



**FOX SPORTS**

# Aligning intranet strategy with company strategy

CASE STUDY

GreenOrbit 



"For Fox Sports to achieve its aspiration it had to ensure it was emotionally connecting with a key audience: its people."

**INDUSTRY**  
Media &  
Entertainment

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**USERS**  
1000

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- FOCUS**
- **Communications**
  - **Collaboration**
  - **Decentralize ownership**

**Fox Sports** is Australia's largest production company and aims to be recognized as a "best employer". Key to achieving this is delivering engaging communication across all levels of the business. Fox Sports' aspiration is "to deliver the best sport in the world in a way that emotionally connects fans to the game and to Fox Sports." For Fox Sports to achieve its aspiration it had to ensure it was emotionally connecting with a key audience: its people.

One step towards achieving its goal was appointing a Corporate Communications Manager who had accountability for launching a new intranet for Fox Sports. GreenOrbit (formerly Intranet DASHBOARD) had been the company's intranet of choice since 2010, however the site lacked a strategy and required a refresh and redesign to support the objectives of the business.

### Client Profile

Fox Sports is Australia's sports leader, owned by News Corporation, with seven broadcast channels, and the number one multi-sport app and website in the country. Fox Sports has offices in Sydney and Melbourne as well as team members based in Adelaide, Brisbane, and Perth. In total, Fox Sports has about 1,000 employees and contractors who work to deliver over 14,500 hours of live sport each year.



"It's really hard to engage a large team that does not all work the same hours in the same location."

## CHALLENGES

### Resources and Communication

The existing intranet was underutilized and lacked a cohesive strategy and resources; most people in the organization did not even realize that an intranet platform existed.

The 24-hour nature of broadcast television, disparate offices, and a large diverse team where almost 500 staff work irregular hours created a communication challenge in engaging those employees working non-traditional business hours. Fox Sports confirm, "It's really hard to engage a large team that does not all work the same hours in the same location."

### The Business Case

Fox Sports wanted to revamp their new intranet as soon as possible to support the company's new communication strategy. Fox Sports knew GreenOrbit offered the functionality they required and focussed their efforts on creating relevant, engaging content to connect with its people.

Engagement and collaboration was initiated at a planning stage as Corporate Communications Manager; Leonie Mayson, worked with 25 of her colleagues representing each department across the business to generate ideas and suggestions for the new intranet. Of this initial group, 5 team members continue to be involved in the project, taking ownership of managing and populating content moving forward.

### *This group determined 3 key goals of the site refresh:*

- The development of engaging and 'personal' content.
- The opportunity to collaborate with team members.
- The ability to 'self-service.'

The intranet refresh and redesign project began on November 1st, with the new site officially launching on January 1st.

## SOLUTION

### The Solution

Fox Sports' new intranet; **'The Rundown'** serves as a central resource for communication. Redesigning the look and feel of the intranet has revitalized the site and aligned it to the Fox Sports brand.

The new Profile Directory has allowed staff to share professional skills, areas of expertise, and qualifications. Personal content can be shared to help team members put names to faces, find out where people sit in the office, and which sports teams they support.

The new intranet serves as the one-stop-shop of all company news and has eliminated the need for newsletters while also reducing emails. A great feature is the ability to host videos directly on the site. **'The Rundown'** continues to evolve and Fox Sports continue to upskill themselves to make full use of the site's functionality.



## Get Going

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## About GreenOrbit

Dare to seek a better intranet. You're not distracted by the flashy integrators with their shallow functionality. No, you want to equip employees and empower content creators with the right tools. Discover the intranet that provides everything you need, built in. GreenOrbit enables you to drive efficiency, foster collaboration, and create an intranet experience that works for your culture and brand.

**Learn more at [GreenOrbit.com](http://GreenOrbit.com)**

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