

## Collecting Participant Data



### Who do I need to Collect Data from and why?

A well maintained participant data base is vital to your clubs success. Many tasks can also become more efficient when you have an accurate and up to date participant database:

- **Members** – The most important people to have up to date and accurate data for is your current members. Easily keep your members up to date with what is happening at your club, understand who your members are and ensure they are always covered under personal accident insurance.
- **Potential Members** – When you hold club open days or events ask attendees to sign up to receive communication from your club, record and manage this data in My Tennis. Target each group with special offers or keep them up to date with new season membership information.
- **Marketing and Promotion** – Promoting your club to potential members is simple when you are able to contact them. Slice and dice your database, whether members or potential members, to promote your clubs offers and events to them. When you create new club programs or activities, communicate specifically to those people in your database that will be most interested.
- **Sponsors and Partners** – Potential sponsors and partners will be interested in your member segmentation to help determine if you are the right partner for their organisation.
- **Knowledge is power** – The more you know about your members the better you will be able to service them and identify segments you may need to target, now and for the future sustainability of your club.
- **Insurance & Risk** – It is important to have accurate member details in the event of an incident or accident

### How do I Collect Participant Data?

#### Members

The quickest and most accurate way to collect or renew member data is to activate online registration through My Tennis. Your club may also be ready to activate online payments as well, allowing members to pay and register online. Directing your members to update and renew themselves will give your club the most accurate and complete information and ensure each member has made their own decisions regarding privacy and communication settings.

During the peak membership period, it may be possible to have a laptop or iPad handy at your club which will help you facilitate members to join or renew online, while they are at the club. Tennis Australia has also produced a paper membership form template which you can customise with your clubs information and provide to members to sign up and ensure you have all the necessary information. You can then store all of your member's information in My Tennis.

#### Potential Members

If you have someone who is interested in joining your organisation but is not sure whether they want to become a club member, why not ask them to complete the communication list sign up form. This template has been produced by Tennis Australia and can be customised to include additional club information if needed. Interested members can be added to your potential members list in My Tennis and you can communicate with them at the click of a button through My Tennis.

### Terms and Conditions and Communication

When collecting participant data it is important you receive their agreement to the appropriate privacy policy and communications settings. To assist in this area Tennis Australia has developed:

- A privacy policy which can be used by all Australian Tennis Organisations
- Member and potential member form templates which include the necessary Terms and Conditions, Data Collection and Privacy information statements.
- The national My Tennis membership system, which is fully compliant with Australian privacy laws.

For more information Please see the '[Communicating with members guide](#)' which is available through the My Tennis Help section or contact your Member Association.