

ANZ Tennis Hot Shot Free Trial Promotion

Why a Free Trial?

As a deliverer of the ANZ Tennis Hot Shots program, you know how effective ANZ Tennis Hot Shots is at giving kids the opportunity to learn new skills in a fun and social environment. We want to reduce the barriers to getting more kids and parents to experience this. Free trials provide an opportunity for kids to have a positive first experience with ANZ Tennis Hot Shots and for coaches to explain the benefits of the program to parents in person.

The *Expressions of Interest* function was introduced on hotshots.tennis.com.au in January 2015 and since then, there has been significant growth in the number of expressions of interest made in the program. From 1 January 2018 a *Free Trial* button will replace the *Expressions of Interest* button for all participating coaches on hotshots.tennis.com.au.

What is a Free Trial?

A free trial is 1 x free initial ANZ Tennis Hot Shots **Coaching** session for **new** ANZ Tennis Hot Shots participants. We encourage you to place the child in to an existing term class of an appropriate level for one week. (Please note the Free Trial promotion will **not** be offered for Match Play & Community Play programs.)

How will I know if a parent has requested a Free Trial?

You will receive an email notification when the free trial has been requested by a parent at hotshots.tennis.com.au. It is important to honour the free trial once requested. We encourage you to contact the parent within 48 hours from the request being received so the free trial can ideally be delivered within seven days.

How will the Free Trial be promoted?

Tennis Australia will be investing significantly to promote the ANZ Tennis Hot Shots program and the free trial offer around Australia. "Sign up for a free trial" will appear across all paid advertising, driving parents to hotshots.tennis.com.au

