



Milestone 5 – Buy local funding – FMNZ report

*Sportsground has entered into a sponsorship agreement with FMNZ to provide self-edit websites to markets and stallholders that help meet FMNZ objectives surrounding **authenticity** for a fraction of the cost of custom development.*

Summary:

- Sportsground is a NZ based developer of Content Management System (ie self-edit) websites.
- Initial website system development cost over \$1m.
- Ongoing enhancements to the system.
- Independently peer-reviewed by Netguide and awarded "NZ Website of the Month" immediately after launch.
- Enormous scale. Already the single largest website provider to Kiwi sports with approximately 20% of all sports clubs in NZ along with SPARC regional sports trusts (Sport Auckland, Sport Hawke's Bay), Netball NZ RSOs, Hockey NZ RSOs, Tennis NZ RSOs, various NZRU unions, etc.
- Easy to use. No software required. No technical knowledge necessary.
- Shareholders include Graeme Avery (HB Farmer's Market, HB Wine Country) and Stephen Tindall.
- Websites include sub-sites for individual stalls that can be updated by stallholders. Control remains with the markets.
- High level of uptime: three upstream carriers, on-site power generation, hot-standby server redundancy.
- Sites include opt-in groupmail notices, photos, video, text, documents, hyperlinks, Google calendars, etc.
- Compliant with NZ legislation (Privacy Act, Unsolicited Electronic Messages Act).
- Transforms websites from simply being an online brochure to becoming a dynamic communication network for authentic FMNZ markets to interact with each other and the public.