

From Manual to Integrated

Clubs Queensland's Website Transformation Streamlines Operations and Enhances User Autonomy

OVERVIEW

Clubs Queensland, the foremost representative body for more than 1,200 registered community clubs across Queensland, champions the industry by advocating against unfair practices, offering member services, and fostering growth through mentorship and engagement.

Central to its mission, Clubs Queensland aims to supply services and information to enhance club engagement and sustainability.

PROBLEM

Queensland's website was not user-friendly, required IT help for content updates, and event registration and payment processes were overly complex. This forced members and sponsors to depend heavily on Queensland staff for assistance.

Staff across departments, particularly in Workplace Relations and Compliance, were bogged down by manually addressing basic inquiries and requests for help, leaving them less time for mission-critical tasks like processing work court cases.

These manual processes, an outdated website, and a lack of self-service options limited engagement with members and sponsors and increased the staff's workload, diverting their focus from strategic initiatives.

AT A GLANCE



INDUSTRY

The peak industry body for all registered and licensed community clubs throughout Queensland.

SOLUTION

iMIS

MEMBER SIZE

1,200+ clubs
100+ sponsors

WEBSITE

clubsqld.com.au

PARTNER

integr8tiv

“ iMIS is how we handle our membership engagement and renewals, events, invoicing sponsorships, our website and CRM...we use iMIS for everything really, it works for us. ”

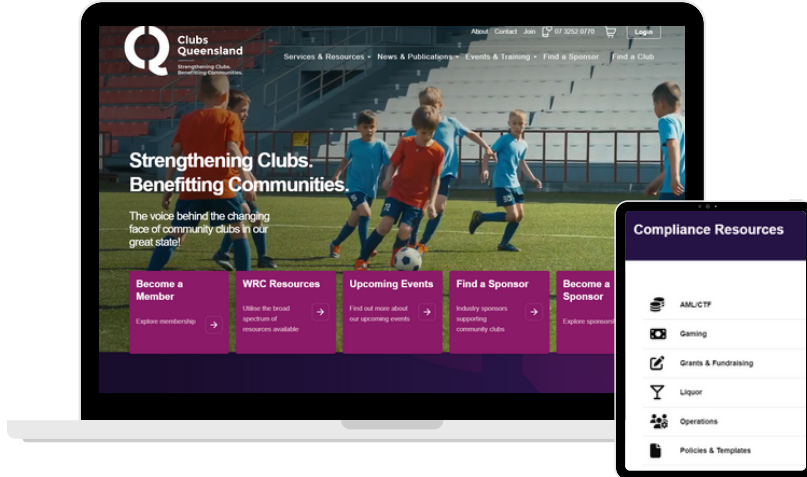
- Kerri Hutchison, Membership and Systems Specialist, Clubs Queensland

SOLUTION

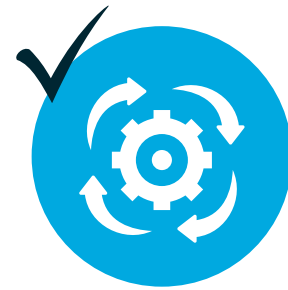
Since the website upgrade, Queensland automated event registrations and sponsor invoicing, significantly easing manual workloads and freeing staff to pursue strategic objectives. Additionally, non-IT staff members can easily create and edit various website features without the assistance of IT to configure and maintain a modern and engaging website.

This digital transformation introduced a user-friendly interface with member and sponsor self-service features, enhancing engagement and giving members and sponsors greater control over their interactions. Moreover, new specialized tools, especially for the Workplace Relations and Compliance team, have streamlined compliance management, lightening administrative loads.

This holistic upgrade has not only made operations more efficient but also enriched the experience for members, sponsors, and staff alike.



THE IMPACT



Streamlined event and invoice processing



A user-friendly, modern website staff can edit without IT



100s of manual labor hours saved

“It's made a huge impact - Our new iMIS site takes a lot of pressure off our staff. The site is now engaging and encourages self-service for users to find important resources, easily book and pay for events online, edit their information, etc., all automated through iMIS®.”

- Kerri Hutchison, Membership and Systems Specialist, Clubs Queensland