



EAST FREMANTLE LAWN TENNIS CLUB

*Established in 1906 and
continuing to grow the
local tennis community
for generations to come.*

1 Jerrat Drive
East Fremantle
Western Australia
www.eastfreetenniscub.org.au



STRATEGIC PLAN
2023-2024

A WORD FROM OUR PRESIDENT



Exciting Times Continue

In 2019 and 2021, East Fremantle Lawn Tennis Club was proud to be recognised by Tennis West with the WA Tennis Industry Award for Most Outstanding Large Club. We had spent a number of years laying down the foundations for a fantastic future, but the heavy lifting was still ahead of us - to deliver on a major Club Hall Upgrade - and to turn the tide of falling membership.

In 2019, we had in place a well organised and motivated leadership team, with a well thought out and optimistic business plan. Four years on, we have unquestionably delivered on that plan.

- The \$400k Hall Upgrade project was delivered on schedule and on budget
- All hardcourts resurfaced, and all of our grass courts open again and in great condition
- Membership has doubled from the 2019 low of 192 members to 380 members today
- Sustained massive growth in participation in the Tennis Factory coaching program
- Public court hire through Book-A-Court continues to grow
- We have introduced an array of novel tennis offerings available to both members and non-members, servicing a range of abilities

We now turn our attention to the future, a future that is vibrant, innovative and on the move. It's been an exciting few years, and there are exciting times ahead with a pipeline of projects slated for the next few years that will continue to improve our facilities and energise the Club.

President EFLTC

EFLTC VISION & MISSION



Vision

To provide members and the local community with opportunities to play tennis and socialise at a high quality facility, all the year round.



Mission

To manage the Club as an inclusive, accessible and fully sustainable, community-oriented facility which takes full advantage of its facilities and its very special location, for the benefit of the Tennis Club patrons and the broader community.





2023/24 STRATEGY



SOCIAL TENNIS

- Welcoming and open
- Level based opportunities
- Something for everyone



GROUND

- Maintain high-quality courts
- Populate the grounds sub-committee



ORGANISATION

- Excellent Club Managers
- A diverse and energetic Board of Management
- Modern marketing



CAPITAL WORKS

- Western Hardcourt Lighting
- Western Hardcourt Shade Tunnel
- Stage 2 Clubhouse renovations



JUNIORS

- 100Club Pro-Am
- Integration events
- Collaboration with Tennis Factory



SOCIAL ACTIVITIES

- Something for everyone
- Bringing the Club together
- Promote social cohesion



FINANCIAL

- Diverse income streams
- Responsible expenditure
- Long-term forecasting



COMPETITION TENNIS

- Intra-club competitive opportunities
- A new Community Tournament
- A deep pool of pennant players
- A complete competitive pathway for juniors and youth

IT'S ALL ABOUT TENNIS



SOCIAL TENNIS

- We want everyone to feel welcome, safe and included
- We strive to create an array of social tennis opportunities that are attractive to a wide range of abilities and demographics. Recent success in this space has been a key driver in our recent membership growth
- We promote a club culture founded in respect and acceptance of different personalities and that allows everyone to enjoy their tennis in a way that suits them



4 Focus Areas:

1. Ensure **new members** are welcomed and embraced by the Club
2. Promote **Club Values** and **good tennis etiquette**
3. Foster and promote the various established **level-based opportunities** that are available across the week
4. Be strategic as to how the additional **5 lit hardcourts** may be best utilised (completion expected January 2024)



COMPETITION

- We strive to be a Club that is known for its excellent competitive play opportunities
- There is considerable recent membership growth in the 30-50 age-range, including players interested in playing competitive tennis for the first time. Our numbers in the 19-30 age-range are low but growing
- Competitive tennis depth at our Club (historically poor) is key to attracting new players to our Club and vital for retaining good young juniors as they transition from Juniors into the senior ranks
- Having top junior and senior pennant teams will brand our Club as one to join if you (or your child) is developing towards a high-level



4 Focus Areas:

1. A new **Community Tournament** (18+ <7UTR, doubles) is slated for 20th/21st April 2024
2. Continue to elevate the **Club Championship** as a major Club event
3. Encourage more players into pennants to **build Club pennant depth**
4. Strive for the establishment of **elite level Junior and Senior teams**

FOCUS ON THE NEXT GENERATION



JUNIORS

- We want EFLTC to be a Club that has a reputation amongst the WA Tennis Community as a Club that values, cares for and supports young players at every stage of their development
- Top juniors and youths will stay at our Club only if it offers a complete competitive pathway through to the elite state level. Appropriate mentoring, coaching opportunities and support from the Club generally all contribute to a healthy development environment



3 Focus Areas:

1. Establish the Club Pro-Am in October 2023 as a staple Club calendar event that brings the whole Club together
2. Develop a Junior/Youth Performance Academy in collaboration with Tennis Factory
3. Work with Tennis Factory to build Junior and Youth membership



CLUB ENVIRONMENT & INFRASTRUCTURE

Capital Works

We are proud to have completed some transformative facility developments recently, including the Hall renovation and new deck, and the connection of the Club to the deep sewer, and decommissioning of our septic tank.

With these projects behind us, our focus shifts to opportunities including lighting, and installation of a shaded spectator tunnel on our 5 western hard courts. We have grants lined up for these and funds in place..... and we won't stop there.

