

HIT VENUE REPORT

Cowes Recreation Reserve



Disclaimer: This report is based on the information that you have provided and external assumptions, which have not been verified. It is to be used as a guide only and is not specific, tailored advice. This report must not be used to make key decisions without further investigation. We do not accept any liability arising out of or in connection with this report. Unless we provide express prior written consent, no part of this report should be reproduced, distributed or communicated to any third party.

HIT VENUE REPORT



This venue summary report is designed to provide a performance snapshot of the audited club and will be accessible to Tennis staff via Airtable in the respective MA base. The report will always include data from the latest HIT submission for a venue. For e.g. if a venue has completed a HIT audit on 10th Jan and made another submission on 15th Jan, this report will include data from the latest submission i.e. 15th Jan. The report will be updated twice daily at 9am and 3pm with the latest submission data.

Please use the **filter** option in the Venue Summary page to select the relevant venue.

The HIT audit gathers information across the following areas:

Participation: the report overlays demographic data and peer benchmarking to assist in the evaluation of Club performance and Club potential.

Infrastructure: tennis court infrastructure condition is assessed, and replacement/maintenance timelines and costs are estimated to provide the club with a clear picture of upcoming maintenance works.

Financial performance information is collated using previous financial reports to determine if the club can meet its future financial obligations.

[How to read this report?](#)

Please click [HERE](#) to access the report User Guide.

Venue Profile - Cowes Recreation Reserve



Venue Name: **Cowes Recreation Reserve**

Council: **Bass Coast Shire Council**

Address: **Corner Chapel Street & Dunsmore Road , Cowes, VIC, 3922**

Audit date: **14-May-24** (Venue has been audited in the last 2 years)

Venue Tier : **5**

Venue Catchment: **C3** (Population within 15 min drive time between 5,000 and 15,000)

