

Does your club meet the needs  
of your community?

How can we serve up tennis to suits more  
players in our local community?



# Meeting The Needs Of Our Community

- Who is our community (and potential customer) ?
- What is our value proposition? (why us/why our product)
- What do we offer v what could we offer?
- Attracting customers - Passive v Active
- Who should we partner with?
- What are our blind spots?



- **Our Community**

- 50m/1km/5km (10k+ - niche market)
- Age/gender/ability
- Individuals/families/groups (Retirement Homes/Schools/churches/ businesses/other sports)
- Culture/ethnicity

- **What is our value proposition?**

- Why us/why our activity
- Creating a VP
- External perspectives – do we have these?



- **What do we offer v what could we offer**
  - Breaking the ice/change – who's in the conversation
  - Formats/innovation/external optics
- **What is our value proposition?**
  - Why us/why our activity
  - Creating a VP
  - External perspectives – do we have these?
- **What is our value proposition?**
  - Active v passive



- Who should we partner with?
  - ?
- What are our blind spots?
  - How do we know?

**WEDNESDAY  
10:45-11:45AM  
STARTING  
WEDNESDAY  
28TH JULY**



**OLYMPIA  
GYMNASTIC  
SPORTS**

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29 Springs  
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Wigram  
344 6060

**MOVEABILITY**

**OLYMPIA GYMNASTIC SPORTS** **SUNDAY**  
**2:30-3:30PM**  
**29 SPRINGS ROAD, WIGRAM**

**BOOK THROUGH THE OLYMPIA WEBSITE**  
**\$50 FOR A 10 WEEK TERM**  
**WWW.OLYMPIA.ORG.NZ**

- BALANCE
- STRENGTH
- CO-ORDINATION
- CONFIDENCE



**To book a complementary trial session please contact  
recreation@olympia.org.nz**

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