

Pay2Play

Making facilities work for you



PlayTalk

The Newsletter of
Pay2Play NZ Ltd

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IN THIS ISSUE

Update

by John Penny

Welcome to the first issue of PlayTalk. The Pay2Play team have been very busy developing new features for our innovative access control, booking and member management tool for clubs and sports facilities.

We hope this newsletter will not only update you on what is new with our products and services but also provide ideas to help your club or sports facility.

One of the key challenges for many sports organisations is member and player retention. The traditional annual subscription model where an invoice is sent out to all club members once a year may be the catalyst that causes member drop out.

Chasing members for unpaid subscriptions, tracking payments and controlling keys, cards or other club access control can also be a huge job.

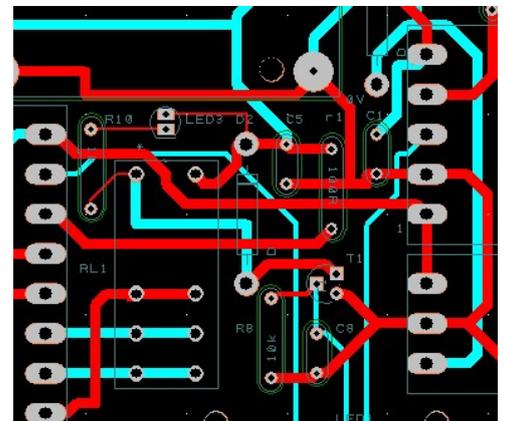
With some clever innovation, we have been able to automate membership management, invoicing, payment and access control. This makes the traditional annual membership renewal process very easy for your club or facility administrator.

New membership functions such as monthly payment options have also been added. With member online approval we can establish a regular recurring credit card payment all linked into the member management and access control. This type of membership avoids the shock of an annual subscription demand. We also support standard annual memberships.

Many larger sports facilities have a mix of sports present on the same site and this can create membership and access control challenges. For example, you may have tennis, squash and gym members who have different booking and club access rights. We can now manage different member types, all in the same club, with different access rights to our internet connected electronic locks.

Pay2Play have successfully applied for a Callaghan NZ Government grant to help support our ongoing product development. This is allowing us to develop new features even more rapidly. Watch this space as we plan on announcing a number of new features and capabilities shortly. This includes a court lighting controller.

- Pay2Play Goes Mobile
- Pay2Play's new App
- Casual Play
- Maximising the Benefit for Clubs
- New Clubs and Facilities
- Automating Member Subscriptions



Pay2Play's new court lighting controller design

Pay2Play Goes Mobile

Pay2Play now supports facility/ court booking through our new mobile App. Simply download from the Apple or Google App stores and make bookings even more simply from your phone.

Click on the Pay2Play App, login using your username and password and book a court/ facility. The App also supports bookings from casual players who can select a venue, book a court, pay and get access.

Existing Pay2Play clubs please promote this to your members by sending them a copy of the advert below and place this on your facebook page and website. For an original copy of the advert please email info@pay2play.co.nz

Not only does the mobile App make it easier to book a court but mobile messaging also will provide the ability to communicate with the Pay2Play community to better promote your

facilities.

With Geo positioning on your smart phone enabled the App automatically shows sports facilities and clubs close to you. For people traveling and wanting a game of tennis, squash, badminton or to practice their cricket it makes things very easy.



Casual Pay2Play - Maximising the Benefit For Clubs

Clubs often worry that introducing Pay2Play access for casual players will result in the casualisation of their club and members will leave and just pay casual fees.

Club membership is much more than just access to courts or other facilities. Experience at clubs using Pay2Play is that club members don't leave to take up casual Pay2Play use. Instead opening up your club to casual play creates a huge opportunity to build club membership.

Fences and doors are not only physical barriers but create a mental barrier for potential new members. Being able to experience a club casually, using a Pay2Play booking, is a great way to break

this block for potential new members and to promote the club.

There are some simple steps required to maximise the benefits from Casual Pay2Play.

Being registered with Pay2Play will draw in some casual use of facilities through generic promotion by Pay2Play, but to maximise the benefits Casual Play must be promoted. We suggest the following:

- Club websites should welcome casual players and provide simple instructions and links to the club page on the Pay2Play booking site.

- Signage at the club should be visible to the public promoting casual play.

- Flyers can be left at hotels, motels, coffee shops, educational institutions and major employers in the area.

Templates and help is available from the Pay2Play team.