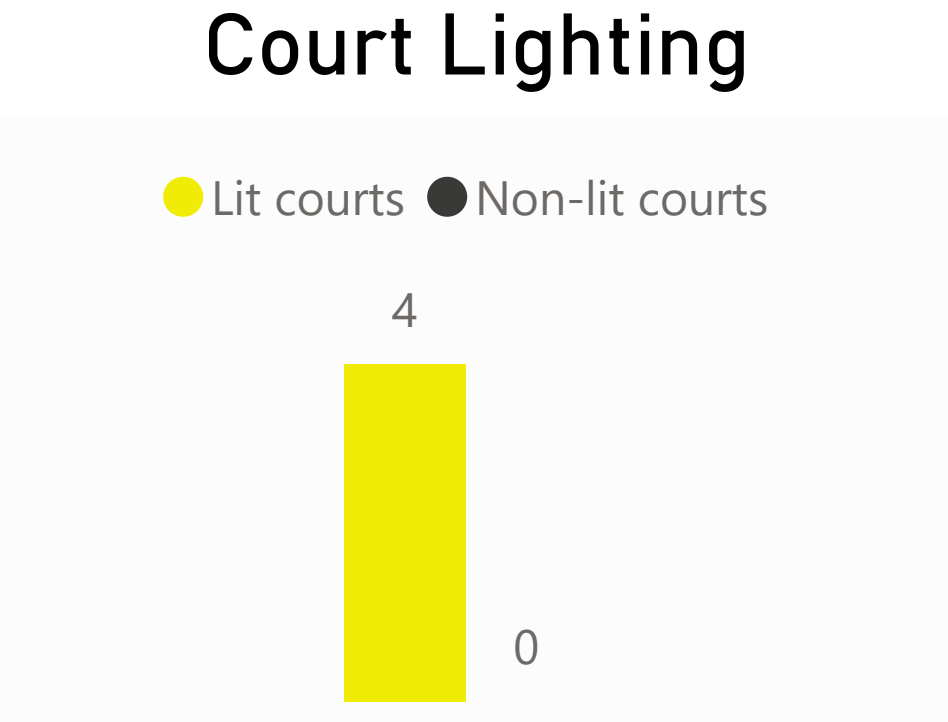
Venue Management Model: **Club/Coach**

Total coaches at venue: **1**

No. of TA qualified coaches: **1**

No. of female coaches: **0**

Total courts and type: **4**



Venue Image



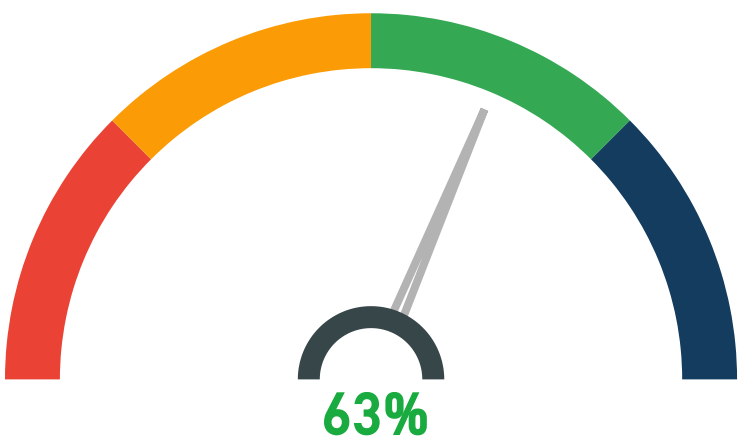
Venue Summary

Stages of Lifecycle

Financial Performance

TTC Framework

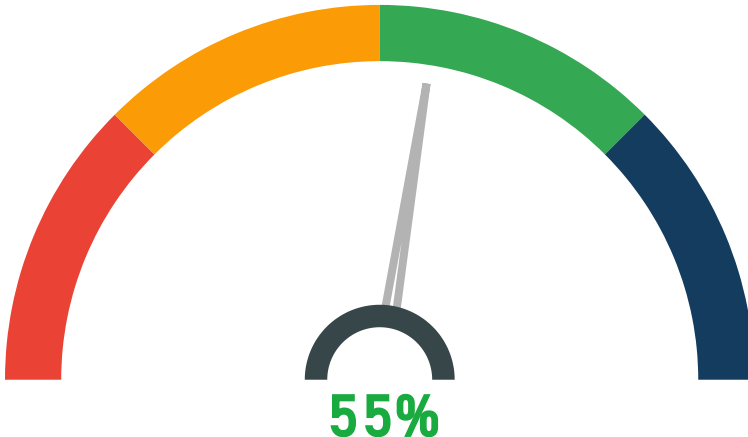
Overall Venue Health Rating



The Overall Health Rating for a venue is a balanced combination of the financial rating, stages of lifecycle and participation rating.

Implementing any actions to positively change those areas will have a positive impact on the overall sustainability of the venue.

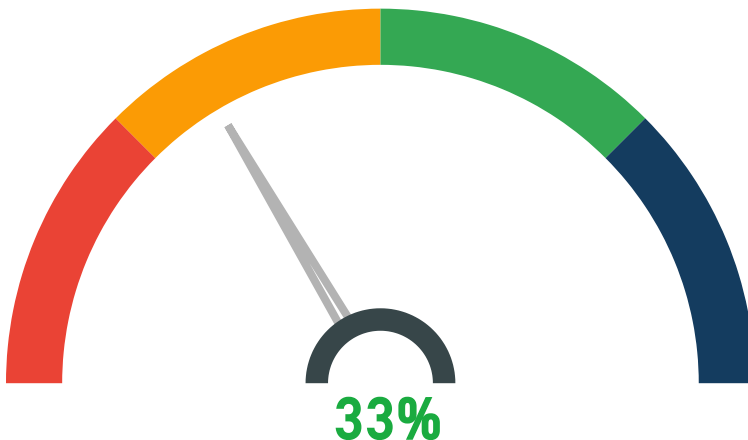
Current Financial Health



This venue requires an estimate annual sinking fund of **\$16,600**

CASH ON HAND: Cash on hand will approximately meet **4** years of asset renewal.

Stages of Lifecycle



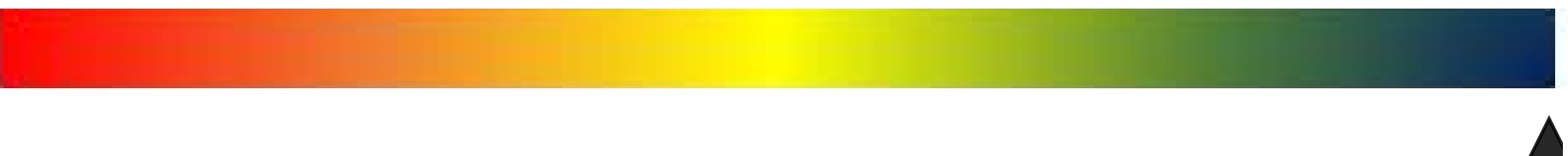
0 - 3 Years		\$49.2K
4 - 6 Years		\$147.6K
7 - 9 Years		\$1.1K
10 - 12 Years		\$1.2K

Population (P) size for each catchment category

C1	P < 1,000	C3	P > 5,000 & P < 15,000	C5	P > 30,000 & P < 100,000
C2	P > 1,000 & P < 5,000	C4	P > 15,000 & P < 30,000	C6	P > 100,000

