

The summary of outcomes below have been collated verbatim, the LAG forum participants were given a monopoly \$100,000 note to outline how they would spend the \$100K on marketing.

[+ indicates the additional groups who mentioned the same or similar view point.

Marketing

- Provide equipment to schools/community groups (modified) for promotion +++ +
- Family fun days +++
- Local Area Marketing, radio, newspaper, TV, flyers, school newsletters, signage, emails, websites, links to you-tube, promotional videos + etc
- Market sport through regional newspapers
- Flyers, open days, free racquets, shopping centre displays, club raffles at shopping centres with coaching flyers available to hand out
- Promotions of tennis icons to travel around Australia, i.e. Pat Rafter
- Educate club how to 'self promote' and retain customers
- Subsidise initiatives to provide new programs and reward for retainment of players
- Help clubs to cross promote with other seasonal sports
- Continuity of advertising and programs
- Loading for distance to remote schools – make it viable for coaches to travel to distant schools
- Make facilities more attractive and up to date, with cafes, hot showers etc
- Communication with schools, i.e. market the coach
- Check website for business cards, newsletters, contacts, advertising etc
- Marketing survey research – target audience, preferred marketing styles and mediums
- Free vehicle signage for every coach member
- Branded give-aways with coach details to school programs
- Find-A-Coach – better links and automatic for TA coach members
- Lunchtime mini tournaments at schools with trophies and give-aways presented at school assemblies
- School displays – drive volleys, fastest serve comp
- Aus Open shirts presented to phys-ed teachers at each school
- Find better strategies for sourcing kids from schools
- Constantly revise and upgrade all levels of tennis dev pro-active not reactive
- Signage at schools/ centres i.e. "Come and play" banner
- Direct market to individuals
- Improve overall tennis identity

The summary of outcomes below have been collated verbatim, the LAG forum participants were given a monopoly \$100,000 note to outline how they would spend the \$100K on further developing the club and coach relationship.

[+ indicates the additional groups who mentioned the same or similar view point

Club/ Coach Relationship

- Joint TA/Coach/club approach to marketing +++
- Contract documents ++
- Education/ professional development of volunteers and management of clubs ++
- Higher recognition of qualified coaches +
- Provide backup support for the qualified coach member
- Contribute tools for club-coach e.g. construct templates, negotiation guidelines
- Technical backup for facility up keep
- There are 11 CWBS in Sth West that are not affiliated – TQ to promote to non-affiliated
- Financial assistance with travel for junior dev training etc
- Better user friendly facilities – both club and coach
- Bring amateur sport into modern professional era
- Good facility – good programs
- Coaches fulltime management
- Part-time/full-time administrator funding
- Funding for juniors to attend major tournaments
- Membership – create club atmosphere & help deliver a more friendly inter-club atmosphere
- Increased marketing with existing clientele e.g. at sanctioned tournaments
- Increase pressure on non accredited coaches – ‘keep them in the structure’
- TA insist on annual return/ questionnaire for clubs
- Grants for improved facilities and activities and more equipment