

The Essential LMS Planning Toolkit for Australian Sports Organisations

Trusted by organisations like



Introduction

Welcome to *The Essential LMS Planning Toolkit* by Playbk Sports!

If you're reading this, chances are you're looking for ways to **elevate how your sports organisation educates, engages, and connects** with its audience through a modern Learning Management System (LMS).

At Playbk Sports, we've worked alongside leading sports organisations across Australia, and we've seen the common pitfalls firsthand – **choosing an inflexible system, underestimating content development needs, and failing to engage key stakeholders early in the process**. These challenges can result in **higher costs, lower engagement, and inefficient learning experiences**.

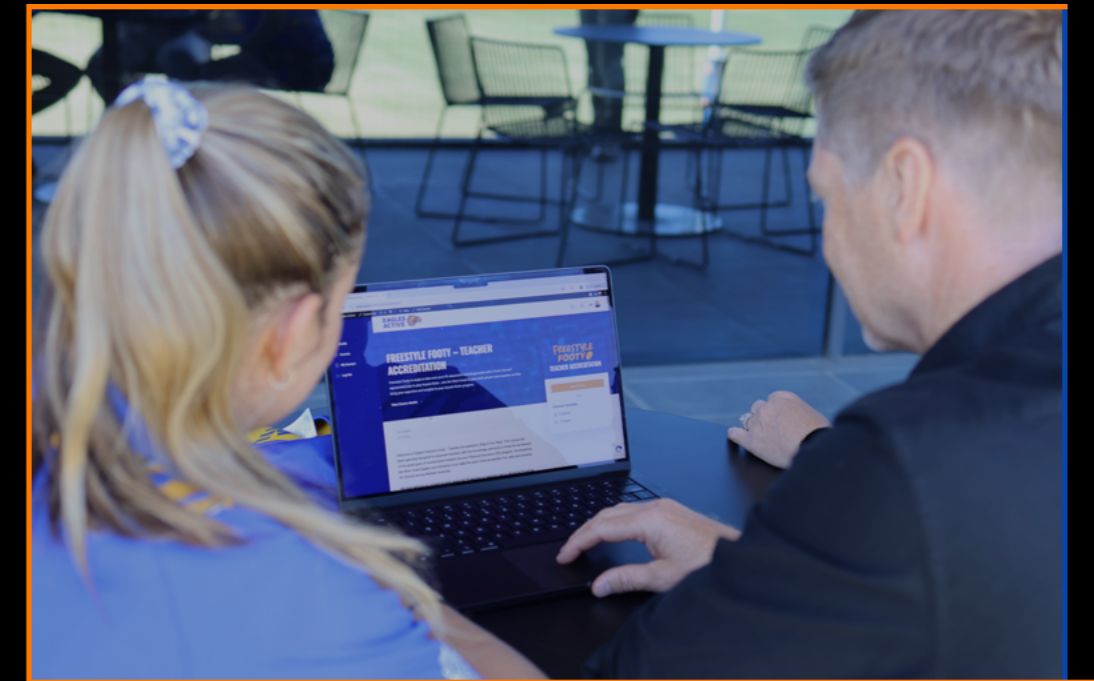
That's why we created this toolkit – to provide a **strategic, step-by-step approach** to LMS planning, implementation, and optimisation. Whether you're transitioning from an existing provider or launching your first LMS, this guide will help you make informed decisions to achieve measurable success.

Inside, you'll find **expert insights, real-world examples, case studies, and actionable steps** to make your LMS journey smoother and more impactful.

Let's get started!



Jon Shepherd
CEO, Playbk Sports



Defining Your LMS Goals



Identify Strategic Objectives

Enhance participation, fan engagement, talent development, community outreach, coach education, digitalise static resources.



Clarify Measurable Success Metrics

E.g., % increase in user engagement, course completion rates, total time on platform.



Establish Audience Segments

Schools, students, academy athletes, coaches, fans (corporate, new or long-standing members)



CHECKLIST

- ✓ Define the primary goals of your LMS.
- ✓ Identify key stakeholders and user groups.
- ✓ Establish performance benchmarks and KPIs.

