



MARKETING, PR, MEDIA & TECHNOLOGY

WAFL FUTURE DIRECTIONS RECOMMENDATIONS

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Below are a few ideas we believe will pull the competition closer together and allow major companies to align with it. We believe the WAFL competition could easily attract the largest following for any competition in the State and as such we need to look ahead to see what we need to do to facilitate this growth.

1. Integrated Marketing/Selling for WAFL Clubs

One of the major issues in the future is the fragmentation of WAFL football. While the WAFL competition should always be competitive on the field and played this way, we believe that the boardroom and offices of all clubs must join forces, creating opportunities for major partners to align themselves with the competition and districts.

If we keep going down the line of yesteryear nothing will change. A fragmented business is too hard to work with or to align to. We believe the clubs need to keep a strong focus on football as a product. This allows external partners to easily work with our competition and districts. There are a number of areas where the competition needs to work together to obtain funding or cost savings. This will help the competition brand overall and help business and community understand why they should support us.

Suggested areas we need to work as one business on:

- e) Alcohol
- f) Beverages/ Soft Drink
- g) Food
- h) Cars (Join our Fleet)
- i) Broadcaster
- j) Radio
- k) Insurance including public liability.
- l) Districts
- m) IT/Communication solution
- n) Centre of Excellence
- o) Little League
- p) Energy (Gas ,Electricity Etc)

- a) Betting
- b) Football Warehouse
- c) First Aid
- d) Banking

Should we consider collaboration with our AFL clubs (Eagles and Dockers)? This would allow an all in football approach and again would give the WAFL greater strength when working with partners. WAFL clubs may only be able to do this in some areas (alcohol, soft drink, cars, energy etc) but it still should be explored. (Appendix A)



Through this collaborative approach the WAFL can benefit in a number of ways:

- a) Reduce costs to product adding to a better bottom line.
- b) Allows product to extend further into the community.
- c) Allows WAFL to work on getting new partners and grow its business.
- d) Create opportunity for new revenue streams.
- e) Allow clubs to maintain local sponsors so there is no conflict with Competition sponsors
- f) Attract new competition sponsors - eg broadcast sponsor, alcohol, soft drink and food etc eg: Selling of the competition naming rights, broadcast partner, alcohol product, and soft drink product, which allows the clubs to maintain their own sponsors similar to AFL.

RECOMMENDATIONS 1:

- 1.1 That the WAFL clubs fully endorse and support a collaborative, integrated marketing and selling strategy.
- 1.2 That all WAFL clubs have marketing expertise on their Boards (i.e. Board Member).
- 1.3 That all WAFL clubs have a staff member responsible for marketing and selling.
- 1.4 That WAFL Clubs develop an agreed panel of assets which can be sold off in sponsorship at an agreed value.

2. Media

Promoting the WAFL competition through the media is crucial for the future prosperity of the league. Dedicated media liaison staff to build strong media relationships ultimately leads to a greater promotion of the WAFL, which in turn generates larger attendance figures at games and boosts membership numbers at clubs. All of the above creates a more professional competition, which also attracts sponsors and supporters and opens new revenue streams. By addressing media requirements for the future we are investing in the long-term prosperity of the game.

RECOMMENDATIONS 2:

That WAFL Clubs consider the adoption of each of the following:

- 2.1 **Media officer:** Appoint a dedicated media officer for the WAFL to be housed at the WAFC and overseen by the Media and Communications Manager (WAFC)
- 2.2 **New channels:** Create and enhance new communication channels such as e-newsletters, online video / WA Football TV.
- 2.3 **Website:** Increase the quality and quantity of the web-site and associated stories, articles and photos to generate more online traffic. Also we need to agree on a basic commonality of rate charged to advertise.
- 2.4 **Facilities:** Improve media facilities at WAFL grounds and equip them with new information technology, eg: direct stats feed, wireless internet, ISDN lines etc
- 2.5 **Club liaison:** Each WAFL club to appoint a media liaison person for home games to welcome media and assist with gathering statistics and other information.
- 2.6 **E-news:** Increase the scope of the monthly e-newsletter to reach 100,000 subscribers
- 2.7 **Football Budget:** Take more control over content and publishing of the Football Budget. Eg: Own our magazine, do not contract it out.
- 2.8 **Education:** Educate media more about the role of the WAFC in the WAFL

3. Technology

WAFL Clubs in the future will need to fully engage with technology. This is an area of our business that has not always been fully utilised. Better use of current and future technology will create greater opportunities for the competition and clubs alike. This will enable WAFL clubs to communicate better to customers, reach new markets, relate to the up and coming younger generation who will be the future of football and create ongoing, long-lasting revenue streams.

RECOMMENDATION 3:

- 3.1 That WAFL Clubs investigate ways in which technology can be better utilized to communicate with their clients. (Appendix B)
- 3.2 That a timeline be developed for the implementation of new technology initiatives. (Appendix C)

4. Subiaco Oval – Future Development

When the upgrade of Subiaco Oval finally comes to fruition, we believe the WAFC/WAFL should work on securing seats with corporate hospitality for all WAFL clubs. This could then become an ongoing revenue stream for all clubs and be managed by a neutral management company for a fee.

