



# SOUTHBANK TENNIS CLUB

# STRATEGIC BUSINESS PLAN

2018 - 2020

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#### **INTRODUCTION**

Tennis is a game for life, played by people of all ages from the very young to the very old. It offers a fun, social and healthy lifestyle opportunity for all.

The goals and strategies in this strategic plan aim to bridge the gap between where the club is now and the vision of where the club wants to be in the future.

#### 1. EXECUTIVE SUMMARY

The Southbank Tennis Club (STC) is an incorporated, non-profit tennis club and has been operating since 2005 as a result of an amalgamation between the Trott Park Tennis Club, and the Karrara Tennis Club which was situated at Nannigai Reserve, Hallett Cove.

The club provides tennis facilities and services to its members and casual users and predominantly serves the community in the Marion Council area.

Whilst the local community has experienced a growth in population with increased housing developments in the Sheidow Park and Hallett Cove Heights area in the past years there has been a decline in junior participation in Saturday association competition, however over the past 12 months with a new coach and a more concerted effort, we've seen an increase in junior membership and participation.

The amalgamation of the former Trott Park and Karrara Tennis Clubs has resulted in the STC being a stable and financially secure club. Rather than growing, membership numbers have remained reasonably static over the past 2-3 years; this is in part due to impacts such as weekend trading, increasing work commitments, competing time demands and financial restraints which results in potential players not committing to Saturday competition tennis.

The Strategic Business Plan will play an integral role in managing the Club and achieving its goals over the next four to five years. It will be used extensively by the club's Management Committee and sub-committees. When necessary, it will be reviewed and modified to reflect ongoing development and needs of the Club.

Some of the major challenges facing the club are:

- the decline and lack of volunteers to support and take on management and other roles within the club.
- retention and growth of membership to maintain the club's viability.
- maintenance of facilities to ensure a safe and acceptable competition standard playing surface and clubroom.
- prevention and minimisation of damage to facilities through vandalism, graffiti etc.

#### To address the challenges the club is facing, a number of goals have been identified:

- 1. increasing the profile of the club to attract new members.
- 2. improving internal communication as a means of informing and retaining current members.
- 3. increase member participation in club activities.
- 4. securing corporate sponsorship which will generate income to assist the club in achieving its strategic goals.
- 5. improved profitability and security of club property and facilities.

## In its Strategic Business Plan STC aims to:

- 1. Develop a plan for action by focusing on a range of objectives and strategies that are achievable and in most parts measurable.
- 2. Focus on those elements that are within STC's control.
- 3. Identify and focus on those objectives that are identified as "high" priority.
- 4. Ensure the plan is easy to understand and use.

#### 2. MISSION STATEMENT

Our mission is to develop a safe, friendly and supportive environment through the provision and promotion of tennis for the local community and its members, while promoting a healthy lifestyle.

#### 3. CLUB VALUES

Southbank Tennis Club prides itself on being a family-friendly tennis club that welcomes all age groups and level of ability. Importantly, we value ourselves on being an open, public community facility in the local area where everyone is welcome.

To continue to thrive and prosper in today's competitive financial/time poor society, we aim to deliver on the following values identified by the Club and its committee:

- Be a leader and 'club of choice' within the Glenelg Districts Tennis Association (GDTA)
- Provide an open and available Club facility where members and non-members can come and play tennis
- Promote a fun, healthy environment where people can keep fit in team-oriented sport competition
- Promote social inclusiveness and responsibility, irrespective of age, sex, race, religion or physical/mental impairment
- Promote behaviours and etiquette both on and off the court conducive to good sportsmanship, fair game and positive atmosphere
- Develop initiatives and endeavours to build and maintain financial sustainability currently and in the future

#### 4. BUSINESS PROFILE

Southbank Tennis Club operates as an incorporated tennis club. It is based at Hessing Cres Trott Park servicing the needs of the local community predominantly in the Marion Council area and has 6 plexi-pave courts (4 with lights).

The Karrara Tennis Club had 4 courts, of which 2 were deemed unplayable when the clubs amalgamated. The 2 remaining courts were maintained up until 2014 by Southbank Tennis Club when the courts became an OHS issue and were deemed unsafe for competition use. They were returned to Marion council for community use, leaving Southbank Tennis Club with only 6 courts at Trott Park.

