



GET
COURT
UP



FREE TENNIS DAYS

#GETCOURTUP

YOUR GUIDE TO RUNNING A
SUCCESSFUL FREE TENNIS DAY



Contents

Section 1: Give people a reason to pick up a racquet	2
Section 2: Promote your Free Tennis Day	7
Section 3: Welcome all members of the local community to your club	8
Section 4: Encourage people to return	10
Section 5: Planning and logistics	11

Section 1:

Give people a reason to pick up a racquet

We know tennis is a great sport, but it's time to encourage the rest of the community to get involved with some new and creative initiatives to entice people to their local club.

This section includes a range of ideas for your Free Tennis Day, but we encourage you to get creative and come up with even more ideas of your own.

ANZ Tennis Hot Shots

ANZ Tennis Hot Shots is a great way to get children playing tennis and having fun.

First, check if your resident coach is a registered ANZ Tennis Hot Shots deliverer.

- ▶ Our coach **is** a registered ANZ Tennis Hot Shots deliverer

Ask your coach to run ANZ Tennis Hot Shots activities on the day. This is a good way to recruit new participants to deliver the program and get their tennis career started!

- ▶ Our coach is **not** a registered ANZ Tennis Hot Shots deliverer

Encourage your coach to sign up to ANZ Tennis Hot Shots
OR

If your coach does not want to be involved, register your club to the program via [Community Play](#)

- ▶ We **do not** have a resident coach

Register your club to deliver the program via [Community Play](#).



Resources & equipment

- ▶ ANZ Tennis Hot Shots deliverer
- ▶ ANZ Tennis Hot Shots equipment

Clubs can 'trial' ANZ Tennis Hot Shots as part of their Free Tennis Day. To borrow an equipment pack, contact your [State/Territory Tennis Association](#).

Cardio Tennis

Cardio Tennis is fun, social and designed to increase fitness. The best thing about Cardio Tennis is you don't have to be a good tennis player to get involved.

First, check if your resident coach is a registered Cardio Tennis deliverer.

- ▶ Our coach **is** a registered Cardio Tennis deliverer

Ask your coach to run Cardio Tennis classes on the day. This is a great way to recruit new participants to the program.

- ▶ Our coach is **not** a registered Cardio Tennis deliverer

Encourage your coach to sign up to run [Cardio Tennis](#).

Resources & equipment

- ▶ Cardio Tennis deliverer
- ▶ Cardio Tennis equipment
- ▶ Sound system

Clubs can 'trial' Cardio Tennis as part of their Club Tennis Day only with a Tennis Australia qualified coach. To borrow an equipment pack contact your [State/Territory Tennis Association](#).



Hit the target

There are lots of ways to get involved in Hit the target and all of them are great fun!

- ▶ Hit the target off a serve, volley, smash or ground stroke
- ▶ Make it as easy or as difficult as you like by varying the size of the target and/or distance to the target
- ▶ Give away lots of prizes. For example, if a person hits a can of tennis balls they keep it!

Resources & equipment

- ▶ Racquets and tennis balls

Free coaching sessions

The aim of these sessions is to provide a fun and enjoyable experience to all the participants. Introducing players to basic tennis skills with an emphasis on fun rally games should be a primary objective. Your club coach will have ideas and resources to conduct these sessions. If you are relying on volunteers, please refer to the following Tennis Australia links that provide helpful hints to assist you in conducting your sessions.

Improve your tennis strokes

Resources & equipment

- ▶ A coach or experienced club volunteers
- ▶ Racquets and tennis balls
- ▶ Targets and cones to use on court
- ▶ Coaching brochures or information to hand out following each session



Return the coach's serve

Have fun and challenge people to 'show-up' the coach or club champ!

To add a competition element incorporate a Hit the target competition.

Resources & equipment

- ▶ Coach or top club player
- ▶ Racquets and tennis balls

Speed serve

A fun activity that allows people to compare the speed of their serve to:

- ▶ Sam Groth = 263.4 km/h at Busan Open Challenger 2012, fastest ever recorded
- ▶ Andy Roddick = 249 km/h at Davis Cup 2014
- ▶ Roger Federer = 225.3km/h at Halle Open 2010
- ▶ Venus Williams = 207.6 km/h at US Open 2007
- ▶ Serena Williams = 206 km/h at Australian Open 2013

There's an easy option to add a competition element to this challenge but if you do, create categories so it's fun and fair for everyone:

- ▶ fastest junior boy
- ▶ fastest junior girl
- ▶ fastest male
- ▶ fastest female

Resources & equipment

- ▶ Speed radar — contact your *State/Territory Tennis Association* to see if you can borrow a radar gun
- ▶ Prizes (if applicable)
- ▶ Racquet and tennis balls



Ball Machine

Hitting against a machine shooting out tennis balls can be a real novelty and a lot of fun.

