



UTILISE CLUBSPARK TO DRIVE COMMUNITY ENGAGEMENT

Sylvania Waters Tennis Centre

Sylvania Waters Tennis Centre is a six court centre that welcomes over 1000 participants each week, varying from coaching clients to casual court hirers.

Husband and wife team, Monique Lynch and Ryan Bellamy have owned SWTC since 2013. In that time they have resurfaced all six courts, replaced fences, built a new office & pro shop and installed LED lights on all courts. They have also replaced two bungalows with the plan to complete the remaining four. They have an unbelievably supportive SWTC team as well as having loyal clients.

The centre is always looking at new ways to engage their clients and the broader community with events and programs showcasing a safe and inclusive environment for everyone. Monique and Ryan saw an opportunity to host a club event during the 2021 Australian Open with the integration of the ClubSpark platform to capture new data in a user friendly way with the goal of attracting new clientele.



INITIATIVES

Sylvania Waters Tennis Centre ran two events during the Australian Open to capture the casual player and attract members of the community to their centre through the integration of the ClubSpark

- SWTC utilised the ClubSpark Programs and Event module to execute the event
- The programs module was used for their Tiebreak 10's competition so that participants could register and pay their entry fee (\$20) online. The outcome of online registrations led to 40 participants from a maximum of 64 in only four days
- The event module allowed SWTC to promote the event including links to the Tiebreaker 10's event

Monique engaged a supplier for the event to inflate a big screen on court to live stream the Australian Open as a way to encourage a community event and give people the opportunity to watch tennis in a colourful atmosphere. In 2020 Tennis NSW conducted an audit of the Sylvania Waters Tennis Centre to determine their Venue Sustainability Rating (VSR). In this audit it was identified that SWTC needed to improve their events to increase community usage of the tennis centre. With the inflatable screen on court, Monique also sourced a food truck to make food and drinks available to add a sense of community. SWTC and Tennis NSW worked collaboratively to create a one week long social media campaign to promote the event along with provision of additional marketing resources for ClubSpark and social media channels



I was pleasantly surprised when we had over 70 of our clients come down to support our event & watch some tennis even in the rain! I really appreciate the support of our customers plus the support of Tennis NSW. We have amazing clients that support us & have become friends, I like that we can organise events like this to give back to them & keep the community vibe upbeat & positive.

Monique Lynch
Sylvania Waters
Tennis Centre



KEY LEARNINGS & SUCCESS

One week of geo targeting advertising on social media resulted in a reach of over 5000 people in the Sutherland Shire area.

- The event has successfully raised awareness of the offerings at SWTC resulting in a waitlist for casual court hire on weekends
- Great free play offering where families could choose to enjoy viewing the tennis or have a hit on a neighbouring court
- Having on site food and drink offering is a great addition to drive the community to the courts while adding another element to the positive atmosphere
- The big screen integration was both great value and size for all attendees to happily view the live tennis action and was amplified by terrific audio

- The club also successfully integrated two functions of ClubSpark into their event with an easy sign up and registration process
- These type of event offerings are great opportunities for all clubs in NSW to implement at their centre in the event that their VSR audit identifies that they need to improve their events and participation
- As a result, SWTC now have the tools and knowledge to continue offering community events at the club, while increasing their clientele base.



WANT TO FIND OUT MORE?

Tennis NSW is committed to supporting our clubs, coaches and councils in their opportunities to get more people playing.

To find out more about ClubSpark integration at your club contact your local Tennis Development Officer today!

<https://www.tennis.com.au/nsw/>

