

A wide-angle photograph of a large tennis stadium filled with spectators. The stands are packed with people, and the court is visible in the foreground. In the background, a city skyline with several tall buildings is visible under a clear sky. The stadium's architecture features a large, curved roof structure. The overall atmosphere is that of a major sporting event.

TOP TIP

# All eyes on *Australia*

AND YOUR CLUB CAN MAKE IT COUNT

A WOOD & HAM ORIGINAL



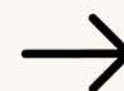
All eyes on  
*Australia*

# Big sporting moments *change* behaviour

“ The Australian Open draws global attention. Nearly 2 billion people watched or streamed the event in 2025, over 1.2 million fans attended in person, and millions more discussed it online and on TV! These major events are so crucial to our sport, so clubs can really make those extra eye balls count!

We hope these slides will be useful for your club, remember to share with anyone in tennis who might find this helpful! **Enjoy!**

**Lewis, Co-Founder**



All eyes on  
*Australia*

But for many  
clubs... it's a  
*missed*  
opportunity

One social post, the odd shared  
highlight...Then **business as usual**

The extra buzz around tennis comes and  
goes without ever reaching *your* club.



All eyes on  
*Australia*

Grand Slams are a chance to...

*Engage*

existing members

*Attract*

new ones

and

*Remind*

people why they fell  
in love with the sport  
in the first place.

All eyes on  
*Australia*

But fear not... here are some ways you can make the most of the Aus Open!

## **1. Coach predictions or opinions**

Chances are your coaching team are tennis enthusiasts, why not feature their predictions or match reviews on socials or newsletter? Even if people disagree, it gets them talking!

## **2. Back the Brits!**

Reminders to members when Brits are playing, even help with how to watch, which channel and times can be really well received!

## **3. Juniors love Grand Slams**

Whether it's an Alcaraz hotdog, a new outfit, a new racket, juniors just loving all things Grand Slams! Encourage them to discuss at social events, club sessions.



## **4. Watchalong**

Despite the not-so-friendly UK match times, there are still plenty of times where people can gather at your club and watch together! Nothing creates a buzz like supporting sport together.

## **5. Get blogging!**

Throughout the Aus Open, people will be googling all things tennis...players, equipment and who knows, maybe 'tennis courts near me' so get blogging during this period and it will help your club be seen!

## **6. Content increase**

With so many more eyes on tennis, now is the time, if possible, to up that content output, a few more photos, a few more videos, a few more updates will help your club make the most of the Aus Open!

All eyes on  
*Australia*

We hope you  
found this  
*useful!*

Save for *later*

**wood**  
**&ham**

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