All WAFL clubs should also be allocated their own Associates box to manage themselves as another reliable revenue stream or facility to entertain its major and potential clients.

RECOMMENDATION 4:

- 4.1 That WAFL Clubs initiate discussion with the WAFC for the allocation of facilities, including Associates boxes, when the new or upgraded stadium is completed.
- 4.2 That a suitable management structure is developed for the future use of Subiaco Oval facilities.

APPENDIX A

The chart below shows the Partners the AFL comp has aligned with.



APPENDIX B

3. Technology – Areas to consider:

- a) **Football Online Shop:** WAFC/WAFL to look at an online shop facility for all clubs to purchase products and equipment. This will have a revenue stream to help with funding of district programs.
- b) **WAFC/WAFL Club and District SMS Facility:** WAFC/WAFL to explore SMS messaging system for all district clubs to utilise for information flow. Also explore the revenue stream that sits with this technology.
- c) **Bluetooth Facilities at all venues:** WAFL clubs to look at Bluetooth capabilities at their venues. This would allow another avenue to communicate with spectators and members. This would also be used as a new revenue stream to the clubs (advertising etc).
- d) **Business Blog:** Blogs are a great way to share news and information quickly and easily without the need for clogging up already cluttered inboxes. A business blog can be used for updates on the latest issues facing the business or if somebody has found an interesting website or video so they post a blog about their find, or simply, it's someone's birthday and you want to let everyone know.
- e) **Centralized Club Database:** This would allow a broader reach of football to the whole State. It would also give WAFL a stronger presence in the community.
- f) **Training:** Full training of all appropriate staff in technology, this needs to be considered internally by WAFC and have an ongoing plan.
- g) **Business Wiki:** The WAFC/WAFL could use a Wiki internally to publish manuals, policies and staff manuals for quick referencing through the Wiki search system. Definitions of commonly used abbreviations and other football terms to assist people in understanding business terminology.
- h) **Phone Technology:** All clubs should look into a standard carrier for cost savings and other benefits. Also all clubs should have the ability to contact direct and transfer between. This then opens the door for conferencing and business meetings between clubs without meeting face to face.
- i) **Mobile Phone Technology:** Again all clubs should consider a common carrier as this will reduce costs and opens a number of revenue opportunities. (SMS, Downloads, Advertising, GPS Directions etc)

- j) **Online Conferencing:** There are a number of free web conferencing services where you can share your desktop, show slides, collaborate, chat, talk and broadcast via webcam with absolutely no download required for attendees. Some of the benefits are video conferencing / desktop sharing / online whiteboard plus many more features. Clubs can communicate with country staff and stakeholders easily with no extra costs involved.
- k) **Micro Blogging (Face Book, Twitter):** All clubs to monitor this form of marketing. These are very powerful marketing tools but can move very quickly to new mediums. An all in football approach will enable us to keep up with this technology.
- l) **Web Based Income:** This is a great opportunity for all clubs going forward. Income for the web should become a day to day part of business for all clubs and the WAFC/WAFL must work together to maximize this area of the business.
- m) **Photo Gallery:** Purchase/order facilities for game, club and player photos.
- n) **IT Infrastructure:** All WAFL clubs should be looking at a shared IT setup which is centrally hosted at a data centre to reduce club operating costs and add to security of data/emails and backups etc.
- o) **IT:** All WAFL clubs to have grounds set up with adequate IT connections from stats teams to coaches' box and internet connectivity to both. (This coincides with point 4 of the media recommendations Facilities.)

APPENDIX C

TIMELINE

RECOMMENDATIONS	TIMELINE	COST
Web Based Income	End of 2009	Nil
WAFC/WAFL Club and District SMS Facility	All venues set up by start of 2010 season. Depending on costs, cost analysis to commence end of 2009 season.	Waiting costs analysis from overview.
Bluetooth Facilities at all Venues	All venues set up by start of 2010 season. Depending on costs, cost analysis to commence end of 2009 season.	Waiting costs analysis from overview.
Phone Technology	Overview and recommendations end 2009, finalise by mid 2010. Implementation as contracts run out.	Waiting costs analysis from overview.
Mobile Phone Technology	Overview and recommendations end 2009, finalise by mid 2010. Implementation as contracts run out.	Waiting costs analysis from overview.
Online Conferencing	Roll out as IT program is implemented. Finalise by 2011.	Nil
IT Infrastructure	Overview and recommendations end 2009, finalise by mid 2010. Implementation as contract runs out. Aim to finalise by 2011.	Waiting costs analysis from overview.
IT	Overview and recommendations end 2009, finalise by mid 2010. Implementation as contract runs out. Aim to finalise by 2011.	Waiting costs analysis from overview.
Micro Blogging (Twitter etc)	Set up by start of 2010 season.	NIL