



ClubSpark

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Enable clubs to digitally organize

# TOOLS YOU SHOULD BOOKMARK AND SHARE

## Where To Start

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Support Guide: — [Where to Start with ClubSpark? — Support Centre \(tennis.com.au\)](#)

[The support site](#) will also give you all the info you need if you get a query from a club!

## The Test Environment

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[Sandbox](#) is a test environment where you can try ClubSpark functionalities without risking to break anything.

# WHERE TO GET UPDATES

## TEAMS

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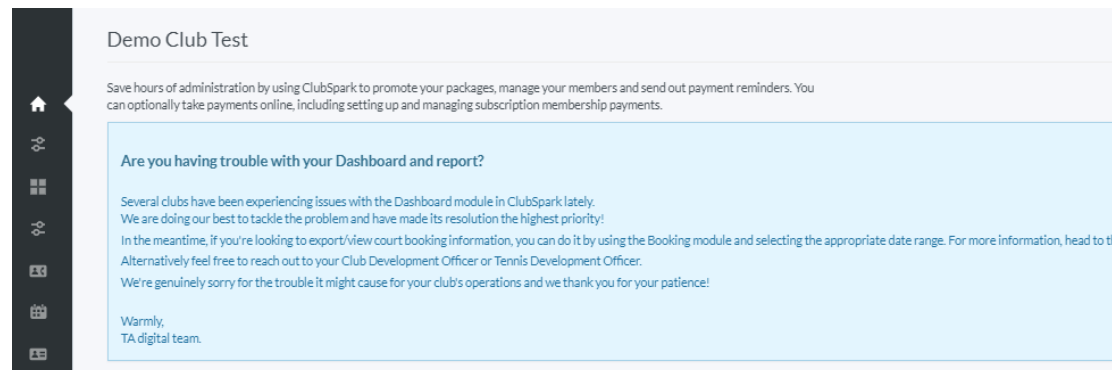
We're regularly sharing updates on the [Digital enablement for club operators \(ClubSpark\)](#) channel on Teams. So keep an eye on it!

## Club's Admin Panels

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There might be a bug or a new feature we need to also share with clubs, for this we'll use different functionality in ClubSpark (notification on the homepage, pop ups, etc.)

*Example:*



The screenshot shows a notification in a ClubSpark admin panel. The notification is titled "Demo Club Test" and contains the following text:

Save hours of administration by using ClubSpark to promote your packages, manage your members and send out payment reminders. You can optionally take payments online, including setting up and managing subscription membership payments.

**Are you having trouble with your Dashboard and report?**

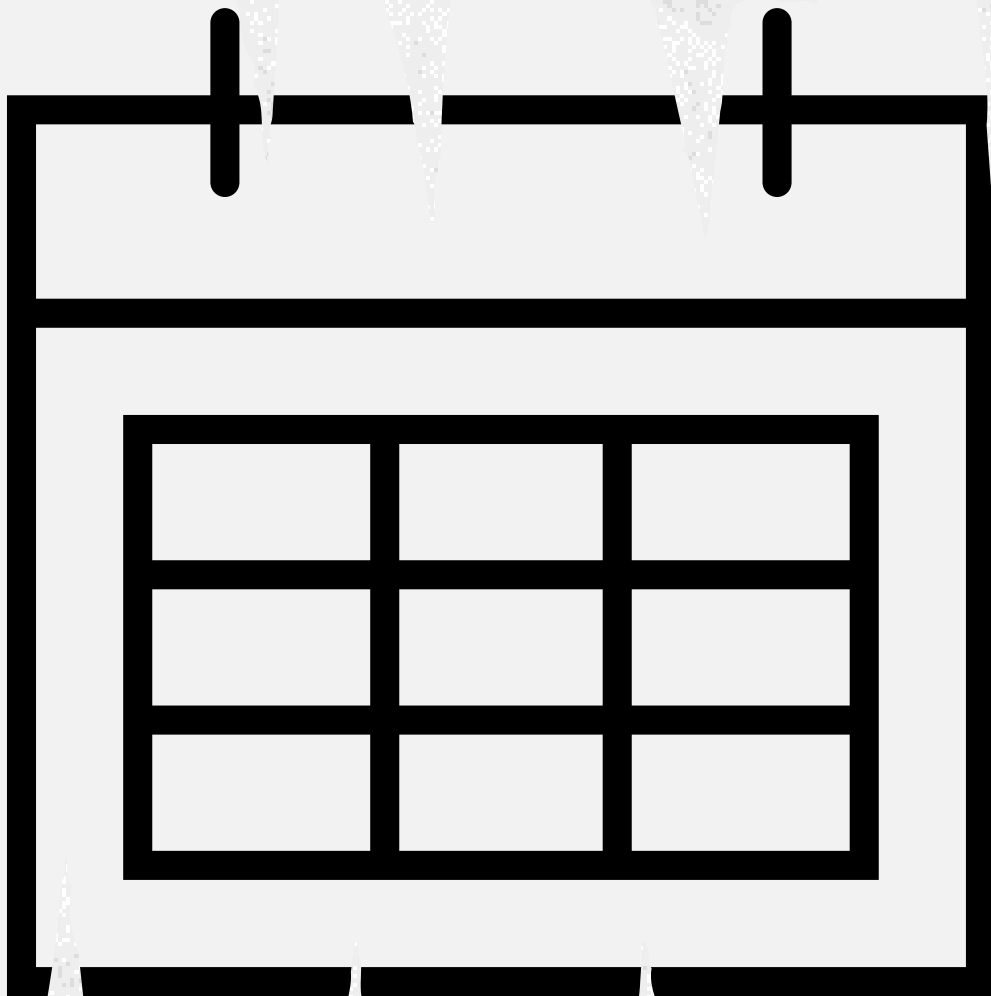
Several clubs have been experiencing issues with the Dashboard module in ClubSpark lately. We are doing our best to tackle the problem and have made its resolution the highest priority!