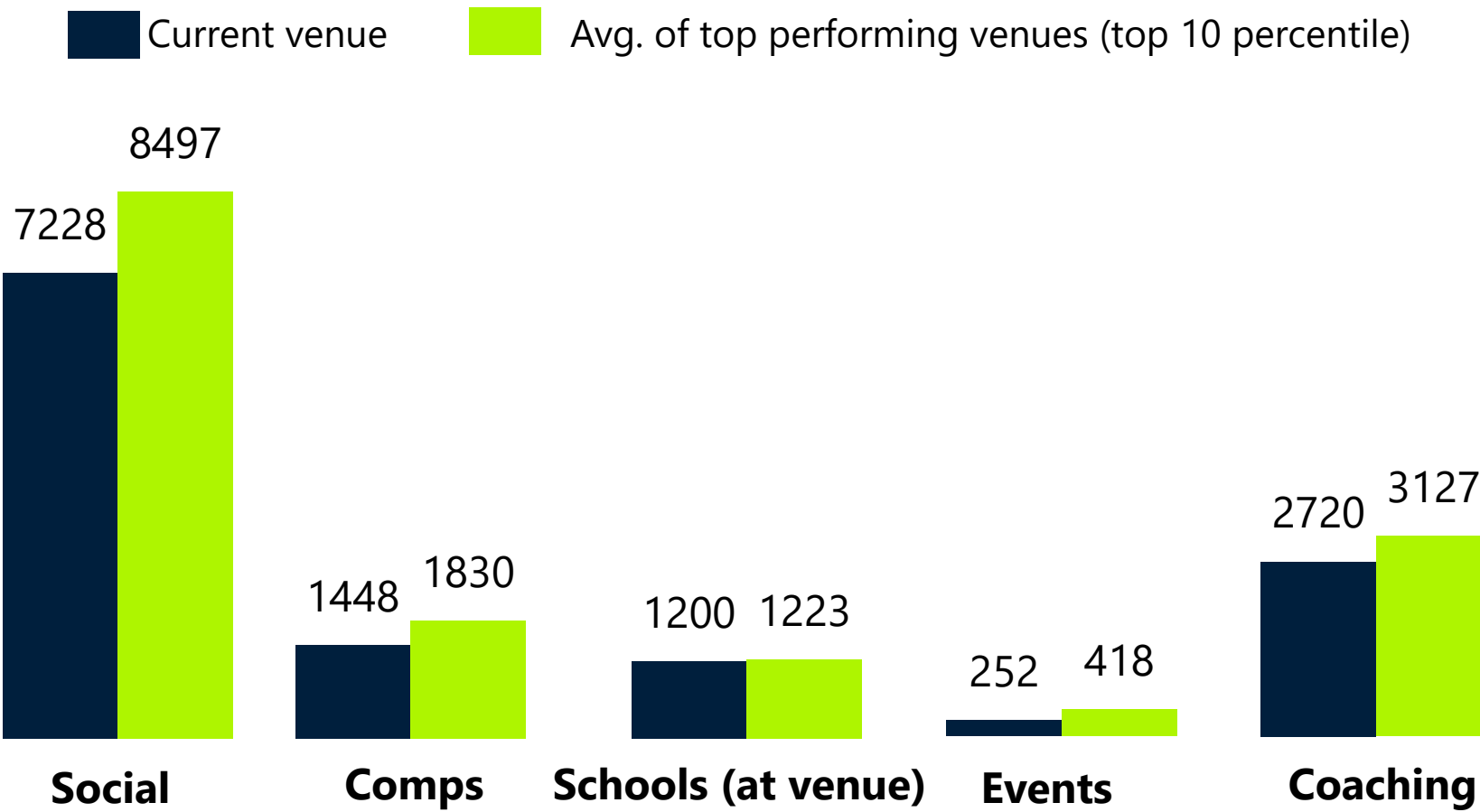
This venue is in the catchment - C3

Participation score for the venue - 100%

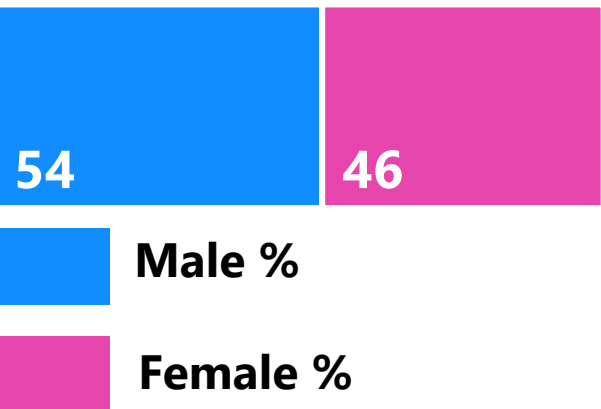


The Participation score for a venue is calculated by taking into account the **avg. visits per court** for the venue in comparison to the top performing venues of the same Tier and same catchment category

Visitations by category



Gender breakdown %



Participation breakdown - Cowes Recreation Reserve



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Participation Score

100%



Total annual visits

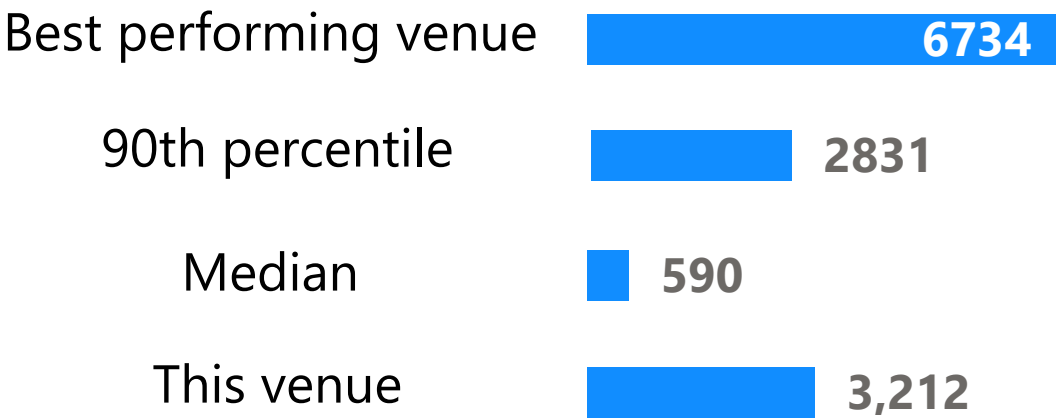
12,848

Visitation per court

3,212

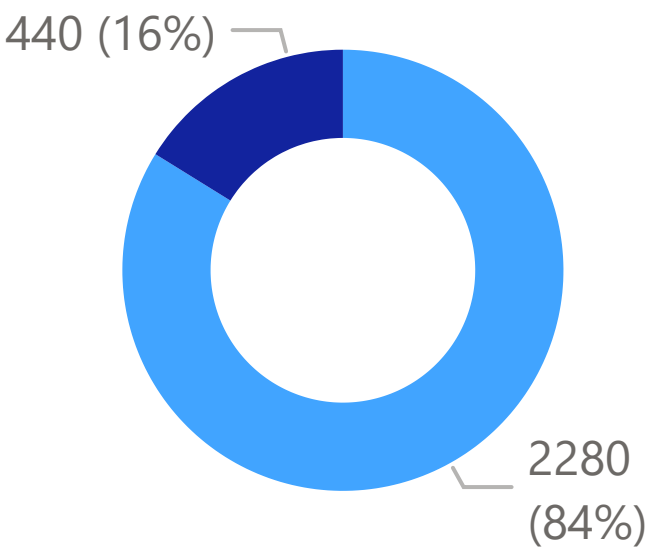
This venue ranks **4** for avg. visitations per court among **52** venues of the same Tier and similar population catchment size.