Once you have casual players using your facility you need to develop a plan to target them for membership. Get them on your database and promote club products and membership options. When you see them at the club make them feel welcome and as many clubs have found, they will become members.

Welcome to New Pay2Play Facilities and Clubs



With four squash and seven tennis courts, the Cambridge Racquets club is a major sports facility in the Waikato region.

The club is now fully Pay2Play enabled with a digital lock on its tennis courts access gate and another on its building which houses the squash courts, offices, bar and other club facilities.

Both locks are connected to the Pay2Play cloud based court booking site allowing members or casual players access to the top-class facilities.



The club is also using other Pay2Play management functions offering club members the option of renewing membership using the Pay2Play automated system.

If you are in the Cambridge area and fancy a game of squash or tennis book a court using Pay2Play.



As was expected, with a bit of promotion casual court use is growing and members are making the most of online court booking. Pay2Play is also hosting the club website.

If you are in Queenstown for some winter or summer fun take your squash gear and enjoy a game or two.



Pay2Play is an ideal solution for a University sports club. The Otago University Squash club have 3 courts at their Dunedin campus.

A Pay2Play digital lock allows access control for members using unique digital codes without the hassle of managing keys or swipe cards. Club members are enjoying online court booking and casual use is growing.



With a fast changing membership as students graduate and leave,

membership and access rights can quickly and cost effectively be updated.



Northern Districts Cricket contacted Pay2Play to see if we could help provide an online booking system for the indoor nets at the Seddon Park cricket facility in Hamilton.

A digital access and security system with control of lights in the facility was already in place but there was no online booking system. With some innovation, the team at Pay2Play created a new interface that allows casual booking, payment and facility access which is integrated in with the existing system.



Northern Districts coaching and administration staff can book and manage use of the facility using the Pay2Play booking system. Local cricket teams, coaches and players can book net time without the need to phone and arrange payment and access with the administration team.

This is saving administration time but also making the facility more accessible to the Waikato cricket community.

Pay2Play clubs welcome members from other Pay2Play clubs. If you are traveling have a look at what sports facilities are available for you to use. If you need a playing partner give them a call or email.



This two court squash club, located in the tourism hotspot of Queenstown, is in a fantastic location to attract casual players. Not only are there tourists and holiday visitors but a large number of young people working in local tourism.

Automating Membership Subscriptions

Pay2Play has added new automatic membership features including recurring monthly memberships. Many clubs have already started to adopt automated membership renewals using Pay2Play. Once things are set-up there are huge time savings. It also makes membership renewal very easy for members.

The first step is to create a table of membership categories. This can include group memberships such as families. Each member is then linked to their membership category.

By simply selecting a tick box in venue management membership renewals become fully automated. As the member's expiry date gets close the system sends a message asking them to renew their membership using the payments portal.

ID ▲	NAME	RENEWAL PERIOD (MONTHS)	EXPIRY WARNING (DAYS)
7	Senior \$239.00	12	50
8	Junior 10-18yrs \$78.00	12	50
9	Student (with Student ID) \$148.00	12	50

Recurring memberships can also be established where the member gives approval for recurring charges on their credit card. This helps the member with their cash flow but most importantly removes the shock of an annual renewal where members may be lost.

When the payment is verified the membership expiry date is automatically extended. If the payment fails the member is sent a reminder (e.g. the credit card may have expired).

Pay2Play collect the subscription payments, record each payment in a report and regularly forward the funds to the club or venue. This removes the need for the club to continually check their bank account for individual subscription payments.

This along with our other automatic membership options will save your Club or venue valuable administration time which can be put to better use. Want to know more about Pay2Play then check out www.sport.pay2play.co.nz and www.pay2play.co.nz

Pay2Play

Making facilities work for you

Online Booking System

- Courts or facilities booking using website or App
- Supports member and casual bookings

Facilities Access Control

- Keypad access – no more swipe cards or keys
- Set levels of access – building, courts, gym etc

Membership and Club Management

- Membership database control
- Automated subscriptions
- Club website hosting

Court 3	Court 4
	
11:15am - 12:00pm <input type="checkbox"/>	11:15am - 12:00pm <input type="checkbox"/>
12:00pm - 12:45pm <input type="checkbox"/>	12:00pm - 12:45pm <input type="checkbox"/>
12:45pm - 1:30pm <input type="checkbox"/>	12:45pm - 1:30pm <input checked="" type="checkbox"/>



Tennis, Squash, Cricket, Badminton and other sports facilities
Contact Pay2Play NZ Ltd phone 0800 002381 info@pay2play.co.nz