

Marketing Report – July

Website

- I have updated coaching schedule to reflect that of term 3, posted results from our events over the holidays, working on new court booking link – see below
- Weekly editing links to match those of the upcoming events/ Saturday UTR competitions + working with Dylan to regularly update UTR member rankings
- Updating home page sliders to reflect current events and up to date news regarding the club
- Please see attached piece written up regarding Mary Gordon to go under the hall of fame section on the website

Club Flyer

- I have been working with Jackie and Mick Phillips on flyer for the club to display at the front desk provide the public with some generalized information about junior and adult coaching classes, comps, development progressions, UTR system/ formatting etc.
- I am happy to provide a copy of the flyers if need be

Online Court Bookings

I spoke to Mark Chen (sports logic/ intennis rep) the other day (Wednesday 15th July) and discussed the link change over for online court bookings. He will set up and provide me with the link that will connect our intennis coaching and court bookings all through intennis. This will allow for bookings to be worked around coaching/ comps/ events that staff have already entered into intennis – rather than me having to check and block out courts through the tennis nsw program. We will also be able to display all 23 courts available – there are just a few finer details needed to be ironed out before the switch is made.

Facebook/ Emails

- During this unprecedented time, I have tried my best to keep everyone updated on Facebook/ Instagram and emails about restrictions/ events/ coaching etc.
- I have organized for an email to go out to all members advising of the term 3 schedule and new fitness sessions Alex/ Jono are running – these have already gone out on facebook
- We got a lot of interaction from the installation of the new lights – however this then brought up other questions regarding the other courts/ lights and in particular the light on court 2 also the progression of courts 10 & 11 and the surrounding wall – as we only have 2 hard courts available of an afternoon some members are curious to know when they will be back in action.

These last few weeks have been extremely busy and chaotic with membership renewals/ event organising and camp registrations all coming in at once plus the addition of players asking questions regarding inter district, covid restrictions and anything else they can think of. Therefore, I put aside social media postings to cater for the high demand of front desk work.

