

## Chisholm & Harper to help Essendon Football Club improve engagement with fans

Chisholm & Harper have been contracted by the Essendon Football Club (EFC) to review the club's current online activities and identify ways it can better meet the needs of fans through Internet and mobile technologies.

Chisholm & Harper is conducting research into EFC's extensive online fan base, which comprises approximately: • 76,000 Facebook fans, • 6,000 Twitter followers on @Essendon\_FC, • 125,000 visitors every month to [www.essendonfc.com.au](http://www.essendonfc.com.au); and, • 60,000 email newsletter subscribers. They will also review the effectiveness of EFC's current online activities with a focus on membership and merchandise.

EFC's Chief Commercial Officer, Richard Burnet sees the review as an opportunity for the club to better engage with its members and supporters. "We see the Internet and mobile as priority channels for engaging with our one million fans and 40,000 members," Burnet said. "This project will help us identify ways in which we can enrich the experience of being an Essendon fan through the use of emerging technologies."

Laura Chisholm, of consulting firm Chisholm and Harper said, "We are delighted to be working with EFC who are regarded as a pre-eminent digital marketing sports organisation nationally, and this association will keep EFC at the forefront of new thinking in this space."

About Chisholm & Harper Chisholm & Harper is a strategic consulting firm specialising in emerging technologies. Laura Chisholm founded the firm in 2008 after recognizing that businesses need help understanding how to harness emerging technologies. It is Chisholm & Harper's mission to help clients navigate the ever-changing technology landscape, in order to create truly modern businesses. This is achieved through research, strategy, project management and executive education.

Chisholm & Harper works within some of Australia's best-known organisations including the University of Melbourne, Essendon Football Club, YMCA Victoria, the Reach Foundation, the Telecommunications Industry Ombudsman, Origin Energy, the Royal Children's Hospital Foundation, the State Library of Victoria, Museum Victoria and the National Rugby League, Everlast, Stubbies Schoolwear and Grosby.

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