



BIG FREEZE 11

SETTING UP PLAYHQ SHOP

GUIDE FOR LOCAL CLUBS

MARCH 2025



SET UP PLAYHQ SHOP

The following toolkit has been prepared to guide clubs through the process of selling Big Freeze merchandise

From the setup processes on PlayHQ through to the process of placing their Big Freeze order on the FightMND website

When a club member orders merchandise, the club will receive the funds

These funds will then be used by the club to pay for the order when they place the club order on the FightMND website

<https://shop.fightmnd.org.au/>

Merchandise will be delivered to the club from **Tuesday 6th of May 2025** and is then distributed to club members by the club.



SET UP PLAYHQ SHOP | CREATE AND MANAGE MERCHANDISE

The Shop area allows organisations to create and manage different types of merchandise. Once created, merchandise can be added and purchased via a registration form and in a public-facing Shop

+ Create Merchandise

Merchandise can be added by organisations from the Shop tab

+ Edit, View or Delete Merchandise

Once a merchandise item has been created it will appear in the organisation's Shop list, under the relevant Shop tab (Merchandise). The merchandise name, if there are variations, price range, and the "Visible" Shop / Reg Form status will display here

+ Merchandise already sold, or on a registration form

Merchandise or variation cannot be deleted if it is being used on a registration form or it has already been purchased. To prevent the merchandise from appearing on any registration form, the merchandise can be made inactive.

TIPS

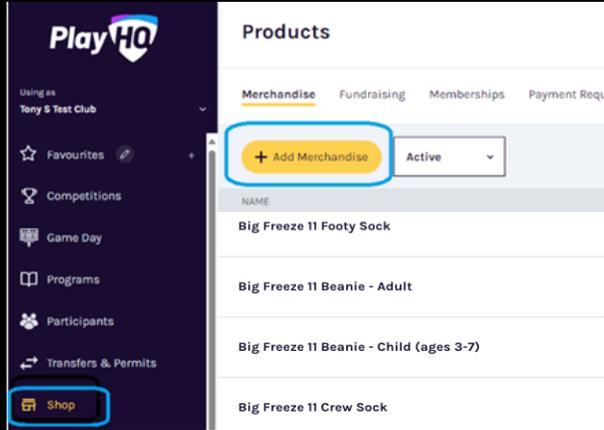
- + When FightMND advise that merchandise has sold out you will need to uncheck the available box for each piece of merchandise to stop further sales.
- + Also set both Shop and Registration Forms to Inactive
- + Pricing must include the 1.8% platform service fee
- + Merchandise description - [please see Page 9](#)

Where can I get extra help? [CLICK HERE](#)



SET UP PLAYHQ SHOP | CREATE AND MANAGE MERCHANDISE

The Shop area allows organisations to create and manage different types of merchandise. Once created, merchandise can be added and purchased via a registration form and in a public-facing Shop



The screenshot shows the 'Edit Merchandise' form with the following sections and fields:

- 1 Merchandise Name:** A text input field containing 'Big Freeze Crew'.
- 2 Description:** A text area containing 'Bring Big Freeze 11 to your sporting club in 2025. We can't wait to see your team pulling up their Big Freeze 11 Socks and supporters don their Big Freeze 11 Beanie to raise funds and awareness for FIGHTING. Your help takes us closer to finding a treatment and a cure for motor neurone disease. Prices include the 1.8% platform service fee'.
- 3 Images:** A section for uploading images, showing a single image of a blue sock.
- 4 Price:** A section for setting the product type (Single or Variations) and category title ('Big Freeze Crew Socks').
- 5 Fulfilment:** A table for setting prices and availability for different sizes.
- 6 Custom Fields:** A section for adding custom fields to the product.
- 7 Visibility:** A section for setting the visibility of the merchandise across the Shop and Registration Forms.

