



## ONLINE CLUB KIT INFORMATION PACK

## **INTRODUCTION**

Rowbust is an Australian owned company who are the Number 1 supplier of premium training and competition rowing gear. Rowbust prides itself on the highest quality products, supplemented by remarkable service, innovative design, and continuous improvement.

Rowbust sells to clubs in two ways. The first is where we supply a *Club Direct* and the administration of the uniforms is done by the club. Under this model, clubs determine which products are available for members; undertake all the purchasing activity and responsibility for distributing the kit to members.

Where clubs take on this responsibility, they buy larger quantities (minimum order quantities apply) and as such, attract a wholesale rate.

The second method is the *Rowbust Online Club Kit* – an online ‘one-stop-shop’ service for managing the uniform requirements for Rowing Clubs. This is only available to clubs choosing Rowbust as their preferred merchandise provider.

## **WHAT IS THE ROWBUST ONLINE CLUB KIT**

The Rowbust Online Club Kit is a catalogue of clothing merchandise (uniform) available online and developed specifically for a Rowing Club. It lets members log on and purchase club-specific clothing. The Club Kit covers all clothing which includes training, competition and off-water uniform.

## **BENEFITS**

The benefits of a club kit are twofold – they benefit both the club and the members individually.

Members have a convenient, flexible method to get their kit. Through the online portal, a member can buy when their Club’s ordering window is open (these are pre arranged to enable efficient production) and have their kit sent directly to them – a more direct transaction. Members can also view all the products in the catalogue in one place.

Gear is made available to members generally within three to four weeks of ordering, although Rowbust always strives to beat that time.

For the club, the Online Club Kit provides a one-stop shop – multiple suppliers aren’t needed, reducing setup fees and garment variations. A club kit dramatically reduces the ongoing administration, removing the need to collate orders, collect money, hold stock and distribute orders. Clubs also don’t need to deal with members changing their minds, issues with incorrect sizes and being left with obsolete stock.

Having an Online Club Kit helps maintain a professional image for the club through uniformity of the clothing

### **HOW DOES IT WORK (PROCESS)**

Setting up the Online Club Kit is a three step process which covers the Design/Artwork stage, Product Selection, and the Creation of an Online Catalogue/Web link.

**Design & Artwork** is where the clubs colours and logos are setup for use on the garments. As part of a consultative process, Rowbust can assist where these are new or need to be changed. Your club colours and logos are then incorporated into creating a graphic catalogue.

**Product Selection** is an iterative process where clubs choose from a range of products which they wish to make available to members as the official club uniform. Rowbust makes the customised products (with club colours and logos) available in the Club Kit catalogue. At this point, pricing is agreed.

In specific circumstances, samples can be developed or sourced.

An **Online Catalogue** is then established for the Club Kit to make the products available online, and the descriptions/prices uploaded. A link to the Rowbust store is then established from the club's website, and a login setup for secure access.

### **NEXT STEPS/SETTING UP A CLUB KIT FOR YOUR CLUB**

Please find attached a blank template highlighting the many products that can be customised within your Club Kit.

The first step is for the Committee to work through these and decide which are to be made available to members and how they are to be customised for your club.

The next step is to get together the club's colours and any logos that are to be used on the gear (these will be required for prints, embroidery and will need to be in good quality format)

Once these have been decided, please contact us at either (03) 9457 5505 or [rowbust@rowbust.com](mailto:rowbust@rowbust.com) to finalise your Club Kit. Should you need any help during this process, we will be delighted to assist.