**Aim / Target Worksheet**

Need a little help on this? Reach out to your Participation Leader for further guidance.

|  |  |  |  |
| --- | --- | --- | --- |
| **Aim** | **Target Audience** | **Relevant activities** | **Relevant promotion** |
| *Example 1: Recruit more participants to the club’s ANZ Tennis Hot Shots program / Community Play program* | *Primary school aged children* | * *ANZ Tennis Hot Shots*
* *Beginners’ group coaching*
* *Colouring competition*
 | * *School newsletters*
* *Flyers at local YMCA and supermarkets*
* *Hand out ANZ Tennis Hot Shots flyers and stickers at the event*
 |
| *Example 2: Recruit more participants to the club’s Friday social play competition* | *Retirees available to play mid-week* | * *Beginners’ and intermediate group coaching*
* *Free play*
* *BBQ (foster friendships)*
 | * *Local newspaper*
* *Flyers at local supermarket, Rotary club, library*
* *Letter-box drop in local estate*
* *Hand out brochures about Friday social play at the event*
* *Local council senior activities groups*
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**Your Community Open Day Checklist**

**BEFORE THE DAY**

* Have we agreed the reason we’re doing it?
* Have we chosen the date and time?
* Have we set the budget?
* Have we produced an audience target list?
* Have we planned the activities that will take place on the day?
* Do we have a bad weather plan?
* Have we allocated roles amongst the club volunteers?
* Have we informed and invited the neighbours?
* Have we informed all our club members?
* Have we produced promotional material?
* Have we updated our website and Facebook page?
* Have we contacted the local media?
* Has all of the equipment been organized?
* Have we organized prizes and giveaways (if applicable)?
* Do we have name badges for committee and committee roles?
* Do we have a registration form ready for the day to capture visitor information?
* Have we finalized the schedule of activities and produced a run sheet for all volunteers?
* Have we got a photographer or volunteer to take photos?

**ON THE DAY**

* Is the club clean, tidy and welcoming?
* Have all the volunteers been briefed?
* Have we set up a registration desk or data capture point?
* Are our friendliest people on the door to welcome people in?

**AFTER THE DAY**

* Have we cleaned up the club?
* Have we written up the story for our website and Facebook?
* Have we sent photos and a story to the local media and Rugby League papers?
* Have we contacted everyone that came on the day to thank them for coming and invite them to come back?
* Have we thanked everyone who helped make the day possible?
* Remember to have a team debrief to document what worked and what didn’t for future planning.

**Example of Community Open Day Activity Schedule**

**6 Courts: 10:00AM – 2:00PM**

|  |  |  |
| --- | --- | --- |
| **Time** | **Court** | **Activity** |
| 10:00am – 11:00am | 1 | ANZ Tennis Hot Shots / Community Play |
|  | 2 | Beginners’ clinic for adults |
|  | 3-6 | Free play |
| 11:00am – 11:30pm | 1 | Exhibition match |
|  | Clubhouse | BBQ / raffle draw |
| 11:30am – 1:00pm | 1 | Speed Serve |
|  | 2 | Cardio Tennis |
|  | 3-4 | Free play for adults |
|  | 5-6 | Free play for children |
|  | Clubhouse  | Colouring activities |
| 1:00pm – 2:00pm | Clubhouse | BBQ/raffle draw |

**2 Courts: 4:30PM – 7:00PM**

|  |  |  |
| --- | --- | --- |
| **Time** | **Court** | **Activity** |
| 4:30pm – 5:30pm | 1 | ANZ Tennis Hot Shots / Community Play |
|  | 2 | Beginners’ clinic and social hit for adults |
| 5:30pm – 6:30pm | 1 | Speed Serve |
|  | 2 | Free play |
| 6:30pm – 7:00pm | 1 | Free play |
|  | Club | BBQ/raffle draw |
|  |  | BBQ/raffle draw |

**Community Open Day Run Sheet**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Time** | **Action / Activity** | **Area / Location** | **Responsible** | **Notes** |
| *9:00am – 9:45am* | ***Set Up******Activity 1*** *: ANZ Tennis Hot Shots** *Nets*
* *Racquets*
* *Balls*
* *Throw down Court lines*

***Activity 2*** *: Beginners Clinic for Adults** *Racquets*
* *Balls*

***Signage*** *: BBQ / Club* | *Court 1**Court 2**Clubhouse* | *Bob Smith**Jane Smith**Sue Smith* |  |
| ***10:00am*** | ***Event Start*** |  |  |  |
| *10:00am – 11:00am* | ***Activity 1:*** *Hit the Target****Activity 2:*** *Beginners Clinic* | *Court 1**Court 2* | *Bob Smith**Jane Smith* | * *Steve Smith to support*
* *Paper and Pen to record winners*
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**Photo Consent Form**

I consent to (Insert name of club), my Member Association and/or Tennis Australia taking my/my child’s image while I/my child is participating in Community Tennis Day. I agree that any such photographs, electronic images, sound recordings or video footage may be used by the club, my Member Association and Tennis Australia in promotional, advertising or marketing materials, without any further notice or payment to my child or myself.

First Name: Last Name:

Name of Child (if applicable):

Address:

Postcode: State: Phone:

Date: Signature:

I consent to (Insert name of club), my Member Association and/or Tennis Australia taking my/my child’s image while I/my child is participating in Community Tennis Day. I agree that any such photographs, electronic images, sound recordings or video footage may be used by the club, my Member Association and Tennis Australia in promotional, advertising or marketing materials, without any further notice or payment to my child or myself.

First Name: Last Name:

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First Name: Last Name:

Name of Child (if applicable):

Address:

Postcode: State: Phone:

Date: Signature:

**Media Release Template**

***Monday, September 3, 2018

[Club Name] open up courts to the public for Community Open Day***

The popularity of tennis in Australia continues to grow alongside the introduction of different programs and options that provide options for people of all ages and abilities to participate in the sport.

Clubs across the country are opening their doors to the community encouraging everyone to pick up a racquet, have a hit and participate in one of these Tennis programs.

Tennis fans are urged to get down to [club name] and make a racquet on Saturday xx August as part of the national Free Tennis Days campaign.

The club will be welcoming people who have never played before, and tennis regulars at the club between [start time] and [end time] to enjoy free activities including ANZ Tennis Hot Shots, Cardio Tennis, speed serve, a Hit the Target competition, coaching, free play, face painting, BBQ, prizes and more.

[Club Name] President John Smith said it will be a great day out for the whole family.

“The Community Open Day promises to be a lot of fun, and you don’t need to know how to play tennis to come along and join in. It might just be the start of a new interest and new friendships,” he said.

Tennis in Australia has never been as popular as it is now, and with over 213,000 kids participating in the sport, it’s a great opportunity to invite the public to try out a range of Tennis activities and events.

For more information visit [club website] or phone [club phone]

- ends -

***For further media information please contact:***John Smith, Example Tennis Club, 0400 000 000