



SUPERFOILER GRAND PRIX

Mobilizing communication and operations

CASE STUDY



"The SuperFoiler Grand Prix is a large-scale event which requires every person involved to give 110%. In order to do this, we needed strong, flexible technology in place to support us."

INDUSTRY

Sports Entertainment

USERS

50+

FOCUS

- Communications
- Mobile intranet
- Collaboration

The **SuperFoiler Grand Prix** is a global sports entertainment platform focused on a new generation of 'on-water flying machines.' In its inaugural series, six crews of the world's best sailors will race around five iconic waterways in Australia and be broadcast on national television.

The team bringing this ground-breaking concept together are spread across the country and are experts in their field, including a media team, marketing team, events managers, race directors, boat builders, engineers and sailors. Of this talented group, the majority work on the ground — or water — and are constantly on the move.

Marketing Director, Elise Turner says, "The SuperFoiler Grand Prix is a large-scale event which requires every person involved to give 110%. In order to do this, we needed strong, flexible technology in place to support us." What they needed was a social, on-the-go intranet. Enter GreenOrbit (formerly, Intranet DASHBOARD).



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CHALLENGE

A Fast-paced, Mobile Workforce

The project required the team to not only, organize a five-part, nationwide event, but to be recognized as an entirely new class of sailing. It has been a venture into the unknown, requiring staff to be collaborative by sharing their rapidly developing knowledge with one another. Previously relying on email and instant messaging, this resulted in a clutter of conversation that was difficult to retrace. This included the sending of files and forms, which made it difficult to access information at the pace they required.

Elise, alongside CEO, Bill McCartney, sought an intranet that would allow staff to share knowledge, complete training processes and access technical documentation on the go.

SOLUTION

Categorized Communication & Collaboration

As a young, mobile team, the SuperFoiler family have embraced GreenOrbit. With everything they need, built in — SuperFoiler have supercharged their internal communications. Social collaboration through Channels have provided a central location for conversations and knowledge sharing, from #OHSUpdates to #SponsorNews to #MediaCoverageAlerts.

By adopting Channels, email traffic within the organizations has decreased by 50%, while a recent employee engagement survey returned a 35% increase in engagement levels.

Private Groups are another feature that the organization has jumped on, providing secure spaces for each of the six competing teams to chat, share and plan. The 'privacy' of these spaces means that tactics and strategies do not make their way around the boat yard.

Online Training for Safety Management

As the fastest machine of its kind, both building and racing the SuperFoiler can be incredibly dangerous. With this in mind, staff require thorough training to ensure their safety. Using workflows, crews can complete comprehensive training modules to meet safety management standards when building, rigging and racing the machines. SuperFoiler CEO Bill McCartney explains that, "We always place the safety of our crew first and foremost, so providing a strong training program has been absolutely critical."

Training modules through GreenOrbit can be completed from anywhere and everywhere, making it easy for this on-the-go team to ensure compliance.

Easy Document Management

GreenOrbit's CMS allows the team to find and refer to files as they work, whether they're in the boat yard, the road or the office. Updates are instantly shared by in My Hub tagging the appropriate contact, with an @mention or #hashtag to push to the relevant Channel. For example, the #RulesUpdate channel is tagged when amendments are made to the rules handbook, ensuring everyone is up to date.

For documents like this, a 'Must Read' status is assigned, which allows management to monitor who has or hasn't read the document. Elise describes that, "Being a new venture, our policies and procedures are constantly changing as we are learning on the job. GreenOrbit allows us to share these updates with everyone in a simple yet powerful way, ensuring staff are aware and reducing the sending of files via email."



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CONCLUSION

Working closely with the GreenOrbit team, SuperFoiler have created a digital workplace as dynamic and exciting as their people. No matter where they are, the intranet is where staff can go to find and share the information they need. Reflecting on the past two years of hard work getting this brand new sports concept off the ground, Elise describes GreenOrbit as, "The power behind our workforce".

The GreenOrbit team are thrilled to have been involved in this exciting project and can't wait to help SuperFoiler grow their intranet as this event expands to take the world by storm.



Get Going

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About GreenOrbit

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