Comparison of venues in same Tier and Catchment (avg. visits/court)



Coaching

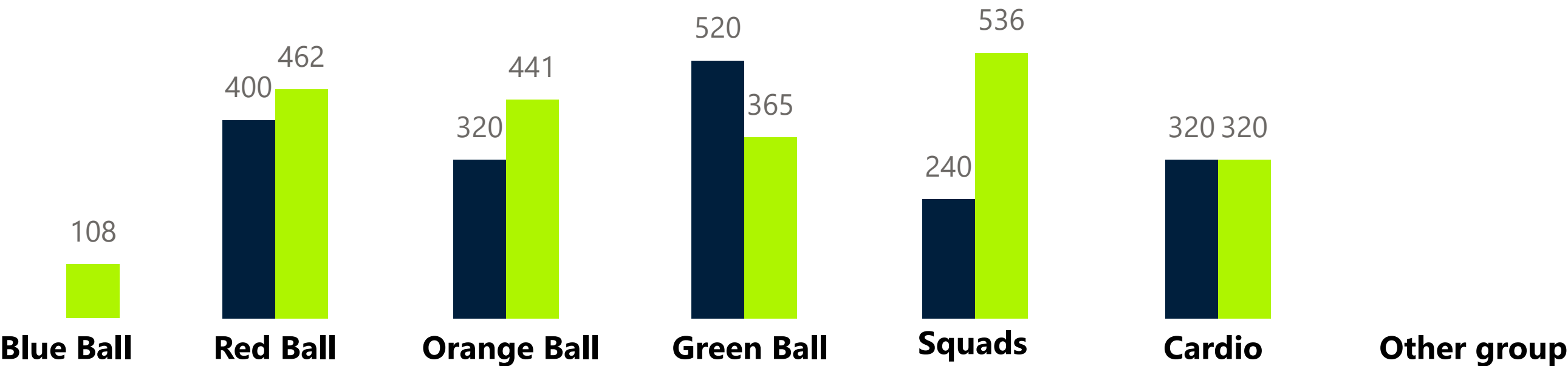
21%



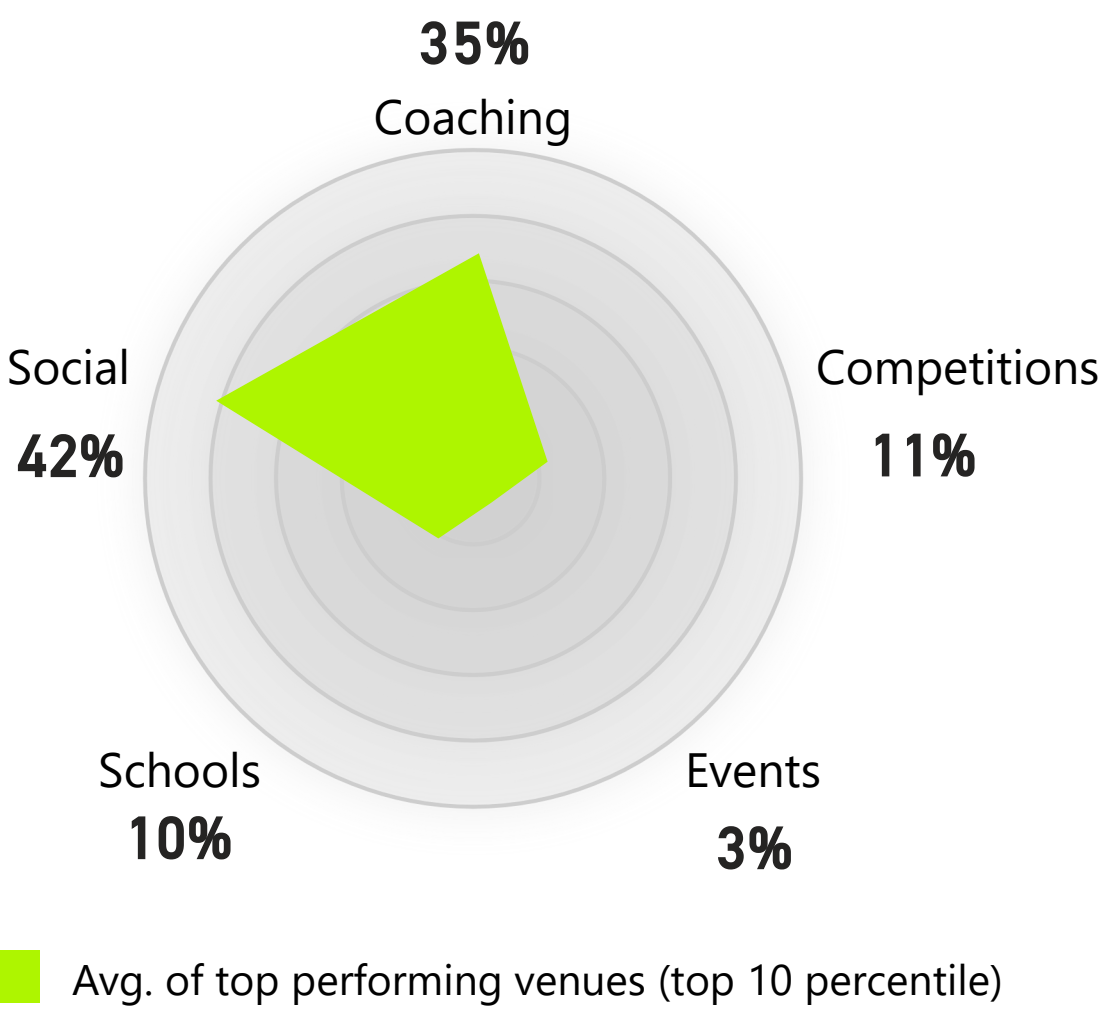
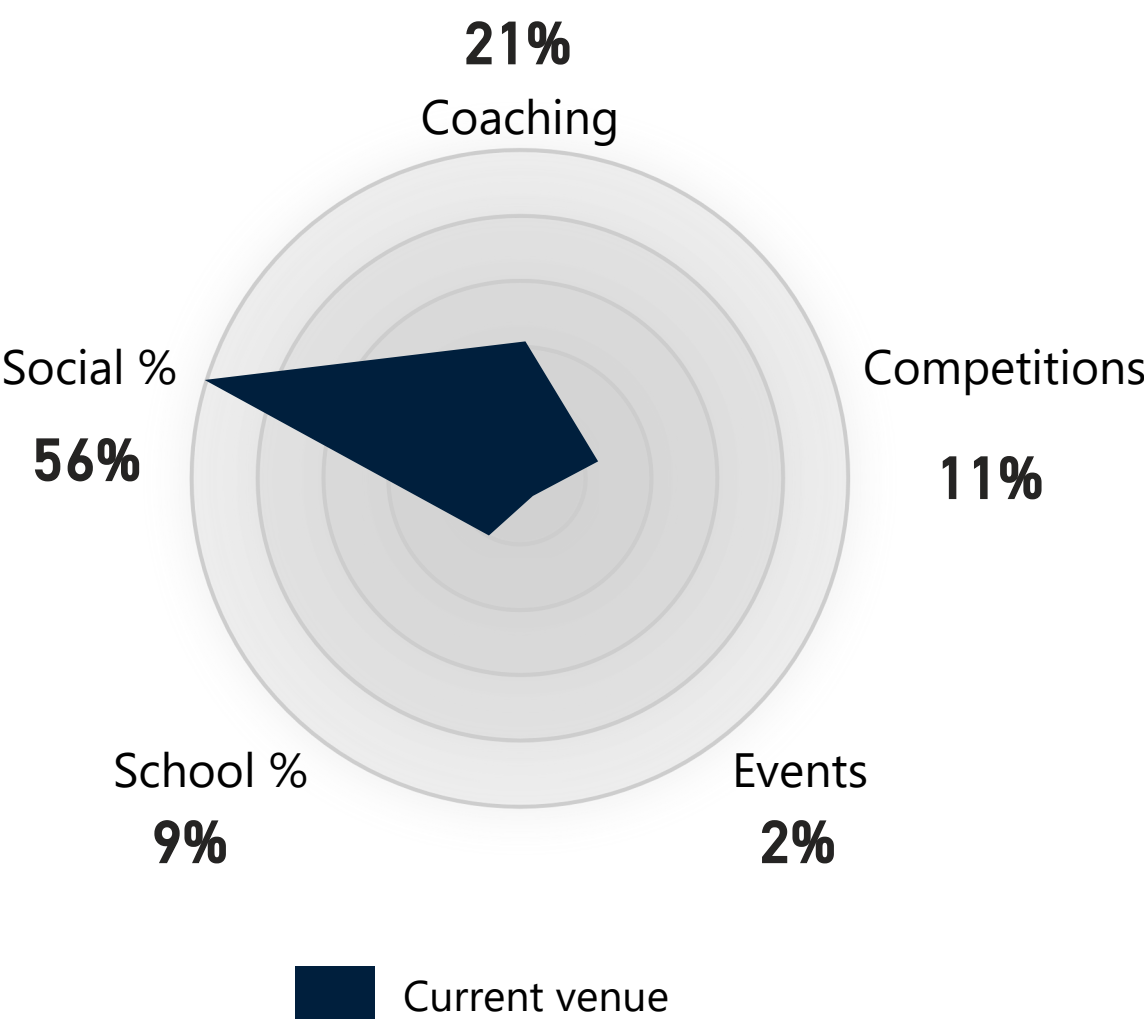
Group Private/Semi Private

Breakdown of Group coaching visitations

Current venue Avg. of top performing venues (top 10 percentile)



Programming matrix



Programming capability - Cowes Recreation Reserve



Coaching	Tier 5 capability	Active at venue
Red ball	Capable	Yes
Orange ball	Capable	Yes
Blue Ball	Possible	No
Green Ball	Possible	Yes
Squad or group lessons (Junior)	Possible	Yes
Squad or group lessons (Adult)	Possible	No
Cardio	Possible	Yes
Junior private or semi private lessons	Possible	Yes
Adult private or semi private lessons	Possible	Yes
Holiday Camps	Possible	Yes
Tournaments	Tier 5 capability	Active at venue
National	Not capable	No
State	Not capable	No
Regional	Not capable	No
In-house	Possible	Yes
Social play	Tier 5 capability	Active at venue
Social tennis played at the venue	Capable	Yes
Public court hire	Capable	Yes

Software Systems	Tier 5 capability	Active at venue
Does the venue have a website ?	Required	Yes
Court bookable online ?	Required	Yes
Competition management platform ?	Possible	No
Venue management platform ?	Required	Yes
Schools	Tier 5 capability	Active at venue
Local school engagement ?	Capable	Yes
Annual school events like Todd Woodbridge cup etc.	Possible	No

Summary					
This venue is a Tier 5 venue in the catchment category C3 and ranks 4 out of 52 venues in the same Tier and catchment category.					
C1	P <1,000	C3	P >5,000 & P <15,000	C5	P >30,000 & P <100,000
C2	P >1,000 & P <5,000	C4	P >15,000 & P <30,000	C6	P >100,000