In the meantime, if you're looking to export/view court booking information, you can do it by using the Booking module and selecting the appropriate date range. For more information, head to the Booking module.

Alternatively feel free to reach out to your Club Development Officer or Tennis Development Officer.

We're genuinely sorry for the trouble it might cause for your club's operations and we thank you for your patience!

Warmly,  
TA digital team.



# BOOKING

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## **Key Features:**

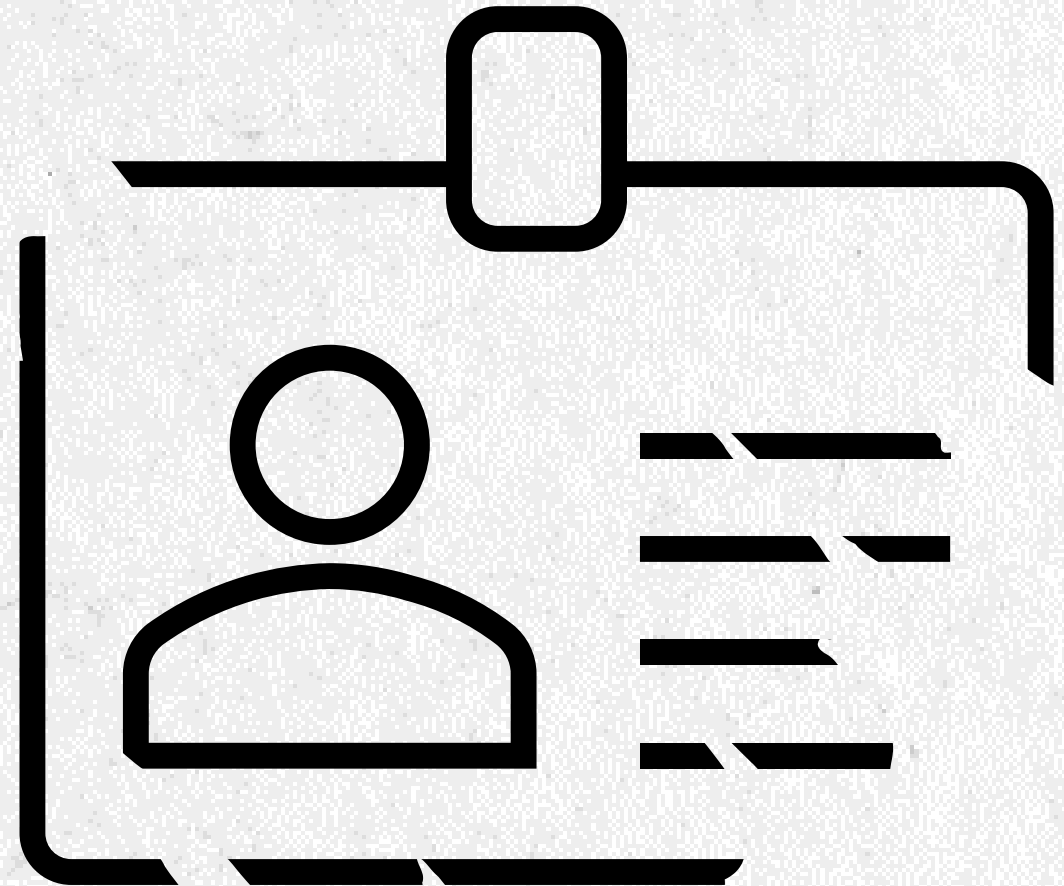
- **Accept online reservations and payments**
  - ✓ Allow members, casuals to book courts online any time of day and add guests
  - ✓ Allow users to manage their court booking online
  - ✓ Customize refund window. Users are automatically refunded their money within that window of time.
  - ✓ Club administrators can also add front-desk bookings and record cash payments through their ClubSpark admin account
  - ✓ Create Promocode for VIP usable online
- **Publish court booking schedules online**
  - ✓ Allows club users to view court availability and book 24/7
  - ✓ Different view of the schedule for different roles (everyone, members-only, admins)
  - ✓ Easily setup and customize recurring & single bookings
  - ✓ Link programs, tournaments & other events to court schedule
  - ✓ Customize schedule to allow players to see names of other players
  - ✓ Get your club on [Play Tennis](#) and allow hundreds of new casuals to quickly book one of your court online
- **Customize court schedules, fees and booking privileges**
  - ✓ Customize operating schedules for the winter and summer seasons. Close online booking for maintenance days and holidays.
  - ✓ Customize court booking fees for prime and non-prime hours.
  - ✓ Charge different courts fees for members, coaches, non-members, junior players etc.
  - ✓ Customize how often different users can book courts and for how long.
  - ✓ Customize advance booking periods for different users.

