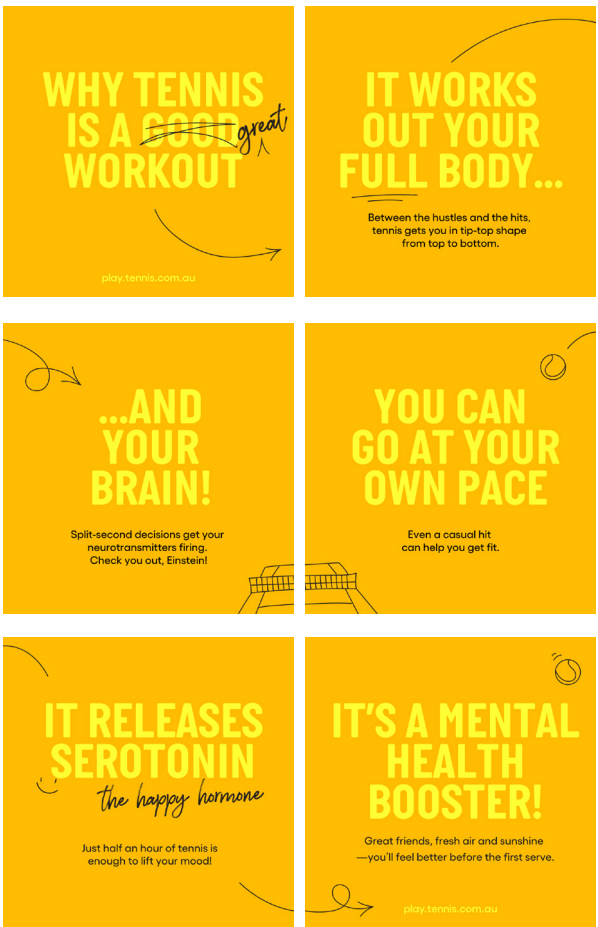








Play Tennis Summer Motivators: Why tennis is a great workout

Purpose: Promote tennis participation messaging addressing barriers and motivators of key audience segments. Educate and encourage members to be fit and play tennis.

Social Asset	Suggested Caption	Design
<p>Why tennis is a great workout</p> <p>1. Instagram & Facebook square tile 1080x1080</p> <p>(CAROUSEL)</p>	<p>Hit your way to a healthier 2023!</p> <p>Swipe to see all the benefits of playing tennis.</p> <p>Improve your physical and mental health today and head to play.tennis.com.au</p>	

Join the Tennis Hot Shots Crew: Social

Purpose: Encourage Tennis Hot Shots participants to register their details with Tennis Australia. Provide coaches with resources to communicate the benefits of joining the ‘Tennis Hot Shots Crew’

Social Asset	Suggested Caption	Design
<p>Join the Tennis Hot Shots Crew</p> <p>1. Instagram tile</p> <p>2. Instagram Stories</p> <p>3. Facebook tile</p>	<p>Join the Tennis Hot Shots Crew!</p> <p>As a Tennis Hot Shots player, you can now claim your spot in the official Hot Shots Crew! Access a range of opportunities and benefits exclusive to the program, all for free as part of our way to support you in your tennis journey!</p> <p>Claim your player perks Including</p> <ul style="list-style-type: none"> - Pre-sale ticket access to the Australian Open and other tennis events - Official Player T-Shirt - Competitions and prizes - Access to money can't-buy experiences <p>Join today at hotshots.tennis.com.au</p>	<p>Instagram Tile:</p>   <p>Instagram Story:</p>   <p>Facebook Tile:</p>  

**eDM banner
610 x 180**

SIGNED UP FOR TENNIS HOT SHOTS?
Join the Hot Shots crew!

Claim your perks at hotshots.tennis.com.au/already-playing

SIGNED UP FOR TENNIS HOT SHOTS?
Join the Hot Shots crew!

REGISTER NOW

Poster - A4

Signed up for Tennis Hot Shots?
JOIN THE HOT SHOTS CREW

COMPLETE YOUR ONLINE REGISTRATION

- Claim your free Tennis Hot Shots official player ticket
- Get pre-side ticket access to Australian Open and other local major tennis events
- Access to money-can't-buy experiences like Kids on Court

hotshots.tennis.com.au/already-playing

Signed up for Tennis Hot Shots?
DON'T FORGET TO REGISTER!

