

# Pay2Play

Making facilities work for you



## PlayTalk

The Newsletter of  
Pay2Play NZ Ltd

Spring 2018

## What's New

by John Penny

The last few months have been exciting times for Pay2Play with new products and features such as a court lighting controller and coaching module being released along with new clubs and sports centres joining up.

We have supplied a number of lighting control systems that allow court lights to be turned on and off automatically, dependent on court bookings. The lighting system is very simple to install, requiring just AC power and an Ethernet connection as inputs. Outputs allow the control of individual court lighting circuits.

Historically tennis clubs have avoided automatic court lighting control due to the warm up delays with legacy court lighting technologies. Modern LED court lighting can be turned on and off without delay making automated control practical.

Our new coaching module allows coaches to better promote and manage their businesses. Customers can book and pay for individual lessons, group classes or event events such as tournaments or holiday programmes online. Great reporting and management functions make keeping track of

payments and details of who has booked or registered very simple.

We have also seen significant casual revenue growth in existing Pay2Play clubs. It is very clear that good promotion of casual play opportunities through signage, brochures and social media posts pay dividends. Pay2Play casual bookings are now contributing significant income to quite a number of our clubs. There have also been numerous casual players who have enjoyed their experience and joined the club.

We have been developing more innovative and flexible membership models. For example, monthly recurring memberships have become popular and can be automatically managed by Pay2Play. This avoids the annual renewal decision making for members which reduces churn.

It is important that clubs look at their membership categories and approaches to make sure they are still relevant. We often hear clubs say they are struggling to attract and retain young adult members. Monthly memberships or short-term memberships for tertiary students over

summer holidays are worth considering. It is also important that your club is offering the right club and coaching products to suit young adults.

### Sarah Shand – Sport NZ Volunteer of the Year



### Sarah Shand at the Greendale Tennis Club

Napier based Greendale Tennis Club President and Pay2Play supporter, Sarah Shand has been winning awards for her innovative work. Sarah was awarded the Tennis NZ volunteer of the year and followed this up with the prestigious Sport NZ Lotto NZ Sport Maker Award.

Under Sarah's leadership the team at Greendale Tennis Club have grown membership to become the largest tennis club in Hawkes Bay. They offer a range of innovative products to support juniors and encourage membership.

## Is Your Club Membership Aging?

Many New Zealand sporting clubs are struggling to attract younger adult members. This has led to considerable debate amongst national and regional sporting organisations. Is this something we just have to accept or not? The Pay2Play team believe clubs can't accept this and need to act proactively to sustain their clubs in the longer term.

Many Squash, Tennis and Badminton clubs have strong junior programmes but struggle to retain these members once they become adults. Once young adults get busy with study or work, paying a senior membership subscription isn't attractive. In many regional centres there is a huge hole in membership from ages around 18 to 40. This has led to an overall decline in clubs' memberships nationally and risks clubs' futures.

Casual memberships have been touted by some as a solution. You would think Pay2Play, who support casual membership options, would be promoting this approach as it suits our business model, but we need healthy clubs in the long term and strong membership is critical so we believe it is only part of the picture.

Things have changed and young adults are time poor, they have a large choice of recreational activities available and are looking for different experiences than many clubs offer. For example, it may simply not be attractive for young adult tennis players to come along to a

Saturday afternoon club day with the mainly older tennis members. Other sports such as Squash and Badminton suffer from similar challenges.

Pay2Play partners with many clubs and sporting facilities around New Zealand and see some success in this area. The successful clubs and sporting centres have started to operate more like businesses reviewing their product offerings to make sure they suit the different demographics and player profiles.

It isn't necessary for all clubs to be everything to everyone but it is important that you do attract and retain young adult members and families with children. These are your future members and committee members.

We strongly suggest that once a year you review your product offering to make sure that it is still relevant. Discuss how you can make current products better, come up with new products ideas and don't be afraid to drop off products that are no longer relevant.

Some good practice ideas follow:

When offering a junior programme find ways to get the parents involved in some way, either helping on court or participating in an on-court activity. The Greendale tennis clubs have had success offering cardio tennis to parents on a separate court to keep them involved

while their children are at their Saturday morning junior programme. They then offer attractive family memberships.

Target the past juniors at your club and keep in touch with newsletters and social media. Retain a database of these past junior members. Think about products such as student summer holiday events, even if casual, to keep in touch with these potential future members. Look at cheap student memberships or casual play options.

Work closely with your club coach to ensure products your coach is offering match in with club objectives. Look for win-wins here by incentivising coaches to encourage those getting casual coaching or attending cardio or other fitness classes to become club members.