The club activities are managed by a volunteer management committee (and sub-committees) with specific duties assigned to individuals (eg junior tennis, facilities, canteen, fundraising etc).

The club has facilities at:

- Hessing Cres, Trott Park (leased from Marion Council), including a clubroom for over 100 people with kitchen, shower and disabled facilities; 6 hard-courts with lighting on 4 courts. These are used extensively for winter and summer competition, all year round for practice, social and night tennis. The top 2 courts, 5&6 are available to the local community for general use when not used for club activities.
- In 2015, the Marion Council installed a disabled toilet and wheelchair access ramp to the clubrooms at Trott Park

The core business of the club is to provide:

- Summer competitive tennis within the Glenelg District Tennis Association (GDTA) competition.
- Saturday winter competitive tennis within Tennis SA Winter Pennant competition.
- Access to quality coaching to enable members to play at their highest level.
- Marketing and promoting the STC and its facilities to maximise tennis involvement, member numbers and financial stability.
- Administration of the club in an efficient and effective manner, providing financial stability, leadership and communication on matters affecting the club and its members.
- Promotion of healthy lifestyle by providing access to coaching and range of opportunities for people of all ages to play tennis.
- Safe, competition standard tennis playing facilities.
- Social, mid-week night tennis.

#### 5. ACHIEVEMENTS

- Successful merger of two independent clubs
- Developed club logo and colours for new merged club
- Growth and stabilisation of junior membership
- Successfully tendered for several recreation and sport grants
- Successfully tendered for 2 x Volunteers Equipment Grant
- Successful in Marion Community Grants received \$600 towards painting tennis theme mural on shed at Trott Park to deter graffiti vandalism, this initiative has been very successful
- Designed club shirt and hat which are available for members to purchase
- Former junior member now progressed to world professional ranking
- Developed a Sponsorship Proposal
- Successful in winning premierships every year, in both winter and summer competitions.
- Erected 2 x gable pergolas to improve spectator and member facilities and provide shelter and safety from sun
- Set-up and maintained a licensed bar facility and achieved Level 2 Good Sports Accreditation in regards to the licensed facility in 2016

#### 6. CLUB SPONSORS

In 2016, the Club managed to acquire a number of business sponsors to partner with the Club. This is deemed as a win-win for both the Club and its sponsors. While the Club is provided with additional, annual funds, around \$500 per sponsor, it also provides an outreach/network for sponsors to promote their businesses.

Here is the following list of current Club sponsors for which we're appreciative of their support:

- Benchmark Constructions
- Elders Hallett Cove
- Garage Door Automation
- Lighthouse Financial Services
- Lockworks Digital
- The Storage Shop
- TTA Accounting
- Warren's Electrical

## 7. MANAGEMENT EXPERIENCE

The club's management is comprised of a diverse group with depth in both playing experience and broad experience in volunteer and business management skills and specific tennis administration. Role statements for committee members are available at our Club website: southbanktennis.net

#### 8. ENVIRONMENTAL SWOT ANALYSIS

#### Who are our stakeholders?

- Individual members and families Coaches
- Tennis SA
- Other tennis clubs
- Local Schools
- Sponsors
- Marion City Council
- Glenelg Districts Tennis Association
- Volunteers

Facilities for disabled tennis competition.

Dept. of Rec and Sport SA

The SWOT analysis aims to help identify where the Club is now and to prepare the club to develop a strategy that will utilise our strengths, manage our weaknesses, take advantage of opportunities and minimise the impact of any threats.

#### **Strengths** Weaknesses Broad membership base and a committed core Lack of senior and junior players due to element of loyal players/families which play at the inadequate number of playable courts (i.e. club for generations numbers of players wanting to play versus number of courts which are actually in playable condition) Large club facilities including changerooms/showers and disabled facilities: viewing Lack of support from government authorities facilities: equipment storage facilities: canteen/kitchen facilities; meeting room; office; in terms of financial assistance television Security/vandalism Competitive participation - GDTA; Tennis SA winter pennant; night tennis Loss of some players to other clubs during winter due to limited participation which Service the local community in the southern area reduces options available (especially for seniors) Lighting facilities for night tennis A general decline in participation in social events & activities which is often the core way Good communication with members, including through social media in which clubs generate income Lack of member awareness in what's involved Club coach (runs weekly team practice and in managing and running an effective club individual tuition) Off street car parking areas Lack of corporate sponsor/s Sound financial position Club management with experience and knowledge Membership fees affordable and lower than other sports costs Life-time, non-gender specific sport available all year round

