

Reid Tennis Club Strategic Plan

Who we are

The Reid Tennis Club is a small tennis club in an inner-city, heritage environment of Canberra. Opened in 1928, the club is one of the oldest in Canberra. The Club has a membership of more than 200 with a range of ages from 11 to 89, male and female, junior and adult.

The club has a strong emphasis and track record on capital investment, spending more than \$300,000 over ten years, including replacing courts, lights and fences, and installing an electronic book a court system, tree-root barriers, and brick paving. The capital was sourced from accumulated club funds with little outside assistance. Similar amounts of capital expenditures are expected to be required in the future.

Mission statement

The Reid Tennis Club provides a club where tennis players can play, connect with other players, socialise, practise and improve their skills, and play in local and Australian competitions. We provide a venue for professional coaches to provide their services to juniors and adults. We provide a focal point for community engagement for residents of Reid and the inner city.

Vision statement

The Reid Tennis Club will maintain its heritage environment and its viability as a small sporting club servicing Reid, the inner city, and Canberra more generally.

Goals and Objectives

- Collaborate with Tennis Australia and Tennis ACT to promote the sport of tennis.
- Be welcoming and inclusive to all regardless of personal circumstances and to attract players from a broad cross section of the community.
- Provide a venue for physical exercise, social interaction and wellbeing for everybody.
- Provide an environment for tennis players of all abilities.
- Provide an avenue for competitive tennis.
- Foster coaching services at the Club courts.
- Promote junior tennis in the ACT.
- Maintain services and court access to long-standing members playing regular social games.
- Manage Club finances to enable the club to fund necessary capital upgrades to courts and surrounds to encourage participation in tennis at the Club.
- Preserve the clubhouse, courts and surrounding gardens to the highest possible standards in keeping with their heritage, where possible taking advantage of new and more efficient technologies to reduce club costs and environmental impact, and to improve the playing experience.
- Attract new members from the expanding population in the CBD and inner Canberra.

- Encourage residents of Reid and the surrounding suburbs to exercise through playing tennis.
- Engage with the broader Reid and Inner North community to promote community interaction.

Operational Initiatives

- Maintain the viability of the Book a Court system to allow members and the public to book courts online.
- Provide permanent bookings for long standing members playing regular social games.
- Promote the Club to workers and residents in Civic.
- Schedule the replacement of courts and maintain the clubhouse and surrounding gardens to an exemplary standard.
- Host Open Court Sessions in conjunction with Tennis Australia and Tennis ACT.
- Conduct Community Tennis Days to promote tennis and social interaction.
- Make the courts available for Junior Tennis Competitions.
- Provide courts at discounted rates for professional coaches for coaching sessions, cardio tennis and tournaments.
- Promote and encourage members to participate in Tennis ACT competitions.
- Promote the Club through the website, on Facebook, and brochures at the library, the Canberra Visitors' Centre and other venues.
- Organise Christmas drinks and other social events in association with the Reid Residents' Association.
- Promote the Club and tennis and social events by brochures delivered to Reid households.

Key Performance Indicators

- Membership—increase by 5% per year
- Coaching—maintain and increase the amount of coaching
- Competitions and Tournaments—maintain teams in ACT Tennis competitions
- Casual booking—increase by 10% per year

Capital Expenditure Plan

2020-21

Surface—Courts 1 and 2	\$100,000
Gazebo Woodchips	\$100
Lights	\$85,338
Lights Engineer	\$1,300
Defibrillator installation	\$300

2021-22

Nets—Courts 3 and 4	\$620
Painting external	\$4,000
Gazebo metal roof	\$3,000

2022-23

Nets—Courts 1 and 2	\$650
Practice wall	\$10,000
Benches	\$500
Drag mats and brooms	\$900

2023-24

Garden Furniture Replacement	\$500
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2026-27

Bubblers	\$400
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2028-29

Surface—Courts 3 and 4	\$100,000
Garden Furniture	\$500