

## SA LAG forum summary of outcomes – marketing activity



18 September 2010

The summaries of outcomes below have been collated verbatim from the activity worksheets following the marketing presentation. The LAG forum delegates worked in small groups to identify the outcomes summarised below.

[+ indicates the additional groups who mentioned the same or similar view point]

### What? (Impartial)

#### What were the main points covered in this presentation?

##### Marketing +++

- Brochures
- Website
- Flyers
- Newsletters
- School letters

##### Website (free)++

##### Brandstation+

##### Quality associated with the tennis logo +

What's effective – what's not

Cost – is it cost effective/ time efficient?

Unity – same message, uniform branding

Branded material

### So What? (Reflective)

#### We liked –

##### Website (free)+++

##### Access to branded marketing ++

##### My Tennis Toolkit USB +

Adopt tennis brand  
Newsletters in schools  
Printed marketing materials  
Club branding  
Tennis SA involvement  
Training

#### We disliked –

Quality control on marketing

Branding:

- people will mistake who and what you are
- how do you get people to go to the website
- lack of willingness from schools to hand out

More support and funding required for set up so Tennis SA do justice to a great program

Support of volunteers and coaches – assisting clubs when not enough volunteers or coaches are available

Time factors to put all into action. e.g. training admin involved

### Now What? (Changing / Applying)

#### How can you apply this learning?

Contact Clare Reddie

Student/ parent feedback form

Ask questions, i.e. where/how did you find us

Specific and measured marketing

Usage of templates

Presentations provided and tailored to associations and clubs

Develop website

Training on club or individual basis

Education to club committees to encourage to use training tools

**What follow-up is required to address your needs or challenges?**

**Review and ensure quality control +**

I would love TA to develop a pathway for our future leaders in tennis via a 'tennis apprenticeship'

Ability to link websites into 'Find-A-Coach' area of TA website

Club branding support

Promote more at major tournaments

- Include womens' tennis
- Include doubles

Quality control on an on-going basis to ensure brand integrity. It is easy for the umbrella brand to be damaged through bad experiences or poor management at a local level.

Disseminate information

Follow up and help us set it up

Should all websites come under Tennis SA?

Contact Tennis SA – community offer to visit club/association

Offer advice, i.e. running night comp or employing coach at club level

Help with promotion of MLC Tennis Hot Shots

Regular email newsletters to members – through results vault on My Tennis Registration system

Anything that makes volunteers' lives easier

Feedback from players at end of season as to what they liked or disliked about competition

Tennis SA run or club run