Resources & equipment

- ▶ Ball machine (contact your coach)
- ▶ Targets (if applicable)
- ▶ Extension lead/access to electricity source
- ▶ Racquets and tennis balls

Exhibition match

Organise a match that will encourage spectators and maybe even the local media to come along. How about:

- ▶ a school teacher challenge, to encourage school children to attend and watch their teachers in action
- ▶ a local football coach challenge, to encourage families of the football club to attend
- ▶ a well known local figure, such as the town mayor

Kids' activities

Make the day fun and colourful with kids' activities to keep children entertained while their parents are on court.

Colouring in and activities

- ▶ Why not engage local students in a colouring competition at their school? Displaying entries around the clubhouse and announcing a winner on the day will encourage children and their families to attend.

Face painting / Balloon modelling

Ask around for volunteers — you never know, one of your club members may have a secret skill!

Resources & equipment

- ▶ Colouring sheets and pencils
- ▶ Pins or Blu-Tack to display colouring competition entries
- ▶ Prizes (if applicable)
- ▶ Balloons and facepaint

Volunteers required

One volunteer for face painting or balloon modelling.

One volunteer to coordinate colouring in.



Barbecue

Hold a barbecue to encourage people to stay around and socialise, either for free or as a fundraiser for the club or a charity.

Set up an area that's a nice environment for people to sit, socialise and enjoy the club atmosphere.

Prior to your Free Tennis Day please ensure that you comply with all relevant food safety regulations and standards. We suggest contacting your council to identify your responsibilities well in advance.

A few ideas to enhance your day...

Music

Playing music will help create a fun atmosphere. Keep in mind the content (be family friendly) and be mindful of your neighbours. If you're not sure about the volume at which you can play music, contact your local council for advice.

Prize draws

Conduct a prize draw every hour to encourage participants to stay. Use prizes in each of the activities to provide incentives for the participants to get involved.

Fundraising raffle

Generate interest off-court by running a raffle to raise funds for your club or a local charity.

Point of difference

How will your club members and volunteers stand out from the crowd? It might be as simple as asking people to wear their club shirt, or dress in the same colour shirt on the day.

Section 2:

Promote your Free Tennis Day

Below are some ideas on how you can spread the message far and wide and how to get the most exposure for your Free Tennis Day.

Invite:

Invite club members, friends, family and colleagues to your Free Tennis Day and encourage everyone to bring a friend, or two.

Advertise:

Once you have registered you will receive a Free Tennis Day kit which will include posters you can put up around your club and local community (supermarkets, post office, gym etc.) to help promote the day. You can also do a letter-box drop around your local area.

Social Media

Tennis Australia will share Free Tennis Day coverage across their social media channels and we encourage all clubs to engage with us across Facebook, Twitter and Instagram.

Social media is a great way to publicise what you have planned for your Free Tennis Day and a useful tool to inform the public on how your day is going with lots of colourful images. Be creative with your posts and make sure any images of children have been approved by a parent or guardian first.

Hashtags and handles to include:

Make sure you tag **@TennisAustralia** into your photos and posts so that we can share and promote your content. Use the hashtag **#GetCourtUp**

Example tweet:

Come on down to our Free Tennis Day and join in on our Cardio Tennis lessons! **@TennisAustralia #GetCourtUp**

Facebook event:

Create an event page on Facebook for your Free Tennis Day to allow members to invite their friends and family. It's a great way to update everyone on what is planned on the day, handy when you need to make any changes to details and a good platform for people to ask questions.

Local Media

To further promote your Free Tennis Day it's a good idea to let your local newspaper know about your day. We have created a media alert to help create some free publicity for the day. Download the media alert template from the Club Resources section on tennis.com.au/hostafreetennisday. It's a good idea to have a club member or coach available to be interviewed.

Remember

If you want to use an image of anyone who is clearly identifiable in a photo for promotional use you will need to get their consent first.



Section 3:

Welcome all members of the local community to your club

Think back to when you first visited a club, when everything and everyone was unfamiliar. Newcomers to your club may feel uncertain about how to dress, behave and what reaction they will receive when they walk through the door for the first time.

Here are some ideas on how to make visitors feel welcome and develop the confidence to return. Each of these strategies will require the help of your members.

- ▶ Appoint members to greet people, show them around the club and tell them about the activities on offer
- ▶ Appoint members to mingle with people during the day and invite them to return. These members should inform visitors about opportunities for future involvement at the club
- ▶ Ask members to keep an eye out for people who arrive alone. Make an extra effort to have a good chat with them and perhaps even invite them for a hit
- ▶ Have a stand or table with a member present to hand out club brochures and answer questions
- ▶ Organise a follow-up event. This could be a social evening, trivia night or beginners' morning. This should be organised before your Free Tennis Day so you can promote the event on the day
- ▶ Provide an opportunity for people to socialise and relax. You want your club to be an enjoyable place to spend time, even when you're not playing tennis.

