

Case Study

The National Rugby League



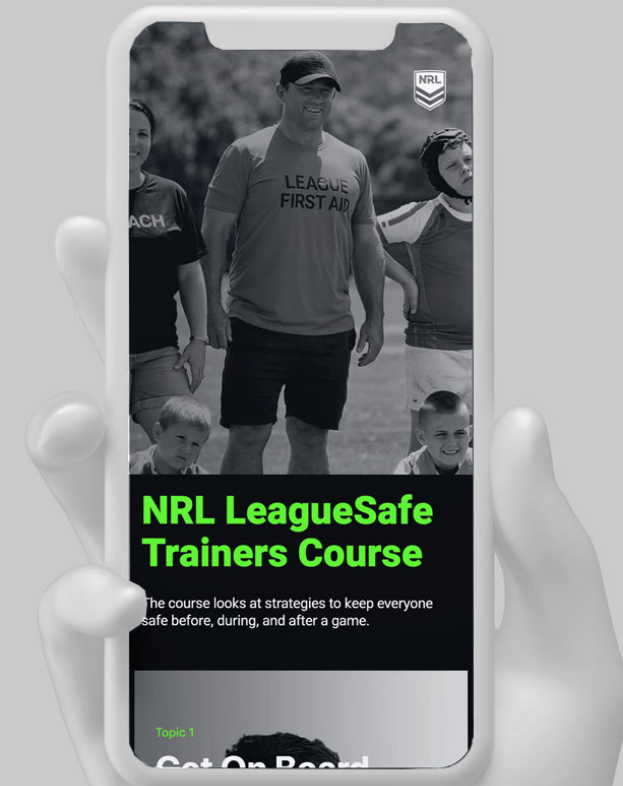
A holistic learning management experience for Australia's national rugby league.

The Customer

- The National Rugby League (NRL) is the world's premier rugby league competition run by the Australian Rugby League Commission.
- It is the second biggest professional sporting association in Australia and is the dominant sport in the states of New South Wales and Queensland.

The Challenges

- The NRL needed to reinvigorate its NRL Learning Centre, which provided training for coaches, referees, trainers and volunteers.
- The Learning Centre also offered accreditation programmes for aspiring NRL referees and LeagueSafe: an online safety awareness course for parents and volunteers at children's games, which was designed to help create a healthy and safe rugby league environment for young players.
- Instead of using an LMS the organisation were using an outdated Content Management System (CMS) which at the back end did not give users much autonomy over their content or integrate effectively with the league's membership database.



The Solutions

- Our solution was the implementation of a new LMS to combine the functions of the two previous systems it was using.
- The new system enables users by giving them greater control over content, certification management, and syncing with the membership database
- The system consists of an interactive e-learning programme using Imc's Chatbot framework, with options for all experience levels. The programme contains scenario-based learning modules that account for different personality types and the challenges they present at games.
- The Coach Reaccreditation and Referee Training programmes are now also using IMC technology to provide an entertaining and informative journey to users. The new system allows users to learn through a variety of real-world scenarios that best fit their interests (for example, age-appropriate training for children or teenagers). In addition, each learner has access to video examples of real-life, correct and incorrect performances.
- As part of the redevelopment, we reinvigorated the referee-accreditation programme with real game footage and used an authoritative subject matter expert (SME) Kasey Badger, to attract referees from all walks of life.

The Advantages

- The solution offered a clear overview of the right course for all skill levels, from novice to experienced.
- The chatbot option provided an easily navigable layout for course progression.
- The new experience offered personalised course tracking.
- Handy features were included to increase the user experience, such as automated alerts when accreditations were up for renewal



About The National Rugby League (NRL)



The National Rugby League (NRL) is the world's premier rugby league competition run by the Australian Rugby League Commission.

It is the second biggest professional sporting association in Australia and is the dominant sport in the states of New South Wales and Queensland.

With sixteen teams in Australia and New Zealand, the NRL is synonymous with Australia's sports culture and is the best-attended rugby league in the world.

It was founded in 1998 as a merger of two competing leagues, but its roots reach right back to 1908.



An engaging and effective digital solution for the organisation's target market

Rugby has deep roots in Australian sports culture. But like all contact sports, it carries the risk of injury without proper coaching and refereeing. NRL has always recognized the importance of safety and qualified coaches, and it has numerous ambitious training initiatives for coaches, referees, and parents of young players.

The NRL Learning Centre administers training courses to address issues including age-appropriate coaching skills for children's teams; parents' roles in contributing to a healthy playing atmosphere; and teaching coaches and trainers what not to do as well as what to do.

NRL's Learning Centre faced some major challenges in reaching out to its target market for training. The software they were using was poorly suited to their needs. Instead of a dedicated learning management system (LMS), they were using a passive content management system (CMS), which did not have the capability for users to interact with it. The platform did not provide a suitable degree of control over the course content, and did not let them manage their membership database or track their certifications. It also proved more difficult than it should have been for prospective coaches and volunteers to find the right courses to take.

The NRL joined forces with Imc to develop an engaging and effective new LMS to address these concerns.



An interactive digital experience for safety awareness

The NRL's online learning centre has three accreditation paths. The Referee path is for aspiring professional referees, while Coach Reaccreditation and LeagueSafe are for parents and volunteers.

