



sportlomo  
sports manager

# SFAI

Schoolboys Football  
Association of Ireland



2019

YOUTH FOOTBALL (SOCCER)  
LOCATION: IRELAND



# SCHOOLBOYS FOOTBALL ASSOCIATION OF IRELAND

The SFAI caters for close to 100,000 players from more than 1,000 clubs through its 32 Affiliated Leagues around Ireland.

The Schoolboys Football Association of Ireland (SFAI) is the governing body for under-age, up to and including the U-16 age group, football in the Republic of Ireland and is affiliated to the Football Association of Ireland (FAI).

The SFAI has been established since 1943.

# The Football Association Of Ireland

The Football Association of Ireland - or FAI - was founded in September 1921 as the governing body of Association Football or Soccer in the Republic of Ireland. Nearly 200,000 people play soccer for Irish football clubs and schools throughout the country. A further large number of people are involved as coaches, officials and volunteers. [www.fai.ie](http://www.fai.ie)

## SFAI announce Sportlomo as their Official Technology Partner

In 2018 the Association announced a new multi-year partnership where Sportlomo was selected as SFAI's technology partner.

Having looked at a number of software providers, SFAI Chairman John Earley explains why they chose Sportlomo. "No other supplier that we looked at could offer us the full integration of systems that an organisation of our size requires. We did not want the headache of dealing with three or four different software companies to achieve what we need".

"We are confident that Sportlomo can provide the complete service that is necessary for a large organisation like SFAI. Sportlomo already work with many of our affiliated leagues and we received very strong recommendations from all of them about Sportlomo."



## Cup, League and Tournaments

### The SFAI Skechers Cups

Cup competitions for club teams from U-12 up to and including U-16 years, with the National Finals held each May. Each club in the country has the option to enter teams in these knockout Cups at their appropriate age level and those teams will compete regionally up to the Round of 32. A nationwide draw is held to bring the competitions to a finish. A play off will determine the regional winners at each age group.

### The SFAI SUBWAY Championship Inter-League Competitions

These Leagues are for representative teams at the U-12, U-13, U-15 and U-16 age categories, run on a regional basis with the qualifiers progressing to the knock out stages leading to the National Finals each year.

## The New Balance Kennedy Cup Tournament

The Kennedy Cup is one of the most exciting football Tournaments in the SFAI Calendar.

This tournament is held annually in Limerick University. Each of the 32 affiliated Leagues enters a squad of twenty U-14 years players to compete over an entire week with additional competitions for those teams which do not progress to the latter stages of the Kennedy Cup.

Established in 1976, It provides a vital platform for the development of the future of the game. The Tournament had been the stage for the cream of young Irish soccer talent to showcase their skills. Players to have participated in the tournament have included Roy Keane, Damien Duff and John O Shea.

In 2018 the SFAI Kennedy Cup saw 640 players take part in the five-day Kennedy Cup Competition, with a total of 255 schoolboy clubs represented.



GROUP 1	PLD	PTS
Cavan/Monaghan	0	0
Kerry	0	0
Mayo	0	0
Roscommon	0	0

# Kennedy Cup 2019

The Schoolboys Football Association of Ireland have confirmed the SFAI New Balance Kennedy Cup 2019 will take place in University of Limerick from Tuesday June 11th to Saturday June 15th. Dates have been moved as the Republic of Ireland senior men's national team will take on Gibraltar on June 10th.

The change of date offers a unique opportunity for the finals to be played on a Saturday rather than on a weekday.

## Kennedy Cup Tournament Website

[www.kennedycup.ie](http://www.kennedycup.ie)

Sportlomo created a website for the 2018 week-long tournament. The site kept players, parents and fans up-to-the-minute with live games schedule, scores and tables. The website attracted a lot of users over a three-week period. Here are some website analytics around this tournament website.

### WEBSITE ANALYTICS

6 June - 27 June 2018  
(three weeks)

USERS 9,725  
Mobile 6,689  
Desktop 2,330  
Tablet 681

PAGE VIEWS 55,526  
NEW VISITOR 78.2%  
RETURNING VISITOR 21.8%  
SESSIONS PER USER 1.93  
SESSIONS 18,752

DEVICE BREAKDOWN  
Mobile 66%  
Desktop 27%  
Tablet 7%





## Competition Management (national)

SFAI National competitions on the sportlomo platform for the 2018 Season.

