



TEAM UP WITH FIGHTMND.

# **BIG FREEZE 12**

## **SETTING UP PLAYHQ SHOP**

### **GUIDE FOR LOCAL CLUBS**

**MARCH 2026**



# 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 2026** and is then distributed to club members by the club.



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# 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](#)

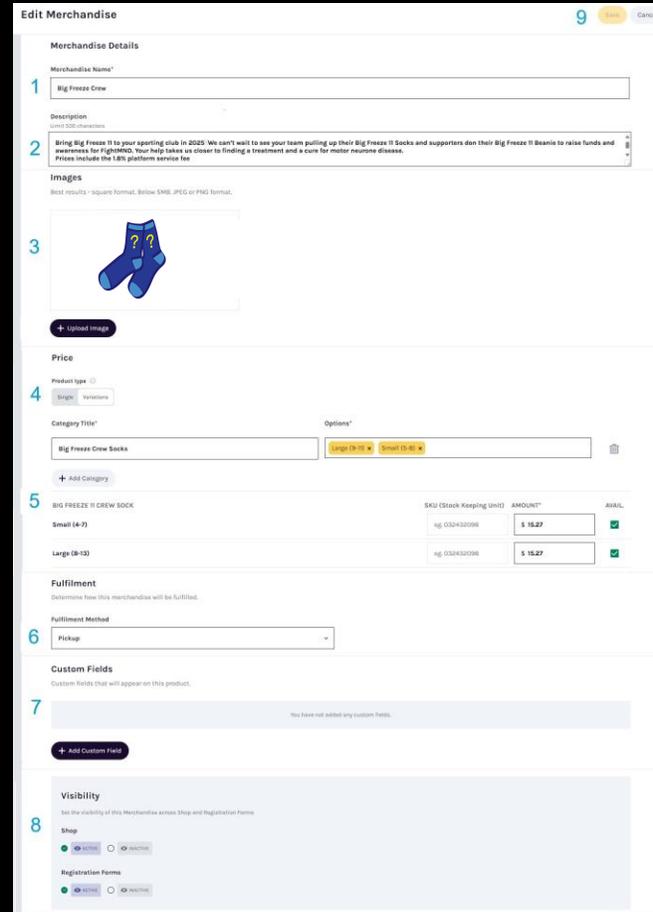
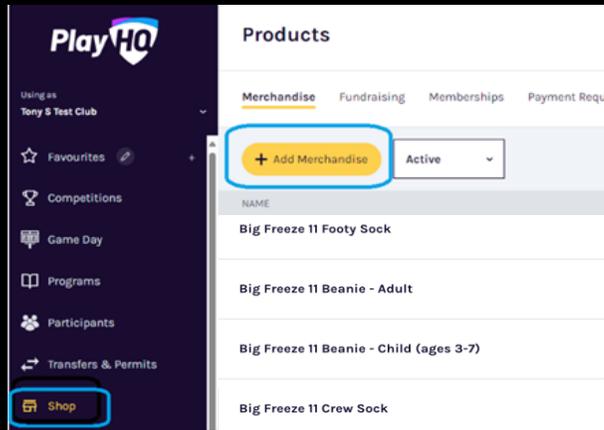


