



SOFTBALL SOUTH AUSTRALIA

“A COVID crash course got me hooked and now SportsEye is proving to be a game-changer post-COVID”

James Harris, CEO

Initially, Harris saw an opportunity in the program to:

Help identify areas in the State for growth of Softball where the sport is either underperforming or has an opportunity for higher membership rates (using segmentation modelling and the predictive modelling ActiveXchange's Data Science Team put behind SportsEye)

Target high performing areas, as the data backed up, to be focus areas that his team could get a better understanding of delivery and deep dive into how and why they have a high level of success, with the end goal of being able to replicate what 'good looks like' across the state.

After a few conversations and the support of ORSR, a pilot program was in development stages, and Softball SA had a target area that SportsEye showed no softball competitions but a high predicted demand for the sport – a demand higher than some of our top-performing associations.

With this information, Softball Australia mapped out a consultation plan as the first stage right as COVID hit this time last year. It has left the sport with a precise understanding as to where next, particularly at a time when resources are beginning to build back up again but priorities need to be extremely focussed.

SOFTBALL SA IS USING SPORTSEYE TO PUSH FORWARD AND GROW THE SPORT



During COVID closures and restrictions the program was temporarily on hold through COVID, Harris still found uses for SportsEye.

National Partnership

“Conversations with Softball Australia's National Body were positive and there is interest in what can be achieved in South Australia's pilot program and potential interest in a National SportsEye account.”

Quick and reliable support through SportsEye

“I gave a simple request and got a response to say that I will receive an email from the SportsEye Team. Well, within a few minutes, David from ActiveXchange had contacted me and provided the data I was after. Simple, quick and easy.”

Grant Funding Letters of Support

“Using actual real time data to provide content to the letter of support – proving growth potential or evidence of a successful softball program in the region was extremely well received.” SportsEye now also couples growth potential with health and wellbeing social impact KPIs, translating traditional sport registration data into 'government language'.

1

New updates to the program

The updates to SportsEye provided greater insights into the capabilities, a great deep dive into relevant information for reporting, data analysis and planning.

2

Future of Sport pilot

“The Softball SA Future of Softball pilot is still a goal and I have a note on my whiteboard in my office that reminds me every day that this is a gamechanger for our sport and is in sight thanks to SportsEye and ActiveXchange.”

“In a nutshell, the plan is for the future of the sport – a boutique association run for participation, fun and social purposes. A non-traditional competition that if successful would be our blueprint to take on the road around the state, initially to support regional affiliates but then to also target areas that softball has a high demand according to SportsEye.”