

# FUTURE OF TENNIS

A Modern Approach to  
Growth and Success



Te Tēnehi o Aotearoa

**PURPOSE:**

**“BUILDING COMMUNITY  
THROUGH TENNIS”**

- Tennis NZ



So What Does This Mean.....

# TENNIS NZ

## VISION: Tennis is Accessible and Thriving

### ENABLE

- The tennis community to support growth

### WIN

- On the International stage

### GROW

- Support Shareholders to deliver quality and accessible experiences

### CONNECT

- New and Diverse communities to tennis



Te Tenehi o Aotearoa

**TENNIS NZ OBJECTIVES:**

**Vs**

**CLUB OBJECTIVES:**

But What Does This **ACTUALLY**  
Mean For You, The Clubs?



Te Tēhēhi o Aotearoa

# But What Does This **ACTUALLY** Mean For You, The Clubs?

## **CLUB OBJECTIVES:**



But What Does This Mean For You, The Clubs?

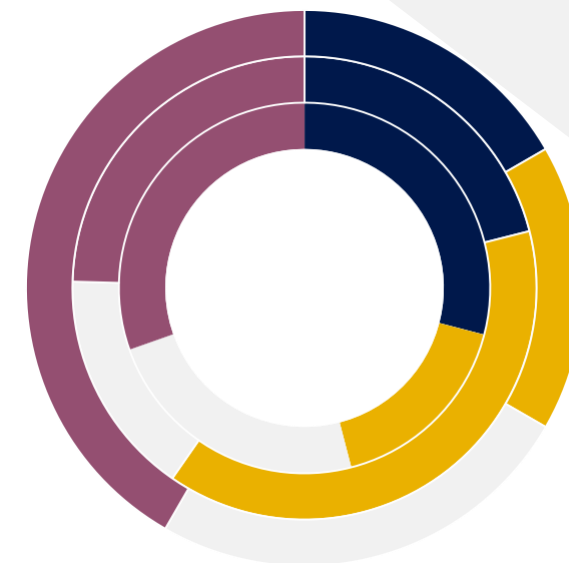
**CLUB OBJECTIVES:**

**A SUSTAINABLE  
COMMUNITY HUB**

# The Big Question.....HOW?

How do we achieve this?

- **Good Governance**
- **Good Planning**
- **Good Facilities?**
- A Volunteer Army that can each give a minimum of 3 hours of quality time to the club each week and can make themselves available both during the daytime as well as evenings to fulfill the requirements of running multiple community programs, overseeing facility hire, stakeholder management, sponsorship recruitment, budget oversight and coach support for the club.