NOTES

Large grey rectangular area for taking notes.

Choosing the Right LMS Platform

2

Key Features to Consider

- ▶ User-friendly interface.
- ▶ Mobile compatibility.
- ▶ Customisation options for branding.
- ▶ Integration with existing systems (CRM, membership, payment gateways)
- ▶ Ability to scale with growth.
- ▶ No per-seat restrictions or excessive costs per seat
- ▶ Hosting solutions that support cost-effective expansion (AWS-backed hosting for reliability and scalability).

! Pro Tip

Ensure the platform supports data analytics for performance tracking.

📋 CHECKLIST

- ✓ Evaluate the usability and accessibility of the LMS.
- ✓ Confirm compatibility with existing systems.
- ✓ Ensure scalability without per-seat limitations.

💡 EXPERT INSIGHT

🗨️ Choosing a scalable LMS from the start can save both time and costs later.

Damian Hecker
COO, Playbk Sports

NOTES

Content Planning & Creation

3



Types of Content

- ▶ Talent development (players, coaches, staff, and volunteers).
- ▶ Interactive learning modules.
- ▶ Quizzes and assessments.
- ▶ Gamification elements and leaderboards for enhanced engagement.
- ▶ Video-based learning and scenario-based training.

Best Practices for Engaging Content

- ▶ Use bite-sized, mobile-friendly content.
- ▶ Incorporate gamification and interactive features.
- ▶ Blend self-paced, live learning and hybrid options



CHECKLIST

- ✓ Identify content needs and audience preferences.
- ✓ Develop a structured content roadmap.
- ✓ Plan for periodic content updates.

NOTES

Implementation & Launch Plan

- ▶ **Develop a Project Timeline:** Break it down into phases with milestones.
- ▶ **Assign Key Roles:** Identify project leads and support teams.
- ▶ **Conduct Pilot Testing:** Run a limited release to test platform performance.
- ▶ **Stakeholder Involvement:** Engage key decision-makers and early adopters.



NOTES



CHECKLIST

- ✓ Define implementation phases and responsibilities.
- ✓ Conduct user testing before full-scale rollout.
- ✓ Establish a support and troubleshooting plan.



Pro Tip

Involve key stakeholders early in the process to ensure buy-in and smooth adoption.

Transitioning from an Existing LMS Provider

Switching to a new LMS can be daunting, but with the right plan, it can be seamless and beneficial.

Assess the Need for a New LMS

- ▶ Does your current system lack flexibility, data or integration capabilities?
- ▶ Are costs increasing due to per-seat licensing?
- ▶ Are users struggling with poor UX or engagement rates?

Playbk Sports Differentiators

- ▶ **Client-owned software model** – Unlike traditional SaaS providers, Playbk Sports allows full ownership of the technology stack.
- ▶ **No per-seat restrictions** – Clients are not limited by licensing fees, promoting unlimited growth.
- ▶ **AWS-backed hosting** – Scalable and cost-effective hosting designed for long-term performance.
- ▶ **Customisation options** – Branding, integrations, and tailored features to suit your organisation’s needs.

Pro Tip

Document your current LMS’s strengths and weaknesses before making the switch to ensure a smooth transition.

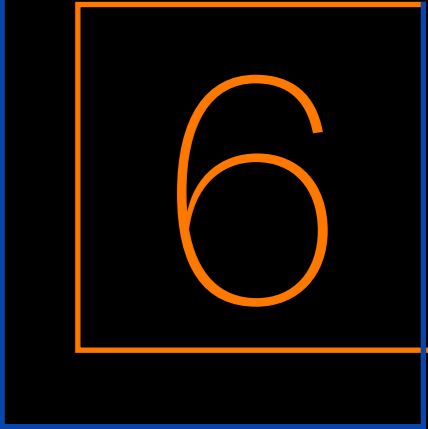
NOTES



CHECKLIST

- ✔ Conduct a full audit of the current LMS’s limitations.
- ✔ Identify data migration requirements and ensure no loss of critical content.
- ✔ Plan communication strategies for staff and learners during the transition.