Stages of Lifecycle - Cowes Recreation Reserve



Venue Summary

Stages of Lifecycle

Financial Performance

TTC Framework

Surface breakdown



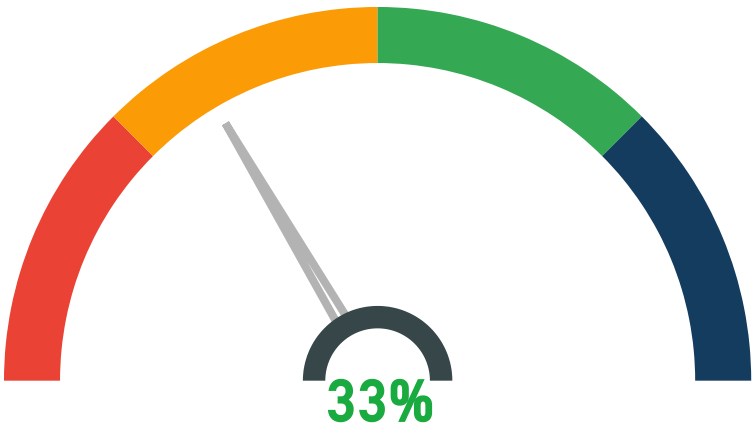
FNC - Fencing costs (includes all costs related to fencing)

SFR - Surface Renewal cost (includes hard court pressure clean, new hardcourt renewal, court repaint, synthetic grass resurfacing and clay court cement based stabilization)

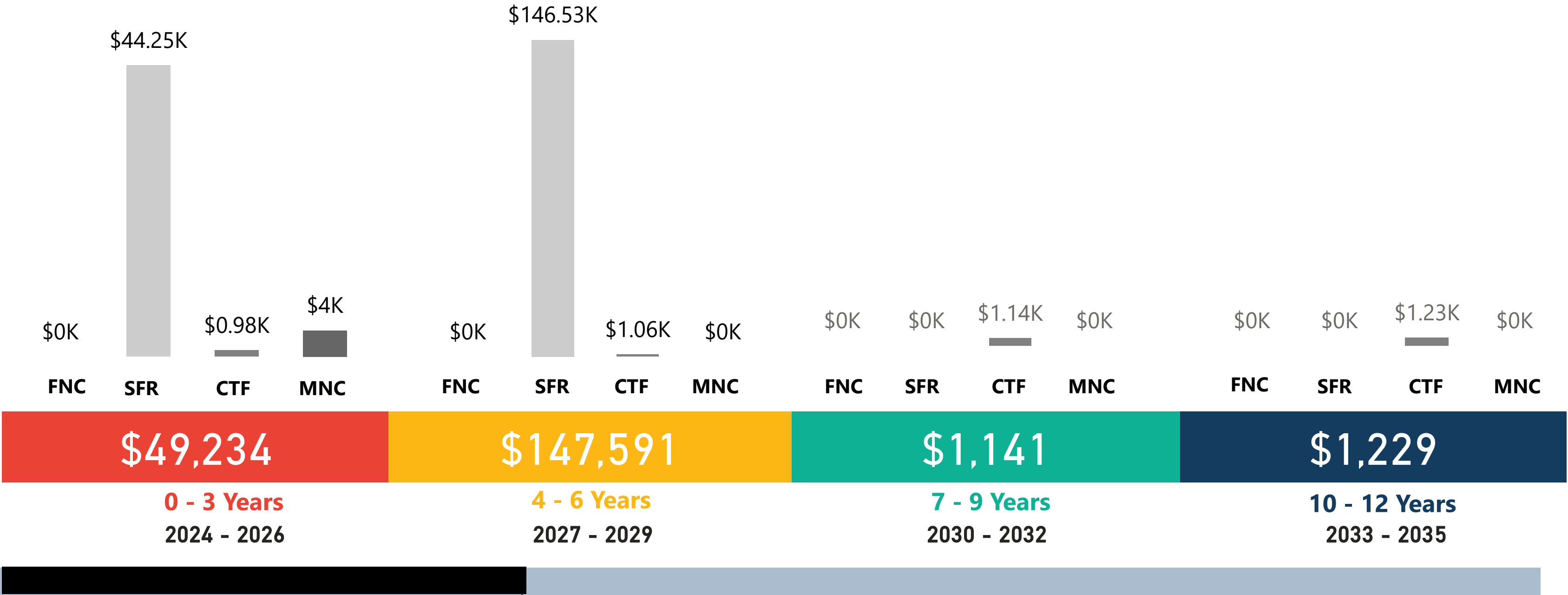
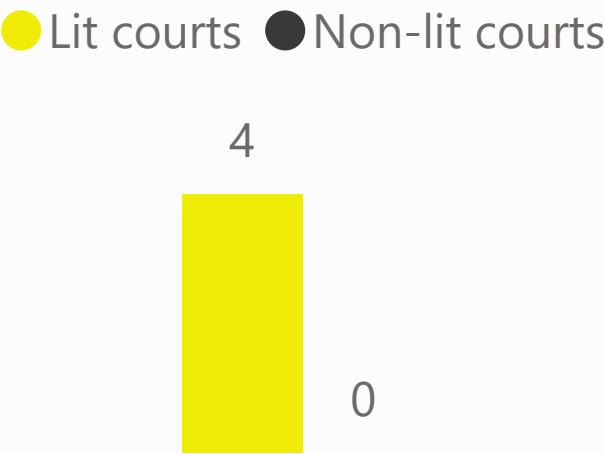
CTF - Court Fixtures cost (includes cost for lamp upgrades, net replacement, umpire stand renewal etc.)

