



2026 BBNZ AGM · MAY 2026

# GameDay Update

Business operations, what we've delivered, and what's coming next.

# About me — Daniel Smith



Daniel Smith

GENERAL MANAGER · GAMEDAY

Sports tech & admin **lifer** — 15+ years building the platforms that run community sport.

- **15+ years** of leadership across commercial growth, partnerships, and SaaS sales in global sports tech.
- Started at **SportingPulse**, then **IMG Sports Technology Group** — the businesses that became GameDay.
- Previously **GM at Team App**, leading operations for 4 years; prior to that, global Business Development.
- **MBM-qualified**, with state- and national-level basketball coaching and leadership experience.

# Partner-centric, collaboratively guided & strategically aligned

Since stepping into the role, our team has aligned on a clear, structured plan for how we operate internally — and how we engage with partners like BBNZ — to drive stronger communication, efficiency, and shared success.

## Open & Transparent

No surprises. Clear visibility into roadmaps, timelines, and trade-offs.

## Cross-Functional Collaboration Collaboration

Product, support, and partnerships moving as one team — not silos.

## Strategic Speed

Move quickly where it matters; deliberate where it counts.

## Meeting Focus

Every conversation has a purpose, an owner, and an outcome.

## Data-Driven Decisions

Real partner usage and feedback shape every prioritisation call.

# Support that delivers.

## 94.4%

CSAT SCORE

Customer satisfaction

## 0.6 hrs

AVG RESPONSE TIME

Across all partner tickets

- **Overall ticket volume is down** compared to the same period last year.
- **Response times and CSAT scores have both improved** across all partner channels.
- **Support backlog initiative;** a focused effort to clear backlog, with an enhanced process to keep partners in the loop.
- **New ticketing system;** a rebuilt platform that gives both the submitter and our team better visibility, context, and resolution speed.

# The current GameDay ecosystem.

## Membership

- Mass data capture
- Fully branded forms
- Member profiles & management
- Organisation hierarchy
- Comprehensive reporting
- Automated messaging
- Transaction & payment history

## Competitions

- Multiple competition types
- Automated fixturing
- Competition tables
- Team & player management
- Transfer & disciplinary
- Live scoring
- Venue management

## Schedule (Officials Management)

- Appoint match officials
- Appointment notifications
- Manage availability
- Officials communications

## Courtside (Live Scoring)

- Live scoring (Basketball)
- Team selection & team sheets
- Post-game management
- Real-time stats capture

## GameDay View

- Business intelligence, real time
- Participation, retention, growth
- Interactive dashboards
- Benchmark vs. previous years
- Inclusion & diversity insight
- Regional growth analysis

## Stack Commerce

- Elite eCommerce solutions
- Powered by BigCommerce
- Commerce Dynamics (Shop & Auctions)
- Fundraising platforms

