

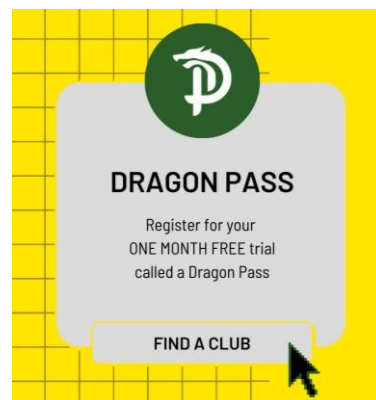
MEMORANDUM



To	Member States		
From	AusDBF		
Date	05 July 2021	Document No	M-0058
Subject	National DragonPass		

Dear Members,

Hopefully, your representative on the AusDBF Marketing Working Group has been keeping you updated with the progress of the national program for DragonPass. AusDBF acknowledges DBV for their work in trialing 'DragonPass' over the last 12 months and their willingness to allow AusDBF to adopt the product and roll it out nationally.



Below is further detailed information outlining **DragonPass** which should better explain the concept and process.

- '**DragonPass**' is the product for '**Come & Try**'. The aim is to have a national branding for come & try.
- **DragonPass** is like a free gym membership. **DragonPass** provides individuals with the opportunity to try dragon boating for a 4-week consecutive period.
- Individuals will select and register a primary club in revSPORT, however within the 4-week period, individuals could try several clubs to find the right fit for them and are not limited to a maximum number of sessions within the 4-week period.
- **DragonPass** allows for participation at a regatta if the regatta falls within the 4-week period. However, it's up to the State/Club to decide whether to allow the individual to participate at the regatta. (registering DragonPass via revSPORT means the individual's details will be available and allow the individual to be selected for crew lists and electronic marshalling).

"Our Mission: To connect people with dragon boating across Australia"

- Within the 4-week period, it is up to the club to convert individuals on **DragonPass** to registered members.
- Individuals will register for **DragonPass** via revSPORT which will capture all their details.
- Promoting **DragonPass** nationally means an individual will only be able to use it once and can't then apply for it in another State.
- AusDBF are also looking to incorporate a QR code to go with the **DragonPass** which will allow people to register for **DragonPass** from their phones. The end goal is finding ways to make access easier and encourage participation.
- The benefit for registering **DragonPass** via revSPORT means States/AusDBF will have access to valuable DATA on participation (real figures), which will assist when applying for grants and funding. (For example, Clubs would have historically kept details of come & try on waiver forms, spreadsheet etc. Moving forward all that information can be kept in one secure location).
- The key to the success of the national rollout of **DragonPass** is education and communication with all the clubs across Australia. The national **DragonPass** is intended to be a collaborative effort across all levels – AusDBF>State Members>Clubs.
- The Marketing Team are currently finalising an FAQ resource to assist clubs with the implementation of **DragonPass**.

AusDBF is seeking support from each of the State Members to roll **DragonPass** out nationally. AusDBF is aiming to launch **DragonPass** nationally at the beginning of September.

AusDBF Marketing Team