


**PRESIDENTS EVENING
DISCUSSION PANEL online court bookings
JUNE 2018**

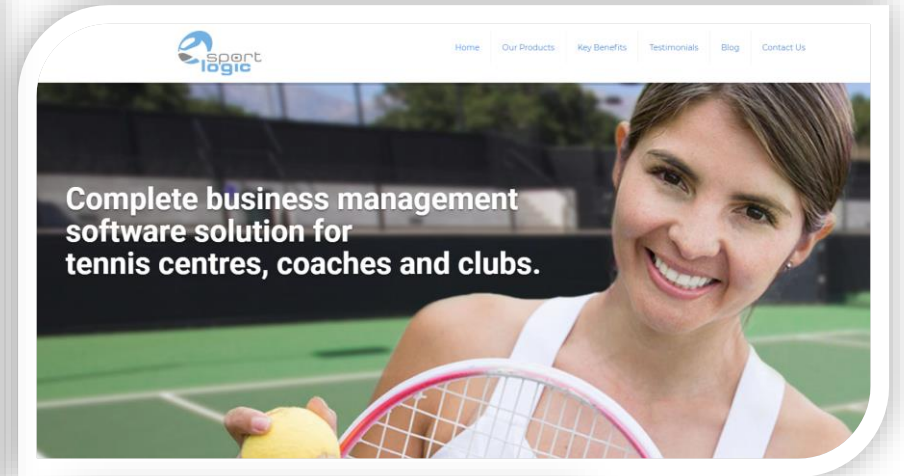


TONIGHT'S PANEL

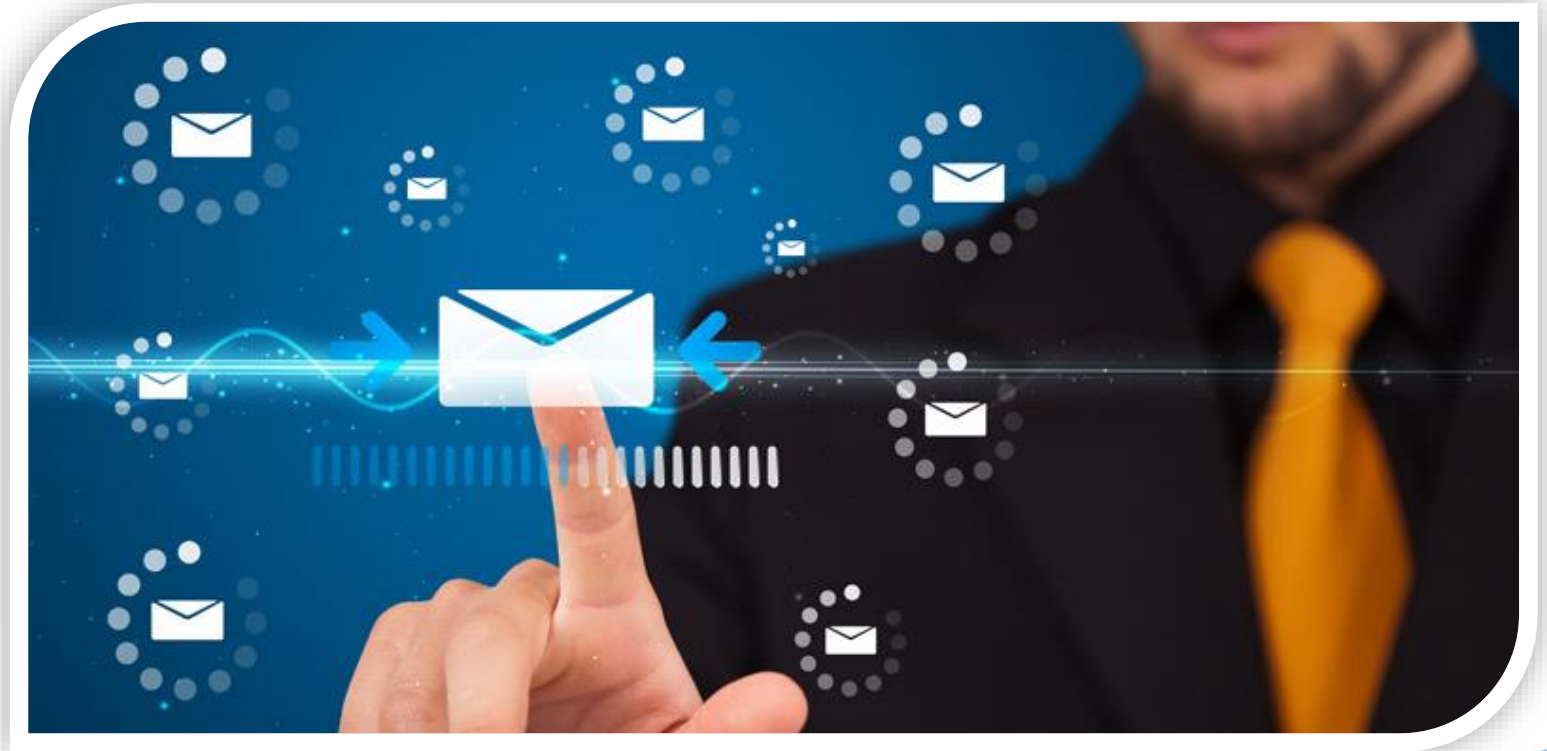
Julie Bruer – Bullcreek Tennis Club
John Hogben – Maylands Tennis Club
Phil Hawkins – Loton Park Tennis Club



