



Tennis SA

Club support guide





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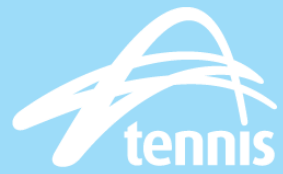
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Thriving Tennis Communities



What is Thriving Tennis Communities?

Thriving Tennis Communities is an initiative that sees Tennis partnering with local stakeholders, to foster safe, inclusive and playful clubs that thrive in their local communities. It is the chance for your tennis representative to see what your club needs and help develop plans to deliver better outcomes for clubs and coaches. [CLICK HERE FOR MORE.](#)



KNOW YOUR COMMUNITY

All stakeholders understand their local demographics and the competitive market they operate within.



APPROPRIATE PRODUCTS

The club and/or coach offer insight-led products that are relevant in their communities.



RIGHT MANAGEMENT MODEL

An appropriate management model is in place for all stakeholders, and they have access to relevant support and tools that allow them to operate effectively.



WELCOMING, SAFE AND INCLUSIVE CULTURE

The environment is welcoming and accessible to their community and meets best practice child safety and inclusion standards.



CLEAR IDENTITY AND VISION

The club / coach knows its purpose and what it wants to be famous for.



FINANCIALLY VIABLE

The club and coach have sustainable revenue sources that enable them to deliver on their business plan.



SUSTAINABLE FACILITIES

The physical environment is fit for purpose and the sustainability of the facilities is planned for accordingly.



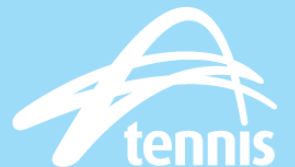
DIGITAL PRESENCE

Consumers, Clubs and Coaches are able to easily access and manage tennis information and products across a variety of platforms.

BAR • COLD BEER ~

Quiet Please! ~ STRAWBERRIES and CREAM

Bounce



Why should I use Bounce?

The new look Bounce is the one stop shop for clubs to find resources and tools designed to help your club thrive. The resources have been recategorized under the “Thriving Tennis Communities” pillars, and will align with the plan you put together with your Club Development Officer or Regional Officer. Dive in and have a look [HERE](#).



Financial support – Templates to help you such as profit and loss statements, balance sheets, invoice templates and more



Facility support – Asset management template, Tennis Infrastructure Planning Resource, Club Sponsorship Agreement template, and more



Forums – Ask questions around pain points or questions you have regarding any offered products or resources



Marketing resources – program certificates, social media how to guides, and more



Community support - Local Government Engagement Guide, localised Collaboration Strategies, data and guides to work with local sporting bodies and community groups, and more



Program resources - how to guides and videos allowing you to deliver programs (eg Open Court Sessions)



Administrative support – You will find position descriptions, volunteer agreements, coach interview questions, annual report and management model templates, and more to help run your club / business



Inclusive culture support – extensive child safety resources, club culture resources, OHS and WHS Guide, Risk Management guide, and more

ClubSpark

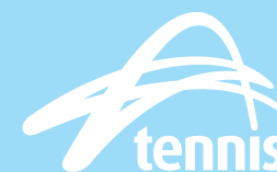


Top benefits of ClubSpark

For consumers (tennis players) it provides easy access and seamless experiences to tennis activities such as finding and booking a court, joining a club or registering for an open day event. For club administrators it provides simple to use tools to manage club activities, such as managing memberships, communicating with players, timetabling & website updates.



Play Tennis



Release the Player Within....

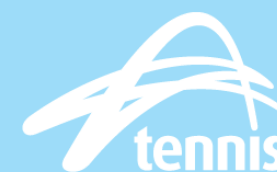
The newly developed Play Tennis marketing campaign aims to attract new participants to the sport including seeing a return of the five million lapsed adult players. We want to promote tennis as a sport for everyone with a campaign that heroes all participation products including Open Court Sessions, Cardio Tennis and ANZ Tennis Hot Shots. We also want to celebrate the unique relationship Australian's have with the game from a casual and social perspective which must reflect both play on court as well as general grassroots tennis.

The national marketing campaign will continue to push those interested in tennis to the play.tennis.com.au website, so now is the time to get your modules up on ClubSpark to ensure your club is showing up as part of this campaign.

View Play Tennis [HERE](#).