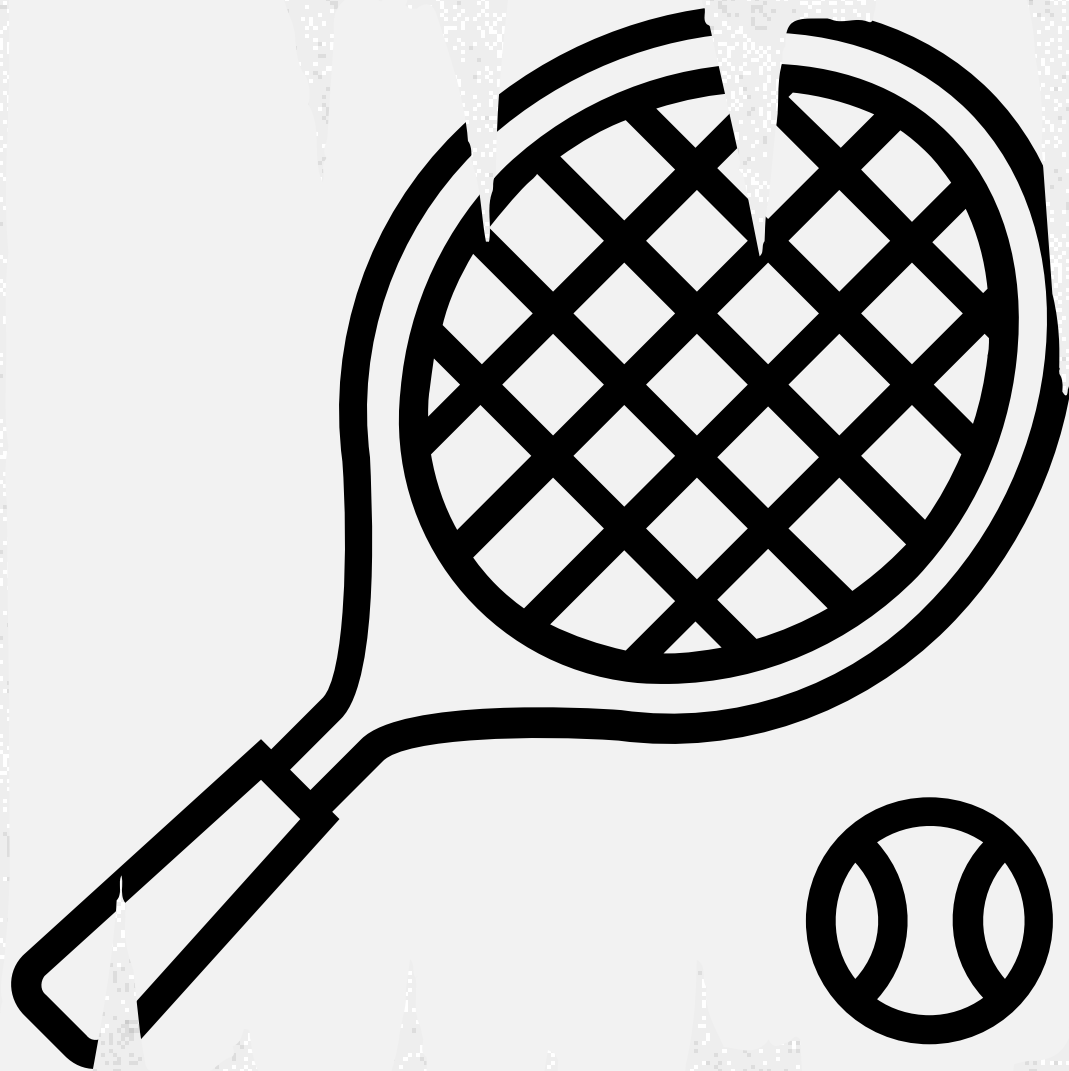
# MEMBERSHIPS

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## Key Features:

- Create and offer a variety of membership packages
  - ✓ Create single, family, couple or junior membership packages
  - ✓ Create memberships for a limited specific period and rolling start date membership
  - ✓ Easily import existing members from another system using an Excel spreadsheet
  - ✓ Create public, private (invite- only) and hidden membership packages
  - ✓ Each time you create a public membership package, it's automatically added to your website
- Collect online payment & track membership revenue
  - ✓ Allow members to pay online for membership
  - ✓ Enable one-time or monthly billing for membership
  - ✓ Enable discounts for renewing members
  - ✓ Track membership revenue on a daily, weekly, monthly or annual basis
  - ✓ Easily send membership payment requests
  - ✓ Club administrators can also add front- desk membership registrations if needed
- Develop and manage a database of tennis players
  - ✓ Easily access and email members through ClubSpark database
  - ✓ Streamline membership renewals for players
  - ✓ Identify lapsed members and send renewal reminders
  - ✓ Sort and filter members by age, gender, and customizable contact tags





# PROGRAMS

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## Key Features:

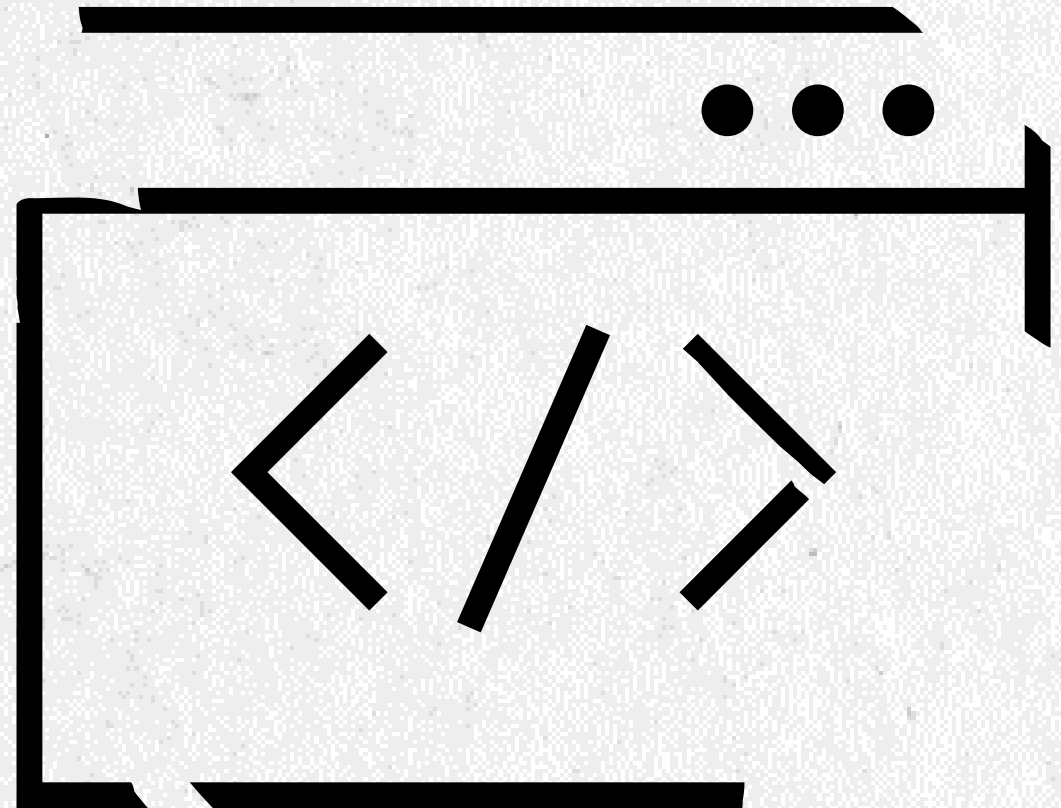
- Create programs, drop-in classes, and camps
  - ✓ Create multi-week courses for junior and adult players
  - ✓ Create one-time drop-in classes/clinics
  - ✓ Easily duplicate previous courses and classes
  - ✓ Create single-day or multi-day camps. Customize camps to allow users to register for full days, half-days or entire weeks.
  - ✓ Each time a program is created, it is automatically added to a club's programming webpage
- Accept online registration and payment
  - ✓ Allow users to register and pay online for courses, classes and camps
  - ✓ Allow parents to register and pay for multiple family members in one transaction
  - ✓ Allow users to view the number of spots available in a program
  - ✓ Share program registration links via email/newsletters
  - ✓ Club administrators can also add registrations and record cash payments through their ClubSpark admin account
- Track program attendance
  - Easily view, print and export program enrolment lists
  - ✓ Check-in players to record program attendance
  - ✓ Increase available spots depending on demand
  - ✓ Send email reminders to registered participants through ClubSpark platform