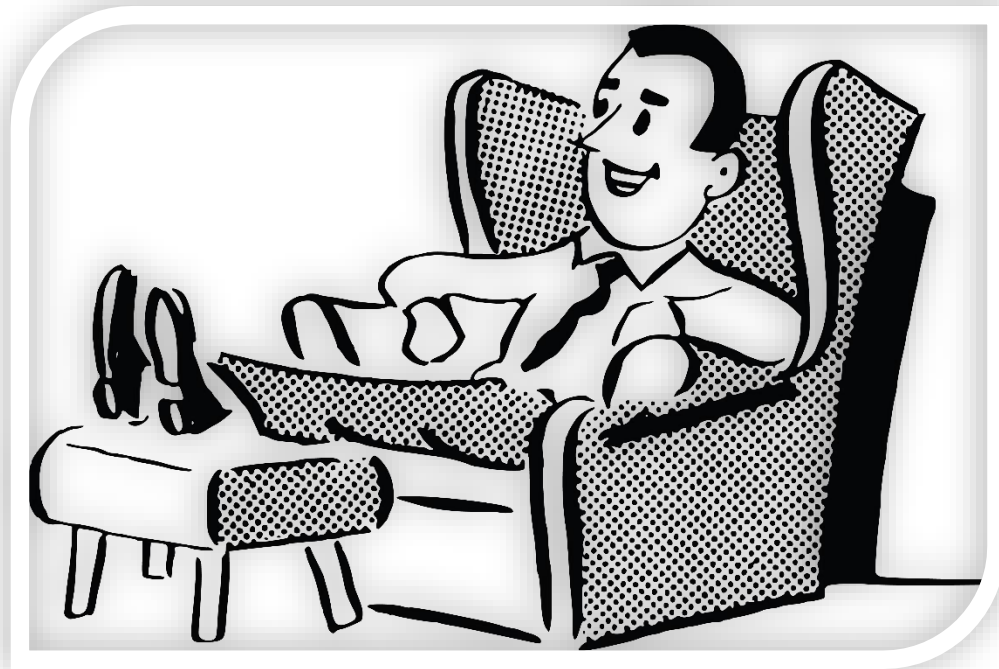
HOW MANY KNOW YOUR CURRENT INCOME FROM COURT HIRE?



HOW DOES YOUR CLUB COMMUNICATE WITH YOUR CASUAL USERS?



WHAT BENEFITS DOES ANY ONLINE BOOKING SYSTEM HAVE?



WHAT COULD BE IMPROVED?



WHAT IS IT'S POTENTIAL?



**HAVE YOU INCORPORATED
ANY PROMOTIONAL
STRATEGIES WITH YOUR
BOOKING SYSTEM?**



CREATIVE EXECUTION EXAMPLES



• MixFM ad



• MixFM live radio

Mix 106.3 Canberra
21 hrs · 🌐

Booking a tennis court around Canberra has never been this easy. It's so simple, even Kristen and Wilko managed to figure it out. Now all we need to do is teach Wilko how to play a decent match so he can head home with his dignity intact. Maybe...
Book a court online at tennis.com.au/act today. Moustache optional.



