

CASE STUDY

Winnipeg Community Sport Alliance

Beyond Technology:

Winnipeg Community Sport Alliance acquires online registration solution that aims to benefit the growth of the local sports community.

The Vision

“Sport organizations across Canada are realizing that they can no longer work independently” said Gerald Ouellette, Chair of the Winnipeg Sport Alliance, “This is the whole concept behind the Sport Alliance and why it exists. If all the sports work together, everyone benefits. By pooling resources, we are collecting better, more informative data, which ultimately results in better information and stronger cases when validating decisions for new facilities, funding and resource allocation by the City”.

The Winnipeg Community Sport Alliance (WCSA) is a non-profit, volunteer directed organization whose purpose is to help community sport organizations work together to strengthen sport delivery in Winnipeg. The WCSA’s proactive vision is all about sport organizations working together for the betterment of sport as a whole throughout the community.

Ouellette sums up the essence of the registration project: “The goal is to take strong empirical data to make initiatives happen”.

*“If all the sports work together,
everyone benefits”* *Gerald Ouellette*

The Challenge

“We all knew there was a better way” said Amanda Daurie, Regional Manager of the WCSA.

For as long as community sports have been around, registering participants into sports programs and consolidating membership data has been a great challenge for the volunteers that make community sports possible.

SUMMARY

The Vision

Use technology to streamline the registration process, centralize data and collect actionable information for the WCSA and their membership.

The Challenge

Go to the market and find a capable, flexible technology partner to meet the unique registration needs of the WCSA and its member sport organizations and sport partners.

The Solution

- Pointstreak identified as best fit as a technology partner
- Willingness to customize technology to suit unique registration needs a key factor in winning the business
- Pointstreak carefully listened to needs of WCSA and understood the long-term scope of the project
- Scalable, multi-sport and cost effective registration solution designed for WCSA

Applicable Products



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With over 77 different sport organizations in Winnipeg, it currently takes Amanda almost a year to collect the information she needs. Spotting a trend towards the use of technologies that streamline and improve the registration process, Amanda and the Board at WCSA saw the need to do their homework and get ahead of the curve.

“Online registration provides a more efficient way of registering for sports” continues Daurie, “So on behalf of our members, we went to the market to source out the best partner that could meet our collective registration needs”. Ouellette continues, “Not a lot of the companies we spoke to felt that they could manage an online registration project like this because of the scale and flexibility necessary, however Pointstreak jumped at the opportunity to listen to the needs of the individual sports as well as Winnipeg Community Sport Alliance's goal of centralizing data.”

What was unique about the Winnipeg Community Sport Alliance is that they needed to work with a partner that not only could meet the registration needs for the larger participatory sports like Hockey, Football, Soccer, Basketball and Baseball, but also be flexible and cost effective for growing sports like Speed Skating and Synchronized Swimming. “Pointstreak respected all the aspects of our Online Registration project in a way no one else did.” said Ouellette.”

“We all knew there was a better way”

Amanda Daurie



The Solution

After researching a number of different companies, ranging from local firms to large registration vendors, the WCSA felt Pointstreak was the best fit to meet their unique needs. “One of the major factors in our decision to go with Pointstreak was their willingness to cater to our specific needs and goals, rather than telling us what their system could do” said Daurie, “Throughout the process, Pointstreak asked detailed questions and performed a thorough ‘Needs-Analysis’ for the WCSA in order to get an in-depth understanding of the organization currently and the goals they hope to achieve in the future”.

“This is going to be a long-term relationship that would involve a lot of different sports and organizational needs. We wanted to make sure we chose a partner that understood that the scope and volume of this project would be much larger in the future. We felt immediately that Pointstreak could handle both the technology and the long-term needs of the WCSA” recalls Ouellette.

“The result was that Pointstreak made a commitment to the Winnipeg Community Sport Alliance’s needs that were discussed during the analysis to ensure that the Online Registration project would be a success. They were able to provide a scalable, cost-effective solution to ensure all community sport organizations and sport partners that make up the Sport Alliance had access to leading-edge technology to streamline registration”.