## GameDay App

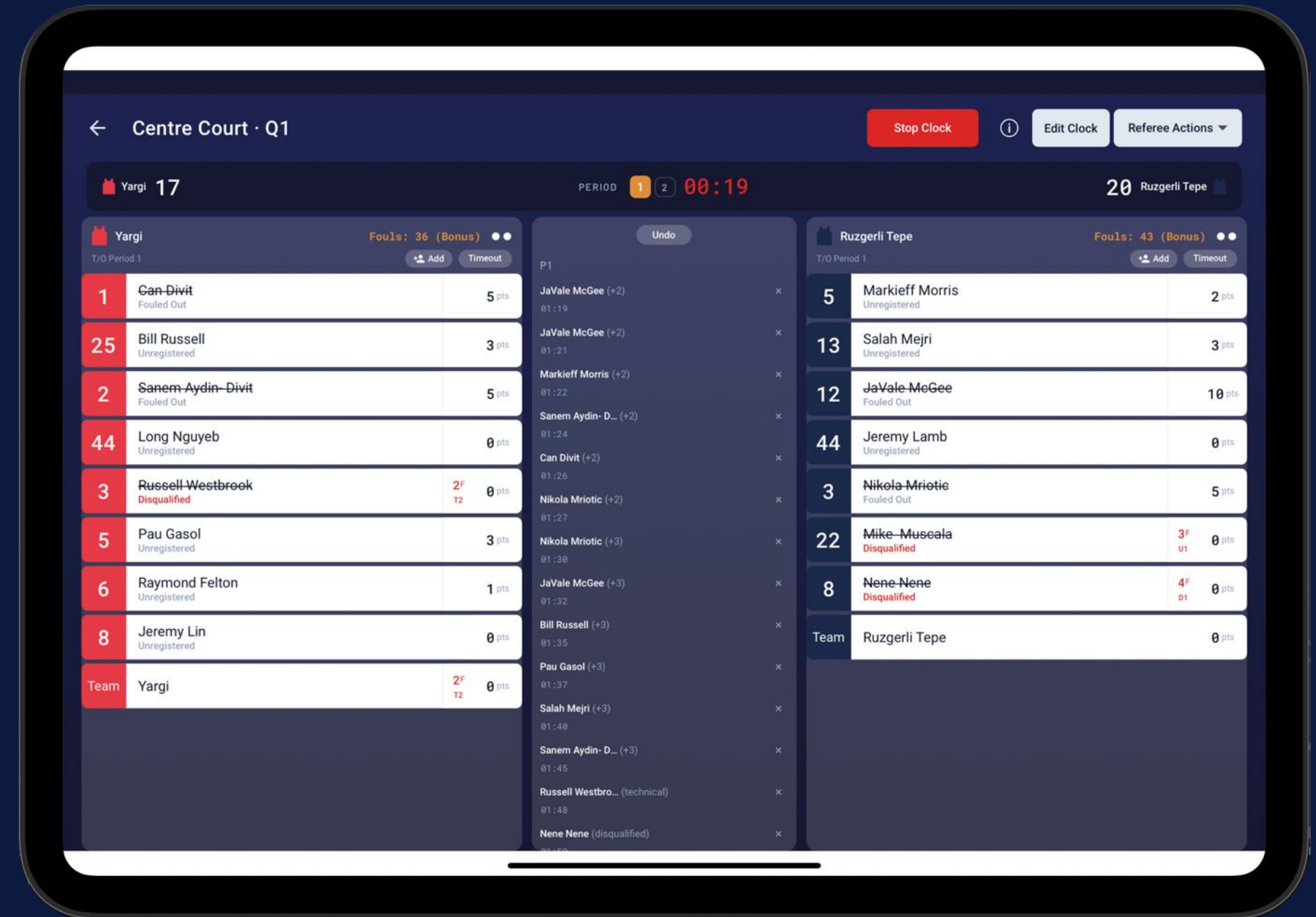
- Fixtures & results
- League tables & ladders
- Player statistics
- Push notifications

## Web CMS

- Custom-build websites
- News & events panels
- Match Centre integration
- Sponsor & partner sections

# Courtside enhancements

- **Live scoring of matches;** data shared into the mobile app experience in real time.
- **UX/UI overhaul;** a redesigned scoring experience built around how scorers / officials actually work courtside.
- **Play-by-play in-platform;** every action visible in real time, with the ability to correct mistakes on the fly.
- **Tablet & mobile scoring;** the full scoring flow optimised for whichever device an official has on hand.
- **Simplified scoring mode;** score a match without players or individual stats. Built for younger age groups, a previous gap for BBNZ associations.