SKU (Stock Keeping Unit)	AMOUNT**	AVAIL.
Small (4-7) eg. 032432098	\$ 15.27	<input checked="" type="checkbox"/>
Large (8-12) eg. 032432098	\$ 15.27	<input checked="" type="checkbox"/>

Setup Steps

- 1 Merchandise Name
- 2 Description – see Page 9
- 3 Images – see Page 9
- 4 Product Type
- 5 Category Title
- 6 Fulfilment (Always Pickup)
- 7 Custom Fields
- 8 Visibility (Product Active)
- 9 Save Product

Where can I get extra help? [CLICK HERE](#)



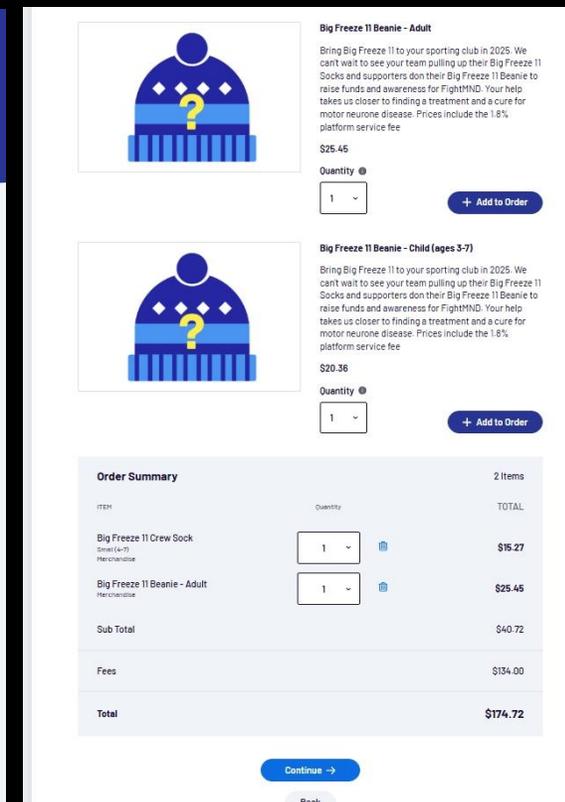
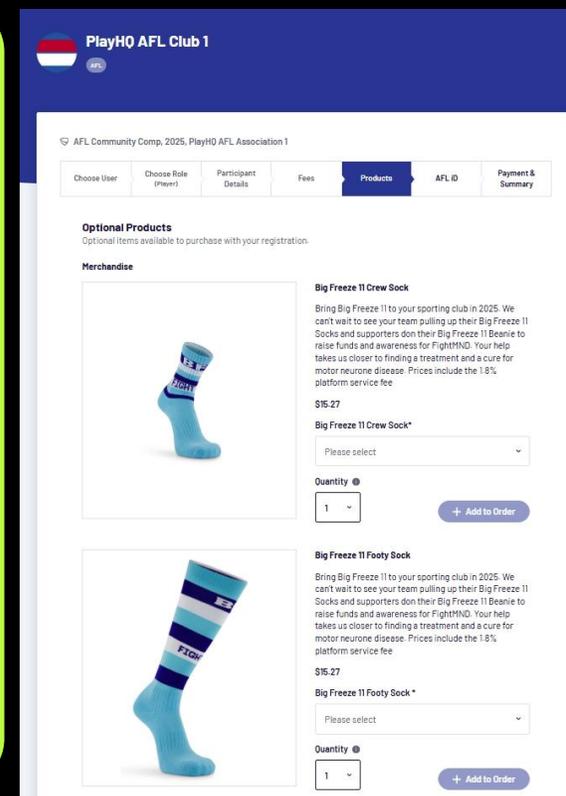
SET UP PLAYHQ SHOP | ADDING MERCHANDISE TO REGISTRATION FORM

Once a merchandise item has been created, and has an Active status, it can be added to any registration form. Navigate to the Competition or Program Season, and select the Registration tab, and then Set up or Manage the applicable registration form.

