



SUNS

CASE STUDY

Playbk****

Who

The Gold Coast SUNS is a professional Australian rules football club that competes in the Australian Football League (AFL). The club fields AFL Men's & Women's teams.



Pain

Continued demand and expectation to build greater connection with their community as a start-up franchise moving into an establishment period.

CHALLENGE ACCEPTED



Problem

Creating authentic fan connection across a large geographic region covering over 3 million km² with limited player availability and a time poor workforce.



Solution

The SUNS required an online solution that could connect and activate fans at scale across schools, academy's, coaches, and the wider community.

SUNS Learning is a customized Learning Management System (LMS) and is home to a suite of player and coach led online products designed to deliver authentic impact.

 **WATCH SOLUTION VIDEO**



Results

SUNS Learning continues to trailblaze with world-class online learning products across leadership & character development in schools, youth fitness, teacher professional development and more.

The LMS generates accurate data that benefits future product development and subsequent revenue streams for the club.



Key Wins



**SUNS
Owned**
LMS Asset



**5,000+
new fans**
[53% female]



15+ minutes
average time
per session



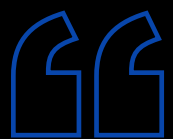
**500%
increase**
in player touchpoints



**In-person
activation**
(stadium & games)



\$1 = \$10
invested return



The SUNS Learning ecosystem brings measurable efficiencies for our players, whilst also improving our workforce capacity to deliver programs, I highly recommend Playbk Sports to teams committed to delivering authentic impact with their fans.



MARK EVANS

CEO



[!\[\]\(a870788d6ed9b8fd294b7654a8c8526b_img.jpg\) **WATCH INTERVIEW**](#)



Interested in building more avid fans through immersive online learning?

Contact playbksports.com/contact/
or scan the QR code below.



Playbk