■ GOVERNANCE ■ PLANNING ■ PEOPLE ■ FACILITY

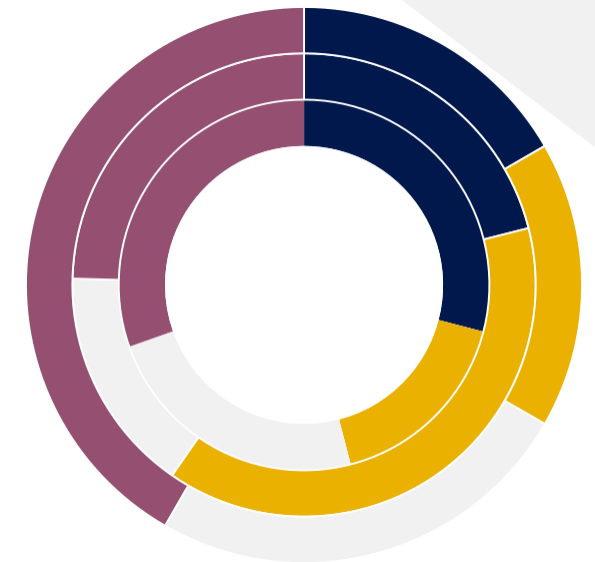


Te Tēhēhi o Aotearōa

# The Big Question.....HOW?

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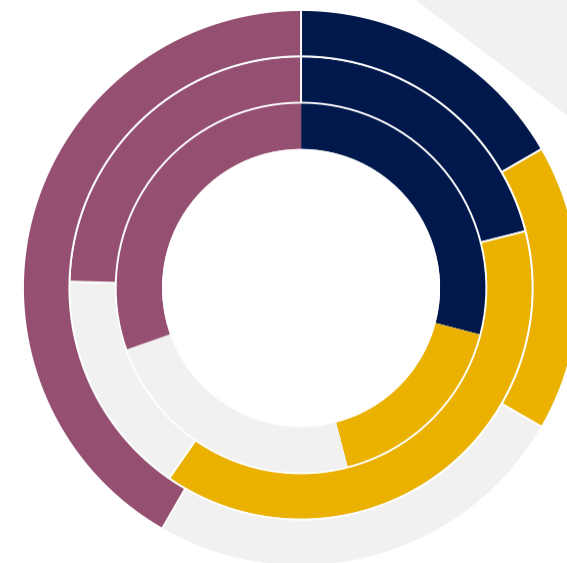
Te Tēnehi o Aotearoa



# The Big Question.....HOW?

How do we achieve this?

- ❖ Good Governance
- ❖ Good Planning
- ❖ Good Facilities?
- ❖ Club Employee



■ GOVERNANCE ■ PLANNING ■ PEOPLE ■ FACILITY



Te Tēhēhi o Aotearoa

# Club Employee.....Why?

What does club land actually look like?

Members that are quick to ask questions but slow to step forward?

"We've been meaning to do that but just haven't got around to it"

"I would love to help, but I just can't at the moment"

"I wanted to run some cool initiatives and instead I am writing meeting minutes and taking complaints"

"Who can run the bar on Friday night....."

"I just cant get there as I'm at work sorry"

Committee role handover that covered....20% of what you do?

"Does anyone else want to join the committee?"

"If we didn't have them, we'd be...."

"I don't have time"

# Joint Admin Club Pilot – Tennis Northern Cluster

4 clubs: 2 medium sized, 2 small clubs. One administrator.

## Does it Work?

### Key outcomes:

- 900% increase in social media posting
- Average 45% increase in membership
- Average of 18+ new casual players per club
- \$235,000 generated in successful funding

### The programme opened the following sharing opportunities

- Club courts for casual play and social programmes
- Use of courts for interclub matches
- Coaching opportunities

# So how do you pay for it? And manage it?

The logistics.....

The 2 key factors are:

- **Good Governance**
  - Clear and accurate role description and KPI's
  - Close and effective employee monitoring
  - Budget
- **Good Plans**
  - Funding/Community Engagement/Sponsorship
  - Who is responsible for getting it?
  - What if the funding is missed?



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# Financial Plan

Finding the money...an example

\$\$\$ Source	Contribution
User Pays	\$10,000
Funder	\$5000
Sponsorship	\$5,000
Bar Sales/Facility Hire	\$5,000
Community Event	\$2,500
Community Program	\$2,500
<b>Total =</b>	<b>\$30,000</b> (16 Hours/week @ \$35/Hour)

# Financial Plan

Finding the money....an example

## Key Points:

- Employee Creates their own salary through the support of the committee by filling out funding applications. This is only a small portion of how they will use their time.
- An employee can manage community programs that drive engagement
- More functions through a dedicated resource to organise them, which increases bar sales and facility hire
- 1 Funding App a year, If you miss one there is plenty of time to apply for another – Need for cash reserves to manage cash flow
- Cash reserves are also important for 'The Rainy Day'

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# Good Governance

## ROLES AND RESPONSIBILITIES

[Committees, roles and meetings | Tennis NZ - Club Toolkit. Governance](#)

Role	Person	Description
<b>Chairperson (President)</b>	Sarah Jones	<ul style="list-style-type: none"><li>- Oversees club management</li><li>- Facilitate committee meetings</li><li>- Figurehead of the club to represent members where needed</li><li>- Run the annual club AGM</li><li>- Ensures accurate implementation of club plans</li><li>- Oversees the employee along with support of the committee</li></ul>
<b>Secretary</b>	Allan Smith	<ul style="list-style-type: none"><li>- Composes/distributes all meeting minutes</li><li>- Maintains club membership database</li><li>- Maintains club plans/procedures</li><li>- Daily Operations of the club</li><li>- Maintains the club social media</li><li>- Oversees grant applications in conjunction with the treasurer</li><li>- Maintains club plans/procedures</li></ul>
<b>Treasurer</b>	Angela Carter	<ul style="list-style-type: none"><li>- Creates Yearly Budget for the Club</li><li>- Works with the Secretary on Grant Applications</li><li>- Monitors club bill payments</li></ul>
<b>Events Co-Ordinator</b>	Mark Stanway	<ul style="list-style-type: none"><li>- Plans and oversees events for the club</li><li>- Works with other members on event delivery</li><li>- Builds budgets for events with treasurer</li></ul>