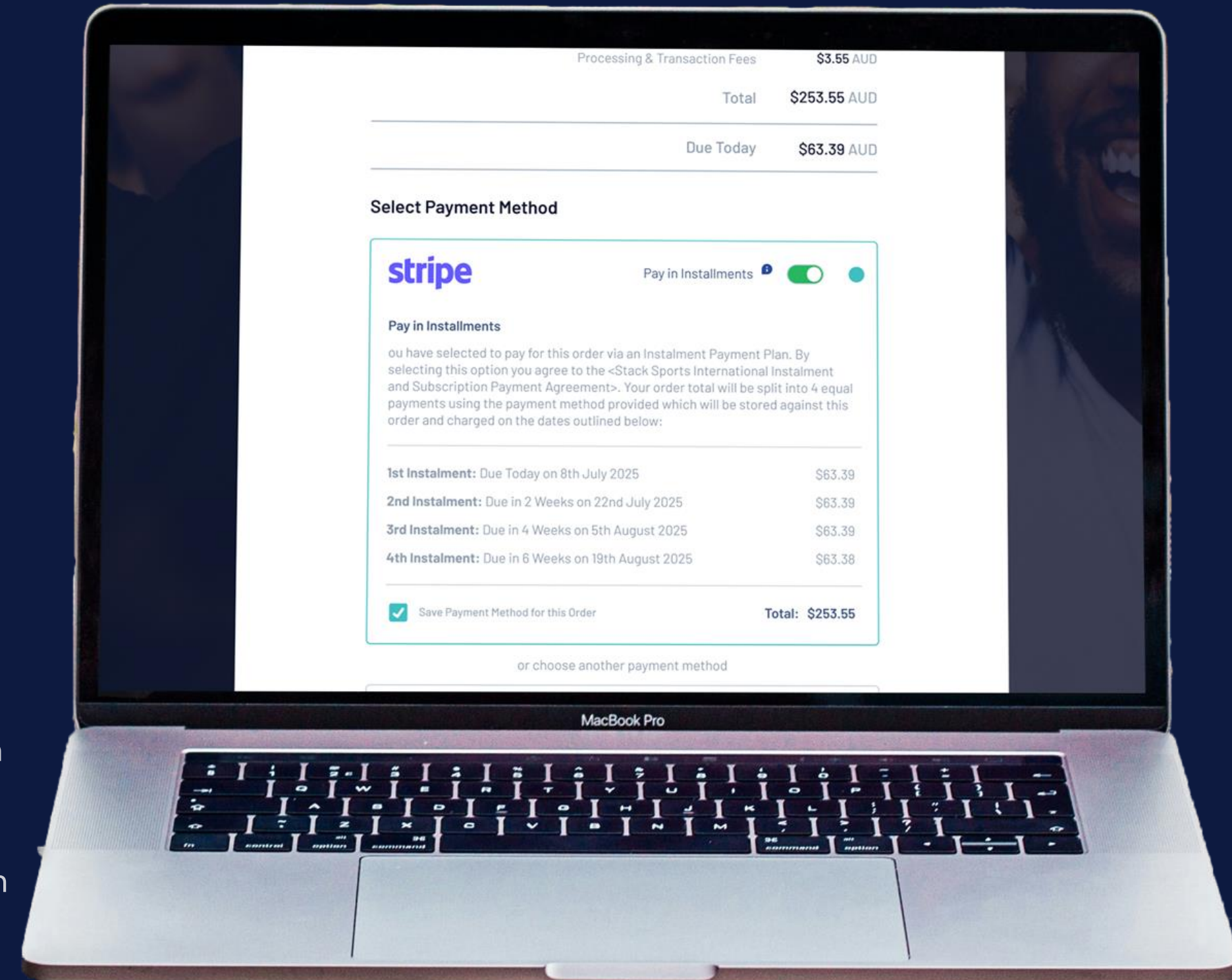
# Assign Products



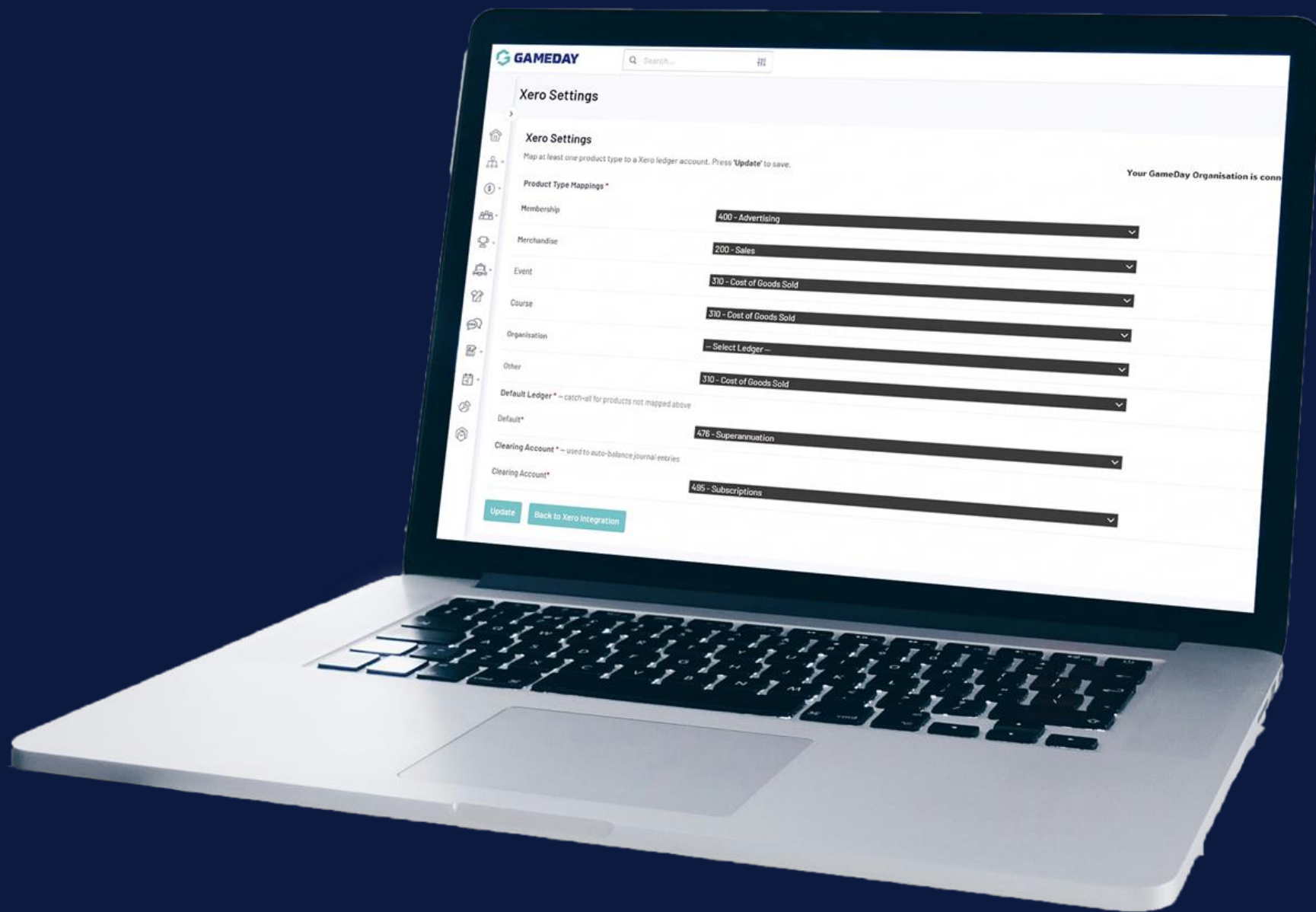
- **Allocate any product** to a member for payment; no registration form required.
- **Seamless Stripe checkout;** the member receives an email with a direct link straight to the payment screen.
- **Assign to individuals or groups;** players, coaches, teams, programs, seasons, or even a saved report.
- **Customise the email** sent to members, with branding and context that matches each association / clubs.
- **Track payment history;** who's paid, who's still outstanding, all in one view.

# Instalment Payments

- Offer instalment plans on products collected through Passport registration & payments.
- Pay upfront or over time; admins choose **14 days × 4** or **30 days × 6** at product creation. More cadences to follow based on partner feedback.
- Stripe handles the credit card processing, with members notified ahead of each scheduled instalment
- Members and admins can both update card details mid-plan if needed
- Failed-instalment reporting for admins to manage within their own business rules
- Mixed carts supported; national fees collected upfront, association & club fees on instalments.



