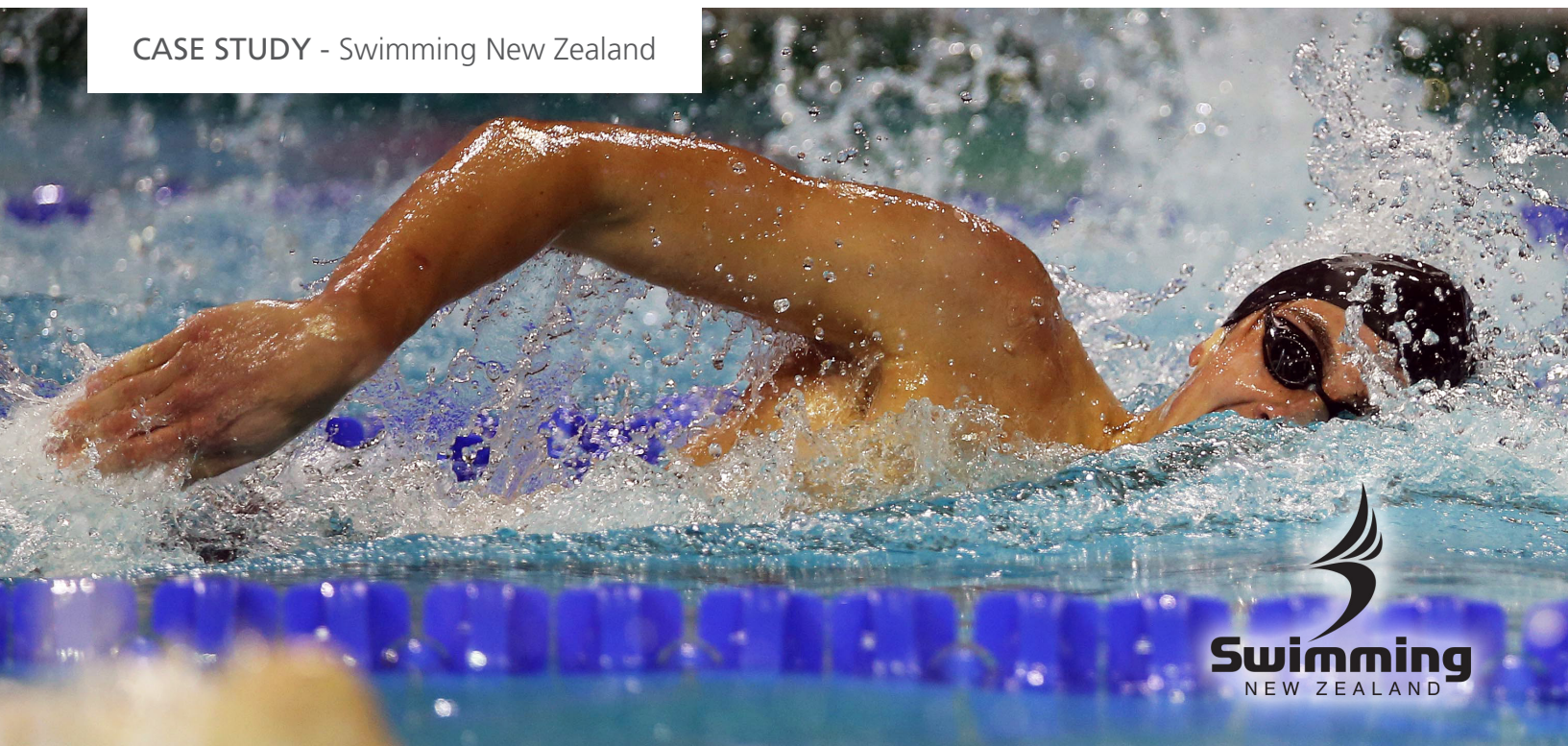


# STRATUM

*Black*

## Intelligent Membership Software for Sports

### CASE STUDY - Swimming New Zealand



## The Brief

In 2013, Swimming New Zealand (SNZ) selected APT Solutions' Stratum Black membership system to be the central system for membership management and communications. This was further to an independent review of the organisational systems and internal processes, which concluded with a strong need to select a new software solution.

Swimming is an extremely popular and multi-tiered sport in New Zealand, with many levels and stakeholders involved within it. With multiple processes associated with these layers, it was becoming increasingly time consuming for volunteers and employees associated with the sport. The existing systems in place enabled SNZ processes to be completed; however, they were disparate systems with multiple data silos lacking integration into one central repository. The need for a fully integrated solution to support processes seamlessly, reduce administration and enable SNZ to leverage data through a consistent reporting system was becoming more and more important.

In search for a solution that could deliver an effective,

integrated membership and results database, which would optimise their web and social media presence, Swimming New Zealand conducted a 'Request for Proposal' process, which was circulated to potential suppliers in the market.