# Good Governance

## OTHER ROLES AND RESPONSIBILITIES

- Patron
- Vice-Chair (President)
- Communication/Marketing Officer
- Sub-Committee Leads
- School Liaison Officer
- Fundraising Officer (Work closely with Events)
- Facility Management Officer
- Coach Development
- Player Development/Pathways
- Past Players Engagement Officer
- Volunteer Co-Ordinator
- Health and Safety Officer





# Good Governance

## FUNDING PLAN

[Funding & budget template](#) | [Tennis NZ - Club Toolkit. Sponsorship & Funding](#)

Item	Funder	Person Responsible	Application Close Date	Successful? Yes/No	Accountability Completed	Thank You Letter to Funder
<b>JANUARY</b>						
Holiday Program	NZCT	Employee	20 <sup>th</sup> January			
Salary	Lion Foundation	Chairperson	31 <sup>st</sup> January			
<b>FEBRUARY</b>						
Operational Costs - Insurance - Rates - Watercare	Grassroots Trust		Last Working day of the month			
<b>MARCH</b>						
Facility Improvement - New court nets	Four Winds		March 31 <sup>st</sup>			
<b>APRIL</b>						
Salary	Blue Waters	Chairperson	30 <sup>th</sup> April			
<b>MAY</b>						
Operational Costs - Insurance - Rates - Watercare	Trillian Trust	Ben/Dave	May 31 <sup>st</sup>			



# Good Governance

## COMMUNITY ENGAGEMENT PLAN

[Communications & Marketing Plan. Tennis NZ Club Toolkit](#)

Program Name	Description	Delivery Time	Target Group	Key people	Budget
<b>PROGRAMS</b>					
<b>Summer Holiday Program</b>	Deliver holiday program for 3 days at the club	January	5-10 Year Olds	- Employee - Club Coach - Club Chairperson	
<b>Winter Squad Coaching</b>	Winter squad for identified pathway players	April - July	13-15 Years Olds	- Employee - Club Coach	
<b>After School Coaching</b>	Fun after school coaching for large groups	Term 1 Tuesday = 7-10 years Thursday = 11-13 years	7-13 year Olds	- Employee - Club Coach	
<b>EVENTS</b>					
<b>Club Quiz Night</b>	Fun activity for all members and potential members	January	30 years +	- Employee - Treasurer - Chairperson - Committee Events Manager	
<b>Xmas Catchup</b>	Relaxed final hit out for the year - Dress up theme and fun doubles night	- Early December	Current Members	- Employee - Chairperson - Committee Events Manager	
<b>Love Tennis</b>	Open day to attract new members	February	New Members	- Employee - Committee Events Manager - Club Coach	

# What Else Can You Offer?

**'Need a Feed'**  
- Community dinner  
once a month for  
those in need

**After school  
care program  
including  
homework  
support**

**Birthday  
Parties**

**Open  
Court  
Sessions**

**Hot Shots  
Cardio Tennis  
Tennis Express**

**Walking or  
Running  
groups**

**Other codes to  
utilise the space  
during winter to  
protect wet  
grass venues**

**Basketball  
hoops in  
the court  
area**

**Modified  
Tennis  
Options**

**Business  
Team-Building  
day**

**Remote  
control car  
track + races**

# Key Takeaways

## PLAN WELL

- Ensure everyone within the club committee knows their role, and has the tools they need to succeed
- Rely on plans not people – Start building your plans now and they will get better and better as time goes by

## GET AN EMPLOYEE

- Get an employee as soon as you can, but don't rush it!
- This will make a huge difference to your club, both in terms of growing the numbers, as well as taking pressure off volunteers

## THINK COMMUNITY, NOT CLUB

- If you genuinely care for and look after your community, your club will thrive. What can we deliver that the Community wants/needs?
- Be a Community Hub, not just a Tennis Club