# Xero Integration



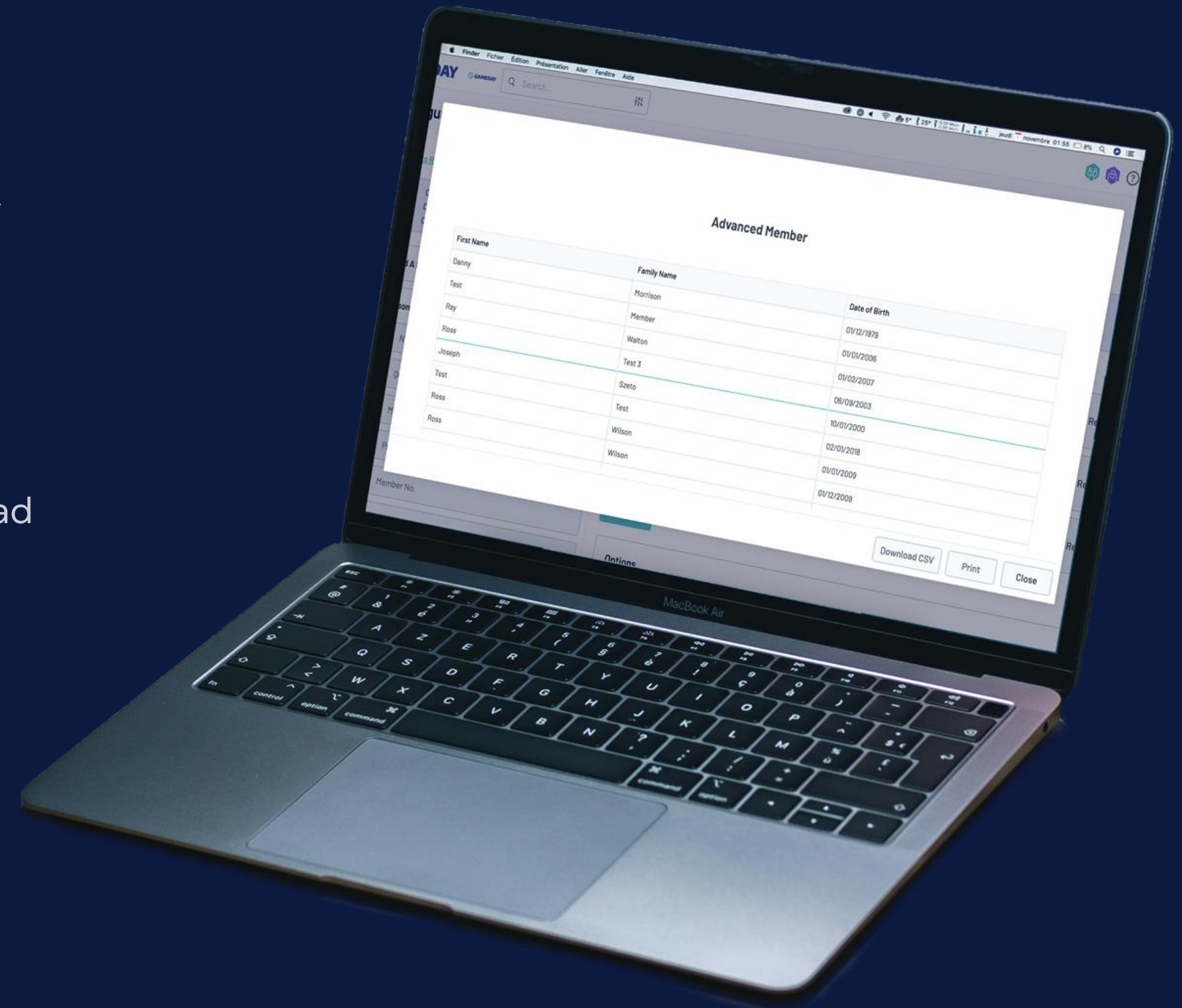
Eligible GameDay organisations can **auto-sync settlement payout data** into **Xero**, cutting manual reconciliation and lifting financial accuracy for finance teams.

- Assign product types to specific Xero accounts via the **ledger mapping** process
- **Weekly settlement payouts** appear in Xero, in the correct accounts
- **No manual data re-entry** for settlement entries
- **Clear audit trail** and error visibility back in GameDay
- Currently **under partner test** ; whole-of-sport rollout scheduled **end of May**

# Reporting Enhancements

A round of focused reporting improvements, driven directly by partner feedback.

- **Same-window reports;** no more new tabs cluttering the browser.
- **Live status visibility;** see exactly where a report is in its load cycle.
- **One-click print** straight from the report screen.
- **Downloads to your Downloads folder;** fewer clicks, less friction.
- **Large reports now load & download** reliably; no more system time-outs



# Other Recent Improvements

## SECURITY

### One-Time Password & MFA

Organisation-controlled Multi-Factor Authentication across the entire hierarchy.

## REPORTING

### Hierarchy Report Copy

Copy a saved report down to lower levels of your hierarchy in a single action.

## DASHBOARDS

### Custom Date Picker

Pick any date range for dashboard reporting; flexibility for finance & ops cycles.

## FIXTURES

### Fixture Syncing Widget

A lightweight widget to keep fixtures in sync across embedded surfaces.

## DISCOVERY

### Improved Club Finder

A faster, more accurate club search experience for members and prospects.

## REGISTRATION

### DOB Check vs. Competition

Members can only register into competitions where their date of birth meets the stipulated range.

# What's Coming In Q2 / Q3 / Q4

## Business Intelligence Enhancements

Richer dashboards, faster queries, deeper benchmarking across sport.

## Integrated Club Store

Dedicated shopfront with merchandise in one place — powered by Stripe.

