

# On the Ball with Tournament Promotion

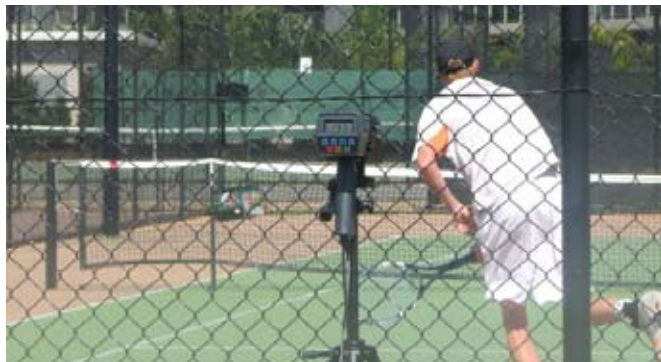
**W**ith big names, glitz, glamour and off-court razzmatazz, the Australian Open and other summer events generate immeasurable enthusiasm. It's a long way removed from weekend tournaments played throughout Australia every weekend but there are enthusiastic supporters working hard to ensure local competitions remain a priority.

Tony Van't Riet, a former Country Director, has spent years on the court and sidelines and is thinking outside the square in generating interest for grassroots tennis tournaments. "I love the game and have played it for years and I want to see it grow into the number one sporting option for children," Van't Riet said.

A passion for seeing tennis become the number one sporting option for children saw Van't Riet invest in the radar gun, Speedball Camera, which is hired out to clubs and associations and allows spectators and participants to measure the speed of balls. "It's a taste of the Australian Open, with people being able to see how fast players are serving," he said, adding that Speedball Camera is delivered directly to a venue, is easy to set up and doesn't require anyone to operate it.

"Importantly it is user-friendly and does not generate extra work for the volunteers who usually provide the man-power at tournaments," Van't Riet said. "Clubs and associations have access to free posters and media releases through the Speedball Camera website which they can use to promote their tournaments in their communities."

While tennis remains popular among the many sporting options available, Van't Rit believes maintaining enthusiasm is



an ongoing challenge. "In this day and age we need to create an 'experience' for people – give them something to talk about, look at or try and that is what I am trying to do with the Speedball Camera," he said.

Troy McGrath, from UQ Sport Ltd agrees. "We have hired the Speedball Camera for a number of different events in recent years and it has been the most popular activity by a long way," he said.

"It has generated a huge amount of interest because people want to see how fast they can hit the ball and with the speed gun they receive immediate feedback. We wanted to add a bit more interest and entertainment to our promotional events and the Speedball Camera has worked really well." ●

***For more information about the Speedball Camera go to [www.speedballcamera.com.au](http://www.speedballcamera.com.au).***