ACCESS THE PERKS

- Claim your free Tennis Hot Shots official player ticket
- Get pre-side ticket access to Australian Open and other local major tennis events
- Access to money-can't-buy experiences like Kids on Court

hotshots.tennis.com.au/already-playing

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hotshots.tennis.com.au/already-playing

Flyer - A5


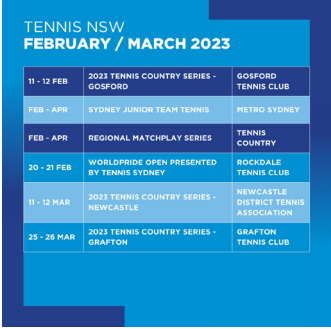
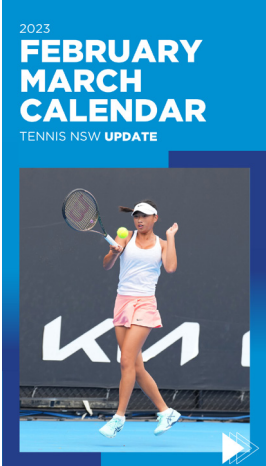

Hey Tennis Hot Shots players
CLAIM YOUR PLAYER PERKS!

- Register for your free Tennis Hot Shots official player ticket
- Get pre-side ticket access to Australian Open and your local major tennis events
- Access to money-can't-buy experiences like Kids on Court

REGISTER NOW

February & March Calendar Update

Purpose: Increase awareness for players and coaches surrounding upcoming events in February and March.

Social Asset	Suggested Caption	Design																																										
<p>1. Instagram & Facebook square tile 1080x1080</p> <p>2. Instagram Stories 1080x1920</p>	<p>Check out the upcoming events and leagues this February and March!</p> <p>Enter now - https://tournaments.tennis.com.au/tournaments</p>	<p>Instagram Tile:</p>   <table border="1" data-bbox="1098 1160 1383 1346"> <thead> <tr> <th>Date</th> <th>Event Name</th> <th>Location/Organizer</th> </tr> </thead> <tbody> <tr> <td>11 - 12 FEB</td> <td>2023 TENNIS COUNTRY SERIES - GOSFORD</td> <td>GOSFORD TENNIS CLUB</td> </tr> <tr> <td>FEB - APR</td> <td>SYDNEY JUNIOR TEAM TENNIS</td> <td>METRO SYDNEY</td> </tr> <tr> <td>FEB - APR</td> <td>REGIONAL MATCHPLAY SERIES</td> <td>TENNIS COUNTRY</td> </tr> <tr> <td>20 - 21 FEB</td> <td>WORLDPRIDE OPEN PRESENTED BY TENNIS SYDNEY</td> <td>ROCKDALE TENNIS CLUB</td> </tr> <tr> <td>11 - 12 MAR</td> <td>2023 TENNIS COUNTRY SERIES - NEWCASTLE</td> <td>NEWCASTLE DISTRICT TENNIS ASSOCIATION</td> </tr> <tr> <td>25 - 26 MAR</td> <td>2023 TENNIS COUNTRY SERIES - GRAFTON</td> <td>GRAFTON TENNIS CLUB</td> </tr> </tbody> </table> <p>Instagram Stories:</p>   <table border="1" data-bbox="1260 1659 1484 1845"> <thead> <tr> <th>Date</th> <th>Event Name</th> <th>Location/Organizer</th> </tr> </thead> <tbody> <tr> <td>11 - 12 FEB</td> <td>2023 TENNIS COUNTRY SERIES - GOSFORD</td> <td>GOSFORD TENNIS CLUB</td> </tr> <tr> <td>FEB - APR</td> <td>SYDNEY JUNIOR TEAM TENNIS</td> <td>METRO SYDNEY</td> </tr> <tr> <td>FEB - APR</td> <td>REGIONAL MATCHPLAY SERIES</td> <td>TENNIS COUNTRY</td> </tr> <tr> <td>20 - 21 FEB</td> <td>WORLDPRIDE OPEN PRESENTED BY TENNIS SYDNEY</td> <td>ROCKDALE TENNIS CLUB</td> </tr> <tr> <td>11 - 12 MAR</td> <td>2023 TENNIS COUNTRY SERIES - NEWCASTLE</td> <td>NEWCASTLE DISTRICT TENNIS ASSOCIATION</td> </tr> <tr> <td>25 - 26 MAR</td> <td>2023 TENNIS COUNTRY SERIES - GRAFTON</td> <td>GRAFTON TENNIS CLUB</td> </tr> </tbody> </table>	Date	Event Name	Location/Organizer	11 - 12 FEB	2023 TENNIS COUNTRY SERIES - GOSFORD	GOSFORD TENNIS CLUB	FEB - APR	SYDNEY JUNIOR TEAM TENNIS	METRO SYDNEY	FEB - APR	REGIONAL MATCHPLAY SERIES	TENNIS COUNTRY	20 - 21 FEB	WORLDPRIDE OPEN PRESENTED BY TENNIS SYDNEY	ROCKDALE TENNIS CLUB	11 - 12 MAR	2023 TENNIS COUNTRY SERIES - NEWCASTLE	NEWCASTLE DISTRICT TENNIS ASSOCIATION	25 - 26 MAR	2023 TENNIS COUNTRY SERIES - GRAFTON	GRAFTON TENNIS CLUB	Date	Event Name	Location/Organizer	11 - 12 FEB	2023 TENNIS COUNTRY SERIES - GOSFORD	GOSFORD TENNIS CLUB	FEB - APR	SYDNEY JUNIOR TEAM TENNIS	METRO SYDNEY	FEB - APR	REGIONAL MATCHPLAY SERIES	TENNIS COUNTRY	20 - 21 FEB	WORLDPRIDE OPEN PRESENTED BY TENNIS SYDNEY	ROCKDALE TENNIS CLUB	11 - 12 MAR	2023 TENNIS COUNTRY SERIES - NEWCASTLE	NEWCASTLE DISTRICT TENNIS ASSOCIATION	25 - 26 MAR	2023 TENNIS COUNTRY SERIES - GRAFTON	GRAFTON TENNIS CLUB
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Make a date with tennis

