

Marketing Report – May

Covid-19 Updates

I have written up the following message to go out to our members (facebook, Instagram and mail chimp), please let me know if any changes need to be made

“Doubles is back, all courts are open and small coaching groups to begin soon!!! Please read the following for updates on the club in place as of today Friday 15th May 2020. We also encourage everyone to read the updated Tennis NSW Community Tennis Guidelines for Continued Play

- Singles and Doubles play is now permitted
- All courts can now be utilized – no need to keep a spare court between players
- The clubhouse will remain closed – court bookings to remain via our online book-a-court system
- Coaching – small groups at a 4:1 player coach ratio. Coaches are working on a schedule and class introduction this week with classes looking to commence Monday 25th May – more details to come
- Encouraged that everyone remains vigilant and complies to the guidelines we have in place. Use hand saniters where provided, remain 1.5m between people.

Looking forward to seeing everyone on court for some doubles action!!”

Court Bookings

Court bookings data is showing all court bookings from date of the last meeting Thursday 6/2/20 until Sunday 17/5/20.

People have been quite open to using the book-a-court system for court bookings, there were a few issues; Full Members having to pay for court hire during the day, wet weather bookings and late cancelations. However, we seem to have been able to explain or work things out with most people.

Website

Hall of fame - I met up with Mary Gordon on Friday to get some information about her tennis achievements and explain our Hall of Fame web page idea. She was thrilled at the idea and wrote out all her greatest achievements for you all the have a look as well.

Handicap/ disability friendly piece – I will write up something this week to encourage groups to use our facilities and will discuss with Jackie/ Tony about the next steps for getting these people the letter the club provided Warren – he attends on a Monday morning.

On the GTC home page I have changed the activities box (used to link to Camps info) to a UTR link for players to use to enter the UTR Singles Hit Out each week.

Social Media

I have been posting updates from Tennis NSW/ any new guidelines, letters from the club explaining how the club is going moving forward and any videos or photos of interest. Most people seem interested in what the club is up to and when they can come and play.

Pro Shop

We have not had any sales through our online website as of yet, however I have noticed we are receiving a lot of feedback from customers about using our online pro shop first to check out products and stock availability before coming into the club to try on/ try out shoes or racquets before purchasing.

We have sold a few of our older model racquets and a few second hand racquets – I think Bonny has sold a few social player racquets as well. We have also had junior 25" & 26" racquets on sale – there has been some interest in those as well.

Stickers for window/ GTC Logo on Wall

I can understand the idea of these stickers (create colourful eye-catching artwork and grab people's attention) however I believe it would be best to re-consider. The GTC logo looks great but being on that wall it will only be visible from inside of the clubhouse and only whilst that half of the front door is shut. During tournaments or events or on nice sunny days we usually open both sides of the front doors to open up the clubhouse/and make it more inviting to people, therefore we would be hiding this artwork display during peak times.

Window stickers. To me the best part about the clubhouse is being able to sit/ stand inside and look out through the windows with a clear view of all the courts and be able to watch people playing/ training. Please don't block or hinder that view. Maybe have an artwork display on the exposed brick wall or on the seating instead.