Wheelchair Tennis

Is your venue wheelchair accessible? Why not promote this at your Free Tennis Day. Invite some wheelchair users and their family. Promote your venue to wheelchair users looking to get active. Contact your state based Disability organisation for support or information. If you are currently running a program, showcase some of your current players with the help of their coach.

Pink Tennis Day

If you're looking to increase female participation at your venue why not host a Pink Tennis Day. Get creative and theme it 'Mother and Daughter Day' or just 'Think Pink'.

Charity links

If you want to link with a different charity, one that you feel your community has more of a connection with we recommend that you get in contact with the charity and see what resources they have that could help you on the day. They may even be able to send out some representatives to help on the day.



It's important to make your club welcoming and inclusive to people who traditionally have not accessed tennis.

Benefits to being an inclusive club

- ▶ Create a strong and cohesive community, enabling you to connect with new participants, volunteers, sponsors and other supporters.
- ▶ Promote a more accurate representation of your local community.
- ▶ Increase foot traffic at the club.
- ▶ Increase your membership base.
- ▶ Increase your revenue stream.
- ▶ Increase the opportunity to access funding and grants.
- ▶ Introduce new skills and ideas to the club.

Ideas to help your club be inclusive and accessible to everyone in the community

- ▶ Ensure your club is accessible, in particular the car park, club and amenities
- ▶ Include images of disability and diversity on your club website and in your communications
- ▶ Fly the Aboriginal and Torres Strait Islander flags
- ▶ Invite people from different cultural backgrounds to participate, volunteer or provide food at your Club Tennis Day

Ask your *State/Territory Tennis Association* about Inclusion Programs you can link in with

- ▶ Partner with a disability organisation

For further information visit the *Tennis Australia website*.



Section 4:

Encourage people to return



While it's great to attract a large crowd to your Free Tennis Day, the key to long-term success is to encourage people to return.

Offer incentives

Develop a special membership offer or incentive for people at your Free Tennis Day. For example:

- ▶ one-month trial membership
- ▶ free court hire when signing up for coaching
- ▶ discounted three month membership for beginners
- ▶ special Free Tennis Day family membership pack.

For more ideas, click [here](#).

Appoint a club membership officer to meet visitors and promote your incentives on the day.

Record visitors' contact details

Take down attendees' details so you can follow up with membership opportunities, special offers, invites to future events and more. You can do this by asking attendees to complete a *'Keep in touch with us!' form*. Or have a volunteer manage this via a spreadsheet.

Terms and conditions and communication

When collecting personal information from individuals at your event, you must ensure they agree to all relevant Tennis Australia policies, including the privacy policy.

These forms include all necessary terms and conditions, data collection and privacy statements, both for you to keep in touch and to enter the details on tennis.com.au to score points for your town.

Section 5:

Planning and logistics

With every great event comes a lot of behind-the-scenes planning and hard work. This section will help you think ahead and plan for your Free Tennis Day.

Planning and setting up your event

This will depend on the scale of your event but keep in mind, many hands make light work!

[Download your planning templates here](#)

Signage for your event

Look professional and make it easy for visitors to find your event.

[Download signage here](#)

Managing volunteers

Once you've finalised a plan and schedule of events make sure you ask your members to sign up for a role. Then share this *[schedule of events](#)* with everyone involved in the day.

Catering

Ensure adequate refreshments are available at the event. If you have a café or shop, make sure they're included in planning as you may need to allocate extra staff or volunteers. It's a good idea to include healthy food and drinks.

Parking and directions

If your visitors can't find you or have to drive around for half an hour to find a parking space they may well decide to give up! Depending on the size of your event, you may need to have a designated volunteer in charge of your parking area. Don't forget to identify overflow parking.

You may want to consider including a simple map of how to find your club and parking on any invitations you send out, particularly if it's difficult to find.

VIPs

If you're expecting a local dignitary or famous face to attend the event you will need to be ready to meet and greet your guests and have someone look after them during their visit. If they're opening the event or taking part in a special activity you will need to think carefully about timing and location.

It's a good idea to have someone available to introduce your dignitary and say a few welcoming words before the activity kicks off.

Risk management

First Aid

Tennis Australia recommends your club has a First Aid kit on site and/or staff or club volunteers with basic First Aid training.

Facility hazard checklist

Make sure your venue is safe guarded against potential accidents. Refer to our *[checklist](#)*.

Follow Up

You've handed out membership forms and taken people's details so don't drop the ball with the follow up! Enter your guests email addresses at tennis.com.au and we will send a follow up email on your behalf thanking everyone for coming and letting them know how to keep in touch. This will also put you on the leader board to hopefully score you an Australian Open player to cheer for!



We hope your Free Tennis Day
is a great success.

Good luck, and thank you for
supporting Australian tennis.

For more information or support contact
your State/Territory Association or
Participation Leader

freetennisdays@tennis.com.au

[@TennisAustralia](https://www.instagram.com/TennisAustralia)

[#GetCourtUp](https://www.instagram.com/GetCourtUp)