Purpose: Encourage members / casual players to book a court this Valentines Day

Social Asset	Suggested Caption	Design
<p>Make a date with tennis</p> <p>1. Instagram & Facebook square tile 1080x1080</p>	<p>Make a date with tennis this Valentines Day!</p> <p>Head to play.tennis.com.au and book your ideal date today.</p>	 <p>The design assets include:</p> <ul style="list-style-type: none"> A calendar graphic with a tennis ball icon and a heart on a date, with the text "make a date with tennis" and "play.tennis.com.au". A checklist titled "THE IDEAL DATE?" with three items: "Available when you need it, most", "Brings out your best", and "Gets your heart racing", each with a checked box. It includes the text "play.tennis.com.au". An illustration of two tennis rackets with the text "you pull my heart strings" and "play.tennis.com.au".

COURT HIRE


Asset	Suggested Caption	Design
<p>Instagram tiles 1080x1080</p> <p>Instagram Story 1080x1920</p> <p>Facebook tiles 1200x630</p>	<p>Instagram & Facebook Caption:</p> <p>Book online, play today!</p> <p>Booking a court with us has never been easier. Go to (insert your online booking address) and jump on court today!</p> <p>Instagram Story: Include your key court hire details in the blank space.</p> <ul style="list-style-type: none"> - Court hire hours - Court hire fees - Court hire days - Link to book a court 	<p>Instagram Tiles:</p>     <p>Instagram Stories:</p>   <p>Facebook Tiles:</p>  

COURT HIRE

Location: Located in Airtable --> Tennis NSW Resource Hub --> Marketing Resources

Asset	Design
<p>EDM Tile 610x180</p>	
<p>ClubSpark Web-site Banner 1600x450</p>	

Competitive Play Education Videos

Asset	Suggested Caption	Video
<p>Video Competitive. Committed. Coachable</p> <p>Darren Cahill</p>	<p>‘You need to play, you need to compete and you need to test yourself – you need the building blocks’</p> <p>Darren Cahill on the importance of competition, commitment and being a coachable athlete.</p>	
<p>Video Competition matters - Part 2</p>	<p>“It helps my development as a player because every single time you win or you lose you can learn”</p>	

Generic Play & Social Images:

