

Executive Summary:

“Nothing in life should be taken for granted – especially someone’s love and dedication”.

This is especially true in sports, where fans are not merely people who root for a certain sports club, but they are often part of the club’s brand and identity, a hammock for the difficult times and in the end, the reason competitive sports exist.

Introduction:

AFL “New Fans” Squad 1 and C 1 is made up of 5 students. Our project proposal is to engage new fans (boys, girls, or even international people). it doesn’t have to be too costly to engage with a favorite club or player, but it is a long-term strategy to build a fanbase for the future. Visits to the clubs’ museum and stadium, organizing meets and greets, or game day can enhance the fan experience. This is a way to include an entire family in a club’s activities.

Squad 1, C1 is as follow:

Name	Student ID	Email	Project Role
Ali Saeed	214003103	saeedal@deakin.edu.au	Team Lead, create New fan sign up form,
Tahir shehzad	218171421	tahirsh@deakin.edu.au	coding, Marketing, Software application.
Whitten Gareth Alan	86193411	gwhitten@deakin.edu.au	Meeting unattendant (Apologies)
Rahul Biswas	218480489	biswasr@deakin.edu.au	Front end development, Data analyzing, Design web Page
Kiran Ojha	218588986	kojha@deakin.edu.au	Front end dev, Testing, User stories, Security Vulnerabilities.

Causes/effects:

The Australian Football League (AFL), currently consists of 18 teams, spread over five states of Australia. Children at ages of 5 to 12 may struggle with AFL rules, and they may wish to catch up with their favorite club and player. When it comes to attracting new fans, we could make our project interesting by adding on our project web page player videos, personalities, goals, performance. Advancements in mobile and social technologies have transformed how fans watch games and how they engage with their favorite players and teams, locally and internationally. New fans have an opportunity to follow up teams and favorite players by watching live matches with parents or on personal devices. International new fans miss matches by timing difference and can’t afford to travel to see AFL final matches or team club matches.

This project will develop a stronger, and more meaningful connection with new fans locally and internationally.

Proposed Solutions:

The modern-day audience prefers to consume sports content in a more snackable way on portable, interactive platforms. The likes of Snapchat, Facebook Live, Amazon Prime Video, YouTube and Twitter give rights holders a great opportunity to appeal to existing diehard fans and new, untapped audiences, and content must be molded to suit each platform of choice and each fan’s personal preferences.

Our project will target a new AFL fan. A new fan will seek to achieve points by liking favorite player or club, and other ways to gather points. After achieving a certain amount of points, a new fan may receive a reward such as signed ball or favorite player signed t-shirt. The new fan can have opportunity to meet and greet with his favorite player by correct guessing the goals of club players in current season.

Young fans must be signed up under their parent’s guidance. They can see or get email notification by:

- Favorite player or club

- Favorite player data and latest interviews internationally visits
- Latest news of favorite player and goals scored
- Chance to get free match tickets, autograph from favorite player, club membership

Required Resources

Data from AFL

Supervisor

Dr. Robert Dew

Robert.dew@deakin.edu.au

03 52272602

Tribe Leader

Jesse McMeikan

Jesse.m@deakin.edu.au

03 92468975