

Tennis Victoria Customer Feedback results 2022

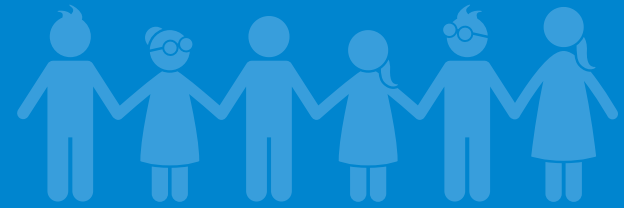


In May 2022, Tennis Australia and Tennis Victoria asked affiliates to provide feedback on the level of service provided and how helpful and useful the available programs and products are.

Response Rate

243

responses received. This is an increase of 21% from 2021



Child safe guarding

75.8%

of responders said their club is providing a child safe environment

Reason for affiliating

- Insurance 64%
- Partnership 43%
- Digital Platforms 43%
- National Programs 31%
- Future Planning 32%

Satisfaction

7.8

Clubs rated Tennis Victoria with a 7.8 satisfaction rating which is a 0.8 increase from 2021
*National average is 7.2

Frequency of contact

73%

of Clubs wanted to hear from Club Development Officers either every month, or every 2-3 months.



Expectations

86.4%

said their expectations were met or exceeded



Competitive Play

71.1%

of responders believe that their competitive play needs are being met

Most frequently used service

- Clubspark 47%
- Child safety education 35%
- Insurance 35%
- Workshops and forums 27%

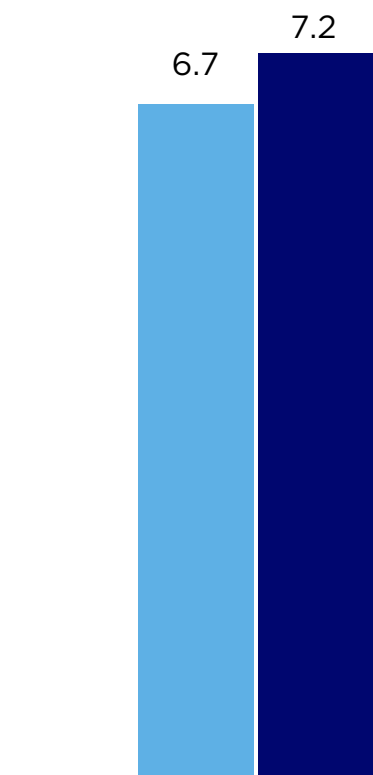
To learn more about any of the programs or opportunities listed, please contact your Club Development Officer

Satisfaction rating of work areas

We combined your feedback with our Tennis Victoria Strategy to 2024 to deliver the below outcomes. It's important to us that we listen and learn and continue to support our affiliates needs.

Tennis Australia Programs

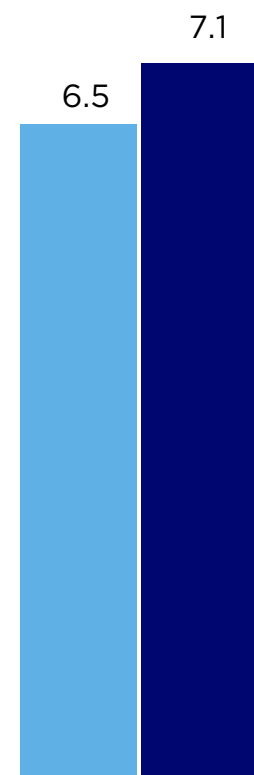
"A good array of programs from beginners to advanced. Easy to understand progression for all abilities. Inclusion becoming greater importance to TA/TV which is a fantastic opportunity."