2.3K Views

Like Comment Share

<https://www.facebook.com/mixcanberra/videos/1674016085953695/>



CAMPAIGN SUMMARY

Digital

Facebook – link ads

Paid search

Display

Radio

On air commercials and live reads:



Video content on social channels:



OOH

Street Furniture
ACT – 20 panels
Vic – 7 panels

Up to 2km radiu of identified clubs

TV

Contra

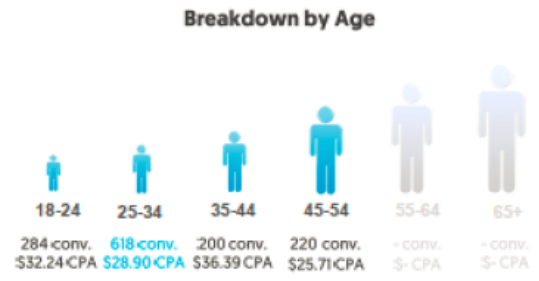
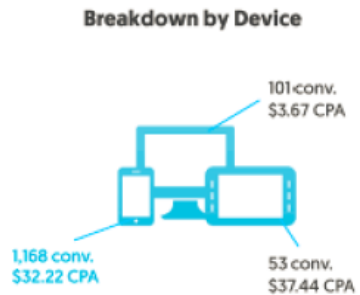


LAM Social

Localised Facebook ads
(outside of ACT)

CAMPAIGN INSIGHTS – SOCIAL

- Mobile generated the most conversions, Desktop had the lowest CPC.
- 46% of conversions came from 25-34 year olds
- Males generated 82% of conversions



BOOK A COURT

- Overview of the next steps

CURRENT BOOK A COURT VENUES



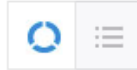
- Bassendean TC
- Bullcreek TC
- East Fremantle TC
- Hensman Park TC
- Higgins Park TC
- Loton Park TC
- Maylands TC
- Reabold TC
- South Perth TC
- Wembley Downs TC



**GET
COURT
UP**

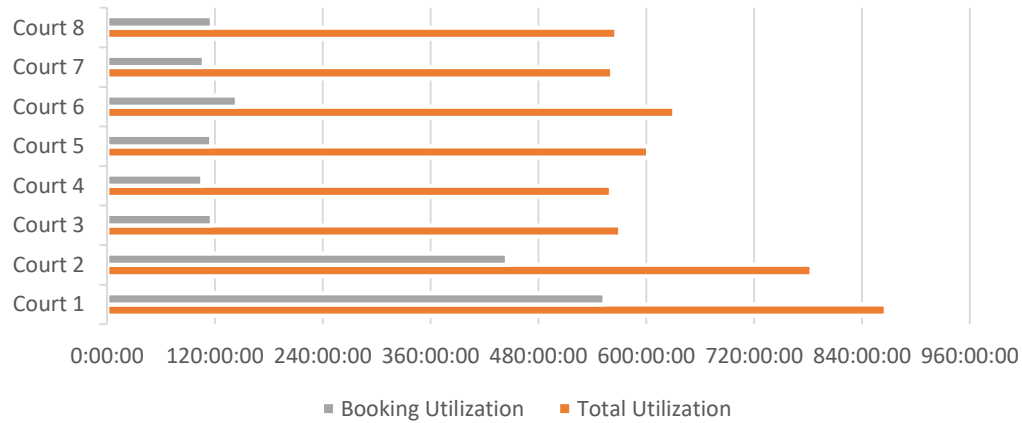
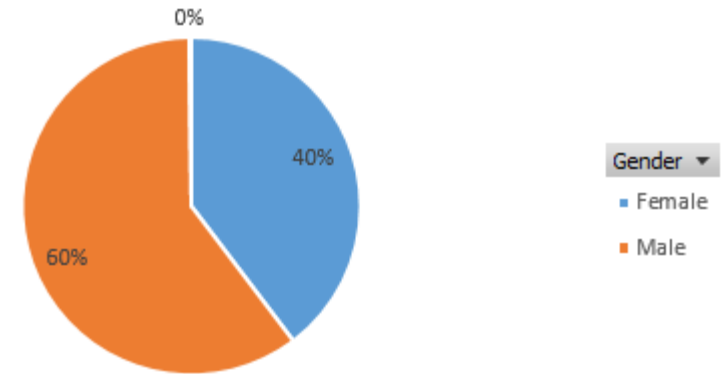
INFORMATION IS POWER

Member Status ?



Active	2,198	30.46%
Non-Member	3,751	51.98%
Lapsed	1,267	17.56%
TOTAL	7,216	100%

Total



Average Age of Casual User in Perth = 36

KNOWLEDGE IS POWER

Revenue ?

Week ▼