Focus Areas:

- *Western Hardcourt Lighting (Q1 2024)*
- *Western Hardcourt Shade Tunnel (Q4 2023)*
- *Preliminary design and budgeting for:*
- *Clubhouse renovations and extensions*
- *Entrance and south façade improvements*
- *Carpark improvements*
- *Show court viewing improvements*

Grounds

We are committed to continuing to improve our grass court quality, recognising that the quality of our courts is fundamental to our reputation as a Club of preference.

High quality and aesthetically pleasing environs are also recognised as fundamental to how our Club is perceived by members, potential members, and visitors alike.

Focus Areas:

- *Continue to strive for the highest quality courts possible within the current budget (currently constrained by our large capital works commitments)*
- *Increase Club busy bee engagement by members to present our Club as well as we can*
- *Populate the Grounds subcommittee with members committed to maintaining our Club grounds, and the court and spectator furniture throughout the year*



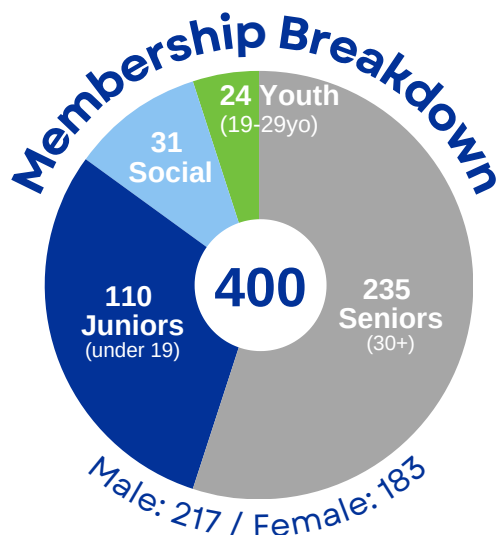
CLUB LIFE

EAST FREO COMMUNITY

Something is always happening at East Freo Tennis Club.
We strive to maintain a healthy social environment that encourages the members to get to know each other beyond the tennis court.

Focus Areas:

- Continue the successful Twilight Nights
- Strive towards re-establishing the dedicated Annual Club Awards Night (Club dinner)
- Continue the successful Corporate Day & dinner
 - Annual Quiz night (or variants)
 - Christmas Party



**GETTING TO KNOW EACH
OTHER BEYOND THE
TENNIS COURT.**

EAST FREMANTLE LAWN TENNIS CLUB



ORGANISATION

HOW IS THE CLUB RUN?

The Board of Management provides overall leadership and decision making on behalf of the members of the Club. The BoM members are all volunteers, appointed at the AGM each year, or by the BoM during the year according to the EFLTC Constitution.

The BoM delegates various aspects of Club operation to focused subcommittees, chaired by a BoM member, and populated by anyone (i.e. Club members).

Subcommittees are empowered to act on behalf of the Club within their area of responsibility, or bring recommendations to the BoM where significant decisions beyond subcommittee authority are required.

They support, and are supported by our paid Club managers, including:



Club Manager

Nadia Gibellini, our Club Manager. Nadia's role is to provide administrative and practical support for the operation of the Club under the guidance of the Club Manager Subcommittee.



Hall Hire Manager

Kelda Read manages all Hall Hire enquiries and bookings.



Assistant Manager

Janine Ahern continues to provide administrative and assistance to Nadia and the BoM.



COMMITTEE STRUCTURE

EFLTC





FINANCIAL OVERVIEW

CURRENT AND FORECAST

We have sustained a healthy diversity of income streams including grants, membership, court hire, hall hire, bar and sponsorships. Overall revenue trends have been increasing for the last 5 years.

Against this, our major ongoing costs of grass court maintenance continues to increase with a combination of inflation and increased workload due to ground pearl management and our commitment to improving the court quality generally. Staff salaries are also increasing due to inflation and additional workload associated with the rapidly growing club membership and the many new initiatives to boost the Club activity.

Our key revenue streams of membership, hall hire and court hire all continue to rise. Growing interest in evening tennis generally, means the new western hardcourt floodlighting is likely to underpin further increases in court hire revenue (including coaching). Our ability to host more night pennant teams and expand existing evening social tennis should also lead to more memberships. Once the large expenditures on the western hardcourt floodlighting and shaded spectator tunnel projects are behind us, we will have a clearer view of the likely timing of further improvement projects.





FEEDBACK

EFLTC has been commended by Tennis West, the Town of East Fremantle, ClubsWA and SportAus. And positive feedback is abundant.

Very Welcoming

Fantastic club!! Very welcoming. I've been there for 1 year and happily renewed my membership for another year.

There is a huge range of ability and ages with over 400 members. The members and the management team are always accommodating and very helpful. (NARELLE G.)

Well Maintained Courts

Loved the view... 10 star!!! Wind gusts challenged us but was a good game anyway. Well maintained courts, excellent booking process with easy code entry. (KATE E.)

Lots of Different Playing Options

Fantastic club with lots of different playing options. I am relatively new to tennis and love the coaching and social play on Saturdays. My children also love playing in the playground while my hubby and I have a hit. Not to mention the AMAZING views!! 5 stars!! (NADIA G.)

Great Events

I love EFLTC! The members events are great and the view from the clubhouse deck to the river is fantastic to relax after a hit of tennis with the family or friends. I doubted a long time to join (wasn't sure how much I would play) but the club has so much to offer and it's very inclusive, I should have joined earlier! (SANNE B.)

Very Friendly Place

Very friendly place for tennis, lots of fun characters and all levels catered for. (RICHARD E.)

Staff are Helpful

Great friendly team...Will go again and join the club on my next visit.

Well organised, lovely friendly staff who were helpful and polite. (JAYNE T.)



CONTACT



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