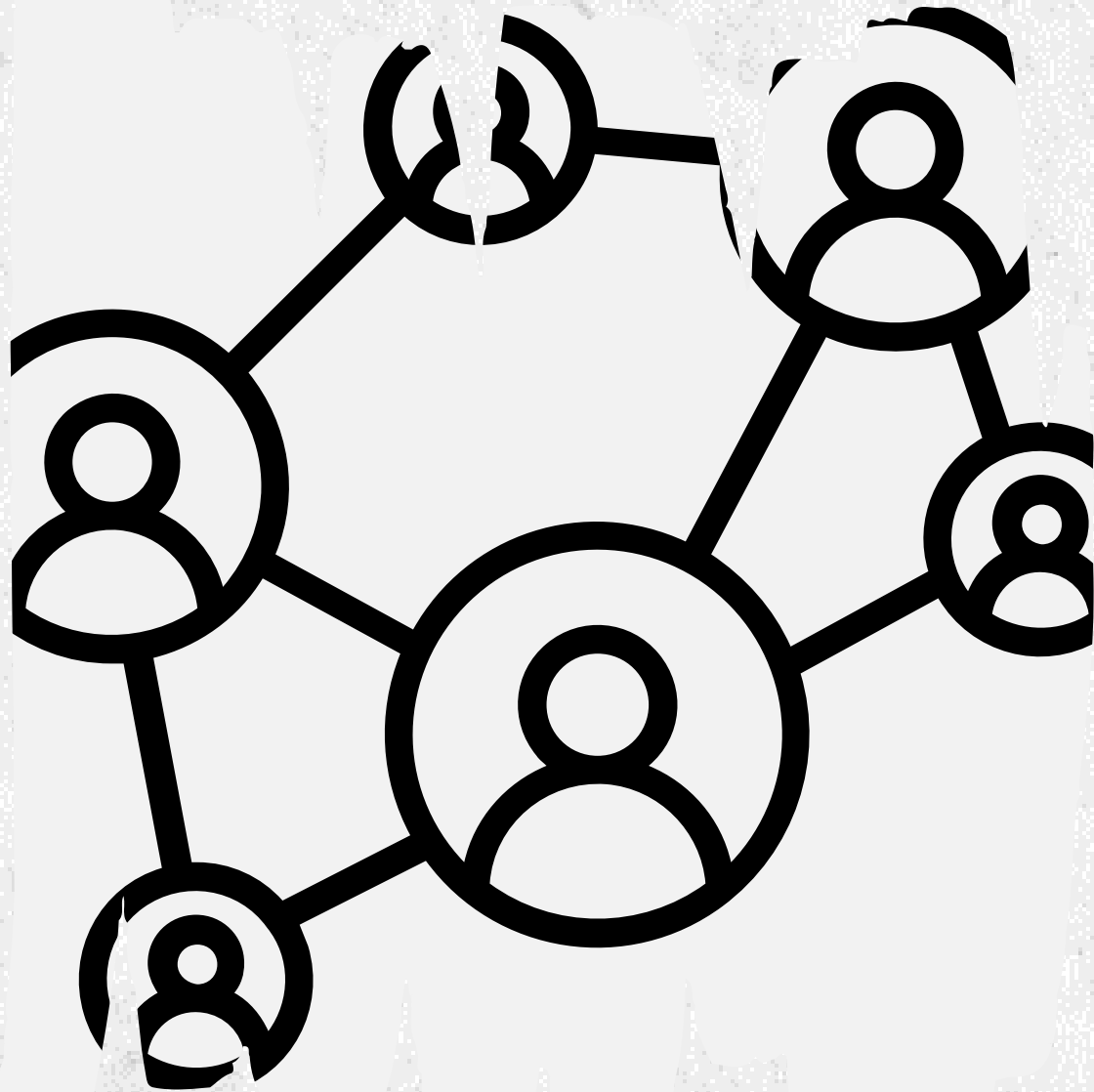
# WEBSITE

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## Key Features:

- Create your own website for your organisation
  - ✓ ClubSpark is hosting your website for you, no need to worry about that
  - ✓ Create a functional website that can be optimise to rank at the top of any search engine's results for tennis searches in your area
  - ✓ Link your sponsors & social media to your website
- Easily customize your website
  - ✓ Add custom pages, news articles, images, videos and more
  - ✓ Choose a background and change colors in a few clicks
- Modern & mobile friendly
  - ✓ A responsive website that works on different screen sizes
  - ✓ Show the localization of your club on a map





