



TOP TIP

All eyes on
Australia

AND YOUR CLUB CAN MAKE IT COUNT

A WOOD & HAM ORIGINAL

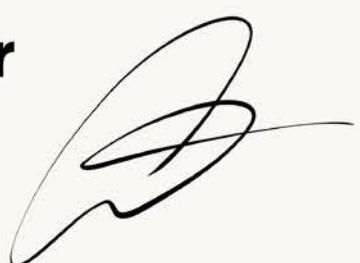
All eyes on
Australia

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
Attract

and

Remind

existing members

new ones

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!

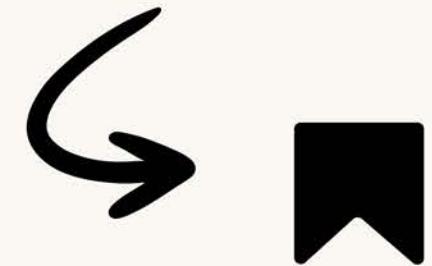
6. Content increase

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 updsates 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

A WOOD & HAM ORIGINAL