

TENNIS WANGANUI INC.

3 YR STRATEGIC PLAN

2020 - 2022

INTRODUCTION:

Tennis Wanganui Inc. has prepared the following Strategic Plan to provide direction for the future of the club for the next three years. The following document has been generated following a review of the current status of tennis in Whanganui and to align our objectives with Tennis New Zealand (TNZ) and Tennis Central (TC). The Plan is also available for viewing on the Wanganui Tennis website (www.wanganuitennis.co.nz)

VISION:

To continue to grow the number of participants in all ages within the Whanganui/Rangitikei Districts and to endorse diversity within our sport.

CORE VALUES:

Diversity – Promote tennis to various community groups.

Empathy – Support and encourage members to achieve their goals and have an understanding of their needs.

Inclusiveness – Offer programmes suited to people of all levels and age groups.

Accessibility – Provide an accessible club which caters for a range of participants and ensure club information is readily available.

Development – Continued efforts to develop the game and its participants.

KEY FOCAL AREAS:

1. **Financial Viability** – To establish a plan that will allow financial sustainability by identifying various avenues of attaining revenue to cater to Tennis Wanganui Inc. needs. This will also require the ability to forecast future revenue and expenditures.
2. **Junior Development** – Grow the number of junior tennis members and enable their development. Support cultural diversity, in particular, encourage greater participation of Maori and Pacific Island communities. Implement a culture where juniors participate in holiday camps and attend regular coaching. Ensure kids are having fun during school coaching sessions, leading to parents and kids coming down to their local tennis club for more information.

3. **Affiliation Development** – Continue to provide access for our rural, Maori and Pacific Island communities. To support diversity and to encourage acceptance. Provide forums to allow members to submit feedback.
4. **Events and Activities** – Continue current programmes and activities while establishing new activities and events for affiliated and non-affiliated members.
5. **Coaching** – Continue open lines of communication with club coaches while providing support with the implementation and achievement of shared goals and to help with their own personal development.
6. **Representative Tennis** – Provide a competitive environment to help develop potential representatives with the aid of a robust selection criteria and provide the necessary support in aiding this growth.

OBJECTIVES:

1. Financial Viability

- 1.1 By the start of the 20/21 season develop and start to implement a Financial Plan that is aimed at providing the club with financial sustainability into the future.
- 1.2 By the end of the 21/22 season achieve a 35% increase in revenue.

2. Junior Development

- 2.1 By end of the 21/22 season have over 450 affiliated junior members and a further 200 non-affiliated members participating in various programmes. Of these numbers, achieve 180 participants of Maori or Pacific Island decent.
- 2.2 By the end of September 2020, carry out a “back to school” tennis programme to no less than 15 primary or intermediate schools within the region. This will give us access to over 3000 potential participants through this programme.
- 2.3 Increase the numbers attending Saturday morning Community Play to between 35 – 50 participants by the 21/22 season.
- 2.4 By the end of the 21/22 season make contact with over 1000 junior students, whether that involves tennis at schools, community free play at their local tennis clubs, or holiday camps over the breaks.

3. Affiliation Development

- 3.1 By end of the 21/22 season have 80% of all new memberships from family subscriptions.
- 3.2 By end of the 21/22 season have two clubs re-affiliate with Tennis Wanganui Inc.

4. Events & Activities

- 4.1 Host the 2020 Aotearoa Maori Tennis tournament in December bringing 300 entries from around the country.
- 4.2 Host a Pacifica tournament for the 21/22 season.
- 4.3 Continue to hold our annual Vets tournament.
- 4.4 Hold a 18–35 year old tournament by 2022.
- 4.5 Continue running interclub competitions and start up age grade teams to compete in the Manawatu interclub by the 21/22 season.
- 4.6 Increase numbers attending the Love Tennis weekend by 20%, with the aim of signing up 30 new members as a result of the Love Tennis weekend.

5 Coaching

- 5.1 All coaches to attend at least one Tennis NZ coaching course per season to improve their coaching skills.
- 5.2 Run holiday camps each term break and aim for 50 kids to attend holiday camps.
- 5.3 Continue with Saturday morning coaching/hitting and aim for an average of 40 juniors attending.
- 5.4 Coach/coaches to have regular catch ups with a representative/s from the junior or club committee to ensure any concerns are addressed and coaches feel supported.
- 5.5 Coaches to communicate regularly with parents and students on progress towards meeting their tennis goals, and seek feedback on whether there is anything lacking in the coaching.

6 Rep Tennis

- 6.1 By the end of the 20/21 season field a full Whanganui representative junior team so we can compete against other regions.
- 6.2 By the start of the 20/21 season hold representative junior and senior squad training to prepare for upcoming fixtures against other regions.
- 6.3 To compete and win the Jacobs Creek senior rep tournament by the 21/22 season in Wellington.
- 6.4 By 20/21 season take over the hosting rights of the annual quadrangular tournament which involves four other Tennis Central regions at the Wanganui Tennis Club in a revised format.