LeagueSafe is a safety awareness course for volunteer trainers. It provides for the minimum requirement for entering the field of play during a game under NRL policy. It covers everything from handling emergencies to setting a positive example for young players. LeagueSafe is especially well suited to parents who want to get involved in supporting their children's teams.

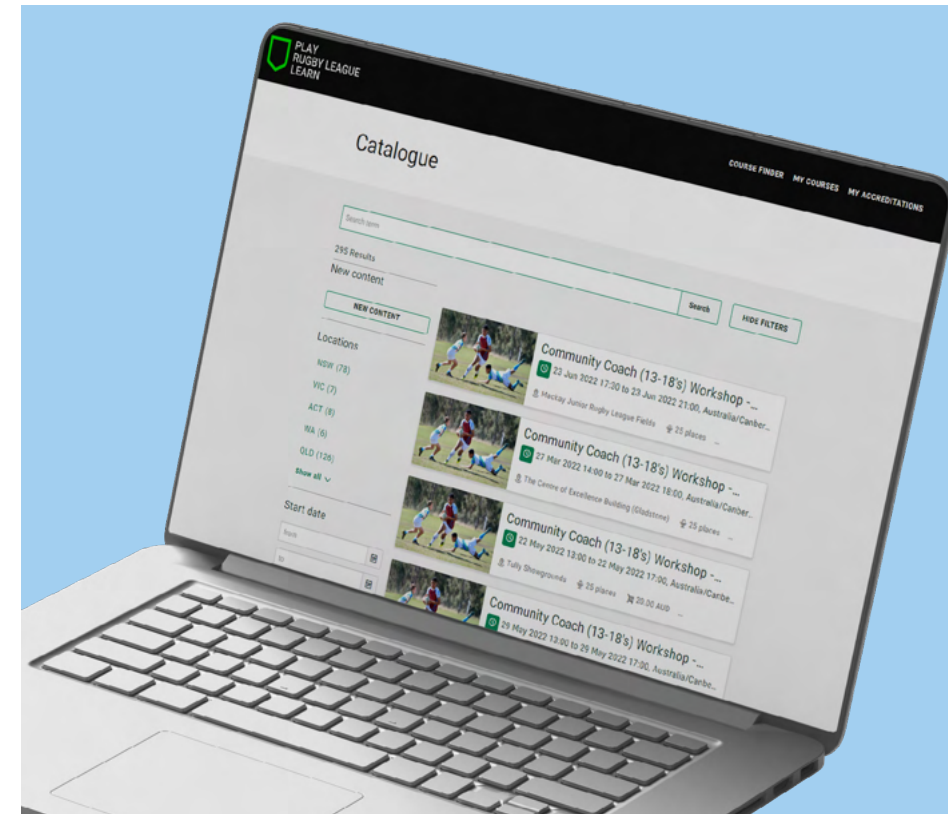
Among the challenges at hand was detailing the role of a LeagueSafe trainer in a way that was engaging. Many new volunteers are unaware of their limited responsibilities in the field, most notable being that they are not qualified first-aid providers.

LeagueSafe is designed to ensure that they are fully equipped to perform their appropriate duties. But under the NRL's old system, too many users were failing to find their way around the programme and which compromises the full potential of their training.

Using imc's Chatbot framework, LeagueSafe now provides an easily navigable, conversational method of learning all about the trainer's role.

The scenario-based approach includes interactive steps which include features such as reactive videos, a live chat with a variety of players and parents, and a series of what-would-you-do questions based on frequent real-life game situations.

With the Chatbot, users have access to a guide throughout the training process, as well as detailed assistance through the videos and other media elements. They learn everything they need to know about game safety, handling difficult parents and fans, and setting a good example for the players.



An informative journey for coaches and referees

The Coach Reaccreditation and Referee Training programmes now also utilise LMS technology to provide an entertaining journey for users.

The system interacts with users, who learn through a variety of real-world scenarios that best fit their interests. Each learner has access to video examples of real-life performances that are correct and incorrect.


With an entertaining and interactive framework, we have proven that learning never needs to be boring. Each user has a variety of real-life examples to choose from in learning the rules and how to apply them.

Each module of training ends with an incentivised reward for completion. In the referee programme, the reward is a piece of a referee uniform; and when all modules are complete, so is the uniform.

Because NRL has had problems with high dropout rates in the past, the referee module also emphasises that referees are drawn from many walks of life and that all are welcome additions to the league.



Rewrite the way we learn



About imc

imc has been working with organisations across the private and public sectors for over 23 years to redefine the way that learning is designed and implemented through a combination of technology systems and tools, content and strategy.

More than 1,200 commercial enterprises, government organisations and educational institutes with over 5 million users around the world rely on imc's holistic and bespoke solutions.

We are located at 12 offices around the world with 300 employees to serve your complex requirements. imc focuses on supporting organisations where learning is key to the business performance and viability, beyond a feel-good measure and a nice-to-have.

Contact us now

imc information multimedia communication Pty. Ltd.

Level 5, 20-22 Albert Road
South Melbourne, VIC, 3205,
Australia
T: +61 (03) 9820 5500
www.im-c.com/au

imc worldwide

Germany (Saarbrücken,
Essen, Freiburg, München)
Australia (Melbourne)
UK (London)
Austria (Graz)
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