Opportunities	Threats
Increase in membership and community involvement	Member retention and growth
Marketing and promotion	<ul> <li>Competition for corporate, government funding</li> </ul>
Junior Development	Rising costs (e.g. insurance, tennis affiliation fees – Tennis SA and GDTA)
<ul> <li>Increased support from local government</li> </ul>	,
Community based with building partnerships and junior development programs with local schools	Other recently upgraded tennis club facilities (e.g. Seacliff Tennis Club)
Marketing of facilities available	<ul> <li>Public profile of tennis vs other sports – proliferation of choice in other sports &amp; recreational activities</li> </ul>
<ul> <li>Pursue corporate sponsorship packages</li> </ul>	recreational activities
Alliance with regional club and other organisations	Security
and businesses	<ul> <li>Increased damage to facilities due to</li> </ul>
Pursue mid-week social and competitive tennis	vandalism/graffiti
Products and services that can promote revenue	Loss of council support
	Changing lifestyles / work patterns

## 9. OPERATIONAL BUDGETS

The financial management of the club includes:

- Regular reports of financial and operational activities to committee
- Sound financial performance with reserve funds available for club development
- All financial decisions endorsed by the Management Committee and recorded in minutes
- AGM accountability
- Financial records audited annually.

## 10. STRATEGIC DIRECTION

The club has identified the following Key Performance Areas (KPA) and Focus Areas:

KPA	<u>Focus Areas</u>
Financial Plan	To have sound financial management and viability
Marketing Plan	Membership growth and club promotion, fundraising and social activities
Operational Plan	Social and competitive tennis; sponsorship
Facilities Plan	To have quality playing facilities, clubhouse and surrounds
Management Plan	To have sound and diverse committee structure and administration

The club will continue to ensure it provides high quality tennis facilities and options to meet the needs of club members and the local community. The strategies and priorities identified in the strategic action plan will focus the club in its endeavour to achieve its goals.

## STRATEGIC ACTION PLAN

Performance Area: Financial Plan

To have sound financial management and viability Focus Area:

## Goals:

1.

2.

Ensure financial stability and security of the Club Keep club subscriptions to a minimum by identifying alternative income streams Report accurately the financial position of the Club to the Management Committee and members 3.

Objective	Strategies	By Whom	Target Date	Performance Measurement	Priority: High;Medium;Low / Comments
Develop effective and transparent financial management to ensure sustainability	Continuing development of an annual budgeting process, through regular financial reports to Executive Management meetings, with annual report to AGM	Treasurer	Annually	<ul> <li>Contain costs</li> <li>Positive financial operations, i.e. profit to be made every year, as reported at AGM</li> </ul>	High
	Review operating costs and current pricing i.e. membership fees	Mgmt Cttee	Annually at AGM	following annual audit of accounts	High
	Provide affordable and competitive membership rates by monitoring other clubs fees and offering value for money  Develop and recommend new fee structure  Review and make recommendations about fees for fill-ins for competition matches	Mgmt Cttee	Annually	Continued increases to the Cash Management Account in order to maximise savings      New fee structure developed & implemented	Medium
	Identify alternative income sources including ways of raising funds outside of subscriptions.	Mgmt Cttee	Ongoing	Sound financial management	High

Effective management of cash reserves to provide optimal income generation	Treasurer	Ongoing	High
Analyse and present monthly reports to Management Committee	Treasurer	Monthly	High

**Performance Area:** Marketing Plan

Focus Area: Membership growth and club promotion, fundraising and social activities

## Goals:

1.

Retain existing members and attract new members Create a high profile for the club in the tennis and general community 2.

Encourage and provide a happy and social environment involving all groups of existing and new members and achieve greater participation at 3. social activities and functions.