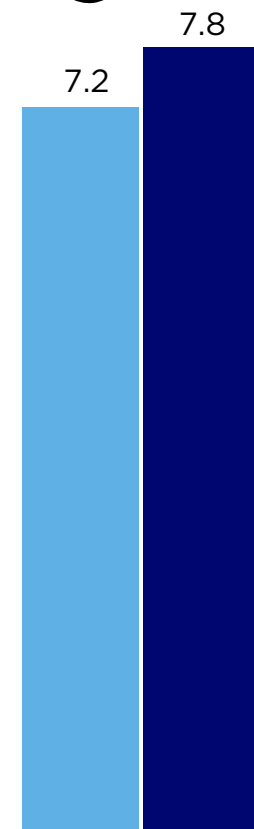
Tennis Australia Programs

Development and Education

We listened to your feedback in 2021. You wanted more learning and education opportunities. So we created the Learn & Serve program.



Development and Education



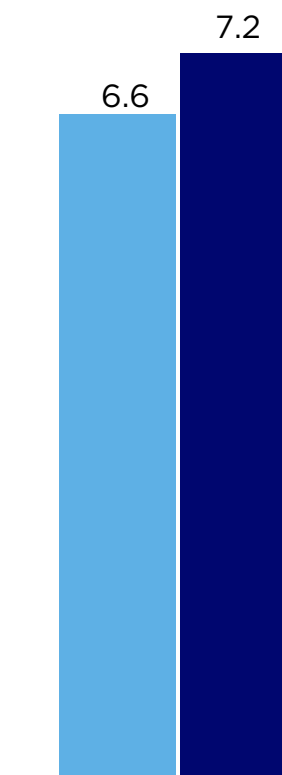
Staff Support

Staff support

We used the insights provided in 2021 to help our team support you better. Your feedback helped the regional teams develop their plans grow tennis across Victoria. "The support we have received from our Tennis Vic representative and the team at Tennis Vic has made a significant and lasting uplift to our club, fantastic support"

Club Operations

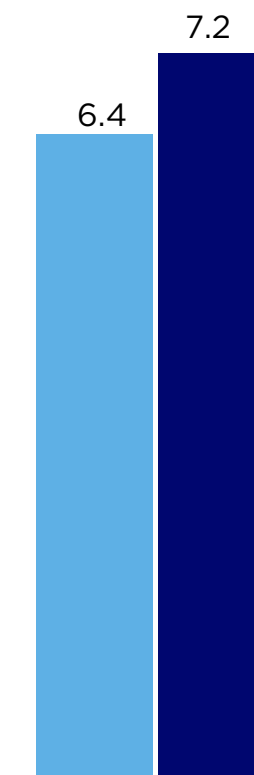
"I love the fact that everything we need to run the club is on the tennis site. From policies and procedures to running comps. There is support all through the site and the people I have dealt with have been extremely supportive."



Club Operations

Marketing and promotion

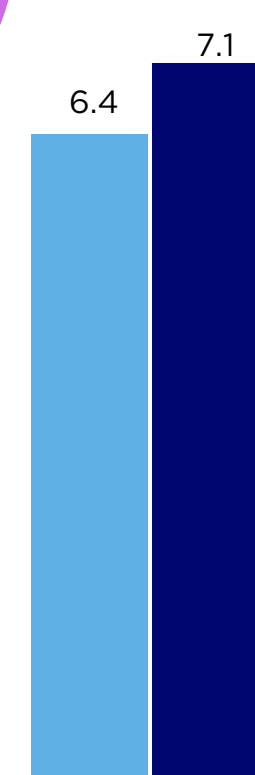
You wanted more support with Local Area Marketing in 2021 so we made it a focus of our Strategy. We delivered the Play Tennis Month initiative to provide promotional opportunities for your club. We provided resources to promote your club and continue to do so.



Marketing and Promotion



Free social media resources for your Club



Software and Systems

Software and Systems

The implementation and transition to ClubSpark has been positively received by Clubs. "ClubSpark and book a court is great for the website, court hire and automated revenue. Just a great tool to manage most of the clubs database and engagement with the community."