

Digital sportsclubs

DGI

A digital development in sports clubs is needed

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Agenda

1. A survey to 2.600 clubs – the digital status
2. How do clubs want to receive assistance?
3. Insights from 20 interviews with the digital lighttowers
4. DGI's upcoming strategy towards clubs
5. DGI cooperation with suppliers and innovators
6. Aggregated and open data – how do we move from theory to practice?

Collecting knowledge

Survey to 2.600 local sportsclubs in autumn / winter 2016

Answers from 500 sportsclubs raise *concern*

- 44% use Excel as member registration tool
- 59% NEVER use a planning wheel for coordination of the years tasks
- 69% NEVER shares documents in cloud
- 25% does not have a webpage
- 40% does not use Facebook (or other social media)

	The analog club	Digitally immature club	Digitally more mature club	Digital lighttower club (lighttowers show the way and give direction)
IT solutions	None	Few solutions e.g. Excell worksheet by the chairman	Different web-based solutions, not interoperable	Interoperable (connected) web-based user-friendly IT solutions
IT users	None	Depending on a single person	Several have access but not all uses	All relevant persons have access and uses the IT solutions
Workprocesses	Quite manual	Partly manual, but supported by IT	Partly IT supported selfservice solutions	Maximal self-service and automation
Clubs	77	198	158	22
Members	3.599	18.296	39.657	8.158
Average	47	92	251	371

More volunteers over 65 and fewer between 16 – 29 years.

Time spent on volunteer tasks is going down for all ages except +60

When asked;

"How do You prefer to be helped?"

1. Recommendation of well working IT solutions for clubs
2. Courses about using SoMe in sportsclubs
3. Online courses about the use of specific systems
4. Exchange of experiences with other club leaders

Structured interviews with 20 lighthouse clubs:

- What is the primary **reason**, that You have come so far in digital development?
The Daily Club management MUST be easier
- Describe **milestones**? **A member registration system** and **Facebook**
- What can other clubs learn from You? **Jump into it!**
- Which **consequences** have Your digital development had?
- Digital development improve the clubs brand in direction "more professional"
- More and other volunteers than usually
- Easier to cooperate and assign tasks
- More Members in Clubs that wants more Members – due to easier administration and Communications of new and flexible training offers. The Quality of the training offers is still crucial
- Better possibility to recruit younger club leaders and change generation in the leadership / club management

General insights from the lighthouse clubs:

- The driver is: make it easier for the leaders – reduce administrative tasks – this is successful and freed resources for general club development
- The clubs are surprised – and proud to be in top 20. Surprised because they thought their level of digitalization was average
- The club leaders show more courage than others. They introduce solutions without knowing all the consequences in form of changes in work processes
- When there is a club leader with a “professional” typology, IT competencies will come along the way
- The size of the clubs has importance but is not defining

Initial actions to support digital development in clubs in 2016 – 2017:

- Overview of qualified digital solutions for clubs (Flyer)
- New partners: Nenvagt, Plandisc and analyzing Assembly Voting
- Online courses and presentations
- Survey and report
- Preparing a digital test of needs

Testing the IT needs in clubs

Recommendations according to gap: status < > wanted

Dine og gruppens svar

Ledelse og organisation
Dine svar



Gruppens svar





DGI's upcoming digital strategy for sports clubs

Priority – employing an IT clubs consultant

Quality assessment of products and suppliers

More IT competencies in the general counselling / advising of clubs

The SMART club – a realistic vision!



The definition of DGI cooperation with suppliers and innovators

Technical quality of product

IT support on volunteers' terms

Stable on the market and financially solid

Co-creating with clubs and DGI IT

Primary customers preferred commercial

Open data – why? – why not?

National and organizational interest

- In 2012 the EU Commission estimated that Open Data had an annual potential up to 140 Billion Euro in the 27 EU countries, as a **fuel** in developing IT services
- As a National Sport-for-all Organization DGI must analyze in which ways (if any) Open Data can contribute to 25 – 50 – 75
- An Open Data strategy can conflict with:
 - other Organizational Strategies e.g. Digital Marketing Strategy, if it moves users away from organizational portals
 - Legislation about ownership and permissions to data
 - Resources to other strategic and crucial projects

Interesting Open Data segments

Possibilities and challenges

- The **club** – is available in CFR
- The unstructured sports **communities** – *challenge*: they prefer not to register!
- The **facility** – soon access via IDAN – thank You for this initiative!
- The **citizen**. A single ID would open a lot of possibilities for serving and helping citizens to more physical activity
- Training **possibilities** – Access is the key - *challenge*: either not digitized or digitized in many different systems

Aggregated and open data Moving from theory to practice?

Commitment from DGI

- Explore the possibilities connecting to IDAN database of Facilities
- Support CFR's capability in maintaining open data about clubs
- Cooperate in a process to investigate the added value in creating a national database with training possibilities
- Cooperate in efforts to link the public data about citizen and the training / sports domain