Requirements for the new 'fully integrated' solution included a range of products, such as a brand new national and regional website design and build, along with an intuitive CMS to manage the websites and multiple club sites. Products also included an interactive member MyPage to equip members with a personalised and easy experience, plus a membership system that would provide consistency and real time management with the database for the many events run by SNZ every year.

“ APT stood out from other suppliers with their Stratum application being able to offer a user friendly and cost effective solution to issues facing SNZ ”

Kent Stead – Events & Membership Manager

“ Since the roll out of the system in July 2014 Swimming New Zealand has seen a 4% growth in membership and the organisation expect to see greater gains in coming years ”

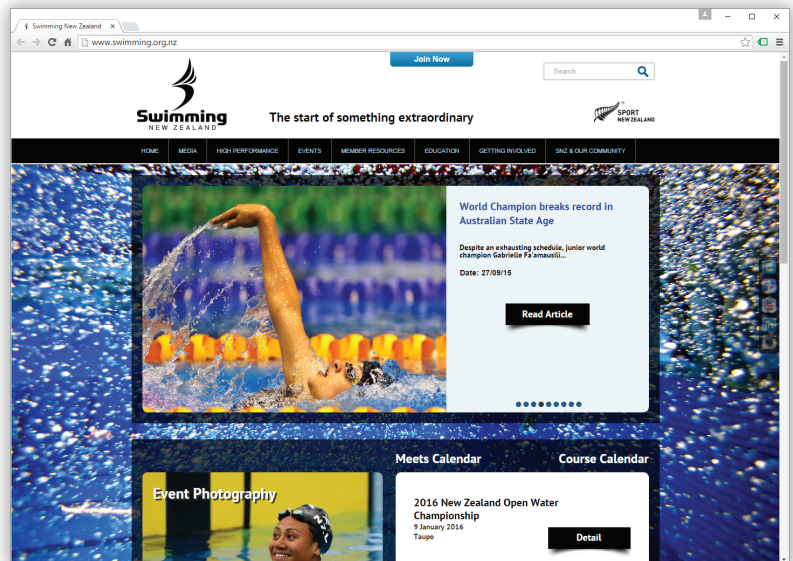
## THE SOLUTION

Through APT's strong track record, plus work already completed for sister organisation Swimming Australia, APT was selected as the supplier that "stood out from other suppliers with their Stratum application being able to offer a user friendly and cost effective solution to solve the issues facing SNZ". Swimming New Zealand quickly identified that APT Solutions would create a long term solution to resolve their issues, rather than short term 'work arounds' being applied.

The database, national website, club and regional websites provided by APT all had great benefits for Swimming New Zealand and the sport of swimming. The ability to offer a free website to their regions and clubs that integrates with the Swimming New Zealand database has allowed the sport, from a national to grass roots level, to streamline administrative processes and reduce costs.

Swimming New Zealand's Events & Membership Manager, Kent Stead said; "Having a member portal where any membership type can log in and update their information, engage in a course or event, find information from the national body, their regional or club has provided a first class means of swimming interacting with its members".

The new database has meant SNZ have been able to report more accurately on



their membership and also receive more of an understanding of who their members are. Since the roll out of the system in July 2014 Swimming New Zealand has seen a 4% growth in membership and the organisation expect to see greater gains in coming years.

Swimming New Zealand now has an integrated platform for members and member clubs, where updated information is collected centrally and in a single platform. Various functions that were previously handled by a number of platforms are all completed within the database, streamlining SNZ operation.

"We are now in a position to maximise the membership information that we are able to collect attracting potential sponsors and also steering our sport down a path to success" - Kent Stead.

APT Solutions pride themselves on the ability to adapt to a sport and ensure they fully understand the processes, disciplines and rules associated at the individual 'sport' level. Through their work with Swimming Australia, Swimming New Zealand could see that they had an in depth understanding of the 'sport of swimming' and the IT requirements associated with the swimming environment.

## ABOUT SWIMMING NEW ZEALAND

Swimming New Zealand is the National Sports Organisation (NSO) for competitive pool and open water swimming in New Zealand. Through its membership of Aquatics New Zealand, New Zealand is affiliated to the Federation Internationale de Natation (FINA) and the NZ Olympic Committee (NZOC). Swimming New Zealand also has an active role in the promotion of water safety, learn to swim, education and certification of swimming instructors and swim schools. Swimming New Zealand is a core member of Water Safety New Zealand.

Swimming is New Zealand's second most popular recreational activity with 30.2 percent e.g. 1,000,000 New Zealanders choosing swimming as their preferred activity (Sport NZ 2013/14 Active New Zealand Survey). New Zealanders swim for a variety of reasons including sport, recreation, and health benefits.