ANZ Victorian Community Tennis Forum #4

Ways to promote and grow your club

Engage with local events i.e. Festivals, Markets and School fetes

Host community events i.e. Pink Tennis Day

Host Free Tennis Days

Build a positive relationship with other sporting clubs

Encourage parent involvement

Offer local businesses the opportunity to access the club

Engage with Schools

Community

Up to date & easy to access website

Bring a parent night

Newspapers, school newsletters, community bulletins

Free Tennis Days

Social Media

Targeted communications

Capitilise on the interest in the AO/Summer of Tennis

Google Maps

Club Anniversaries

Discounts & rewards

Bring a friend days

Team App

Marketing

Opening Up Tennis – gate access

Club house amenities i.e. coffee machine, showers, food

Well maintained facilities

Task management software

Positive relationship with Council

Work together as clubs with Council

Book A Court – online software

Grants

Places to Play

ANZ Tennis Hot Shots

Breakfast competition

Friday afternoon competition for school kids

Schools

ACE – Accessible Community Equality

Mum’s Tennis

Playing pathway for juniors

Hot Shots for Seniors

Engage a proactive Coach

Programs

Online

Joining fee – flexible options, eliminate for year one

Benefits for parents of coaching pupils

Direct Debit options

Free child membership with adult membership

‘Friend of’ membership

Free court access in off peak times

Innovative

Membership

Australian Sports Foundation

Sponsorship

Host corporate events

Fundraising events i.e. Trivia nights

Innovative memberships

Grants

Engage local businesses

Revenue & Funding

Social functions based on other events i.e. AFL Grand Final & Grand Slams

Social Nights – BBQs, Trivia etc.

Activities for Mums & Dads

Tennis is a ‘Sport for Life’

Utilise the facility for non-tennis events

LEARN MORE!

Welcoming environment

Social

For more information

Visit www.GameSetMatch.net.au

Contact your local Participation Leader

Don’t forget to attend Forum #5 – Wednesday 7 October