



JOINING THE NSW TENNIS FAMILY

2023/24

CONTENTS

| | |
|--|--------------------|
| CEO WELCOME MESSAGE | 3 |
| UPLIFT IN TENNIS PARTICIPATION - OPPORTUNITIES FOR YOUR CLUB | 4 |
| WHAT DOES IT MEAN TO BE A MEMBER OF THE TENNIS NSW FAMILY? | 6 |
| TENNIS NSW INSURANCE COVERAGE | 8 |
| HOW WE CAN ACE CHILD SAFEGUARDING | 9 |
| PREPARING YOUR MEMBERSHIP APPLICATION | 10 |
| SUBMITTING YOUR MEMBERSHIP APPLICATION | 11 |



PROGRAM SUPPORT

The support from Tennis NSW aided us in delivering a successful program for Indigenous and Torres Strait Islander youth. The support included advertising, promotion, legal contracts and funding for tennis equipment. If you're looking to rollout a program just go for it and get in contact with your local Tennis Development Officer for assistance and advice.

– Allan Pade, Westside Tennis Club



CEO WELCOME



DARREN SIMPSON
Chief Executive Officer
Tennis NSW

Here we are in 2023, on the other side of a worldwide pandemic and devastating weather events in NSW. What a rollercoaster these past several years have been for all of us. As Tennis NSW continues to deliver the Vision 2025 strategy for tennis in our state, we once again look forward to welcoming all new and returning members who are critical in the delivery of Vision 2025 and the continued sustainability and growth of our sport.

We now know, based on current AusPlay data, that tennis is one of the fastest growing organised sports in Australia. As the tennis family continues to elevate our offering to participants and enable easy access to well-maintained facilities, we are seeing the impact through interest in our sport.

In January 2023 alone tennis in NSW saw an increase of over 300% in online court bookings (year-on-year). This phenomenal statistic is attributed to effective marketing from national through to local club marketing and the ability for players to book a court online (easy access). Through your membership with Tennis NSW you have access to a dedicated team of Tennis Development Officers as well as an opportunity to implement digital solutions at your venue to not only provide a first class experience for your patrons but also reduce the volunteer hours associated with managing the facility.

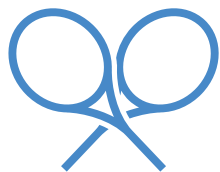
Heading through 2023 and into 2024 our purpose remains to inspire, empower, and engage the NSW tennis family to grow our game. Tennis NSW is wishing you all the best for a successful 2023/2024.

UPLIFT IN TENNIS PARTICIPATION - OPPORTUNITIES FOR YOUR CLUB

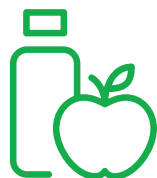
TOP 3 REASONS PEOPLE PLAY TENNIS



Have fun



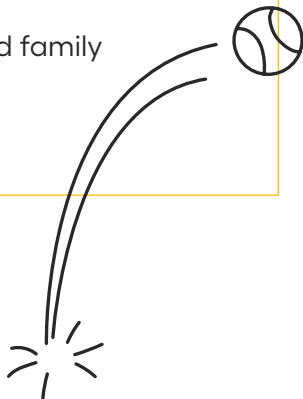
Be social



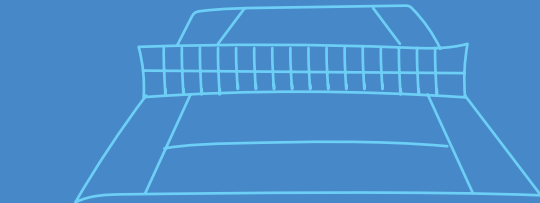
Stay healthy

WHAT PLAYERS WANT

| NEW PLAYERS | LAPSED PLAYERS |
|--|--|
| <ul style="list-style-type: none"> • Easy ways to book • Clean courts • Social opportunities (under 35s) • Play for exercise • To maintain or improve mental health • Prefer 1 hour sessions • Prefer set days to play • Play with family and friends • More likely to play with new people | <ul style="list-style-type: none"> • Easy ways to book • Value for money • Competitive opportunities • Social connections • Like to play longer sessions, multiple times a week • Like to play with friends and family |



Source: AusPlay Data. Nielsen Sports, 2021. Tennis Australia Uplift in Tennis Participation Qualitative Research.