- 6.5 Continue regular match play for juniors, promoting a competitive environment for spots in age group representative teams.

ACTION PLAN

1 Financial Viability

- 1.1 Assign a funding committee with the objective of creating and implementing a Financial and Marketing Plan.
- 1.2 Develop a Financial Plan - Funding Committee
The Plan shall include the current monetary situation and long-term monetary goals, as well as strategies to achieve those goals. This will require the ability to forecast future revenue and expenditures.
- 1.2.1 Identify current sources of revenue and potential sources of revenue to cater to Tennis Wanganui Inc. needs, such as grants, sponsorship, affiliation fees and hosting events.
- 1.2.2 Create a database of current and future funding sources. As part of this, input grant application deadlines into a calendar, and schedule club events for the upcoming season.
- 1.2.3 Identify current and projected future expenditure, including facility expenses, equipment and any required upgrades and maintenance, coaches, and marketing.
- 1.3 A representative from the Funding Committee shall report on the financial status of TW at each Association Meeting - **Funding Committee.**

2 Junior Development

- 2.1 Develop a marketing strategy focused on youth participation, and ways to increase Maori and Pacific Island participation – **Junior Committee or another Sub Committee.**
- 2.2 Term 2 – Make contact with Primary and Intermediate Schools in the District and maintain a database of contacts. Start “Back to Tennis” programmes by week three of term three – **Development Contractor (DC).**
- 2.3 Establish an interschool competition structured to each age group – **DC**
- 2.4 Continue to run our Community Play with non-members through the 20/21 and 21/22 seasons to increase interest in tennis throughout the Whanganui & Rangitikei Districts – **Volunteer club members**

3 Affiliation Development

- 3.1 Target the parents of our junior members by developing a marketing strategy focused on tennis for families - **Junior Committee or another Sub Committee.**
The Committee needs to think outside the box for different ways to increase family membership. E.g. consideration of more flexible opportunities to play which cater for people's needs and time constraints, such as "pay for play" options, promoting a range of membership types, collaboration with other clubs to share ideas, greater use of social media.
- 3.2 Contact other clubs in the Whanganui/Rangitikei area to offer help with their junior programmes – **DC**

4 Events and Activities

- 4.1 Promote and host the 2020 Maori Aotearoa Tennis Tournament.
- 4.2 Work on developing juniors to be able to compete, find sponsors and funding.
- 4.3 Promote and organise Pacifica Tennis Tournament for the 21/22 season. Investigate specific details for Pacifica juniors to be able to play tennis.
- 4.4 Continue to run the annual Vets Tournament each season.
- 4.5 Investigate a tournament for 18-35 year olds to see if there is any interest, potential sponsors/funding.
- 4.6 Create and organise an interclub schedule that is connected to the club calendar - **DC**
- 4.7 Create, organise and promote our own "Love Tennis" Weekend, including obtaining sponsors and developing flyers – **DC, club committee and volunteer members.**

5 Coaching

- 5.1 Provide coaches with information on Tennis NZ courses
- 5.2 Meet with Tennis Central and plan/schedule each tennis instructor learning course for our coaches to develop their skills – **DC**
- 5.3 Organise with coaches what the plan will be for holiday camps each break and what help they need to make it happen successfully – **DC**
- 5.4 Further develop the plan for Saturday morning, matchplay/coaching sessions – **DC**
- 5.5 Plan out school sessions in advance to make school sessions productive – **DC**
- 5.6 Engage with the coaches regularly to ensure all objectives are met - **DC**

6 Representative Tennis

- 6.1 Look for potential in younger players, communicate with parents, and continue to help their tennis in order to improve the performance of the Wanganui junior rep team – **DC**

- 6.2 Create a shortlist of potential junior and senior rep players to participate in our rep squad sessions. The rep squad sessions are designed to prepare players for competition against other regional rep players. This will comprise both mental and physical preparedness for high intensity match play – **DC**
- 6.3 Develop a regular senior rep squad with a programme designed to prepare the team to win at the 21/22 Jacobs Creek tournament – **DC**
- 6.4 Structure a proposal to put forward to the other participating associations illustrating the advantages of allowing the fixture to be held in Whanganui each year.
- 6.5 Create a regular spot in the club calendar for junior rep players to compete for seedings in the teams - **DC**

OUTCOMES

- 1. More players from diverse backgrounds will play tennis in the Whanganui region.
- 2. Increased opportunities for all players to participate in club and competition play.
- 3. Whanganui will again be able to field both junior and senior representative teams in Tennis Central sanctioned events and perform creditably.