MNC - Maintenance cost (includes clay court refurbishment, hard court pressure clean, synthetic grass re-sanding, red-ball court repainting and annual cost for maintenance of clay and grass courts)

Stage of Lifecycle score



Lighting infrastructure



Current cash reserves meet the next 4 years of asset renewal costs

Financial overview - Cowes Recreation Reserve



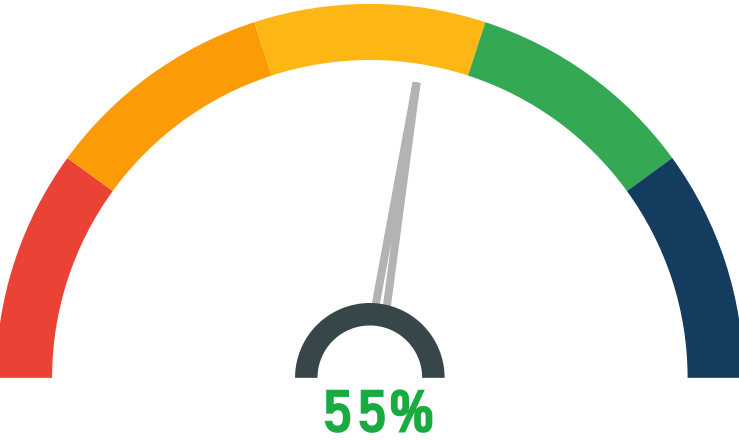
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Current Financial Health



Net Current assets

\$87,006

Current Asset responsibility

75.0%

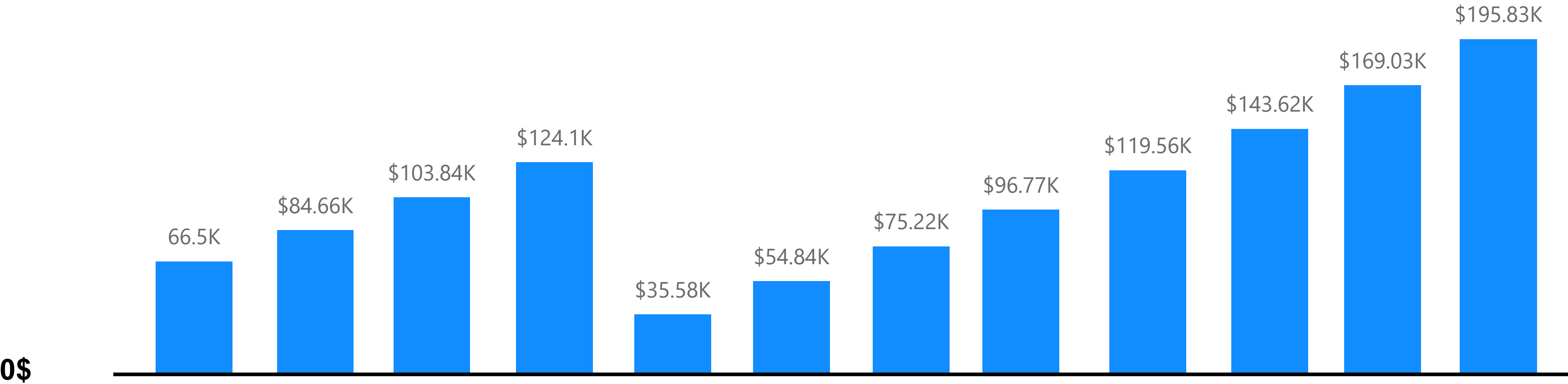
12 year sinking fund required

\$199,196

12 year Financial cash flow forecast

High Performing

Estimated End of year Cash Flow forecast for Year 1 (2024) to Year 12 (2035)



TTC Framework - Cowes Recreation Reserve



"The **Thriving Tennis Community (TTC) Framework** is an indicator of how equipped a venue is with resources to deliver tennis to the community, it is not a score of how well a venue is performing and should be used in conjunction with the **Health Indicator for Tennis** score to highlight priority actions and activities"

