

Think casual play
Think future success



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Think future success



Connect with Ali



Connect with Robbie

ALI TELFORD
Tennis New Zealand
Club Support Manager

ROBBIE WALLACE
ClubSpark
Customer Success Manager



OVERVIEW

SECTION 01
What's the story?

SECTION 02
Hear it first hand

SECTION 03
Next steps

Guess The Company



Blockbuster

What did they do well:

- They provided entertainment to people's homes



Blockbuster

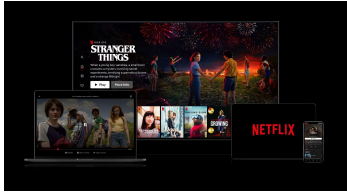
What they didn't do well:

- Didn't anticipate technology changes
- Didn't think consumer behaviour would change
- Their business model was based on late fees
- They forgot it was about bringing entertainment to people's homes!



Netflix

"We'd finally figured out a way to make our original idea of DVDs by mail work, and here we were, looking ahead to a future without either DVDs or mail."



Scenario 1

"My friend is flying in from overseas and is a keen tennis player. He's here for tomorrow afternoon and we'd love to have a hit on the best court."

**President
Life member**

YES or NO?

Scenario 2

Michael Venus has called. He needs to practice before his next tournament and would like to use a court at the club. He has offered to pay.

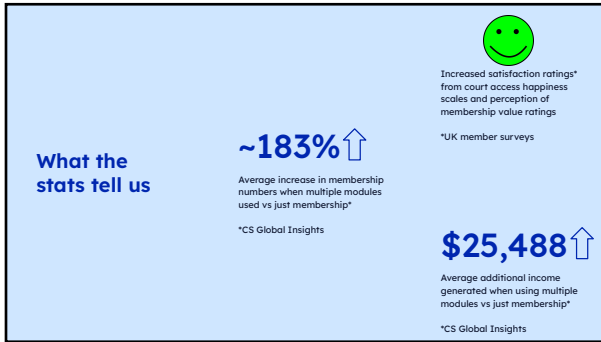
YES or NO?

Scenario 3

You're a cake shop and needing to increase revenue. Would you rather:

- 1) Advertise to anyone who'd ever bought a cake from you whether regulars or not.
- 2) Advertise to a general location without any guarantee they were fond of cakes.

Option 1 or 2?




What the stats tell us

~183% ↑
Average increase in membership numbers when multiple modules used vs just membership*
*CS Global Insights

\$25,488 ↑
Average additional income generated when using multiple modules vs just membership*
*CS Global Insights

Increased satisfaction ratings* from court access happiness scales and perception of membership value ratings
*UK member surveys



Australian Open 2023



The collage features several advertisements for tennis court hire. One prominent ad shows a tennis court with a red banner that reads "TENNIS COURT HIRE BY HOWARD HAY & PARTNERS". Another ad shows a tennis court with a red banner that reads "TENNIS COURT HIRE". A third ad shows a tennis court with a red banner that reads "TENNIS COURT HIRE". A fourth ad shows a tennis court with a red banner that reads "TENNIS COURT HIRE". A fifth ad shows a tennis court with a red banner that reads "INSPIRED TO PLAY TENNIS? HIRE YOUR COURT TODAY! Call us today on 02 9550 1234 playtennis.com.au".



Q&A Interview With Takapuna Tennis Club

Common questions

- We don't have a gated access system can we still use court booking?
✓
- Can we set rules so only certain times are available?
✓
- Can we get help setting everything up?
✓

Next steps - book below

Group Clinic
7pm 8th Feb



1-1 set up session
Ongoing at your choosing



Thanks for watching.



Club Matters: facebook.com/groups/clubmattersnz

Instagram: [@ClubSpark](https://instagram.com/ClubSpark)

LinkedIn: linkedin.com/company/clubspark
