



# Club Culture:

Creating a positive customer journey and a thriving tennis club.

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## Agenda

1. The Problem
2. The Goal
3. The Solution
4. The Product
5. The Case Study
6. Wouldn't it be cool...

# The Problem Identified

Tennis needs more modern and effective delivery that suits the changing needs of current and future participants.

In order to achieve this we must support deliverers by providing:

- high quality and easy-to-access participation programmes
- delivery systems
- coach development opportunities, and
- club support resources.

## A NEED FOR CHANGE...

### SPORT NZ INSIGHTS

- Between 1997/98 and 2013/14 tennis participation has declined 45% with the biggest drop in young men
- In addition to time availability, barriers to playing include cost, others to play with, the need to be a club member and having tennis equipment
- Sports that are growing rate highly on fitness and convenience – participants rate tennis below average on these dimensions
- Of all tennis participants, 22% belong to a club
- Tennis participation is skewed to high income NZ Europeans

### CLUB MEMBER INSIGHTS

- 90% of club members plan to re-join next year, but only 44% of new members are satisfied with their joining experience (Nielsen survey)
- Tennis is seen as having great coaches compared to other sports (Nielsen survey)
- 50% of lapsed members still play tennis and 80% want 'pay for play' options. 75% of club members support casual hire at off-peak times (Northern survey)

### TENNIS COMMUNITY VIEWS

- Over 90% of clubs want to attract more players and 50% want to make court access easier for casuals
- 98% of clubs see an opportunity for stronger relationships with schools
- Over 80% of clubs want new ideas for membership options and social play formats and 50% are interested in greater collaboration between clubs

## The Goal



**Vision:** Tennis – Accessible and thriving

**Mission:** Building community through tennis

# The Solution



ClubSpark

H<sub>4</sub> O<sub>1</sub> W<sub>4</sub>

H<sub>4</sub>

T<sub>1</sub> E<sub>1</sub> A<sub>1</sub> M<sub>3</sub> W<sub>4</sub> O<sub>1</sub> R<sub>1</sub> K<sub>5</sub>

# The Product

## CLUBSPARK MAKES OFFERING TENNIS ONLINE EASIER.

ClubSpark provides club administrators with easy-to-use online tools to help you run a successful tennis club by allowing tennis players and club admins to:

- Manage event registration
- Book & pay for courts online
- Purchase and manage memberships
- Plus much more!

### Key Features

- ✓ Membership Management
- ✓ Contact Management
- ✓ Court Bookings
- ✓ Website
- ✓ Event & Session Management

# The Case Study



## Tawa Tennis Club

*'We at Tennis NZ have been tremendously pleased with how Tawa Tennis Club have benefitted from integrating the ClubSpark technology, and we'd love to help other clubs do the same! Whether your club membership is large or small, ClubSpark can reduce the administrative burden of managing everything from online payments to communications. And whether your club has no online presence or has a fully functional website, ClubSpark court booking and online payment modules can be embedded into it and managed behind the scenes.'*



## Nelson Lawn Tennis Club

Nelson Lawn Tennis Club is getting ready for Book a Court.

All going well, we will be live on Tuesday.  
Today was all about the signage.



## Wouldn't it be cool..

What we've learned so far on the workshop journey





# Thank You

