

# DataColada works with ADF to help sports clubs in the fight against alcohol and drugs

Salesforce Premium Partner DataColada partnered with the Alcohol and Drug Foundation (ADF) to revamp the organisation's Good Sports program.

## WHAT IS GOOD SPORTS?



**20+**

years old

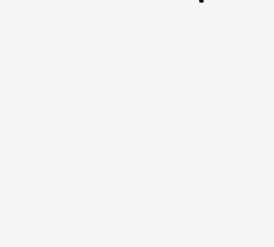


**10,000+**

Clubs use the scheme



Established to **challenge drinking culture** in sports



**Australia's largest** community health sports program

### Helps clubs create policies for:

- ✓ alcohol use
- ✓ illegal drugs
- ✓ smoking
- ✓ safe transport
- ✓ mental health



## HOW DOES THE GOOD SPORTS PROGRAM WORK?

1

Club executives answer a questionnaire

2

Action items are supplied to the club

4

Policy is signed by club executives

3

Once actions completed, policy is sent

5

Policy is made publicly available

6

Clubs held accountable for enforcement

## WHY DID THE ALCOHOL AND DRUG FOUNDATION (ADF) NEED HELP?



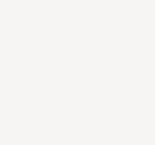
Good Sports portal was challenging for clubs to use



Data captured was hard to analyse and report on



Clubs required a high level of technical support



Existing program architecture created management issues



System structure limited their ability to develop new programs



## WHAT DID DATA COLADA DO?



### New Salesforce instance implemented

Streamlined survey architecture and automated case management features gave ADF the power to keep survey participants on track.



### Smart-device app integrated

Integrated app with Good Sports' new Salesforce instance, using Heroku Connect to synchronise the data.



### Financial transactions and data updates automated

Data is now tracked and updated centrally so ADF gained the visibility required to develop and introduce new programs.

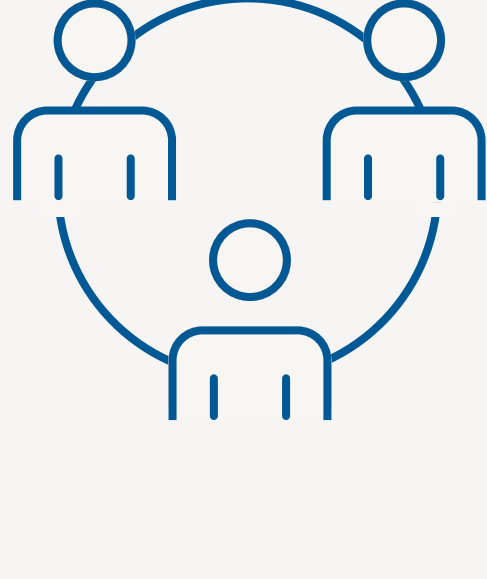


### Conga Sign introduced

ADF gained the ability to verify incoming and outgoing signatures as well as giving the ability to clubs to create printable policies for signing and display.



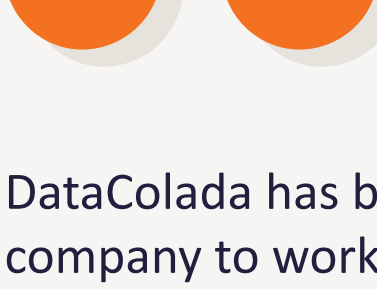
## WHAT DID DATA COLADA ACHIEVE?



**5%**

**Increase** in club engagement with Good Sports program on go live.

## WHAT DOES ADF SAY?



DataColada has been an exceptional company to work with. Their level of professionalism, communication and expertise was fantastic. Their team have been incredibly dedicated to our project, often going above and beyond to ensure that our specific business needs are met.



**Thomas Noonan**  
Business Analyst,  
Drug and Alcohol  
Foundation (ADF)



## ABOUT DATA COLADA

DataColada blends years of experience in data science, development and human-centred design to create Salesforce solutions that deliver exceptional experiences to employees and customers. We believe in doing things right, the first time and every time. Our expertise in the not-for-profit, healthcare and education sectors demonstrates our commitment to helping those who do the right thing.