VENUE IS OF CRITICAL IMPORTANCE

- **Courts** – condition, variety, availability, shaded areas, hitting wall
- **Clubhouse** – bar, information readily available, water availability and a welcoming, relaxed and inclusive environment
- **Members and Patrons** – friendly, welcoming, varied skill levels, like-minded
- **Booking & Fees** – flexible booking systems, automation

WHAT CAN YOU DO TO ATTRACT AND RETAIN MEMBERS?

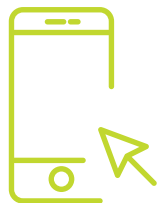
- **Welcome new players** – support for players who may feel vulnerable
- **Promote** coaching and the benefits of club membership
- **Improved** and consistent communications
- **Flexibility** in booking

Source:
Nielsen Sports, 2021. Tennis Australia Uplift in Tennis Participation Qualitative Research.
Sport Australia, 2021. AusPlay Results.



MORE PEOPLE ARE CONSIDERING TENNIS THAN EVER BEFORE

There is no better time to take advantage of the opportunity to get your club or venue online. This summer we have seen exponential growth in people seeking tennis experiences through play.tennis.com.au.



1. COURT HIRE

NSW court hire transactions grew a staggering **+331%** against last year.



2. CARDIO TENNIS

NSW accounted for the largest share in national online traffic **(39%)**, resulting in **+551%** more potential customers against last year.



3. HOT SHOTS

Online Hot Shots sessions grew **+127%** against last year, contributing to an increase of **+96%** in customer enquiries.



WHAT DOES IT MEAN TO BE A MEMBER OF THE TENNIS NSW FAMILY?



Being a member of the Tennis NSW family provides access to a number of services and resources to help you drive thriving tennis facilities, increase participation and membership, and tap into government support.

YOUR TENNIS NSW MEMBERSHIP INCLUDES:



Access to a dedicated Tennis Development Officer. Your TDO will be available to offer you hands-on, practical support in any area needed.



Access to our venue sustainability health check with tailored advice on how to improve areas identified as risks.



Access to programs and initiatives to drive new members to your venue such as Tennis Hot Shots and Cardio Tennis.



Access to premium marketing material catered for your venue, programs and events through our Tennis Design Hub.



Access to the Tennis NSW Grant Toolkit, for everything you need to know on upcoming grants and how to give your club the best opportunity for success.



Access to exclusive member only forums with industry experts on topics including safeguarding children, grant writing, local area marketing, events and leagues.



Access to exclusive member offers at the United Cup and lead in events, AO pre-sale ticket offers, as well as opportunities to attend the Tennis NSW Awards evening.



Access to national tennis marketing campaigns to drive participation.



Opportunities to host Tennis Australia and Tennis NSW sanctioned events and leagues.



Coverage under the Tennis Australia National Insurance Program, including Public & Products Liability and Professional Indemnity.

“I'm so grateful for the help of the Tennis NSW marketing team for giving our event the professional touch by creating Facebook, Instagram tiles and promotional flyers. It really takes the stress work out of it and allows you to promote your event with ease. We used them for our women's week events which were a great success with the community.”

– Heidi Stanford, Singleton Tennis Club

INSURANCE

| LEVEL OF MEMBERSHIP | FACILITY MEMBER | NON-FACILITY MEMBER | MULTI USE MEMBER | COUNCIL MEMBER |
|----------------------------------|--|--|--|--|
| MEMBERSHIP FEE | \$485 + \$295 per court | \$565 | \$565 | \$565 per facility (\$3,250 max) |
| DEFINITION | Members who either own, hold the head lease or have insurance requirements in their lease arrangement. The fee is worked out based on the number of facilities and number of courts. | Associations who do not have their own facility but arrange and manage competitions on behalf of their member clubs. These associations require public liability as well as directors and officers insurance which is included in this category. | This category is only available for schools and multi sports facilities who receive no insurance cover under the national policy. | This category is only for councils that run tennis facilities. |
| ACTIVITIES COVERED | All Tennis NSW registered players** are covered for tennis related activities both on and off site. This includes activities i.e. BBQ's and Open Days. | | No insurance cover for the member however any individual players that this member registers** with Tennis NSW will be covered for tennis activities. | |
| PUBLIC & PRODUCTS LIABILITY* | \$30,000,000 | \$30,000,000 | ✗ | ✗ |
| PROFESSIONAL INDEMNITY | ✓ | ✓ | ✗ | ✗ |
| MANAGEMENT LIABILITY INSURANCE | | | | |
| DIRECTORS & OFFICERS COVER | ✓ | ✓ | ✗ | ✗ |
| EMPLOYMENT PRACTICES COVER | ✓ | ✓ | ✗ | ✗ |
| TAX AUDIT | ✓ | ✓ | ✗ | ✗ |
| OFFICE BEARER FRAUD | ✓ | ✓ | ✗ | ✗ |
| VOLUNTEER WORKERS ACCIDENT COVER | ✓ | ✓ | ✗ | ✗ |
| BUILDING & CONTENTS | ✗ | ✗ | ✗ | ✗ |
| PERSONAL ACCIDENTS COVERAGE | | | | |
| CAPITAL BENEFITS COVER | \$100,000 | \$100,000 | \$100,000 | \$100,000 |
| NON-MEDICARE MEDICAL BENEFITS | \$3,000 | \$3,000 | \$3,000 | \$3,000 |
| LOSS OF INCOME | \$500 p/w | \$500 p/w | \$500 p/w | \$500 p/w |

