



SafeClub Online Sports Safety Risk Management Final Report July 2010

Research partners: Youthsafe
Football NSW

Background

The aim of this project was to reduce the number of sports injuries occurring at community sports clubs by extending the reach of an effective sport safety program (SafeClub) with the development of web-based material and information.

The specific project objectives were:

1. To understand the differing needs of potential, current and previous participants with regards to club administration and safety risk management.
2. To develop a website that meets the needs of community sports club administrators with regards to safety risk management using a consultative development approach.
3. To broaden the availability of safety risk management information and support to clubs in regional and rural areas.

Outcomes against objectives

- 1. To understand the differing needs of potential, current and previous participants with regards to club administration and safety risk management.*

To begin identifying the varying needs of club administrators with regards to safety risk management a consultation group was established in June 2009. The consultation group consisted of two sports club administrators, two state sporting organisation administrators and a Youthsafe representative. In addition to this group, NSW Department of Sport and Recreation agreed to provide input and feedback on the project during its development.

To refine the information needs the following activities were also undertaken:

- Survey and phone discussion with consultation group members.
- Verbal discussions with sporting clubs attending SafeClub training courses

- Evaluation surveys from sporting clubs attending SafeClub training courses with respect to further information and support needs.
- Meetings with various State Sporting Organisation representatives including NSW Rugby League, NSW Touch and Dragon Boats NSW.
- A review of available online sports safety resources to identify gaps as well as relevant resources for linking to the new site.

The above activities identified information needs for inclusion on the website including:

- Information on risk management
- Information on the SafeClub course and background research
- Examples of sports safety policies and activities introduced by other clubs
- Facts & figures on sports injury
- Links to existing online sports safety resources
- Links to other websites relevant to sports safety
- Resources such as sample action plans and sample policies in line with the resources provided during the SafeClub training.
- An 'ask an expert' section
- News and testimonials.

In addition, consultations confirmed that the website should be user-friendly, easy to navigate and should not require high levels of computer literacy.

The information generated in this stage allowed for the planning of a draft website and discussions were held with web-development contractors and quotes were obtained.

2. *To develop a website that meets the needs of community sports club administrators with regards to safety risk management using a consultative development approach.*

Website development specialist Istorm was contracted to develop the SafeClub website. To allow for future modifications to the site, in-house content management system 'Joomla' was used to develop the site. Joomla is a well-known, user-friendly content management system which allows easy ongoing maintenance by Youthsafe staff, many of whom are already trained in Joomla.

To support the work of Istorm, and to ensure the project ran to schedule, Zadro Communications were contracted to assist with developing content and electronic materials to include on the new site, including downloadable fact sheets and electronic content for the information sections of the site.

During the planning stage the domain name www.safeclub.org was purchased. A temporary static site was loaded to this address which filtered users to the Youthsafe site until the final site was launched.

In August 2009 a draft site was completed. At this stage the consultation group were

asked to review the draft site and complete a two- page survey. The main findings from this survey included:

- Stronger information was required on the benefits of the program for sporting bodies.
- Visual endorsements from higher-profile groups were needed to increase the sites credibility eg a section stating that the website is supported by NSW Department of Sport and Recreation
- Ideally the site should be promoted on sporting bodies website homepages, regional association websites, club websites, Department Sport and Recreation website and SMANSW site.
- Resources about alcohol (Good Sports), harassment (Play by the rules), sport specific policies (goalpost policy) and on different sports injuries would be useful to include.

Revisions to the site were made and a final draft was completed in September 2009. Again, consultation group members and the NSW Department of Sport and Recreation were invited to provide feedback. Feedback was positive and only minor changes were required.

Pre-launch usability testing was conducted with consultation group members and a representative from a regional football club in November 2009. Findings included:

- All consultation members identified that the site was targeting sports administrators. They felt that the look and the feel of the site would appeal to grass root sporting administrators.
- The homepage received positive feedback - all respondents felt that it was easy to navigate and there were clear headings that were easy to follow.
- Some members felt that there could be a better explanation of the benefits of SafeClub on the homepage. The homepage was updated based on this feedback.
- All respondents were able to identify who was behind the program and the supporting organisations. Having the support of NSW Sport and Recreation was seen by all members as being of great importance.

The SafeClub website (www.safeclub.org) was launched in mid January 2010.

Promotion of the site included:

- An email regarding the availability of a new online resource was sent to all SSO and NSW Peak Industry bodies. This email was sent through NSW Sport and Recreation to demonstrate their support.

- Email or phone contact was made with all previous SafeClub participants to inform them of the availability of the online resource
 - Contact was made through existing contacts at NSW Rugby League, NSW Football, NSW Touch and NSW Dragon Boats. A promotional story was posted on the NSW Football and NSW Dragon Boats sites.
 - Contact was made with Sport Medicine Australia NSW with a request to promote the website at their courses.
 - VicSport has put a link on their website to the SafeClub site.
 - A link was placed on the Youthsafe website homepage.
 - The site is being promoted at NSW Sport and Recreation 'Running Your Club' courses.
3. *To broaden the availability of safety risk management information and support to clubs in regional and rural areas.*

The SafeClub website allows sports club administrators to have access to safety risk management information 24 hours a day, 7 days a week from any location in NSW and indeed, the world. Since the launch of the site in January 2010 there have been a regular and consistent number of users to the site with significant peaks occurring after distribution of promotional emails. Specific outcomes include:

Usage statistics:

Usage data has been collected using 'Google Analytics' between the 4th January 2010 and 14th July 2010 (the website was launched on the 4th January). Google Analytics provides data on site usage, the pages most visited on the site and time spent on each page, among other things.

Since the launch there have been 997 visits to the site. 90% of visitors come from Australia. 73% of visitors have come via Sydney, 7% via Brisbane and 8% via Melbourne. 5% of visits are via non-capital cities throughout Australia, indicating that there is some reach into regional and rural areas.

The most popular pages viewed are:

- SafeClub training and upcoming course information
- Facts & figures
- 6 steps to safety

- Resources & links section

The average time spent by users on the site is 2.13 minutes with an average of 3 pages viewed per visit.

More recently, over the last month there have been 75 visits to the site with an average of 4 pages per visit and 3.45 minutes spent on the site per visit.

The most popular pages viewed were:

- Facts and figures
- Resources and links
- 6 steps to safety.

Usage trends

Recent figures indicate that most viewers to the site are now looking for resources and help with risk management rather than just looking for information about SafeClub training. The average time spent on the site and number of pages viewed by users has been increasing each month and many users continue to return to the site which indicates they are finding the sites resources of benefit. .

The “SafeClub Participant” section has been viewed by 25 users. This section can only be accessed by clubs who have previously attended SafeClub training. In the future some of the resources in this section will be placed in the ‘Resources and Links’ section on the site to increase accessibility for all users.

User evaluations

A short online survey has been set up on the website to find out more information about the sport administrators viewing the site, their location (metro or regional) and the reason for their visit. Ten people have completed this survey. This relatively low completion rates makes it difficult to evaluate website participation across all users however the following data was collected:

- **Sport** : 6 people - other sports, 3 people - soccer, 1 person - rugby league
- **Location**: 7 people- regional/rural location, 3 people- metro
- **Reason for visit**: 3 people- Access information on risk management & sports safety, 3 people- Register for SafeClub training, 3 people- Find out about SafeClub.

Some of the other feedback that has been received from users of the main section includes:

- The website is easy to navigate and has a good feel to it
- The ‘6 Steps to Safety’ section is really useful- it would be even better if there were templates provided for each step to help clubs get started.

- The resources found in the 'Resources and Links' section are useful. They cover a variety of issues in the game with downloadable resources.
- The 'Facts and figures' section provides some interesting statistics and facts on sports injury and participation.
- The section where clubs who have completed the course are listed with links to the website is useful- it also provides some incentive for clubs to complete the course.
- It would be great if more free resources & templates were added to the site- anything to help us meet our risk management needs would be really useful.

An online survey was unable to be set up for the "SafeClub Participant" section, however, feedback we have received from users of this section has been positive. Some of the feedback includes:

- Sample action plans are a really useful tool to refer to when developing action plans.
- The resources & proformas are extremely useful- especially the game day checklist and the sample letters to council.
- It is helpful having the ability to ask questions to the trainer online after the training.

Take up of SafeClub training and the SafeClub website

Most NSW sporting organisations have been happy to promote the SafeClub website to their clubs and associations. The number of users to the site has peaked significantly after distribution of promotional emails was sent to NSW sporting bodies. For example, 17th March-22nd March 2010 there were 453 users to the site after a promotional email was sent to NSW sporting bodies.

Football NSW and NSW Rugby League have continued to actively promote training courses to their clubs. NSW Dragon Boats are currently reviewing interest from clubs to determine whether a course will be run in August in Sydney and Orange. Individual clubs have expressed interest in the SafeClub course, however, sports safety resources, templates and the 6 steps to safety page continue to be the most popular pages viewed by users. These patterns need to be considered when looking at the future of the website.

Additional achievements

- The website has reduced the face-to-face training hours and cost of the SafeClub course. Downloadable resources which are available on the website are cheaper than the system previously used of providing a CD resource for SafeClub participants.
- The website provides an inexpensive marketing tool and source of information that interested clubs can access to find out more about the SafeClub program prior to registering.
- The website has allowed an ongoing relationship to be developed with previous participants and the site provides a place that clubs can share their successful stories with others. Clubs who have completed SafeClub training are acknowledged with a link to their website.
- The website allows clubs to 'showcase' their safety improvements and highlights the fact that improving safety is 'do-able' for community sports clubs. The Alexandria Rovers Rugby League club were 'showcased' on the website after winning a gold medal at the NSW Sports Safety awards.
- Regular updates (at least monthly) are made to the site - this allows clubs to stay up to date with sports safety news.
- Sports safety and risk management information can be accessed 24 hours a day which is of benefit to volunteers who do the majority of their sports club activities out of hours.
- Access to a variety of resources and links from various organisations can be made by accessing one site – this is of benefit to volunteers who are time poor.
- Clubs have access to ongoing support and advice from trained professionals.

Projected future of the website

The website's ongoing maintenance will be undertaken by Youthsafe. Youthsafe are committed to keeping the site active for the next 2 years and will revise usage and the benefit of the site at the end of this time. Google Analytics data will continue to be monitored to track usage trends.

Changes are planned for the site for the coming months based on feedback from data collection and users. The website will continue to have information on the SafeClub course, however, there will be more focus on the provision of new web-based materials and information to further support self-directed safety risk management activities within sports clubs.

Some of the changes include:

- 6 Steps to Safety page. 'How-to' templates linked to each step will be added to the page. This will help clubs set up their own risk management plan and increase their sports safety activities. Templates on topics such as hazard identification, risk assessment and risk management will be included.

- Popular resources and templates from the members section will be added to the main area of the site. This will allow greater access to these resources.

- SafeClub training resources will be added to the main section of the site to increase accessibility. Resources to be added include:
 - Sample action plans
 - Record of injuries form
 - Game day checklist
 - Sample letters to council
 - Factsheets on road safety

Funds usage

Expenses for this project have been in line with the budget. Costs have included contractor fees for the website development company (Istorm), domain name registration and hosting fees, contractor fees for the modification and development of electronic resources (Zadro Communications), as well as staff time and administrative costs. Please see attached Statement of Account for details.