



# LEVERAGING THE SUMMER OF TENNIS

Summer in Australia brings a wealth of Tennis tournaments, events and activity and presents club's with a wonderful opportunity to capitalise on all that extra Tennis focus. To assist clubs in Leveraging the Summer of Tennis, Tennis West has compiled a list of ideas for clubs to consider in order to maximise engagement with both current and potential participants.

## TIPS TO PROMOTE THE SPORT AND YOUR CLUB



### HOLD A COMMUNITY OPEN DAY

While Tennis is all around us during the summer is a great time to capitalise on peoples interest and willingness to have a go with a well planned, marketed and executed Open Day for your club. Be sure to take a look at our Community Open Day resource for additional help.



### COMMUNITY FESTIVALS OR EVENTS

Take a look for community festivals or events that may be taking place either in the lead up to or in the weeks after Hopman Cup and the Australian Open where your club may be able to join in with a stand for your club.



### "FARM THE DETAILS"

If holding a Community Open Day or attending a festival or event as above, it is important to capture peoples data somehow (with consent!) so that you may contact them at a later stage with further offers, events, news etc.



### PUBLIC COURTS

Opening your courts to the public at a time when Tennis is front of mind can drive more people/potential users to the club. It gives your club an opportunity to let them know about your programs, services and facility. Consider offering a free trial of your club's facilities, ensuring someone from the club is there to welcome them and answer any questions.



### BOOK A COURT

While interest in Tennis is at its highest through the summer, Book a Court allows clubs to tap into the occasional tennis player market and capitalise on their participation.



### HAVE A HIT ON US

Participating in the Have a Hit On Us campaign is the perfect way for your club to engage with tennis fans, many of which are new or lapsed tennis players who are keen to play tennis again.



### SOCIAL TENNIS

Not everyone wants to play competitively or be tied to an ongoing commitment. Consider arranging an adult social play program, with a set schedule yet no commitment week to week. The format should be social with no scores recorded session to session, open to both members and non-members and could include additional social elements such as coffee or light snacks before, during or after the matches. Be sure to market your new program as flexible and social.



### FITBIT CARDIO TENNIS

Designed to engage the young adult market whose priorities are keeping fit, having fun and being social; Fitbit Cardio Tennis gets more people involved in the sport and can potentially reignite an old passion or introduce new players to Tennis.



## ENGAGE WITH LOCAL SCHOOLS - NATIONAL SCHOOLS PARTNERSHIP PROGRAM

Document your vision for Tennis in the targeted school and send it to the principal, PE teacher and a copy to the chair of the P&C committee.

- a. Consider supporting the school's annual fete
- b. Donate old tennis balls to the school.



## HOST A THEMED SCHOOL HOLIDAY PROGRAM

During school holiday programs coaches could have a Hopman Cup themed week, introducing the kids to playing for countries and also playing "mixed doubles".



## CORPORATE TENNIS DAYS

Target local businesses offering a unique team building experience through a corporate tennis day. Consider making the offer an 'all inclusive' package (charged per person) covering all their potential needs. (Parking, court hire, equipment, coaching, game play, certificates and/or prizes, summary or results and team photos). This is also a great way to promote your meeting spaces, if applicable, to local business.



## CONSIDER A HOPMAN CUP OR AUSTRALIAN OPEN THEMED EVENT OR TOURNAMENT

A great way to capitalise on the relevancy of tournaments held in our own backyard! Coaches can include it in either their Junior Social or their Hot Shots Match Play sessions. Clubs could organise a Hopman Cup themed social tennis night - everyone dresses in their countries colours).



## SOCIAL EVENTS

Consider hosting different social events at your club such as trivia or games nights. Whether held regularly or as a once-off, these events can have a high impact on engaging club members and their wider social circles. Along with selling food and drinks to attendees on the night, you may also choose to ask people to pay a small entry fee or gold coin donation as an additional fundraising opportunity.



## HOLIDAY TENNIS CAMPS

Holiday programs are a great way to introduce new kids to the sport to learn the skills and techniques, while also providing a way of keeping existing kids engaged with the sport.



## MOVIE OR SPORT SCREENINGS

Host a screening night for major sporting events on a big screen or projector. Along with selling food and drinks to attendees on the night, you may also choose to ask people to pay a small entry fee or gold coin donation as an additional fundraising opportunity.



## WEBSITE

With all the potential extra traffic during summer when Tennis is front of mind, the first point of call for most new users will be your website - are you putting your best foot forward? Consider a light refresh, or a full blown overhaul, with updated contact details, schedule of offerings, membership packages, events and news etc. The same applies for any Social Media accounts your club has.



## SOCIAL MEDIA

Up your social media posting game during events such as Hopman Cup and AO when awareness is high. Ensure your content is likeable, sharable and relevant. Consider posts that engage your audience and 'invite' them to participate. Post questions such as "Who's going to win the mens/womens singles?" or "Which Aussie will go the farthest?" to start some friendly conversation. You could also think about offering a prize for those who can pick both the mens & womens AO winners etc.



## SOCIAL MEDIA ADVERTISING

Research shows only 3% of your potential audience will see your social media posts. Consider a paid 'boost' to extend your reach to a wider audience. You can set up a campaign from as little as \$2 a day, so why not set up a number of different campaigns using different messages to the same audience and identify which one works the best. Then you can review the results and invest into a campaign you know will work.



## APPLY FOR GRANTS

- a. Apply for a SunSmart through Tennis West to support your event or program and maximise the potential for success.
- b. Australian Open "AO" Community Grants support projects seeking to improve tennis communities by focusing on increasing and improving diversity and inclusion through the sport.

Our team are here to support your tennis club, your club volunteers and members. Contact your Tennis West Participation Leader (PL) if you need any assistance and wish to discuss further.

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