Tennis Design Hub

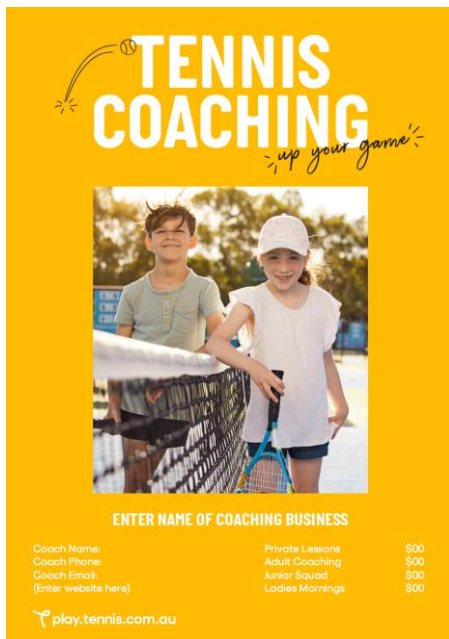


Creating personalised ads


Tennis SA is thrilled to now allow you to receive professional and specially designed marketing material made for you to stand out in your community. **We call it Tennis Design Hub.** We have a whole suite of new marketing assets we can share with all of you. And the best part is, it can be personalised with your own name, contact details and information!

So, how does it work?

- Browse the Tennis Design Hub catalogue (which you can access via your Club Development Officer or Regional Officer) and choose the material you would like to personalise for your club
- Fill in the order form (please ensure you are specific with your requests when choosing what you are after)
- Send your completed form to your Club Development Officer or Regional Officer
- Give us some time to work our magic (and ask any questions along the way)
- Receive back from us your completed files and any other material we feel may help promote your club and offerings



TENNIS COACHING
up your game!



ENTER NAME OF COACHING BUSINESS

Coach Name:	Private Lessons:	\$00
Coach Phone:	Adult Coaching:	\$00
Coach Email:	Junior Squads:	\$00
(Enter website here)	Ladies Mornings:	\$00

play.tennis.com.au



JOIN US AT OUR
OPEN DAY

TIME AND DATE:

registrationlinkhere.com.au

play tennis



OPEN COURT SESSIONS
PLAY THE SOCIAL WAY

ENTER NAME OF TENNIS CLUB

Enter day and time of session
play.tennis.com.au



CARDIO TENNIS
not your way to fit

ENTER NAME OF TENNIS CLUB

Enter day and time of session
play.tennis.com.au



ANZ TENNIS HOT SHOTS
a big hit for little stars

ANZ TENNIS HOT SHOTS BLUE BALL
For players 3 to 5 years old

ANZ TENNIS HOT SHOTS RED BALL
For players 5 to 6 years old

ANZ TENNIS HOT SHOTS ORANGE BALL
For players 7 to 9 years old

ANZ TENNIS HOT SHOTS GREEN BALL
For players 10 to 12 years old

ENTER NAME OF TENNIS CLUB HERE

Enter generic club information here, add up to two lines of text.

Contact name, phone number, email address, club address etc.

play.tennis.com.au



PLAY YOUR WAY

ENTER NAME OF TENNIS CLUB HERE



PRODUCT ONE
Short sentence or descriptor.



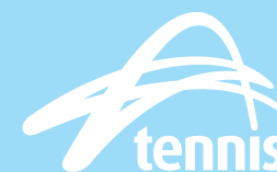
PRODUCT TWO
Short sentence or descriptor.



PRODUCT THREE
Short sentence or descriptor.

play tennis

Local Area Marketing



How to market your club

Set Objectives

What would you like to achieve in terms of marketing? If you set some objectives, then everything that follows has a purpose. Remember, make these objectives SMART.

Define your target

Know who you want to reach with your marketing and different ways to reach these people. Once you know who, this can play a key role in contributing to a plan.

Make a plan

This is where you can think about how you want to approach marketing at your club or business and plan a simple strategy to reach your objectives

And execute

It's go time. It's time to get cracking on implementing all the great ideas in your plan. Think broadly and think about the best way to reach your target audience.

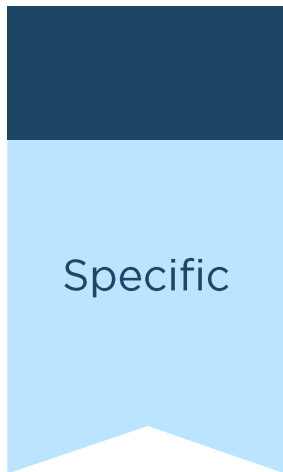
Keep them coming back

Turning a new customer into a returning customer is what this section is all about. How to make the experience memorable where players are coming back every week.

Measure and keep it going

How you have gone in meeting your objectives? Decide what has and hasn't worked and if you want to change anything or highlight an area that was successful.

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Thank you

