



West Port Macquarie Tennis Club Inc.

PO Box 1394, Port Macquarie, NSW, 2444

33 Woods Street, Port Macquarie, NSW, 2444

STRATEGIC PLAN 2020—2025



THE STATE OF PLAY AT WEST PORT MACQUARIE TENNIS CLUB

- * 14,000 Annual visits
- * 212 Senior Members
- * 95 Junior Members
- * Open every day
- * Programs for Seniors and Juniors



OUR STRATEGIC FRAMEWORK

**OUR PURPOSE
TO GET MORE PEOPLE
PLAYING TENNIS MORE OFTEN**

**OUR VISION
TO CONNECT MORE PEOPLE
TO TENNIS IN THE PORT MACQUARIE AREA**

OUR KEY DRIVERS

CUSTOMERS

COMMUNITY

GOVERNMENT

OUR STRATEGIC PILLARS

PEOPLE

PLACES

PROMOTE

PLAY

OUR VALUES

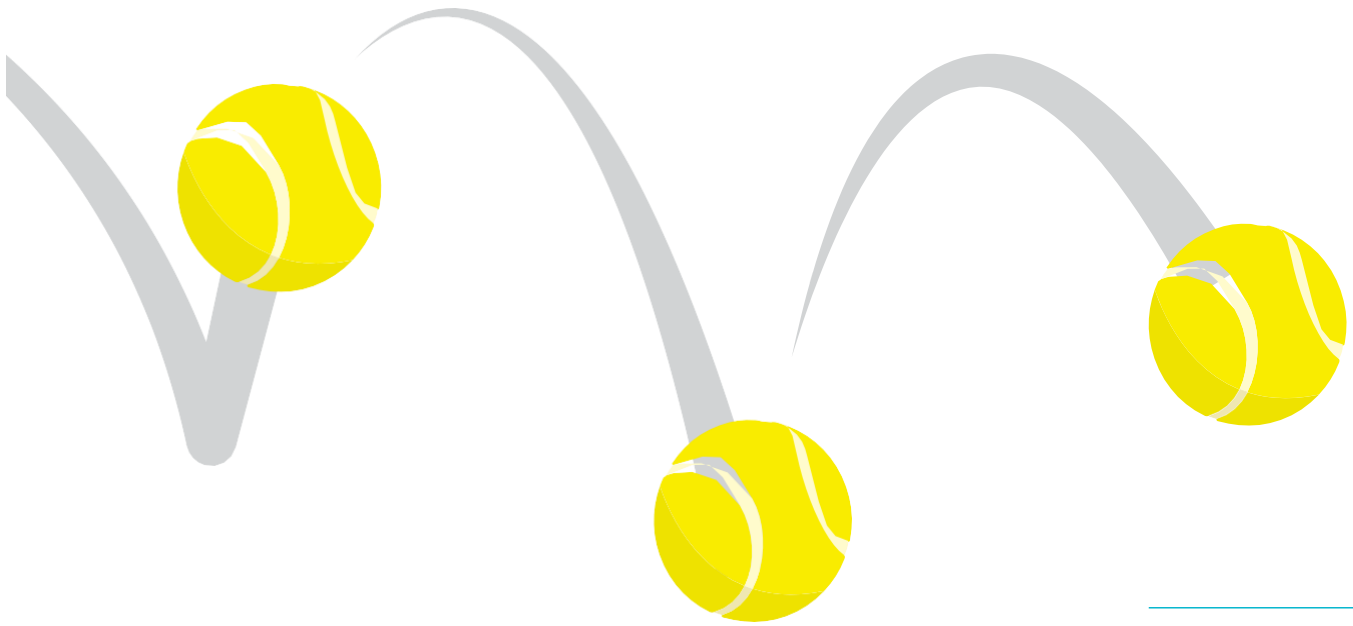
**INCLUSION EXCELLENCE INNOVATION
ACCOUNTABLE**

OUR FOUNDATIONS

**PEOPLE FINANCE COMPETITION
CULTURE STRUCTURE**

OUR VISION

TO CONNECT MORE PEOPLE TO TENNIS IN PORT MACQUARIE



- **Our role** is to operate a sustainable venue that drives community engagement and supports an active and healthy lifestyle for people of all ages.
- **Our key drivers** are our players, our management committee, our coaches and our community. These groups play a pivotal role in ensuring that our venue is an accessible and sustainable community asset.
- **Our Winning Formula** will be **great people + great playing options = great tennis.** We know that we will experience success if we provide playing options and social opportunities in a caring and inclusive environment for people of all ages. **Our Strategic Plan puts people at its heart.**



STRATEGIC PILLAR 1: PEOPLE

STRATEGIC PURPOSE: To attract, retain and develop great people to serve our sport

Our focus areas and planned initiatives

- CUSTOMERS**
- * Conduct customer research to determine needs
 - * Continue to develop outstanding and inclusive playing opportunities
 - * Steadily increase our membership base by offering greater incentives to join
- VOLUNTEERS**
- * Attract and retain great volunteers by presentation of Gift Vouchers
 - * Provide professional development opportunities
 - * Establish a customer centric mindset
- COACHES**
- * Maintain a mutually beneficial relationship
 - * Continue to promote learning-to-playing social tennis pathways
 - * Acknowledge and reward coaching best practice
- COMMUNITY**
- * Promote tennis to all groups in the community
 - * Maintain an inclusive and accessible venue
 - * Conduct free tennis days bi-annually



STRATEGIC PILLAR 2: PLACES

