



SONZ CRM Implementation - Club Update #2

SONZ is implementing a Customer Relationship Management (CRM) system called Sporty. This update should be read in conjunction with SONZ CRM Implementation – Club Update #1, sent to Special Olympics Club Chairs on 17 September 2024, which provides an overview of what Sporty will mean for SONZ and clubs.

Online Registrations

Sporty online registration forms will replace the existing SONZ registration forms. These registration forms are club-specific – the submitted information flows through to the relevant club's database where the athlete/volunteer profile lives.

The new forms are;

- **New Athlete Registration Form**
 - Only completed in full by new athletes
- **New Volunteer/Unified Partner Registration Form**
 - Only completed in full by new Volunteer/Unified Partner
- **Athlete Medical Declaration**
 - Completed every 4 years
 - When an Athlete needs to renew their medical, they are sent a link to the Medical Declaration – this is distinct from the full registration form
 - The SONZ Athlete Medical Certificate (still a standalone document) is uploaded via this form
- **Police Vetting**
 - Completed every 3 years
 - When a Volunteer/Unified Partner needs to renew their police vetting, they are sent a link to the Police Vetting form – this is distinct from the full registration form
 - This online form replaces the paper Police Vetting forms that SONZ has previously used; the volunteer enters the equivalent details directly into the online fields.

Key change: When renewing a medical or police vetting, do not complete a full registration form.

Re-registration

The implementation of Sporty will see the introduction of an annual re-registration process for athletes and volunteers. This will support SONZ and Clubs to retain accurate athlete/volunteer details, accurate records of active participants year-on-year and develop a stronger understanding of participation metrics and trends. It will also enable Clubs to identify and include any other reminders or information for their members going into a new year.



How

- At the beginning of a new year, Clubs can send a re-registration link to their members. This is easily generated within Sporty.
- All athlete/volunteer details from the previous year are pre-populated in these forms – members are not completing forms from scratch. They need to check details are correct, edit if required and submit.
- There is also an option for the Club themselves to “roll forward” a member who is re-engaging in the new year.

CRM & Accessing Information

Each club will have access to their own database which includes all their athlete and volunteer profiles/details. Information can be readily accessed in various formats. For example, clubs can;

- Export and print lists with key details (athlete name, emergency contact etc)
- Print an individual’s profile information and/or medical information

Timeframes

When	What
27 September – 7 October	Online registrations will be unavailable while the system is being upgraded. For urgent enquiries, please contact Kylie on admin@specialolympics.org.nz
7 October	Sporty will replace GMS as the “source of truth” CRM for all SO athletes and volunteers. Clubs do not yet have access to their respective CRMs at this point.
7 October	Sporty Online Registrations replace the existing SONZ registration forms.
Mid-October	The online registration working group will be piloting the CRM functionality and providing feedback prior to rolling out to all SO clubs. This is to ensure a greater understanding of the user experience for clubs, with any modifications occurring before all clubs gain access.
November	Sporty training session for all Clubs. Following the training, clubs will gain login details to Sporty and can commence accessing their CRM, with support from SONZ staff.
2025	Re-registration of all SO athletes and volunteers commences via Sporty



Website & Transition Period

- No registration forms will be available online from 4pm Friday 27 September - Monday 7 October, while the transition is made to Sporty.
- A new Registrations page will be in place from Monday 7 October with;
 - Explanations of the new registration processes
 - Links to the Club Update documents and FAQs
 - A link to the new Sporty registration forms
 - The new SONZ Athlete Medical Certificate
- Paper versions of registration forms will no longer be available
- Paper Police Vetting forms are no longer required
- The Volunteer Driver Form is no longer required from a SONZ perspective. Clubs may opt to utilise such a form to support their own processes. The Driver Form will be available on the [Club Resources page](#)
- The following forms will also be moved to the [Club Resources page](#) – Athlete Information Sheet; Athlete Medication Checklist.;

Medical Form

We have updated the Special Olympics New Zealand Athlete Medical Certificate, following feedback from numerous clubs, input from the online registration working group, and consultation with health practitioners. This includes the Certificate being able to be signed by a Nurse Practitioner.

The existing SONZ Medical Certificate (dated January 2013) will continue to be accepted until the end of 2024. From January 2025, the new SONZ Medical Certificate (dated September 2024) must be used.

GMS

GMS will continue to be used for its primary purpose as a Games Management System – to produce programmes for SO events, and store records of participation/results in SO events. Entry processes for events do not change.