Tracking & Optimising Performance



Key Metrics to Monitor

- ▶ Course completion rates.
- ▶ User feedback and satisfaction scores.
- ▶ Engagement duration and retention rates.
- ▶ Regular analytics for decision-making.

Continuous Improvement Strategies

- ▶ Regularly update content based on analytics and user feedback.
- ▶ Implement marketing and commercialisation strategies to enhance ROI.
- ▶ Create a roadmap for new feature integrations and platform enhancements.

! Pro Tip

Performance tracking should be ongoing to ensure your LMS meets evolving needs.



CHECKLIST

- ✓ Establish reporting dashboards with regular access to analytics.
- ✓ Plan for quarterly or annual performance reviews.
- ✓ Keep stakeholders engaged with insights and success stories.



EXPERT INSIGHT



Data-driven insights are crucial for measuring LMS success and ensuring continuous improvement.

Jon Shepherd
CEO, Playbk Sports

NOTES

Large empty grey area for taking notes.

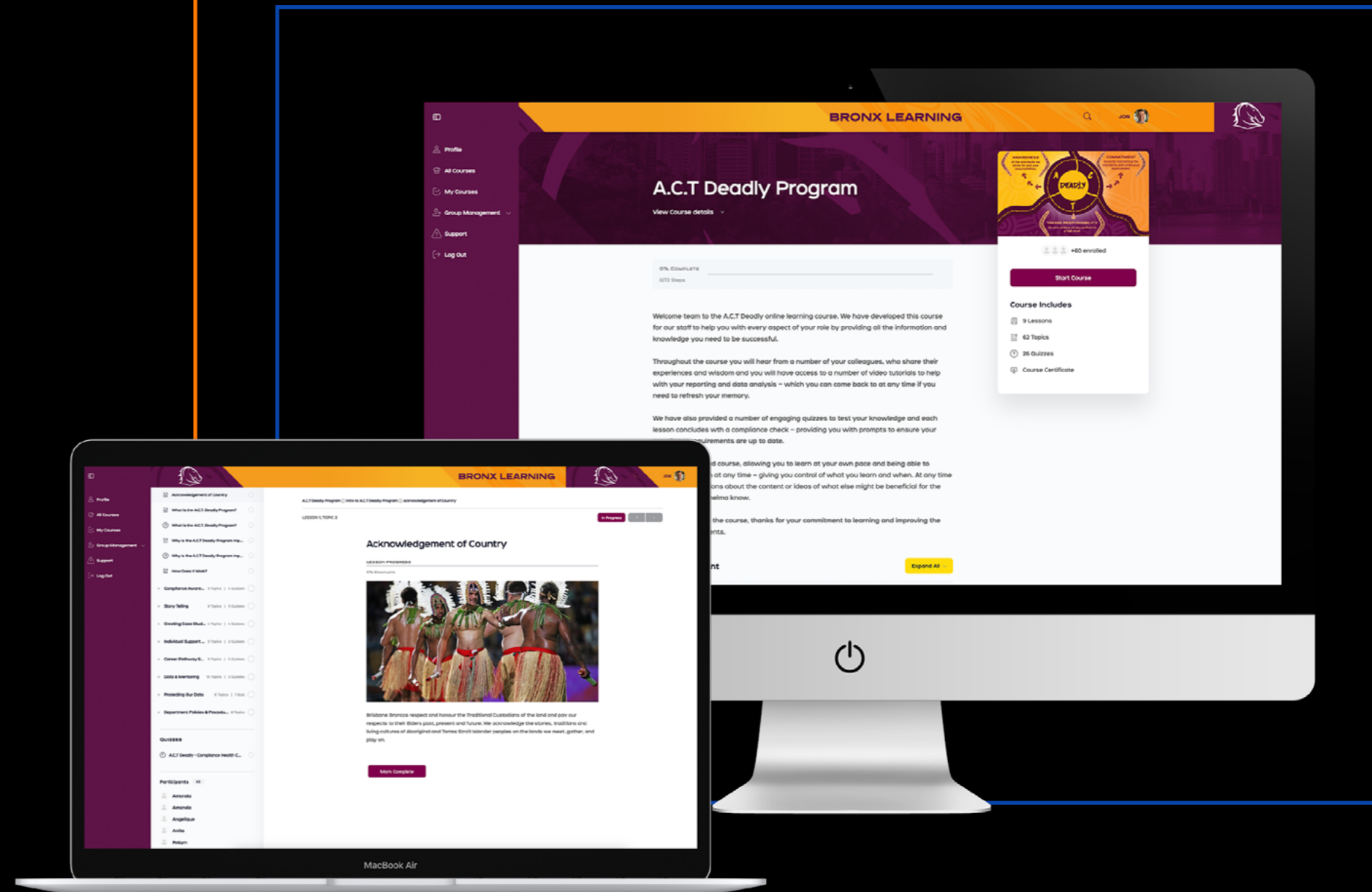
Conclusion

By following this toolkit, sports organisation can implement a powerful LMS that drives education, engagement, and long-term success. A well-planned LMS strategy ensures that your organisation remains adaptable, scalable, and focused on delivering real value to users.

Ready to transform your learning strategy?

Contact Playbk Sports today for a free personalised consultation!

Connect with us on socials



Executive Overview

What Sets Us Apart

