



WHAT IS CLUBSPARK?

Clubspark is an online, integrated venue and coaching management system

- It empowers tennis coaches to digitise, run and grow their business.
- Provided through your Coach Business Membership

It allows coach administrators to manage:

- Online/Offline Coaching Programs
- Attendance Tracking
- Events
- Contacts and Reporting

With all online payments transacted through the Stripe payment gateway



HOW DOES IT HELP?

Reduce administration hours

- A modern website with an integrated administration system.
- Easily updateable with no ongoing storage or hosting costs.
- Automated online student registration and payments.

Digitise your business

- More people will find your business more often.
- Enhanced communication with clients, wider reach, and data-driven decision making.

Provide seamless customer experience

- Filter and display your classes online to maximise class visibility.
- An easy-to-use checkout system that provides a streamlined process for your customers.



WHERE TO START?

We'll help you along the way

- With guidance from your local CRM and Tennis Australia, you'll be supported through every step of the journey.
- Weekly online training and Q&A will be provided by Tennis Australia.
- While a full suite of support guides are available through support.tennis.com.au or Bounce.

Express your interest via the QR code today!





CLUBSPARK

COACHING MODULES & FEATURES



Website Builder:

- Build and easily update a personalised, branded, and modern coach business website and basic SEO (single or multiple venues).
- Coaches can personalise their website brand, colours, logos, images, sponsors, content, multiple custom webpages, hyperlinks, and social links (Facebook, Instagram and X (formally Twitter)).
- An inbuilt image, document, and file library allows you to easily customise the look and feel of your website.
- Website hosting, security and library storage are included as part of the platform.
- Google Analytics tracking can also be utilised on the site if wanted.

Contact Management:

- User profiles provide key information at a glance, including linked contacts (e.g. children/parents/guardians), view booked courses, and click through to related profiles.
- Automatic capture of all clients who register or book into the 'contacts' database.
- Set up and manage consents.
- Use tags to sort and filter individuals or groups.
- Email contacts & track email interaction status (opened, sent, bounced).
- View historical sent email logs at a click.

Online & Offline Coaching Programs:

- Set up and manage tennis lessons & bookings.
- Term based programs, pay per play, or single sessions, holiday camps (multiple options for registration windows, waiting lists, public or invite only courses etc, member pricing).
- Roll-over programs for the next term, and email program attendees.
- In the sign-up process, special requirements and medical information for attendees are captured.
- Admins are notified for all course bookings.
- The payment system provides online or offline payments for courses, one click payment requests, payment status, and the ability to set up and manage discounts.
- Track and mark class attendance.
- Role based user access (limited access roles to ensure limited access as required for junior coaching team etc).

Set-up & Run Events:

- Set up an event with multiple duration options (From 1 hour to 1 day).
- Set up multiple activities with the event, with flexible pricing options for each (online/offline payments, set different pricing for each activity if they wish)
- Option to set up multiple sessions for each activity.