



With the help of the ASUS ExpertBook B5 Flip, Craigieburn Little Athletics Club is confident that it can more effectively deliver on its mission and values that enable children to achieve their best.

The club gives children the opportunity to exercise, learn new skills, have fun and make new friends, whilst leveraging ASUS devices to optimise technology-based activities.



Craigieburn Little Athletics club is an association located in Melbourne's northern suburbs and is linked to parent club, Little Athletics Victoria. With members ranging in age from five through to sixteen years old, the club leans heavily on support from volunteers, usually parents and extended family members. A smaller club with a big heart, the club provides children with an outlet and platform for athletics training and competitive events including running, throwing and jumping. The club program incorporates both summer and winter cross-country running sessions.

Long-time member and President Brooke Johnston, has been involved in all aspects of running the club. A registered non-profit club which is not immune to regulatory paperwork, the role of President involves many aspects - first and foremost to support children and their athletics development.



"As a volunteer-based group, we rely on a key group of people to run weekly season sessions. I enjoy speaking with the parents of our members, running event activities and being present where needed"

A small club in a growing suburban corridor, the Craigieburn Little Athletics will celebrate its 40th year in 2024. The club grew to a record 220 members in 2022 and hopes to exceed that by the end of 2023.

"I can't emphasise enough, the value of the volunteer base - all the dedicated, mums, dads and family members who put in so much time to develop our team."

Event activities are usually run on a track. As technology has advanced over time, the importance of recording events and results as accurately as possible is imperative to the children's athletic development. All records are sent back to Little Athletics Victoria for record keeping. The transition from pen & paper-based services in some events has been key to efficiency.

When considering their choice of laptop

The club was looking for something robust, easy to use, with great portability and battery life, given the number of activities that are run outdoors and that volunteers are often out and about when the need for laptop usage arises. With its 360-degree flip touch display, the ASUS ExpertBook B5 Flip is a treat to use in tablet mode for recording results.

"Parent club Little Athletics mandate that we use devices that provide an accurate recording method. We use a bespoke

recording software to enter athlete data. This is a mission critical piece of software all clubs are required to run and run efficiently. Our ASUS laptop is connected to our running timing gates, providing millisecond results. The club has quite a lean structure and our aging technology was frustrating for our volunteers, leading to potential errors when recording our track data. The powerful Intel Core processor, SSD storage and DDR4 RAM memory have certainly helped, and we love its long battery life”.

Volunteers have also welcomed the presence of modern connections and communication features such USB-C, Wi-Fi 6 and built-in webcam with 3D noise-reduction, allowing the connection peripherals, tapping into the club network and video calls to all be performed seamlessly.

Final thoughts from Brooke

“The ASUS ExpertBook B5 Flip laptop has been a welcome addition to our aging fleet. The need to perform as quickly as our athletes may sound like a cliché but we are training the next Australian Olympic champions. ASUS has helped us make a massive difference in how we run our technology-based activities from back-office to the track and on travel days,” says Brooke

For more information about Craigieburn Little Athletics Club, visit www.craigieburnlac.com.au



ASUS BUSINESS

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Power to turn your business world

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A message from Leon Brumen, Head of Commercial at ASUS ANZ

The ASUS ExpertBook B5 Flip proves it has what it takes to turn things up for Craigieburn Little Athletics Club. Future-proofed with performance, graphics and connectivity technologies, it’s the ideal fit for the club’s requirements and range of activities. We look forward to following the clubs exciting future and wish the children great success in their athletic pursuits”.

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