# QUESTIONS?



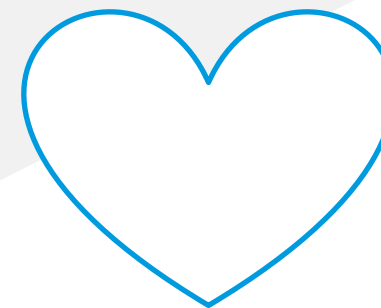
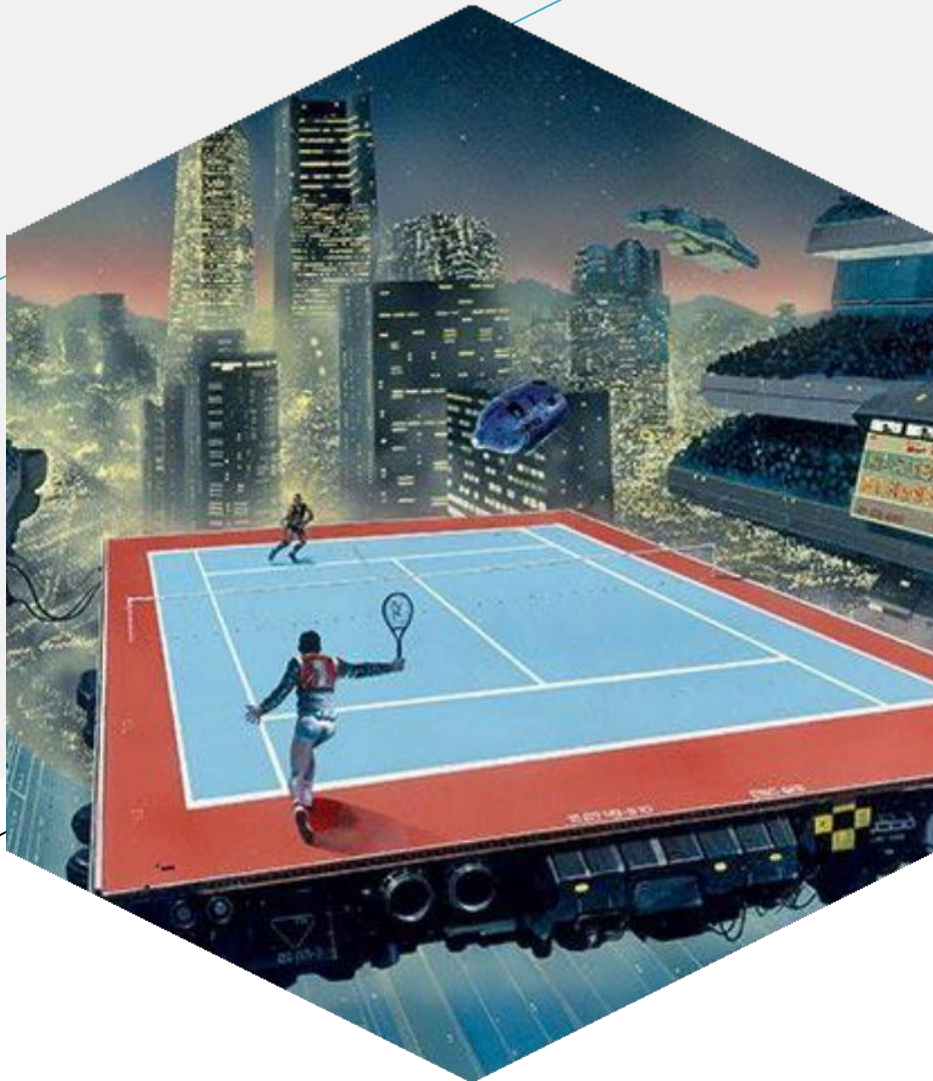
## Get In Touch

**Email:** [ben\\_eder@hotmail.com](mailto:ben_eder@hotmail.com)

**Phone:** 0273260666

**On Going Support:** I am more than happy to come and visit a club to see how you do things and provide some suggestions on areas where I see you could improve. Or even just to support a committee with creating a strategic/future plan for the club.

# Thank You



## Thanks for joining us

- Support your club webinar series
- Club Toolkit
- Joint Administration Programme
- Club Culture
- Open Court Programme
- Club Hub Fb Group

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