# CONTACTS

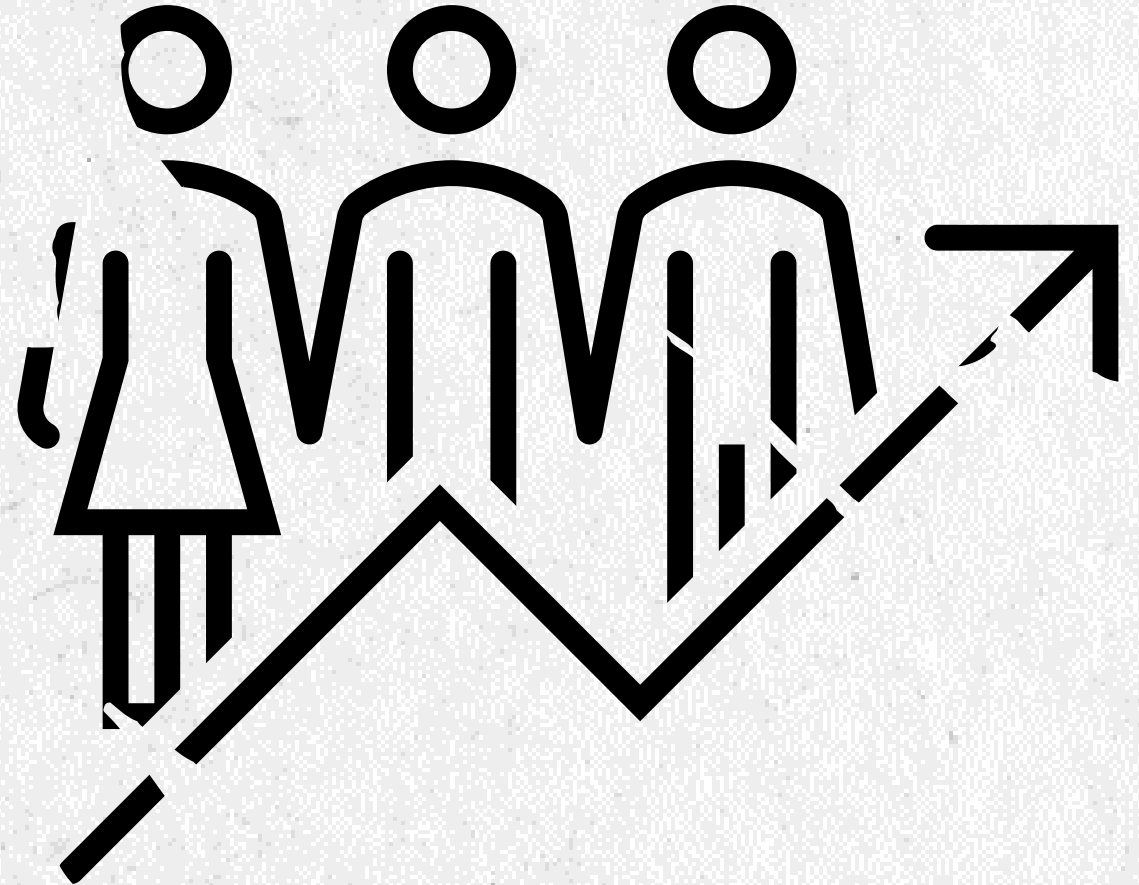
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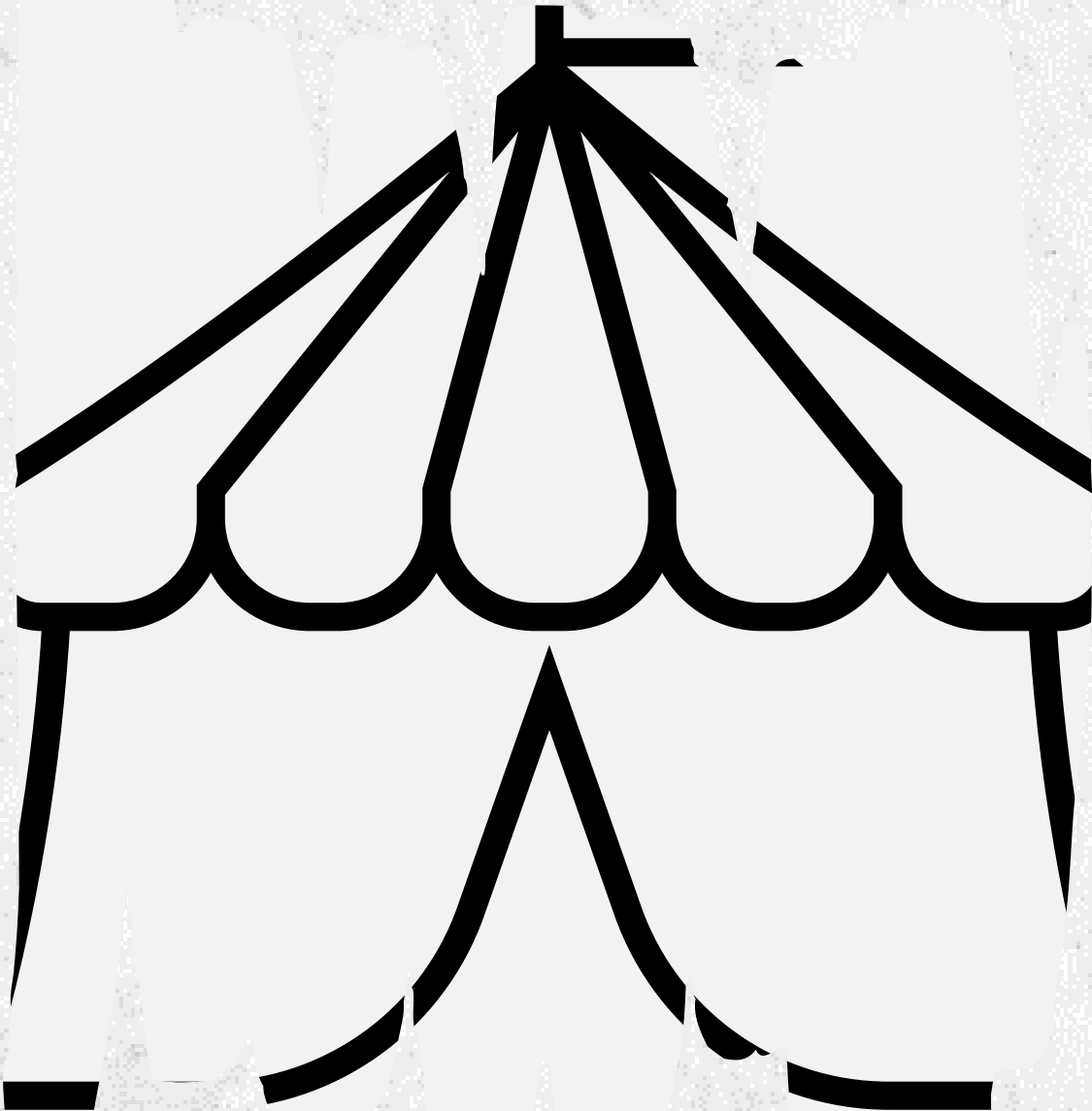
- Keep & Manage all your contacts in 1 place
- Easily edit & update members contact details
- Stay in touch by mail with everyone with just a few clicks

