAN (STANDARD)	EXTERNAL PROVIDER
<ul style="list-style-type: none"> › Free › Up to 2,000 contacts in their database › Send emails to a total of 10,000 recipients per month <p> Reccomended for most community clubs</p>	<ul style="list-style-type: none"> › For leagues or Clubs with more than 2,000 contacts and/or needed to send more than 10,000 individual recipients per month, there will be costs associated. › A 15% discount is offered to not-for-organisation Mailchimp's standard commercial rates, instructions to follow. › The AFL is also looking at options to negotiate further with Mailchimp to achieve better commercial rates - this is not confirmed at the moment. 	<ul style="list-style-type: none"> › Leagues and clubs can continue using other email and database providers at their own cost. › These platforms may not necessarily be intergrated with PlayHQ data but PlayHQ reporting makes contact details easily accessible. Refer to the Communications Guide for Leagues and Clubs.

Standard Plan

Standard Plan Note: Mailchimp charges in USD - for AUD guide we have used an exchange rate of USD to AUD = \$0.75	Monthly cost (USD)	Approx Monthly cost (AUD)	Approx Annual cost (AUD)
2,501 - 5,000 contacts	\$68 (\$80 without NFP discount)	\$91 (\$107.05 without NFP discount)	\$1092 (\$1284.60 without NFP discount)
5,001 - 10,000 contacts	\$89.25 (\$105 without NFP discount)	\$101.51 (\$119.43 without NFP discount)	\$1218.19 (\$1433.16 without NFP discount)

Note: The monthly email send limit is 10 times your maximum contact count.

NFP (Not-for-profit) definition - NFP organisations are organisations that provide services to the community and do not operate to make a profit for its members. All profits must go back into the services the organisation provides. Football Leagues and Clubs generally operate as not-for-profit organisations.



OFFICIALSHQ & LMS

The AFL has partnered with OfficialsHQ to manage umpire availability, appointments, payments and match day paperwork. Excitingly OfficialsHQ also has capability for umpire coaches, mentors and teams to provide feedback to umpires.

After an extensive market search, OfficialsHQ powered by refassist (<https://refassist.com>), was selected as an internationally recognised best of breed umpire management platform focussed on being the “one stop shop” for all Umpiring needs.

From 2022, the AFL will introduce a new, comprehensive online learning offering by providing access to best-in-class and self-paced umpire education, learning and accreditation resources through the Androgogic Learning Management System (LMS).

This learning model varies significantly from the previous umpire learning model whereby Accreditation was a once-off process with a set duration. The contemporary umpire learning and accreditation model follows the approach taken by Coach.AFL and focuses on ongoing learning and continuing education. Umpires will be required to complete additional module(s) each season to remain current and accredited.

Umpire Membership Fees

Upon registration and payment of an annual membership fee, umpires will have access to a range of benefits designed to improve the overall education and training available for umpires and the way in which umpire appointments, payments and match day processes are managed:

- › Access to the OfficialsHQ umpire availability, appointment & payment management system (including match day paperwork)
- › Access to the Umpire Training Centre; a repository containing over 100 resources for community umpires
- › Access to the AFL Umpire Training Grounds; the decision-making platform used to train AFL Umpires
- › Access to Umpire AFL’s Accreditation Program (Introductory, Development & Advanced levels, with an Introduction to High Performance level being introduced in 2023) which includes access to best-in-class and self-paced umpire education, learning and accreditation resources through the Learning Management System (LMS). This accreditation process is automated and expected to significantly reduce administrative load for umpiring administrators.

The Umpire annual membership fee for season 2022 will be **\$22 per individual umpire**. This fee covers the use of the OfficialsHQ platform, the LMS, ongoing learning content creation and access to the AFL Umpires decision making platform.

HOW WILL THE AFL SUPPORT TRANSITION & ONBOARDING?

The Onboarding Journey for our User Groups

To help demonstrate the onboarding process involved, we have built simple User Journeys for our core audiences - Leagues, Clubs and Participants.

These User Journeys have been designed to ensure each group has a clear understanding of their key milestones, each phase of their involvement and importantly, demonstrates that this process is phased and manageable, with key points of support throughout the journey.



