



PLAY TENNIS WEBSITE

**PLAY.TENNIS.COM.AU - What is it and
how to get your club featured**



PLAY TENNIS WEBSITE

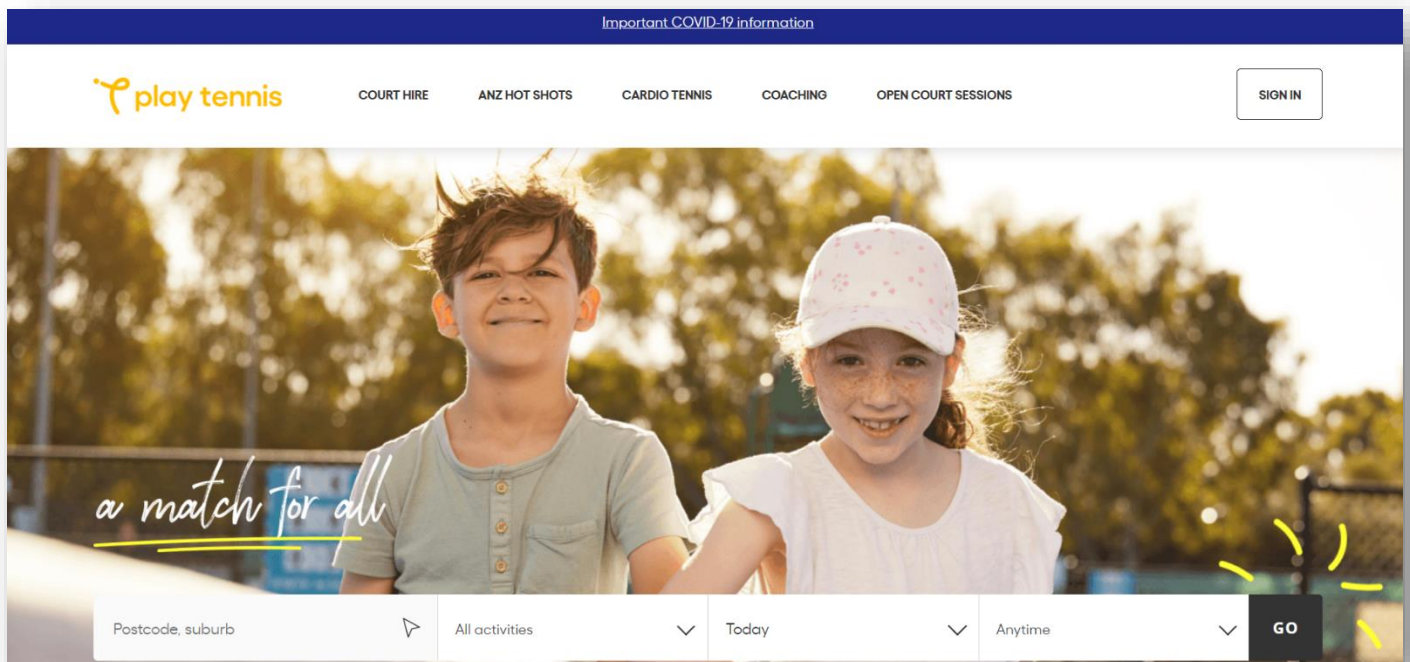
WHAT IS THE PLAY TENNIS WEBSITE?

The Play Tennis website (<https://play.tennis.com.au/>) is a central place for members of the public to get access to tennis products. Tennis products include:

- Court Hire
- Open Court Sessions
- ANZ Tennis Hot Shots
- Coaching
- Cardio Tennis

Members of the public can search for tennis products in their area by typing in their suburb or postcode, what product they are interested in and the time and day they want to play.

Here is what the website looks like:





WHY SHOULD YOUR CLUB AND/OR COACH BE FEATURED ON PLAY TENNIS?

There are many benefits to having your products searchable on the play tennis website but the main benefit is **exposure**. By making your products online and visible for members of the public, this will enhance your digital presence and makes it easier for potential new players to find your club!

HOW DO YOU GET YOUR CLUB AND/OR COACH FEATURED ON THE PLAY TENNIS WEBSITE?

There are a few different ways to get your club and/or coach featured on the Play Tennis Website. See below your options:

- *Court Hire* – by providing online casual court hire via an online booking system (Clubspark or a 3rd party digital system)
- *Open Court Sessions* – signing up to Open Court Sessions and using an event booking system to register participants for the program (Clubspark or a 3rd party digital system)
- *ANZ Tennis Hot Shots/Cardio Tennis/Coaching* – a search on Play Tennis for any of these three products will take you through to the right results pages for hotshots.tennis.com.au, cardiotennis.com.au or tennis.com.au

MY VENUE HAS COURT HIRE AND OPEN COURT SESSIONS ONLINE, BUT IT IS NOT THROUGH CLUBSPARK. HOW DO WE MAKE SURE WE STILL FEATURE ON THE PLAY TENNIS WEBSITE?

If your venue uses a 3rd party digital system (such as Links or Tennis Biz), you are still able to have your tennis products searchable via the Play Tennis website.

The Play Tennis website would include your venue in the search results and then the user would be redirected to your digital platform.

If you are interested in setting this up, please speak to your Club or Tennis Development Officer who will be able to help you with this process.