# DASHBOARD (BOOKING)

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- Track members & casual booking activity
- Track booking revenue almost in real time
- Track cancellations and claimed discounts





## EVENTS

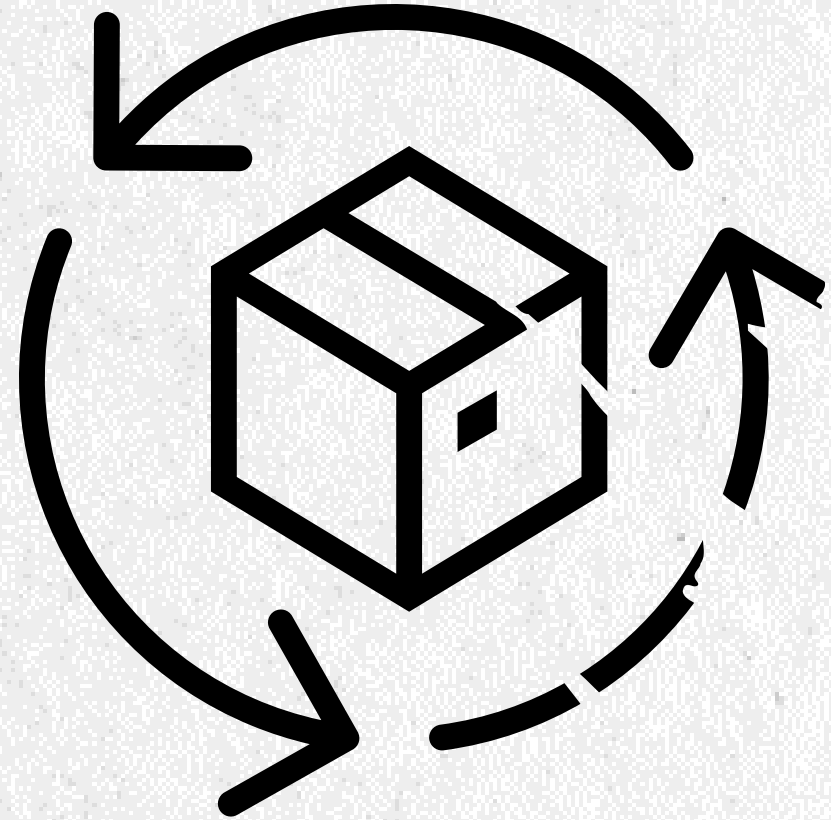
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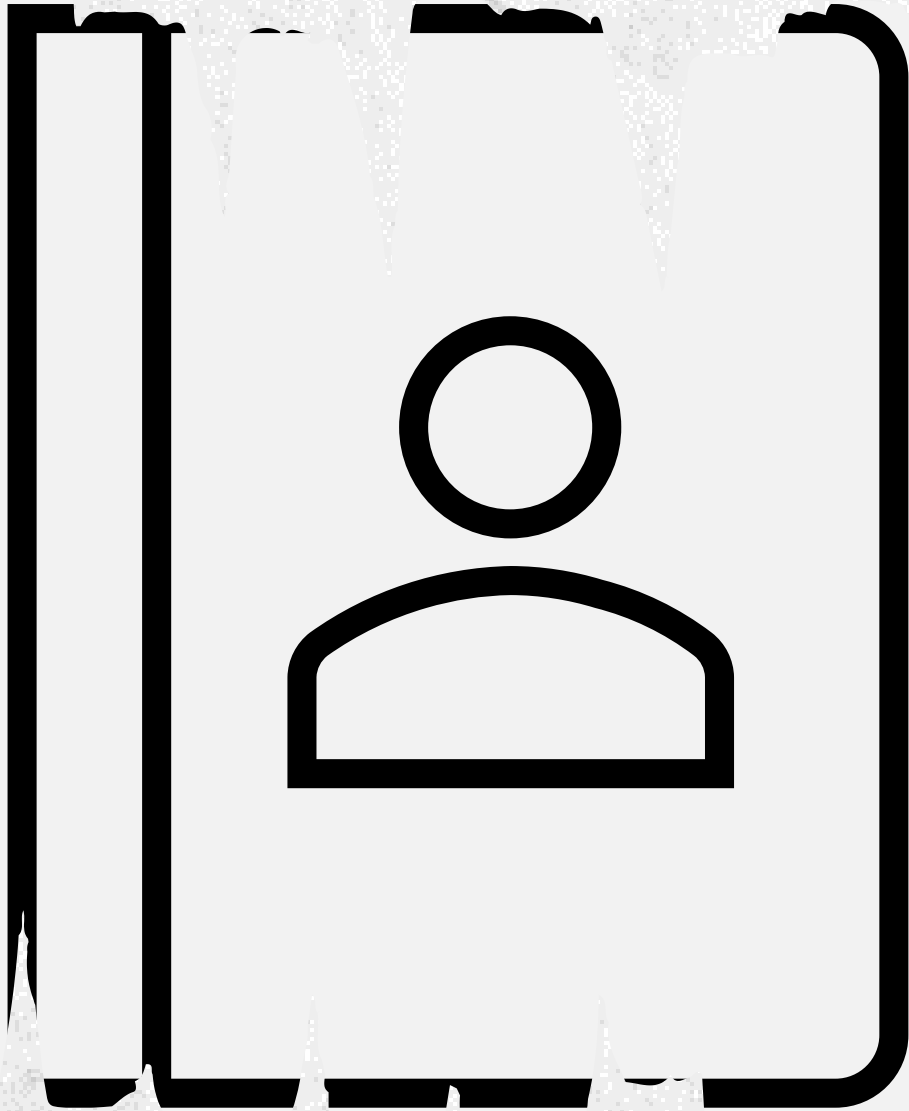
- Advanced booking & online payments for any type of events you want to create at your venue
- Promote events via your club's website
- Manage attendance on the day
- Keep in contact with attendees before & after the event

