



CLUB FORUM SUMMARY NOTES

Tennis Central Region Inc. (TCRI) Club Forum

Date and Time: Saturday 26 August 2017, approximately 4.00pm (immediately following AGM)

Venue: Renouf Tennis Centre, Brooklyn Road, Brooklyn, Wellington

Present:

Greg Ratcliffe (Ngatittoa Tennis Club); Rochelle Ellison (Ngatittoa Tennis Club); Debra Lawson (Paraparaumu Tennis Club); Anna Kempthorne (Plimmerton Tennis Club); Kevin Wilson (Karori United Tennis Club); Peter Browne (Karori United Tennis Club); Peter McArthur (Kilbirnie Tennis Club); Nicola Airey (Miramar Tennis Club); Dale Nelson (Miramar Tennis Club); Geoff Lewis (Thorndon Tennis Club); Ben Braithwaite (Wellington Tennis Club); Bevan Johns (Wellington Tennis Club)

Tim Shannahan, Mel Jansen, Flo Perret (Tennis Central)

Action points previous Forum

1. 'End of Season' survey template tool for clubs –

- a. now complete suggested question template attached
- b. Kevin Wilson, Karori United advised his club had recently completed a survey that he was happy to share with other clubs. Mel to Action.

2. **Club Spark TNZ Pilot Update**

- In April the decision was made to extend length (to January 2018) and scope (more clubs and two Regional Centres) of pilot to fully test court booking and venue access integration
- To date the pilot has:
 - confirmed the platform functions in the New Zealand environment and generally meets the needs of New Zealand tennis venues and will enhance venue capability
 - confirmed ClubSpark has the potential to meet all a club's administration requirements compared to Promato's narrower membership management focus
 - confirmed that it takes time for venues to understand and trust any new system (up to six months)
 - confirmed the possibility of utilising the platform to open clubs/venues to the increasing pay to play/casual market
- A number of clubs using most aspects of the platform - example - <https://clubspark.kiwi/orakeitennisclub>
- Phased national roll-out planned to begin in March 2018
- **TO ACTION:**
 - Bevan, Wellington Club enquired as to whether Club Spark provided for members to be able to pay their membership fees in instalments.

3. **Loss of balls behind indoor sponsor signs (G. Ratcliffe Ngatittoa)**

- a. Flo advised that he had managed to retrieve some balls when the doing the BNZ Closed for Good painting.
- b. Greg Ratcliffe mentioned that the club forums were the perfect place to table items no matter how big or small, as the progress made by Tennis Central on this item demonstrated actions were being taken in response to items raised.
- c.

4. Any other items for discussion

a. Cost of Tennis Balls

i. It was raised that the cost of Tecnifibre balls was believed to be increasing and could Tennis Central look to buy balls for clubs in a more effective way?

1. The Tecnifibre ball adoption was made 4 years ago. Since that time there has only been the one 4.2% increase in wholesale and retail prices due to the exchange rate fluctuations.
2. The retail price of balls is at the sole discretion of retailers. RRP \$24.99
3. Tennis Central and Associations are unable to bulk buy balls wholesale and distribute to clubs.
4. Kevin Wilson advised that Karori United were recently successful in applying to NZ Racing Board for club ball supplies for the season.

b. Ngatittoa TC asked Tennis Central if there were any particular Kapi Mana projects on the go that required funding for from proceeds of Linden Tennis Club. Aside from replacement of Kapi Mana rep shirts there were none at present.

c. Lights:

Karori United indicated they were considering LED lights at their club, and asked if anyone else had made progress in transitioning to LED. It was indicated that no tennis club in Wellington currently has LED lights, and the Renouf similarly had not made this transition as of yet. It was highlighted that Wilding Park had made the transition. Kevin Wilson indicating that Karori United would likely be the guinea pig that everyone else could learn from.











d. Club / Coach Taskforce

Kevin suggested that quality coaches at clubs was key to growing club membership and was keen to see a taskforce established to examine how this could be better delivered at clubs.

Next Club Forum 28th November, Renouf Tennis Centre.

Club Customer Satisfaction Survey

The power of your club lies in your members, facilities and offerings. By asking your 'customers' for feedback regularly you are demonstrating your openness to change and empowering them to help craft an ideal club experience. Through a survey you can identify what members like and don't like about the club.

| | |
|---|--|
|  Use this template to craft your survey and obtain member feedback. |  Then use information gathered to shape the best club experience possible for all members. |
|  Gather useful member data on your club – take a snapshot of your members? |  Use a survey to kick off the tennis season, it allows you to measure who's coming back, who's not and why, and to find out what members want for the season ahead. |
|  You have the option to make responses confidential |  Don't forget to feedback the results from the survey to all members. |
|  Use all of or select only those questions from this template that might be relevant to your club. |  Encourage juniors to complete the survey themselves (and open it up to parents completing for juniors) what kids say and parents say can be two entirely different views. |
|  Use only the 'blue boxes' below as an 'exit survey'. Use the blue and white boxes as an entire member survey. |  Have juniors complete a 'junior friendly' version on an ipad at clubhouse on club night. |



ESTABLISH A MEMBER SNAPSHOT

| | |
|--|---|
| How long have you been a member? 1 year or less 1-2 years 3-5 years 6-10 years Over 10 years | In which age group are you? Under 12 12-17 years 18-24 years 25-35 years 36-50 years 50-65 years 65+ years |
| Male/Female Ethnicity | Where do you live? List local suburbs/areas |
| Do you play interclub? Yes or No Why do you play tennis? Fitness, social | What type of club player best describes you? Social player Social/semi-competitive player Competitive player Just hit casually with family/friends |



