



overview & 2020 stats



why everyone needs to make this a priority event!

Love Tennis 2020 was the most successful yet, with more than 200 clubs, 19,000 participants and just over 3,000 new member sign ups taking place. The value of Love Tennis cannot be understated. The event has driven us as a sport to innovate and keep challenging norms, we have a desire to be New Zealand's favourite sport for participation and Love Tennis is a cornerstone of our strategy. It is quite unlike any other event in the country and we can't wait to go bigger and better in 2021!

Benefits to clubs

Clubs identified the following benefits in a survey following the weekend:

- Energy and enthusiasm it created. The 'buzz' at the club
- Promotion of the club and tennis in general
- Community: the 'whole of club' and community coming together
- Being part of a national initiative with a united message
- Support, material and ideas that were provided
- All sorts of people 'giving it a go'
- Collaborative organisation at all levels
- It worked!

Benefits local councils/communities

- Increased use of community facilities
- Inclusiveness and openness, breaking down perceptions of 'closed' tennis clubs
- Fun, free community activities
- Collaboration between schools, clubs and businesses.

Benefits to tennis organisations

- Growth and momentum in terms of participation
- Authentic collaboration between the tennis community at all levels
- Impactful marketing via 'top to toe' approach
- Challenging all parties to capitalise on momentum and sustain growth through further innovation and customer focused products

Success!

"The variety of suggested activities helped us put on a quality experience."

"The tee-shirts and merchandise went down so well."

"We enjoyed coming together, working as a team."



key stats from 2020

3,100

Estimated new club members from weekend sign ups

2 million

Impressions via social media and many more via signs, flyers and traditional media

love
tennis

19,000+

Love Tennis participants across 208 clubs

93%

Of volunteers said they would be involved in love tennis again

\$500k+

Estimated direct return into tennis clubs via new memberships

2020 statistics

Hawkes Bay Tennis Club signed up a fantastic number of new players 151 - an 87% increase!

ATTENDEES	
56%	Visitors
44%	Existing members
ATTENDEES AGES	
17%	U12
7%	U17
4%	18-25
10%	26-35
36%	36-50
17%	50+
6%	65+
3%	Unknown
TOP MEMBERSHIP UPTAKE % growth	
56%	Hawkes Bay Tennis Club
55%	Pukekura Park Club
40%	Rotorua Tennis Club
30%	Havelock North Club
26%	Royal Oak Racquets Club
18%	Greendale Tennis Club

TOP RECALL OF MARKETING CHANNELS	
37%	Friends & family
24%	Tennis NZ email newsletter
13%	Social media
11%	Flyer & posters
5%	Other
4%	School
4%	Outdoor signage
2%	Website

What we're improving for 2021

- Clubs can choose 1 or 2 days involvement, especially relevant for clubs in smaller communities
- Club's can choose the resource kit most appropriate for their needs
- Posters available in multiple languages
- More efficient electronic data collection and better education around QR codes
- Environmentally friendly merchandise where possible

love
tennis



//

The registration process was a lot easier this year.
Hope Tennis Club

Seniors and juniors all together, playing games and socialising together.
Southbridge Club

Was a fun weekend with lots of families coming along!
Beckenham Club

The whole weekend was a huge success to showcase tennis.
Tatuanui Club

Our "volunteers" had a great time setting up, mingling, playing games with people. It was great team building exercise.
Pakuranga Club

Thanks Love Tennis for making it so easy.
Takapuna Tennis Club

An amazing weekend assisted by the weather holding. I loved being part of it all, seeing so many enthusiastic children, parents, helpers all involved to make the entire weekend a great success. Thanks to all!
Volunteer at Petone Tennis Club

This is a great promotion and please repeat again in 2021!
Glen Eden Club



play
tennis
everyone's game



love tennis

18 & 19 september 2021

Register your club: www.tennis.kiwi/clubs/lovetennis

Got questions? Email us: lovetennis@tennis.kiwi