Target casual players for club membership. Contact them to check they have enjoyed their casual play experience at your club. Offer membership deals or even casual membership deals where they can sign up as casual members at your club. While not having the same rights as full members they would get a discounted court rate. This gets them one step closer to full club membership.

Look at offering monthly recurring memberships as they will be attractive to many younger players. Pay2Play can support these and other innovative membership options.

Pay2Play is Mobile  
DOWNLOAD FOR FREE

Google play

Available on the App Store

## Welcome to New Pay2Play Facilities and Clubs



The Hastings Tennis and Squash Club is over 100 years old and has a rich history dating back to the earliest days of tennis in New Zealand. The five tennis and five squash courts are located in the heart of Hastings city.

The Pay2Play system replaced an older court booking and access system that had become unreliable. The five squash courts have lights controlled by the new Pay2Play lighting controller.

The club welcomes casual players and new members and has a resident tennis coach Craig Giddy who can fine tune your game. Craig also offers very popular Tennis Cardio group lessons that are fun and keep you fit.

Squash lessons are also available for those wanting to get back into the indoor game. The well-established facility has a great social scene for those wanting to enjoy a chat and quiet drink after their match.

If you are visiting Hawkes Bay bring your shoes and racquet and take the opportunity to try out this facility using Pay2Play.  
[www.hastingstennis.squashclub.co.nz](http://www.hastingstennis.squashclub.co.nz)



The Cackle Bay Tennis club have adopted Pay2Play for membership management. Club membership renewal notices are automatically sent, players

can then pay online and their memberships are automatically extended.



This has greatly simplified the membership management process and allowed for new membership options for the club. [www.cklebaytennis.co.nz](http://www.cklebaytennis.co.nz)



Pay2Play are very excited about partnering with the Zhu Badminton Centre in Christchurch. This brand new purpose build facility has 12 international standard courts with support facilities making it ideal for those wanting to play and train.

Peter Zhu and his family are passionate about badminton and in particular junior development. There are 12 BWF certified green badminton mats on top of naturally sprung timber flooring.

The facility is open 24 hours for ZBC members via the Pay2Play online booking and access system. If you want to use this facility you can visit the ZBC or Pay2Play websites and request ZBC membership. Once approved you will be given a login that allows you to book and pay for courts.

A range of innovative membership options are available, all automated through the Pay2Play membership management module to cater for a range

of player and group needs.

Court lights are also controlled by Pay2Play and will come on automatically for the duration of court bookings.



A view inside the facility

ZBC's stated aim is to help grow the wonderful sport of Badminton in New Zealand, starting in Canterbury.  
[www.zhubadminton.co.nz](http://www.zhubadminton.co.nz)



### Devonport Squash Club

The Devonport Squash club facility has four squash courts, a well-appointed Gym and a Physio located in their premises. Pay2Play have installed a system allowing squash bookings and access for both members and casual players.

It also provides controlled front door access with unique access codes for Gym members. For safety reasons Gym members can only access the building during defined times. Pay2Play have extended our access control functionality to cater for these needs.

The access system is also integrated with a door intercom allowing the front door to be remotely opened for Physio patients.

This new addition to the Pay2Play family is sure to be popular with squash players in Devonport and the wider North Shore community.  
[www.devonportsquash.org.nz](http://www.devonportsquash.org.nz)

## Court Lighting Control

Many clubs and sporting facilities want to control court lights based on bookings. Advances in lighting technology such as LED not only reduce power bills due to their energy efficiency, but can be turned on and off to save money and control court usage. This can be useful for busy clubs and sports centres, ensuring players stick to their booking times.

Pay2Play have developed a lighting controller that talks to our cloud-based booking system over the internet. Lights turn on at the start of bookings and off at the end.

The system is configurable to allow the exact turn on and off times to be adjusted around the booking start and end times. A "Darken" period can be set to briefly turn lights off at the end of a booking and before the next booking starts to let players know their time is up and they should move off the court



### Pay2Play Lighting Controller

The controller is typically installed on a wall and can be configured to control any number of court lights. Key switches are

supplied that allow the lights on individual courts to be set to ON, AUTOMATIC or OFF. This is useful for tournaments or in the unlikely event the internet system fails.

The keys are normally held by the club administrator. They are common for each court and can be removed from the key switches in any switching position.

If you wish to turn lights on for events you can simply reserve out the courts required and the lights will stay on for the duration of the reservation or use the key switches.

The system is easy to retrofit and has already been used to replace a number of legacy lighting control systems. Low voltage output relays can typically interface directly in with existing lighting control power relays.

## 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
- Coach booking and management

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](mailto:info@pay2play.co.nz)