



**ATTRACT NEW  
PLAYERS TO YOUR  
CLUB**



## ATTRACT NEW PLAYERS TO YOUR CLUB

A new membership period provides a fresh opportunity for your club to review its current offerings, diversify its options, and look at innovative ways to engage with the local community. With there being no cost to register players with Tennis Victoria, this is the perfect time to modify your current offerings to get more people playing tennis at your club.

Offering different membership options, as well as different playing opportunities, will increase the involvement at your club. This will encourage not only players to sign up, but friends, family and other people involved at your club already.



## Membership types and structures

Example membership types and structures				
Coaching Participant/Hot Shots Membership	Restricted Family Memberships	Night Tennis Player Membership	Social/Non-playing Membership	Rolling or pro-rata Membership
<p>Offer Hot Shots, Cardio Tennis or coaching participants an introductory form of membership (in partnership with the coach).</p> <p>Provide the opportunity for court access before or after coaching programs so participants can get more involved in the club and improve their skills further.</p>	<p>Offer membership options to parents of children who are club members or participate in coaching/Hot Shots. Gets the whole family involved when parents are interested in an occasional hit or the purely social aspects of membership.</p>	<p>Offer court access at night time for a small annual fee, plus a pay-per play/match/month/season option. Gives great flexibility to players.</p>	<p>Offer a non-competition focused membership for players who play rarely, just like to have a social hit, or just want to be part of the club and contribute in a small way.</p> <p>Encourage parents or volunteers who don't play tennis, to get involved with the club by joining as a social member. Helps them feel welcome, connected and like part of the club.</p>	<p>Offer the option for a player to hold membership for 12 months from the date of joining the club, regardless of the standard membership periods or expiry dates.</p> <p>Provide an alternative offer for a discounted price to players who join later in the membership period, rather than charging a full year's fee.</p>

## Different playing opportunities

National Programs		
ANZ Tennis Hot Shots	Cardio Tennis	Open Court Sessions
<p>ANZ Tennis Hot Shots is tennis for kids - it's a program designed to help every child, no matter their age or ability, jump in and start playing tennis. Qualified coaches can deliver ANZ Tennis Hot Shots on smaller courts with modified equipment.</p> <p>Get your players involved in ANZ Tennis Hot Shots through <a href="#">Coaching</a>, getting involved in <a href="#">Match Play</a> or through <a href="#">Community Play</a>.</p> <p>Visit <a href="http://hotshots.tennis.com.au">hotshots.tennis.com.au</a> for more information.</p>	<p>Cardio Tennis is an exciting, fun, social, fitness-focused group tennis program developed by Tennis Australia. Qualified club coaches can deliver these short and sharp sessions for all abilities to engage new or existing players. Talk with your coach about offering one free session per month or year as a value add benefit for each club member.</p> <p>Visit <a href="http://cardiotennis.com.au">cardiotennis.com.au</a> for more information.</p>	<p>Open Court Sessions is a new social play initiative encouraging adults to get into tennis.</p> <p>Open Court Sessions involves the use of tailored equipment, rotational games/activities which encourage maximum participation, and for the competitive ones, fun, flexible scoring formats!</p> <p><b>For more information contact your <a href="#">Club Development Officer</a>.</b></p>

## Offers and promotions

There are many ways to attract and encourage participants to register as a member at your club including:

- **Running and Open Day/Registration Day**
  - Get people to your club by promoting to the local community.
  - Offer opportunities to join your club and play beyond the Open/Registration Day.
  - Talk to your Club Development Officer *for* support!
- **Bonus months**
  - Offer extra months free of charge for players who join before the start of a new membership period.
  - E.g. Pay for 12 months membership, get 15 months included.
- **Early bird discount**
  - Offer a discount for signing up early.
  - E.g. Pay less for joining one month before the start of the financial year or season.
- **Run promotions and advertisements**
  - Promote coaching/ membership/ junior tournaments/Open Days in school newsletters/clinics to link kids (and their parents) to their local club.

## Communication

- **Create a club communication register**
  - When members are signing up, make sure you capture their email addresses to keep them informed on club news and events.

## Value Add

- **Add club merchandise**
  - Offer hat, drink bottle or polo to non-playing members, kids or family membership packages as a value add benefit or to increase revenue.
- **Add non-tennis items**
  - Offer an 'invite to annual club social event' or 'sponsors offer card/ vouchers' in membership packages as a value add benefit.



- **Sponsor Benefits**
  - Offer discounts or coupons from club sponsors and local businesses as a value add benefit (and to encourage club members to show support to those who support the club).

#### How can Tennis Victoria help?

Further information is available on The Clubhouse.

Find your Club Development Officer at [tennis.com.au/vic/about/staff](https://tennis.com.au/vic/about/staff).