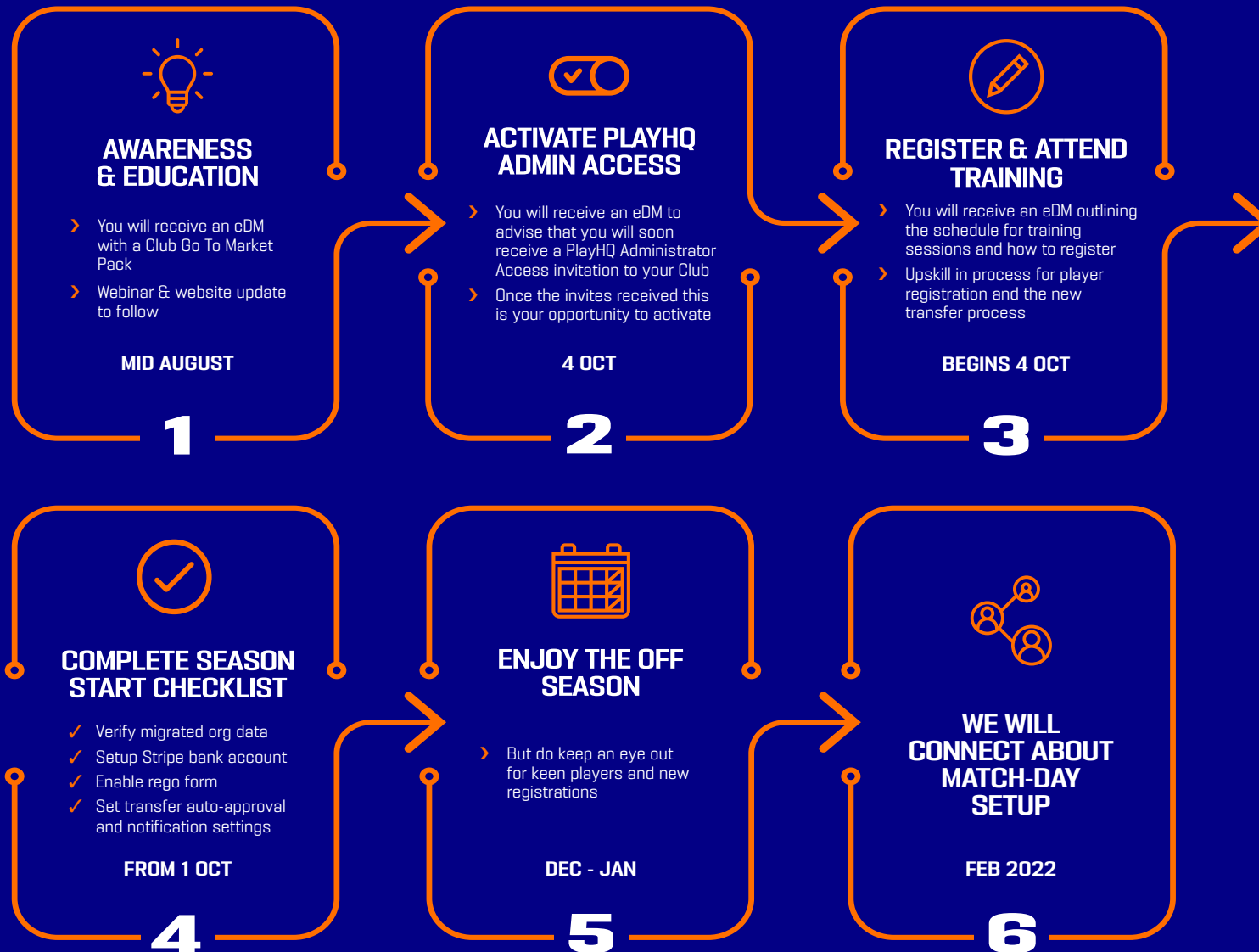
USER JOURNEYS

LEAGUES



USER JOURNEYS

CLUBS



USER JOURNEYS

PARTICIPANTS (PLAYERS)



FROM 1 NOV

HOW WILL THE AFL SUPPORT TRANSITION & ONBOARDING?

Training & Education

The AFL is committed to supporting the transition to the PlayHQ platform with best-in-class training, education and support. We are intent on ensuring a smooth transition and onboarding for Leagues, Clubs and participants and will be supporting you with a variety of training and education forums and tools.

Webinar training plays an important role in a successful training and onboarding program. The AFL will be hosting a substantial number of webinar sessions each month for users. These will be run on various days and times including outside business hours and on weekends. Each webinar session only needs to be attended once and will be recorded and placed in our online learning library. Our approach for education and support, will be 'the right training, at the right time' and modules will be delivered in a timely manner at key junctures over the transition period and beyond.

The AFL and PlayHQ teams will actively work with Leagues and Clubs to deliver the required education support and will seek continuous feedback on how we can meet the training needs of all users of the system.