**32** League Associations  
**444** Clubs  
**1,441** Teams registered

**73** Competitions per season  
**1,487** Games last season

Collating the 32 leagues for National Competition entry and providing a single point of entry for all data has streamlined the SFAI administration and provided the organisation with much more focused KPI's than they had obtained previously.

The Association will use (introduced on a phased basis) Sportlomo's competition management, event registration, competition entry payments, tournament and facility management. Team and player stats and electronic Team sheet (roster) submission will also be managed on the Sportlomo platform.

## Technology Roadmap

### PHASE ONE

**Two Mobile (cell) Responsive Websites Launched**

[www.sfai.ie](http://www.sfai.ie) [www.kennedycup.ie](http://www.kennedycup.ie)

Sportlomo has developed two new mobile and tablet responsive websites for SFAI. One for the governing body and a microsite for its prestigious Kennedy Cup tournament that features the elite players from all 32 of the SFAI leagues. The Kennedy cup also utilised Sportlomo's competition management in organising the competition.

## Phase Two

Sportlomo and the Schoolboys Football Association of Ireland (SFAI) have launched phase 2 of their technology partnership with the creation of an Online Entry system for their SFAI National Cup Competitions. This has greatly reduced administration around registration while offering the SFAI extensive financial reporting and communication modules.

## Phase Three

The Sportlomo system has been used to create and schedule the fixture (game) lists for all these competitions and are running them off on a weekly basis. The SFAI have now reached the knockout stages nationally and will run these over the coming weeks. 'Automatic Competition Emails' are being sent out from the system to local press and supporters each week informing users of the latest fixtures schedule and results.



Sportlomo have completely revolutionised how we administer and run our SFAI competitions. From clubs and teams entering competitions, including making payments, through to the assignment of venues and match officials.

Scores are submitted by team captains and the scores and league tables are instantly updated and auto-published to our website. The system also sends eMails out automatically to our user base.

Sportlomo functionality has greatly reduced workload and improved our process, helping us to streamline how we run our business. It has also improved communication across our organisation. We are delighted with our partnership with Sportlomo, it is working well and we look forward to continuing it in to the future.

**Simon Walsh, Senior Administrator, SFAI**





# SFAI.IE New Mobile & Tablet Responsive Website

SFAI.ie went live on August 26th 2018

New website developed by Sportlomo Web Design team for the governing body. High-end professional design, mobile (cell) friendly works well on all devices. The site is getting a lot of traction in the Irish sports scene. 6 months (approx) stats on site usage below. [www.sfaie.ie](http://www.sfaie.ie)