## Modernised Fixtures, Results & Ladders

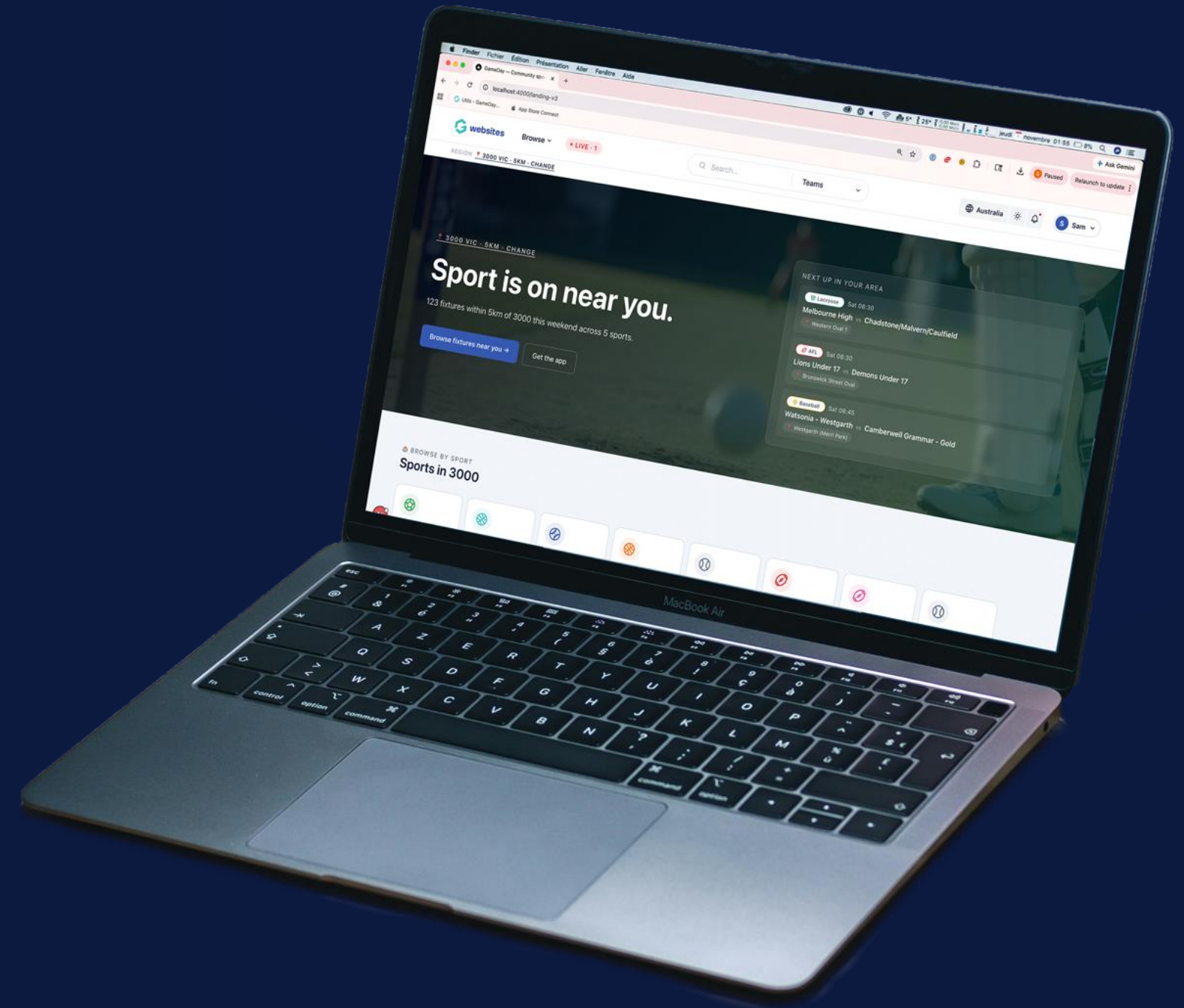
A refreshed public-facing experience to match the rebuilt mobile app.

## GameDay IQ Expansion

AI-powered configuration, scheduling, and reporting; admin time, reclaimed.

## Schedula Re-Write

Officials management, rebuilt from the ground up.



# The New GameDay Mobile App

## App

- Integrate directly with your BBNZ profile; manage member details, registration & payment history.
- Track fixtures, results, and standings in real time.
- Live scoring updates as they happen on the court.
- Enhanced statistics for both teams and individual members.
- Instant updates via push notifications and email.
- Admin member search; find members within your organisation, on the go.
- Follow members, teams, clubs, and leagues; stay informed on the latest results and announcements.





THANK YOU

# Let's build the next chapter

Questions, ideas, things you'd like to see — we'd love to hear from you.

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