MEMBERSHIP

| | |
|--|--|
| I plan on renewing my membership I do not plan on renewing my membership | How would you rate your overall club experience? 1. poor 2. average 3. good 4. very good 5. excellent |
| If no, what is the main reason for leaving? a. Joining another club b. Lack of time c. Moving town d. No longer wish to play tennis e. The club did not meet my expectations f. Cost g. Other.... | Were you made to feel welcome? |
| What is ONE thing we could have done better | Other comments: |



COMMUNICATIONS

| | |
|---|---|
| Do you read our newsletter Give rating | Do you visit our club website? How often? Weekly, monthly, once a year, not at all |
| Do you receive our club emails Give rating | Do you follow us on social media? (Facebook) |



CLUB EXPERIENCE

| | |
|--|---|
| What type of club programmes do you participate in? List your club programmes/events/coaching Give rating individually | What type of interclub do you play Don't play interclub Junior Technifibre Premier Midweek |
| If the club was to offer a new programme that I would participate in and enjoy what would that be? | If you could change one thing about the club what would it be? |

| Thinking about the club indicate how you feel about these statements; | | | | | |
|---|-------|----------------|----------------------------|-------------------|----------|
| | Agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Disagree |
| My club does a good job of communicating with its members | | | | | |
| My club does a good job listening to members | | | | | |
| My club seeks input and ideas from members | | | | | |
| I feel welcome in my club | | | | | |
| The club programmes and offerings cater for my needs | | | | | |
| My experience as a member is worth the money I spend on my membership fee | | | | | |
| I would encourage friends or family to join the club | | | | | |
| I am satisfied with my club membership | | | | | |
| I'm proud of my club | | | | | |



| | |
|--|---|
| Do you already volunteer for the club? Yes No | If yes, how many hours would you spend on average per week during the season; 1-2hrs 3-5 hours 5 or more I don't volunteer for the club |
| Do you feel your voluntary contribution is valued? | If no, would you be interested in offering your skills in a small way toward the running of our club? |

Any other suggestions you might have for the club (no matter how big or small)

Don't forget to thank people for completing the survey!



HOW TO ENGAGE YOUR MEMBERS IN THIS SURVEY

This survey focuses on your day-to-day experiences in our Tennis Club. Your satisfaction is important and your input valuable. We'll use feedback to make our club even better. There are no right or wrong answers; we simply ask for your honest opinions. It is designed not to take too much of your time (5-10 minutes).

Set up using Survey Monkey <https://www.surveymonkey.com>

Email to all members young and old

Put a time limit on replies (usually 2 weeks)

Offer a prize draw entry to everyone who responds (hour free coaching?)

Club Spark Functionality



Contacts database

- Email contacts
- Group contacts together
- Filter contact list
- Export contacts data (PDF and CSV)
- Add new contacts
- Edit contacts

Membership management

- Membership dashboard displaying revenue, number of members and paid vs not paid
- Create membership packages
- Accept online payment
- Invite members to register
- Send payment requests
- Upload membership T&Cs
- Export membership data (PDF and CSV)
- Publish membership packages online
- Bulk import members
- Add new members

Coaching

- Filter class and course list
- Export class and course data
- Take payment online
- Create custom coaching categories
- Add attendees
- Create programme courses/classes which are published on the TNZ programme websites
- Create courses or standalone class
- Check in attendee online and via the mobile app
- Select the availability of the course i.e. public, invite only, etc.
- Courses will automatically appear on front end coaching page
- Take payments on a pro rata basis
- Printable registers
- Add players to a waiting list if the course is full

Court/resource booking

- Create booking sheet
- View all bookings
- Filter bookings list
- Export booking data (PDF and CSV)
- Add booking roles to users
- Manage venue calendar
- Set venue opening hours
- Set booking rules per users type i.e. maximum booking per day
- Accept online payment
- Create booking rules
- Set schedule rules for different user types
- Set different prices per user type and time of day
- Create schedule for different times of the year
- Upload specific booking T&C's which have to be accepted
- Confirmation email when a booking is made
- Make recurring bookings
- Multi court bookings

Benefits of ClubSpark for your club

- Save hours of admin - ClubSpark is an online tool designed to make it easier to manage and promote your venue. Promote your packages, manage your members and send out payment reminders. You can optionally take payments online, including setting up and managing Direct Debits, helping to spread the cost for your members.
- Manage contacts with ease - Stay in touch with anyone who has stepped in your venue. All of your contacts, including members, guests, suppliers, course attendees, Open Days attendees and more, are managed in one place. Use advanced filtering to sort and email your contacts directly or export them to your own marketing software.
- Accept secure online payments - ClubSpark makes it quick and easy to accept online payments for bookings, membership and courses. You can choose to accept membership fees by Direct Debit so your members can spread the costs, making membership even more accessible.
- Run coaching programmes easily - Create and publish coaching courses, take bookings and payment online, publish national programmes (Tennis Hot Shots, Cardio, Tennis Xpress) to the national promotional sites
- Build your own website - Impress your members and attract new ones with a stunning, mobile friendly website for your venue. ClubSpark is designed to integrate with your existing website but if you are looking for a new one, use our website module to create your own venue website. You can customise the appearance and manage content as you wish. No coding knowledge required!

A two minute presentation on ClubSpark can be viewed [here](#).

Pilot Update

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