STRATEGIC PURPOSE: Invest in our facility to ensure that it remains sustainable and accessible to all members of the community

Our focus area and planned initiatives

- INFRASTRUCTURE**
- * Introduce online court booking
 - * Upgrade bathrooms
 - * Install Solar Power at the facility
- CLUB HEALTH**
- * Complete Tennis Australia's Operational Health Check
 - * Maintain a viable Sinking Fund
 - * Create a facility Management Plan
- LOCAL GOVERNMENT**
- * Strengthen relationship with Local Government
 - * Educate Local Council of our venue's needs
 - * Seek Council help in bringing community attention to our facility
- PARTNERSHIPS**
- * Further connections with other local sporting groups
 - * Continue to form partnerships with local businesses
 - * Promote the use of our venue to non sport groups

STRATEGIC PILLAR 3: PROMOTE

STRATEGIC PURPOSE: To effectively promote our venue and services to the wider community

Our focus areas and planned initiatives

- COMMUNICATION**
- * Improve internal and external communication
 - * Consistently communicate with our stakeholders
 - * Continue to develop our social media, web site and newsletter platforms
- MARKETING**
- * Maintain and improve our links with local media
 - * Encourage and use word of mouth effectively
 - * Further develop reciprocal marketing with our sponsors
- ONLINE**
- * Maintain a user friendly website
 - * Introduce online booking
 - * Continue to utilize social media
- SERVICE**
- * Conduct regular customer feedback surveys
 - * Tailor communication methods to our needs
 - * Develop a broader service offering



STRATEGIC PILLAR 4: PLAY

STRATEGIC PURPOSE: To offer opportunities of play for all members of the community

Our focus areas and planned initiatives

- JUNIORS**
- * Continue to offer Hot Shots and Touch Tennis
 - * Provide a player development pathway
 - * Expand interclub playing opportunities
- ADULTS**
- * Increase accessibility of Drop-in Tennis
 - * Expand our network of social players
 - * Continue to connect with other venues which offer social play
- COMPETITION**
- * Junior Saturday afternoon competition
 - * Continue to develop our Open Competition
 - * Introduce a condensed format competition
- SCHOOLS**
- * Establish contacts at local schools
 - * Offer discounted court hire to local schools and universities
 - * Offer work experience for High School students