Since 2015, Playbk Sports has partnered with Australia's leading sports organisations to deliver innovative eLearning solutions, specialising in schools, coach education, and academy pathways to engage, educate, and drive growth.

Why We're Different



**LMS
Ownership**



**Curriculum
Aligned &
Accredited**



**End-to-End
Personalisation**



**Australian
Sports
Specialisation**

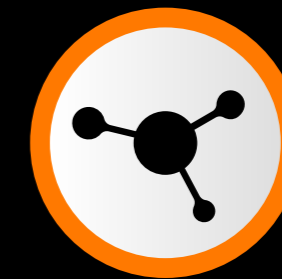
Who We Work With



**Elite Teams
& Leagues**



**National Sporting
Organisations
(NSOs)**



**State Sporting
Associations
(SSAs)**



**Visionary
Leaders**

Trusted by Industry Leaders



Case Study

Delivering Nationwide Impact with Inclusive Sport Academy

CHALLENGE

Delivering Inclusive Education Nationally

- ▶ Special Olympics Australia needed a scalable solution to provide consistent, high-quality education to stakeholders spread across diverse regions.
- ▶ Geographic barriers and the need for personalised education made traditional in-person methods unsustainable.

SOLUTION

A Customised LMS by Playbk Sports

- ▶ **Accessible Anytime, Anywhere:** Ensuring inclusivity and engagement for all users.
- ▶ **Tailored Content:** Focused on the unique needs of Special Olympics programs.
- ▶ **Interactive Tools:** Gamified elements and quizzes to drive engagement.

RESULTS

The LMS delivered measurable impact:

- ▶ **20 bespoke eLearning courses:** users spending an average of over 15 minutes per session.
- ▶ **9,500 users:** Average 71% course completion rate.
- ▶ **Approved funding:** Australia Sports Commission Play Well Grant Program and Gallagher.