This will include;



Webinars



1-2-1 Support Sessions



User Guides



Ongoing support from the AFL Stakeholder Services Team



Short digestable videos



Access to a Private Facebook Group for Q&A and further support

To view the AFL National Training Rollout Strategy [click here](#)



Training Overview

The AFL's national training plan for community football stakeholders is based on three simple principles:

1. Timely - Learning when you need to learn and when you need to use it
2. Variety - On-demand and on-request education through varied delivery methods including webinars, user guides and videos, and access to one-on-one tailored support
3. Specific - Learning specific to your needs and your role

The below table illustrates the indicative webinar training commitment required for each category of administrator/user.

	State/Regional Admin	League Admin	Club Admin	Team Managers	Umpire Managers	Umpires
Season Setup	X	X	X			
Competition Management - Pre-Season	X	X				
Competition Management - In Season	X	X				
GameDay	X	X	X	X		
OfficialsHQ Season Setup	X	X			X	
OfficialsHQ MatchDay Reports & Awards Setup	X	X			X	
OfficialsHQ Umpire Management	X	X			X	X



STAKEHOLDER SERVICE SUPPORT

Platform Adoption Support

The AFL Stakeholder Services Team will provide first level support for all Community Football user groups for the transition and onboarding to PlayHQ. They will also provide ongoing support to Leagues and Clubs across any issues with regards to registration, payments, and general competition queries.

Stakeholder Management

- › Ease of transition for all States and Territories
- › Dedicated resources for each state and territory in the Stakeholder Services Team to resolve queries and lead dedicated one on one training sessions with club's upon request
- › Consistency in staff service will ensure a higher standard of service delivery to users
- › Roster management with extended hours including weekends

Hours of Operation

- › Usual Business Hours
- › We understand that many users will require support outside of traditional working hours. As such, the AFL Stakeholder Services Team will regularly review hours of operation to ensure they are on hand when volunteers need them most.

Peak Season additional hours – February to April

- › Friday Evenings extended to 9pm
- › Saturday 9am to 4pm - during season
- › Sunday 9am to 2pm - during season
- › We also understand that additional enquiries are to be expected during February to April and the AFL Stakeholder Services Team will regularly review and extend availability to ensure they are on hand when volunteers need them.

Additional Support and Resources

League and Club administrators, Club committees, team managers, volunteers, players & umpires will also be able to access a range of education and training resources via TOYOTA AFL Club Help.

These will include the ability to book into live webinars, download user guides, view specific 'how-to' videos and access one-on-one tailored support.

Contact Us

Email: clubhelp@afl.com.au

Call: 1800 PLAYAFL

Website: Dedicated training tutorials and documentation for stakeholders to access - clubhelp.afl

Online sessions: Dedicated Microsoft Teams sessions with respective State / Territory contact





Data Migration

The AFL will have a complete record of all registration and competition management data stored securely as part of the transition process from GameDay to PlayHQ.

Leagues And Clubs

To ensure that our League and Club records and data are current and accurate in the new system, we will be requiring League and Club contact(s) and bank details to be re-entered in PlayHQ.

As part of the transition process, Leagues and Clubs will be provided guides on how to setup their contacts and bank details. This task should take no longer than 5 minutes to complete in PlayHQ.

Participants

All participants will be required to create a player profile in PlayHQ. This simple process should take no longer than 5 minutes to complete on the new system and can be completed easily on a mobile device. Once their player profile is created, if the player is a returning participant the system will prompt them to find their 'profile match' to associate them with their full AFL playing history.

- › Players who played between 2015 - 2021 who register in 2022 will have their full (not limited to 2015 onwards) club affiliation history, their full tribunal history and their full games and goals tallies migrated across as part of the profile claim process.
- › The AFL will provide access to player details and data for those who do not register in 2022, should a League or Club require their information. The process to access their information will be communicated during the onboarding phase.

Where required, the AFL Stakeholder Services Team will be able to assist players with the Player Profile Matching process.

Historical Competition Data

Historical competition data (e.g. match results, goal scorers, best players) will still be available for viewing on the current GameDay website.



CONCLUSION

The AFL and PlayHQ are making a transformational and ongoing investment in the technology infrastructure that drives grassroots football, together with a heavily resourced training and support model to match the scale of this effort.

Re-platforming this infrastructure is a significant and necessary undertaking as we transition our sport to a modern digital experience. It is also an undertaking that we have prepared for over the last 3 years, and we are planning to execute a seamless onboarding process and training program working closely with all State bodies and Leagues across the country.

Thank you in advance for your support of this critical initiative. We look forward to working with you, as we continue to make our great game accessible to all Australians.

