



Probud Association of Victoria

Websites – PSPL Microsite and Independent Websites

This document sets out the comparisons Probud Clubs need to be aware of when considering a club website as either a PSPL Microsite or an Independent Websites.

For a Probud Club, the choice of the type of website generally comes down to simplicity and low cost versus flexibility and long-term independence.

1. PSPL Microsite (Hosted by Probud South Pacific Limited)
2. Independent Website (WordPress, Wix, Squarespace, etc.)

Listed below are advantages and disadvantages of each, plus overall recommendations.

Option 1: PSPL Microsite (Hosted by Probud South Pacific Limited)

ADVANTAGES

Advantages	Explanation
Low cost	Usually included as part of the club's affiliation arrangements, with little or no additional hosting cost.
Easy to set up	Designed specifically for Probud Clubs, requiring minimal technical knowledge.
Consistent branding	Maintains the recognised Probud look and feel across clubs.
Technical support	Support is generally available through PSPL.
Security and maintenance handled for you	Hosting, backups and software maintenance are managed centrally.
Suitable for smaller clubs	Ideal for clubs wanting a basic online presence without complexity.
No need for separate hosting	Eliminates the need to research and purchase commercial hosting services.

DISADVANTAGES

Disadvantages	Explanation
Limited design flexibility	Clubs must generally work within the templates and features provided.
Limited functionality	Advanced features such as membership portals, event booking systems, blogs or custom databases may not be available.
Less control	The club has limited control over hosting and platform decisions.
Shared identity	The site is part of the broader Probud framework rather than a completely independent website.
Future limitations	Expansion options may be restricted if the club later wants more sophisticated features.
Dependence on PSPL	Changes to the platform are controlled by PSPL rather than the individual club.

Option 2: Independent Website (WordPress, Wix, Squarespace, etc.)

ADVANTAGES

Advantages	Explanation
Complete control	The club controls content, design, features and future development.
Unique domain name	Provides a professional identity.
Flexible design	The site can reflect the club's own personality and branding.
Expandable	Additional features can be added as the club's needs grow.
Better membership engagement	Can include newsletters, event calendars, photo galleries, member-only areas and activity group pages.
Easier promotion	Stronger search engine visibility can help attract prospective members.
Ownership and portability	The club can move hosting providers without rebuilding the website.

DISADVANTAGES

Disadvantages	Explanation
Higher cost	Domain registration, hosting and possibly premium software may incur annual costs.
Requires technical knowledge	Someone must manage updates, backups and general administration.
Security responsibility	The club is responsible for keeping the site secure and updated.
Ongoing maintenance	Websites require regular attention to remain reliable and current.
Potential volunteer dependency	Knowledge may reside with one or two members, creating succession challenges.
Greater complexity	More options often mean a steeper learning curve.

Summary

A PSPL Microsite is best suited to clubs that:

- Want a simple web presence.
- Have limited technical expertise.
- Prefer minimal maintenance.
- Need only basic information pages and contact details.

An Independent Website is best suited to clubs that:

- Want to actively promote membership growth.
- Need flexibility and room to expand.
- Have members willing to manage the website.
- Want a unique online identity and domain name.

Recommendation for Most Growing Clubs

Many clubs begin with a PSPL Microsite because it is simple and economical. However, clubs focused on membership growth, community visibility and long-term digital development often find that an independent website built with platforms such as WordPress or Wix provides greater flexibility and a more professional public presence.

A useful way to think about the choice is:

Microsite = Simplicity and convenience

Independent website = Flexibility and growth potential.

For a club where attracting new members and promoting numerous activity groups are important objectives, an independent website would generally provide more opportunities to showcase club activities, events, photographs and member benefits.

*Compiled by **Col Pask** with the assistance of **OpenAI's ChatGPT** as a writing and editorial tool.
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