# ADD-ONS

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- Add club's merch, products or competition pass to a membership purchase
- Track all your add-ons orders (pending, completed & cancelled)





# ADMINISTRATORS

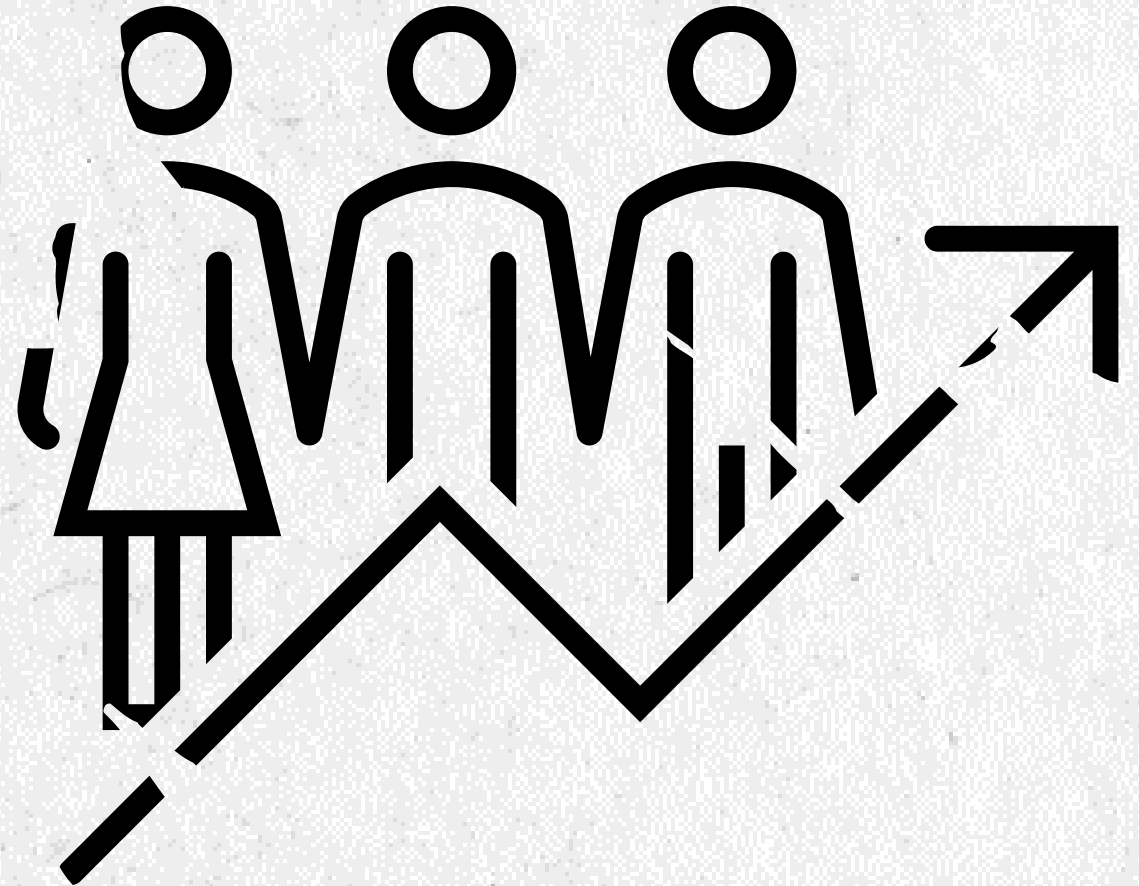
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- Allow different administrators at your club to have their own personal logins & account
- Create different roles & limitations for different administrators and keep your club's data secured
- Choose if you want to get notified when someone is cancelling a booking, a new member is signing up or someone is registering for a course

# GATE ACCESS & LIGHTNINGS

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- Easily connect & link your gate access alternative system to ClubSpark (for the moment, only Igloohome Locks and BAC are compatible with ClubSpark)
- Create and provide automated PINs to your players and staff members
- Manage your lightning schedules directly in ClubSpark



# IF THEY TELL YOU CHANGE IS A CHALLENGE...



## Ted Lasso

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“Taking on a challenge is like riding a horse. If you’re comfortable while you’re doing it, you’re probably doing it wrong”

## Can’t remember who says that...

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“If you’re afraid of change, wait until you become irrelevant...”

# THANK YOU

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IF YOU NEED ANY HELP:

 **TEAMS** - [Digital enablement for club operators \(ClubSpark\)](#) @askme

 [play@tennis.com.au](mailto:play@tennis.com.au)