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# SET UP PLAYHQ SHOP | CREATE AND MANAGE MERCHANDISE

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



## 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



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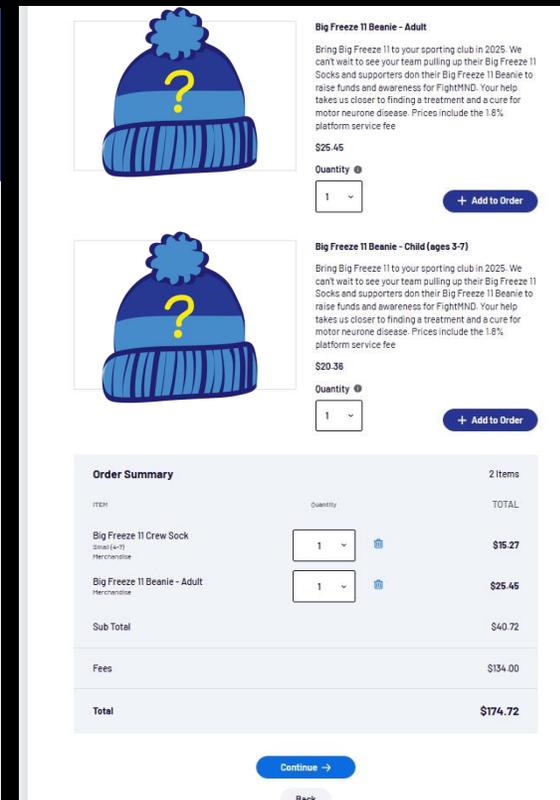
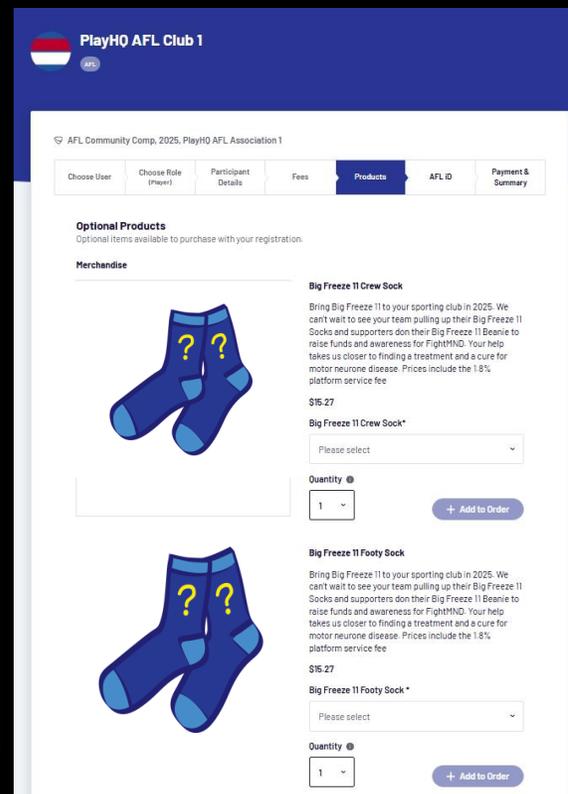
# SET UP PLAYHQ SHOP | ADDING MERCHANDISE TO REGISTRATION FORM

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

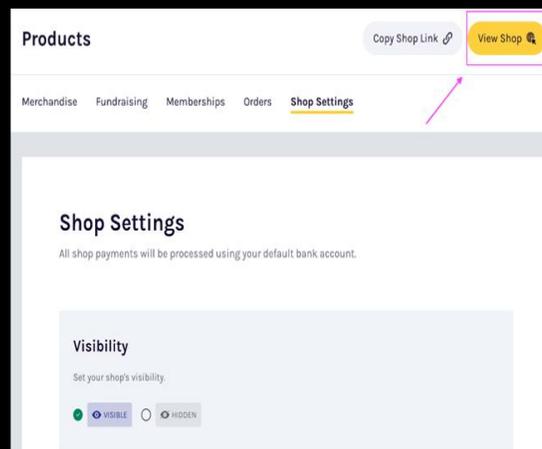


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# SET UP PLAYHQ SHOP | SET UP A SEPARATE MERCHANDISE LINK, OUTSIDE REGISTRATION

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

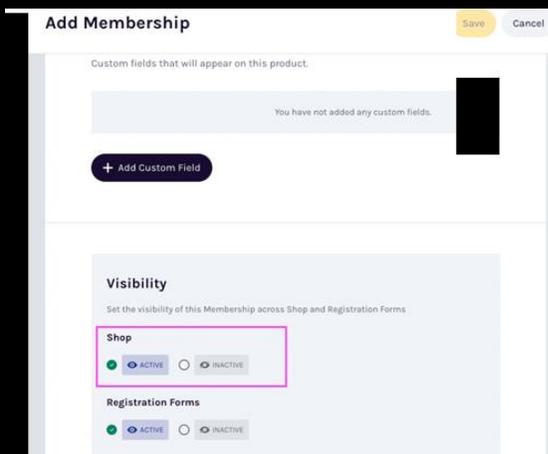
To add existing products to your Shop, navigate to Merchandise, find the item you want to add and click 'Edit'. Then scroll to the bottom of the page where the Visibility settings are located. Change Shop Visibility to 'Active'.