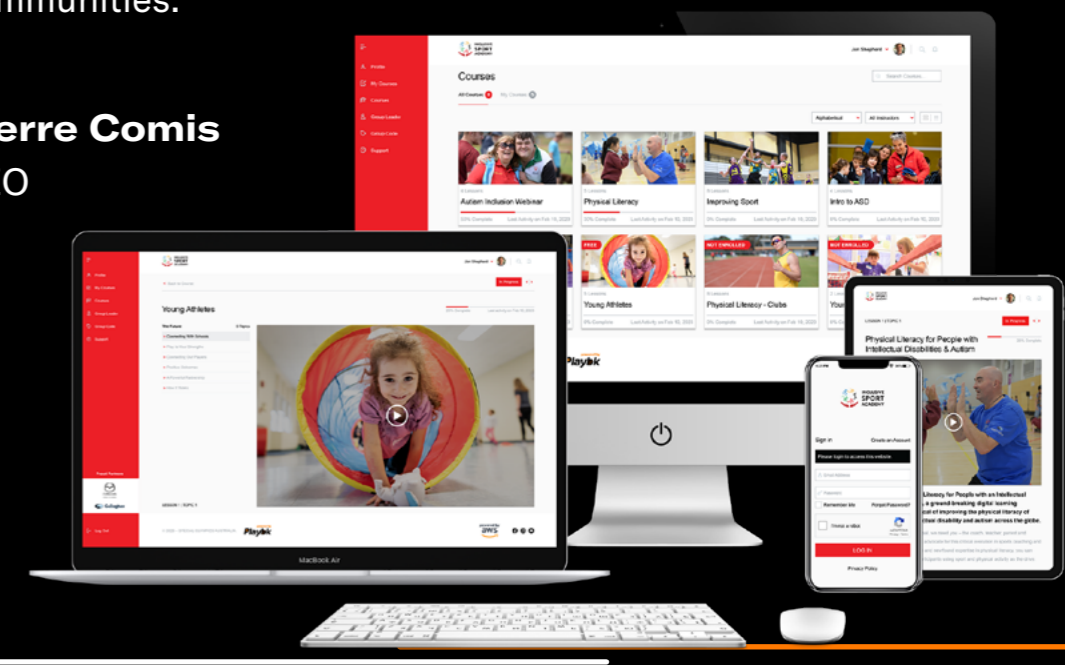
Special Olympics
Australia



The Inclusive Sport Academy has become our go-to digital platform to connect and educate over 9,500 coaches and volunteers nationwide. Playbk Sports has been instrumental in helping us achieve 90% learner satisfaction and real learning outcomes that positively impact our communities.



Pierre Comis
CEO



Case Study

Driving School Engagement and Enhancing Academy Development

CHALLENGE

Strengthening Player-Fan Connections in a Competitive Sports Market

- ▶ The Gold Coast SUNS needed a scalable solution to increase engagement between players and fans while extending their community reach.
- ▶ Limited physical interactions and regional barriers required a digital-first approach to foster meaningful connections.

SOLUTION

A club owned LMS and commitment to engage students and teachers

- ▶ **Inclusive Design:** Tailored for schools and young athletes to drive participation, leadership and wellbeing.
- ▶ **Scalable Delivery:** Accessible across Australia, breaking geographic barriers.
- ▶ **Player-Focused Content:** Engaging videos featuring SUNS athletes and coaches to inspire participants.

RESULTS

SUNS Learning LMS has delivered remarkable outcomes:

- ▶ **500% Increase in Player-Fan Touchpoints:** Enhanced engagement and interactions.
- ▶ **Nationwide Reach:** Enabling 7,500+ students, teachers and Academy players.
- ▶ 2024 brought **642 hours of eLearning engagement:** Equivalent to 257 AFL games or 11 full AFL seasons.



SUNS Learning is more than an LMS—it breaks barriers and empowers communities. Playbk's solutions create opportunities far beyond the field, delivering quality results I fully endorse.



Mark Evans
CEO



What Our Valued Partners Say



Combining our football and community expertise with Playbk's specialised approach to sport and education is inspiring the next generation of Eagles throughout Western Australia.

Don Pyke
CEO



Playbk Sports has been instrumental in leading the development of the AusBike Digital program. In collaboration with their team's expertise, we've developed engaging content aligned with curriculum standards, empowering children aged 8 to 12 with essential bike riding skills and knowledge in a fun and interactive manner.

Marne Fehner
CEO



Bullets Assist LMS, powered by Playbk Sports, has transformed basketball training across Queensland. Playbk's expertise ensures we're connecting athletes and educators while making high-quality development accessible everywhere. I highly recommend their team for delivering innovative, impactful solutions.

Mal Watts
CEO



Through our partnership with Playbk Sports, we're extending our impact in classrooms by enabling sports organisations to connect with teachers and students more effectively.

Edward Filetti
CEO





Unrivalled Fan Engagement



CONTACT US



SCHEDULE CONSULTATION