## SFAI.IE Website Analytics

26 Aug 2018 - 12 Feb 2019  
(6 months)

**USERS 38,503**

- Mobile 27,306
- Desktop 8,171
- Tablet 2,862

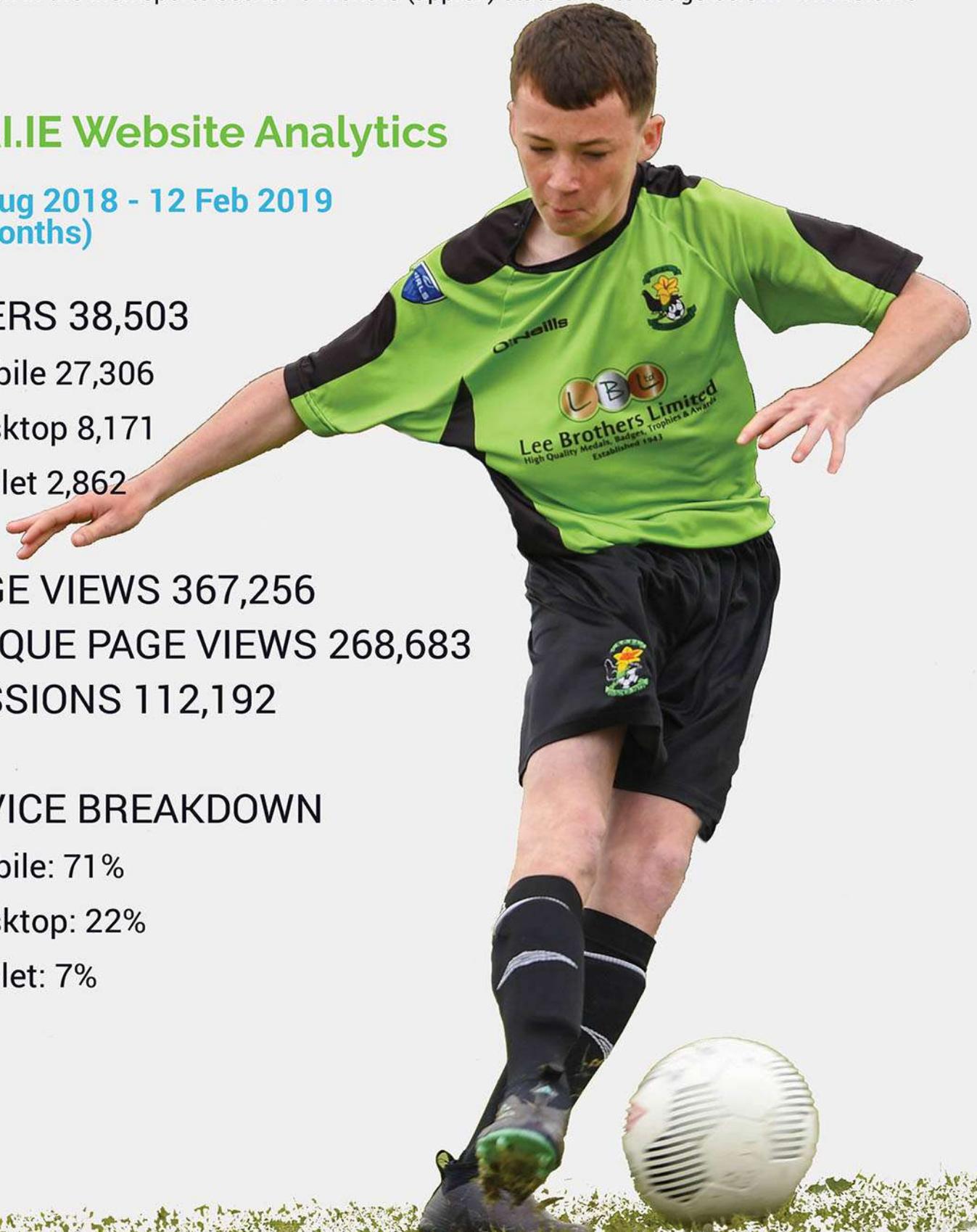
**PAGE VIEWS 367,256**

**UNIQUE PAGE VIEWS 268,683**

**SESSIONS 112,192**

### DEVICE BREAKDOWN

- Mobile: 71%
- Desktop: 22%
- Tablet: 7%



# FOOTBALL ASSOCIATION OF IRELAND'S EMERGING TALENT PROGRAMME

The FAI's Emerging Talent Programme, mirrors best practice in European and World standards, at League, Regional and National level to assist clubs and leagues. There are ten Regional Emerging Talent Programme (ETP) Centres in the country catering for Under-12, Under-13 and Under-14 players. Around 250 players and 50 staff members work together throughout the year.

The ten venues are also used as Centres of Excellence for Under-14 and Under-15 players. In the past season, more than 50 past and present players of the Emerging Talent Programme represented the Republic of Ireland at various levels. Among the former ETP players to make their senior international debuts in the past year were Derrick Williams and Darragh Lenihan. The majority of Ireland's players that took part in the UEFA Under-17 European Championships all came through the ETP in various centres around the country. ([Read more on www.fai.ie](http://www.fai.ie))



## AVIVA STADIUM

[www.avivastadium.ie](http://www.avivastadium.ie)

51,700 Capacity | 1,130,590 Visitors in 2017

The Aviva Stadium is a world class international sports stadium located in Dublin, Ireland, with a capacity for 51,700 spectators. The stadium is controlled by Ireland Rugby and the Football Association of Ireland (FAI) through a 50:50 joint venture.

The stadium is built on the site of the former Lansdowne Road stadium, which was demolished in 2007, and the new stadium was officially opened on 14th May 2010. The stadium is Ireland's first, and only, UEFA Elite Stadium. In 2011 it hosted the Europa League Final.

# SFAI SPONSORS



Subway | DBS Sports Tours | Skechers | New Balance



**TORONTO, JUNE 1, 2018**



Sportlomo is an excellent example of an Irish technology-driven company successfully serving customers around the globe.

Irish Trade Minister Sean Canney,  
Irish Department of Foreign Affairs & Trade



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**User Case Study brought to you by**

**SPORTLOMO OFFICAL TECHNOLOGY PARTNER OF  
THE SCHOOLBOYS FOOTBALL ASSOCIATION OF IRELAND**

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