## 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.

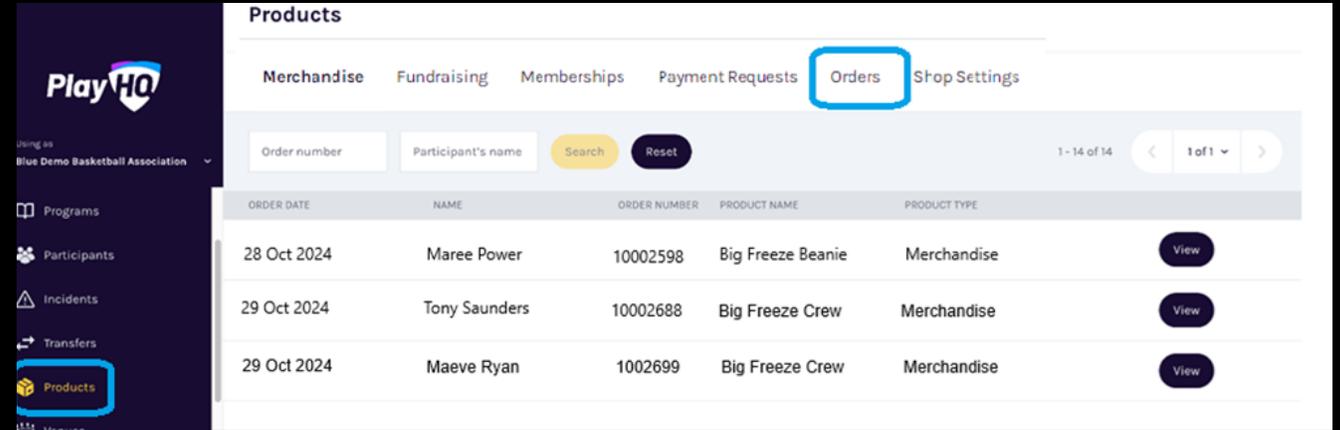


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# SET UP PLAYHQ SHOP | VIEW AND REPORT ON SHOP ORDERS

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

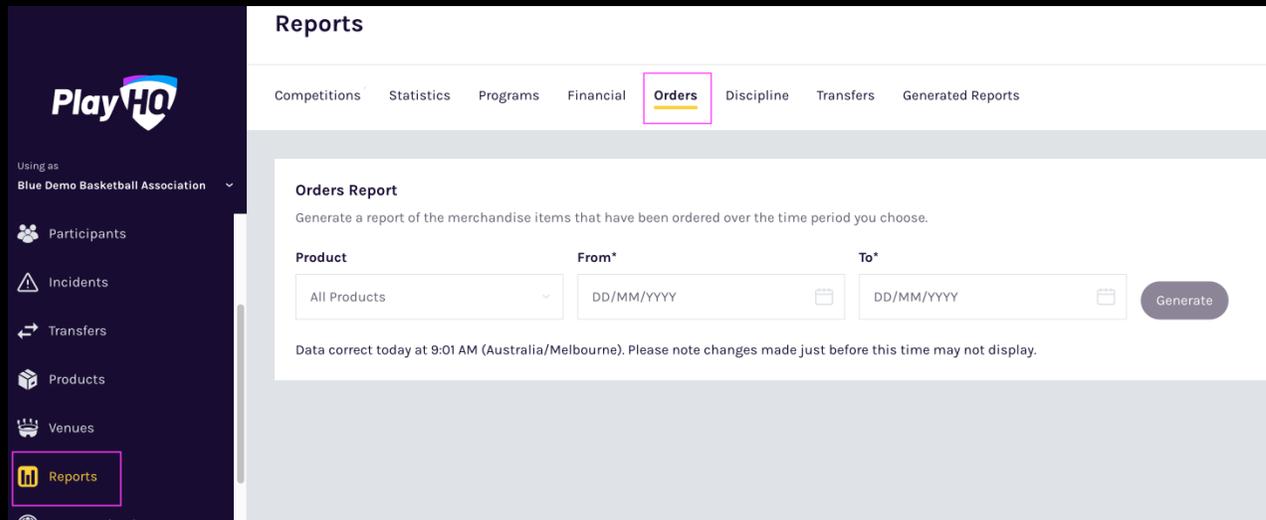


**Products**

Merchandise Fundraising Memberships Payment Requests **Orders** Shop Settings

Order number Participant's name Search Reset 1 - 14 of 14 1 of 1

ORDER DATE	NAME	ORDER NUMBER	PRODUCT NAME	PRODUCT TYPE	
28 Oct 2024	Maree Power	10002598	Big Freeze Beanie	Merchandise	<a href="#">View</a>
29 Oct 2024	Tony Saunders	10002688	Big Freeze Crew	Merchandise	<a href="#">View</a>
29 Oct 2024	Maeve Ryan	1002699	Big Freeze Crew	Merchandise	<a href="#">View</a>



**Reports**

Competitions Statistics Programs Financial **Orders** Discipline Transfers Generated Reports

**Orders Report**

Generate a report of the merchandise items that have been ordered over the time period you choose.

Product From\* To\*

All Products DD/MM/YYYY DD/MM/YYYY [Generate](#)

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**

# 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 2026



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# 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 12 to your sporting club in 2026

We can't wait to see your team pulling up their Big Freeze 12 Socks and supporters don their Big Freeze 12 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 7<sup>th</sup> May, 2026

## Big Freeze 11 Crew Sock



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

Sock design supplied 11<sup>th</sup> March, 2026

## Big Freeze 11 Football Sock



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

Sock design supplied 11<sup>th</sup> March, 2026

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



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## Links to AFL Support

Email: [clubhelp@afl.com.au](mailto:clubhelp@afl.com.au)

Call: 1800 PLAYAFL

Visit: [afl.com.au/clubhelp/playhq](http://afl.com.au/clubhelp/playhq)



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