* \$1,000 excess
** Tennis NSW registered players can include Members, Competition players, Coaching students, Casual court hirers and other users of the tennis facility for the primary purpose of playing or supporting Tennis Australia.
Conditions apply. Contact membership@tennisnsw.com.au if you are TA coach member who holds a Business Package.
All queries regarding the insurance cover should be directed to our broker – Marsh Advantage Insurance.
Email: sport@marsh.com | Web: <https://www.marshadvantage.com.au/business/sports-clubs/tennis-clubs.html> | Ph: 1300 130 373
This summary provides an outline of the insurance policy arranged on your behalf. Full terms, conditions, limitations, exclusions, and benefits please visit: www.marshadvantage.com.au/tennisau

HOW WE CAN ACE CHILD SAFEGUARDING

Tennis NSW has a zero tolerance approach to any form of child abuse and is committed to ensuring the sport of tennis is a safe and friendly environment for children and young people.



It is imperative that children and young people who access our activities, programs, events or services feel safe and supported.



We are committed to ensuring that child safety is embedded in our organisation's culture, reflected in our policies and procedures, and is understood and practiced at all levels of our sport.



We commit to making sure that everyone involved with delivering tennis in NSW, from club administrators, volunteers, parents and participants, understand the important responsibilities they have in relation to child safety.



Our commitment extends beyond creating an environment that minimises risk or danger. We are committed to building an environment that is both child-safe and child-friendly.



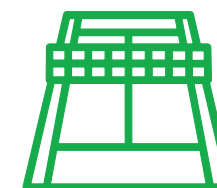
Together we can provide an environment in which children feel respected, valued and encouraged to reach their full potential.



PREPARING YOUR MEMBERSHIP APPLICATION



1. Our zero tolerance approach to child safety means that we will not accept any member who does not provide the Working With Children Check number of every committee member and/or employee. You'll need to collect that information for your application.



2. Prepare your facility details including number of courts, court surface type and lighting if applicable.



3. A record of your club's registered players, casual court hirers and/or members, if applicable.



FUNDING SUPPORT

The funding from the NSW ATP Cup Tennis Legacy Fund has contributed to an amazing upgrade for our facility. Kendall Tennis Club is a hub for our local community, this upgrade will ensure we are able to provide more opportunities and greater access for local residents.

– Wendy Hudson,
Kendall Tennis Club



HOW TO JOIN THE TENNIS NSW FAMILY



1. Complete your online application on the Tennis NSW website



2. You will receive an email from our team with your invoice and payment instructions



3. On payment of your invoice and verification of your club WWCC details we'll send over your Tennis NSW Welcome Pack with information on how you can access all of our support services

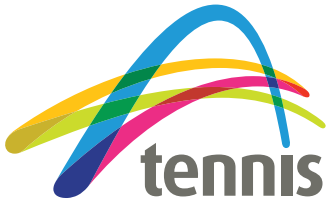
“

CLUBSPARK SUCCESS

I was pleasantly surprised when we had over 70 of our clients come down to support our event & watch some tennis. I really appreciate the support of our customers, and Tennis NSW who assisted us with executing ClubSpark modules and a social media campaign to run the event.

– Monique Lynch,
Sylvania Waters Tennis Centre

”



CONNECT WITH US



@TennisNSW



@tennis_nsw



[www.linkedin.com/
company/tennis-nsw](https://www.linkedin.com/company/tennis-nsw)



@tennis_nsw



@tennis_nsw