- The order of merchandise can be adjusted by dragging and dropping a merchandise to determine the display order of merchandises on the registration form.
- If merchandise has been added to a registration form, and then the merchandise has been made inactive, it will no longer appear on the registration form as the participant is registering. However, the merchandise remains visible to the administrator when managing the registration form.
- Check the boxes for the participant type that can purchase the merchandise – select all types for Big Freeze merchandise.
- Merchandise can also be removed from the registration form.

Registration forms

Once merchandise has been created and added to a registration form, the 'merchandise' tab appears to the registering participant, that contains the relevant merchandises and their detail/selectable options. Screenshot shows an example of Big Freeze merchandise that are available to purchase on the registration form



TIPS

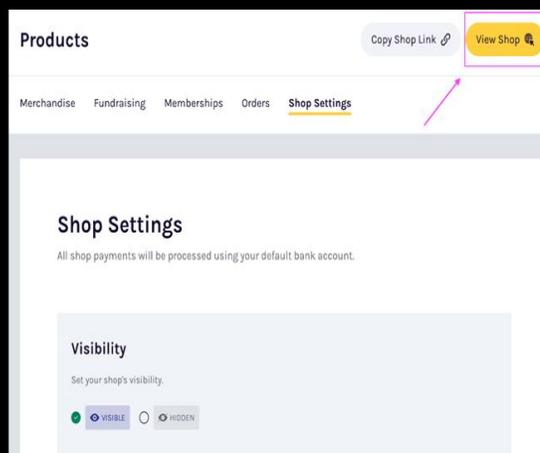
- ⚠ Do not set the merchandise to Mandatory
- ⚠ You can set quantity limit i.e. the maximum number of units of merch that can be purchased. This is not related to merchandise inventory

Where can I get extra help [CLICK HERE](#)



SET UP PLAYHQ SHOP | SET UP A SEPARATE MERCHANDISE LINK, OUTSIDE REGISTRATION

Admins can choose whether to sell products on their Registration Forms or in a public-facing Shop.



Set up your Shop

Setting up your Shop requires you to update the Shop visibility settings. There are two steps:

- Make merchandise appear in your Shop
- Turn your Shop on

Turn your Shop on

Turning your Shop on will result in a new 'Shop' tab appearing on your Organisation's public PlayHQ page. To make your Shop tab visible on your organisation's PlayHQ page, go to **Admin Portal > Shop > Shop Settings**.

Your Shop will be empty until you add products.

Make products appear in your Shop

Next, you'll want to start selling merchandise in your Shop.

Add existing products to your Shop

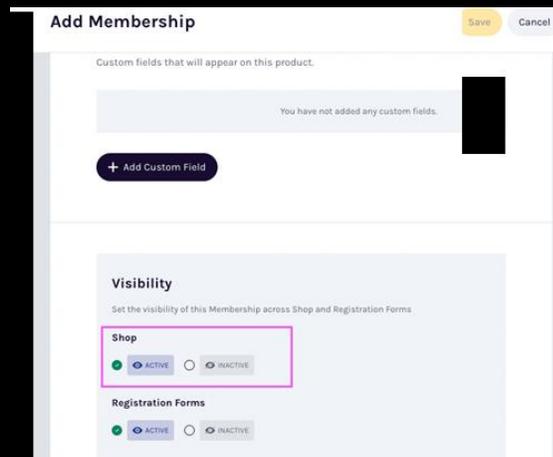
To add existing products to your Shop, navigate to Merchandise, find the item you want to add and click 'Edit'. Then scroll to the bottom of the page where the Visibility settings are located. Change Shop Visibility to 'Active'.

View your Shop

To see your Shop, navigate to **Admin Portal > Shop**. In the top right, select View Shop.

Your Shop will open in a new tab. Any merchandise you've added to the Shop will be visible to everyone who visits your Organisation's page on the PlayHQ website.

You can also copy a link of your Shop to share with others.

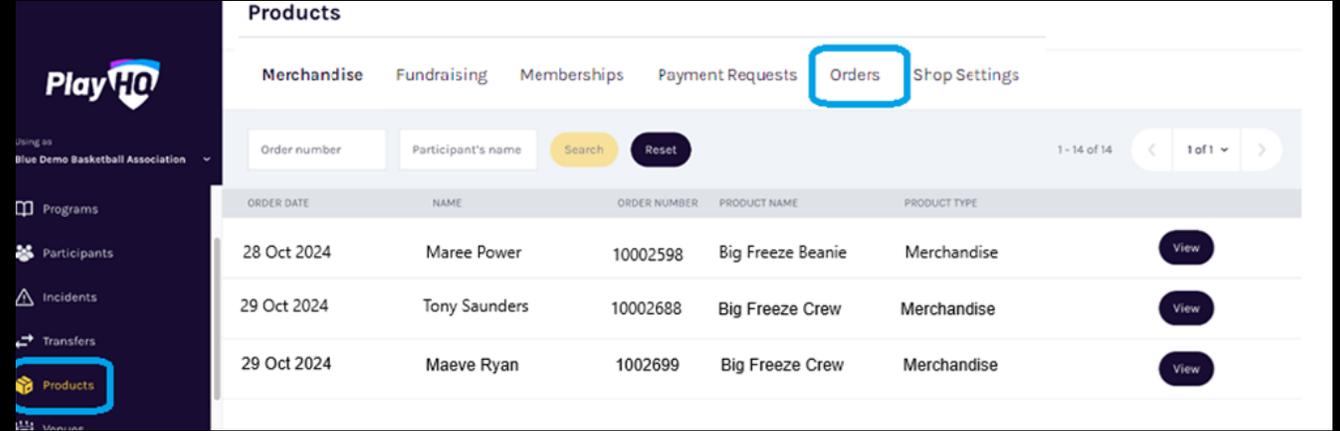


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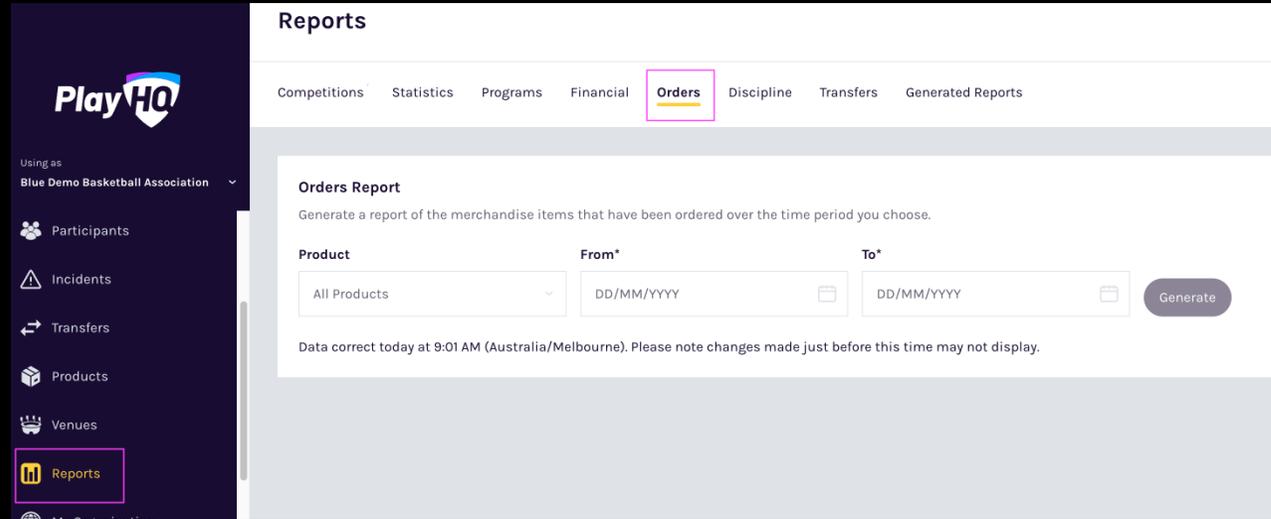
SET UP PLAYHQ SHOP | VIEW AND REPORT ON SHOP ORDERS

- You can view the details of each order by going to **Admin Portal > Shop > Orders**



The screenshot shows the PlayHQ Admin Portal interface. On the left, a sidebar menu has 'Products' highlighted. The main content area is titled 'Products' and includes navigation tabs for 'Merchandise', 'Fundraising', 'Memberships', 'Payment Requests', 'Orders', and 'Shop Settings'. The 'Orders' tab is active. Below the tabs, there are search filters for 'Order number' and 'Participant's name', along with 'Search' and 'Reset' buttons. A table lists three orders:

ORDER DATE	NAME	ORDER NUMBER	PRODUCT NAME	PRODUCT TYPE	
28 Oct 2024	Maree Power	10002598	Big Freeze Beanie	Merchandise	View
29 Oct 2024	Tony Saunders	10002688	Big Freeze Crew	Merchandise	View
29 Oct 2024	Maeve Ryan	1002699	Big Freeze Crew	Merchandise	View



The screenshot shows the PlayHQ Admin Portal interface. On the left, a sidebar menu has 'Reports' highlighted. The main content area is titled 'Reports' and includes navigation tabs for 'Competitions', 'Statistics', 'Programs', 'Financial', 'Orders', 'Discipline', 'Transfers', and 'Generated Reports'. The 'Orders' tab is active. Below the tabs, there is a section for 'Orders Report' with the following text: 'Generate a report of the merchandise items that have been ordered over the time period you choose.' Below this text, there are three input fields: 'Product' (set to 'All Products'), 'From*' (with a date picker), and 'To*' (with a date picker). A 'Generate' button is located to the right of the 'To*' field. Below the form, there is a note: 'Data correct today at 9:01 AM (Australia/Melbourne). Please note changes made just before this time may not display.'

You can also generate an Orders Reports which can be used to track order to create the order on the Fight MND website
Admin Portal > Reports > Orders

Where can I get extra help? [CLICK HERE](#)



SET UP PLAYHQ SHOP | ORDER MERCHANDISE FROM FIGHTMND SHOP

Once club members have placed their order, generate an order report following the instructions above

Download the report, and sort by merchandise item and size, to know total quantities

Go to <https://shop.fightmnd.org.au/> and place the order for your club

Orders will be shipped from the 6th May 2025

Where can I get extra help? [CLICK HERE](#)



SET UP PLAYHQ SHOP | BIG FREEZE 11 MERCHANDISE GRAPHICS AND PRICING

Merchandise Description: Please add the below text to the merchandise description for all three items

Bring Big Freeze 11 to your sporting club in 2025

We can't wait to see your team pulling up their Big Freeze 11 Socks and supporters don their Big Freeze 11 Beanie to raise funds and awareness for FightMND. Your help takes us closer to finding a treatment and a cure for motor neurone disease.

Prices include the 1.8% platform service fee

Big Freeze 11 Beanie



- Adult **\$25.45**
- Child (Age 0-7) **\$20.36**

Beanie design released 7th May, 2025

Big Freeze 11 Crew Sock



- Large (8-13) **\$15.27**
- Small (4-7) **\$15.27**

Sock design supplied 11th March, 2025

Big Freeze 11 Football Sock



- Large (8-13) **\$15.27**
- Small (4-7) **\$15.27**

Sock design supplied 11th March, 2025

Please use these graphics to load onto your shop merchandise for your club members to purchase.

TIPS



To include the 1.8% platform service fee, calculate Unit price x 1.018
e.g. Beanie \$25 x 1.018 = \$25.45
Socks \$15 x 1.018 = \$15.27



Links to PlayHQ Support Pages

Merchandise: Create and Manage Products

[CLICK HERE](#)

Set Up and Manage Shop

[CLICK HERE](#)

Merchandise: Manage Orders

[CLICK HERE](#)

Adding Merchandise Products to Registration Forms

[CLICK HERE](#)

Links to AFL Support

Email: clubhelp@afl.com.au

Call: 1800 PLAYAFL

Visit: afl.com.au/clubhelp/playhq