Know your Community

Financial Governance

Clear Identity & Vision

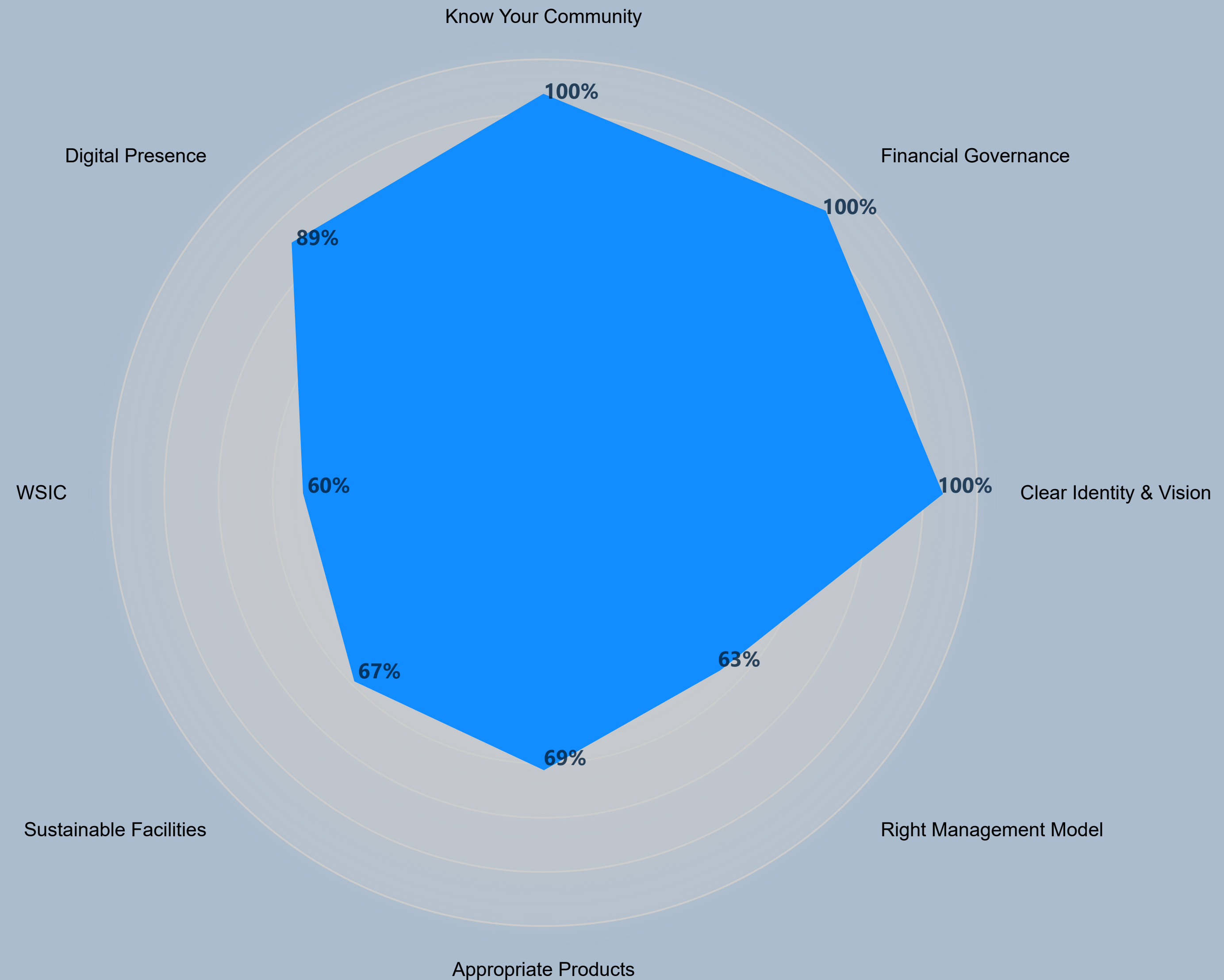
Right Management Model

Appropriate Products

Sustainable Facilities

Welcoming, Safe & Inclusive

Digital Presence



Know Your Community – Cowes Recreation Reserve



Do you communicate with your LGA at least quarterly? Other

Do you capture data and information on all participants playing at your venue? Yes

Do you have up-to-date, relevant demographic information for your Local Govt Area? Yes

Are you actively working through an Action Plan with your tennis representative for engaging your community? Yes

Clear Identity & Vision – Cowes Recreation Reserve



Does your club/venue/centre have an active financial plan? Yes

Does your club/venue/centre have an active marketing plan? Yes

Does your club/venue/center have an active strategic plan? Yes

Which of these visions most aligns with your venue? [Community participation](#)

Right Management Model - Cowes Recreation Reserve



Do you have a formal club/coach agreement in place? Yes

Do all coaches meet the Member Protection Policy screening requirements and hold current insurance? Yes

Are you registered as an incorporated body? Yes

Has your constitution been reviewed in the last 5 years? Yes

Do you have a club risk assessment? No

Tennis Clubs should ensure they operate safely and in a way that reduces the risk of injury, damage or loss to people, facilities and finances. Administrators should identify risks and develop a risk management strategy grid that is evaluated regularly.

Do you have a club have a occupational health and safety plan? No

The primary purpose of an OHS Plan is to ensure the safety, health, and well-being of all club employees and volunteers. It outlines specific measures and protocols to prevent workplace accidents, injuries, and occupational hazards.

Appropriate Products - Cowes Recreation Reserve



Do you engage with local primary Schools? Yes



Do you offer disability specific programs? Yes

Do you offer junior programs for children under 12 years? Yes

Do you offer social tennis programs? Yes

Do you offer level-based play options? No

If court capacity exists to run competitions, install software to run ratings-based competitions. Accurate team gradings deliver well graded competitions. Players can also track their progress over time and see a history of their performance.

Do you offer alternate format? (e.g. pickleball, pop tennis) No

Setting a court up for an alternate format (eg. Pickleball) at a set time each week can be a great social programme in your Club. 1 tennis court can support 4 Pickleball courts using portable nets and provide an excellent financial return.

Do you offer any holiday programs? Yes

Venue Sustainability - Cowes Recreation Reserve



Do you have a future development and management plan for the footprint of your facility? **No**

Having a Future Development Plan provides direction, strategic decision-making, and ensures the club remains competitive and relevant in the region.

Do you have a maintenance plan? **Yes**

Does the venue undertake any environmental sustainability initiatives? **Yes**

Do you have an asset management plan with timelines and costs? **Other**

Has the club received external funding in the last 12 months? **Grant,Sponsorship**

Welcoming, Safe & Inclusive - Cowes Recreation Reserve



Do you have a member protection information officer? Yes

Has your club adopted the TA Member Protection policy? Yes

Has your club formally adopted TA Safeguarding Children code of conduct? Yes

Does your club use the Safeguarding Children Club Resource kit, including the checklists to support creating a child safe environment? Yes

Is the venue accessible to all i.e. wheelchair ramps, pathways, doorframe width etc. Yes

Is the car park and surrounding area well lit for night time play? Yes

Digital Presence - Cowes Recreation Reserve



Do your venue have a website? Yes

Is court hire bookable online? Yes

Does your venue have a Google my business account? Yes

Does your venue have a social media presence? Yes

Does your venue have a management platform? Yes

Does your venue have a competition management platform? No

Tier 5 venues may not be large enough to run in-house comps but may enter teams in association organised events where competition management software can deliver many benefits for the Clubs, Managers and players. Key benefits are: efficient organisation, improved player experience, simple & accurate result lodgement, auto player ratings, online registrations and payments, easy communications, data management and report creation, a professional image, minimal paperwork, smartphone access to all information etc.

Does your venue offer online payments for any of your products? Yes