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Objective	Strategies	By Whom	Target Date	Performance Measurement	Priority: High;Medium;Low / Comments
Develop a Marketing and Communications Plan and Strategy	Identify relevant key stakeholders     & diverse range of marketing     strategies	Mgmt Cttee/	September 2018	Marketing plan developed	High - Sponsorship Proposal completed
	Develop a corporate image for the club – identify items to be produced for sale i.e. glasses/caps/etc.		Achieved	Items identified & available for sale	Caps & t-shirts already available
	Develop a club "nickname" to use in promotions etc	President	Achieved	Club "nickname"     selected	Competition held and completed
Develop processes to retain and grow membership	Undertake members survey	Secretary	September 2018	<ul><li>Member satisfaction</li><li>Member retention and growth</li></ul>	<ul> <li>Medium</li> <li>Survey being developed and to be distributed at Registration Day</li> </ul>
	Review membership categories	Mgmt Cttee	Achieved		
	Establish school holiday clinic programme	Coach	Achieved		

Objective	Strategies	By Whom	Target Date	Performance Measurement	Priority: High;Medium;Low / Comments
Develop processes to advertise and promote the club	Review & upgrade club website     and ensure maintained regularly	Secretary/Vice President	Achieved	Higher profile for club	
	Develop brochure / flyers     advertising club and its facilities     and services	Secretary	Achieved		High
	Establish business/service list of members and supporters by creating business card wallet at club	Secretary	December 2017		Medium
	Foster relationships with local schools; businesses     Promote use of courts	President / Coach	Ongoing		Medium
	Advertise specific functions and casual social gatherings through emails, posters and newsletters	Social Cttee	Ongoing		Medium
Increase member participation and enhance members' enjoyment of social activities provided by the Club	<ul> <li>Ensure clubroom and facilities are always welcoming</li> <li>Obtain liquor licence and establish bar facilities</li> </ul>	Mgmt Cttee Mgmt Cttee	Achieved Achieved		

Performance Area: Operational Plan

Focus Area: Social and competitive tennis; sponsorship

## Goals:

Ensure the club raises additional income by obtaining corporate sponsorship
 To provide all members with tennis to meet their needs – whether social or competitive

3. To provide opportunities for juniors to further their interest in tennis by providing coaching, welcoming environment and opportunities to compete in tournaments

Objective	Strategies	Objective	By Whom	Target Date	Performance Measurement	Priority: High;Medium;Low / Comments
Secure corporate sponsorship which will provide additional income	Development of sponsorship proposal	vill provide additional	Secretary/Mgmt Committee	Achieved		Completed
Expanded tennis opportunities	Source opportunities to run tournaments for juniors & seniors during the year     Pursue annual inter -club competition	Mgmt Cttee	Ongoing		Medium	
	Consider additional night tennis competition		Mgmt Cttee	Achieved		Social only at this stage
	<ul> <li>Explore opportunities for players of all standards</li> <li>Mid-week (ladies) tennis</li> <li>also cater for aged/disabled</li> </ul>		Mgmt Cttee	Ongoing		Low
Provide pathway opportunities for	Establish "pee-wee" junior development	pathway opportunities for	Coach	Achieved		
juniors to progress and achieve	Encourage juniors to participate and compete in tournaments	to progress and achieve	Coach / Jnr Co- ordinator	Ongoing		Low

**Performance Area:** Facilities Plan

To have quality playing facilities, clubhouse and surrounds Focus Area:

## Goals:

1. To provide, maintain suitable number and quality of courts, all year round.

To maintain, renew, repair club buildings and facilities
 To provide general security of complex

4. To ensure cleaners have done a satisfactory job

Objective	Strategies	By Whom	Target Date	Performance Measurement	Priority: High;Medium;Low / Comments
Provide safe, competition standard tennis playing facilities	Court upgrade and resurfacing	Grants application	Grant submitted April 2017 – awaiting feedback	Adequate number of courts and associated equipment	High
	Additional 2 courts developed or other courts acquired	Mgmt Cttee	Ongoing	available at required standard	High
	Pro-active maintenance checks to ensure maintenance of nets, squeegees etc	Facilities Co- ordinator	Ongoing		High - ongoing
Ensure complex is secure to prevent and minimise loss and damage to facilities	Security screens on windows	Grant application	April 2018	Minimise and reduce vandalism and cost of replacing windows and cleaning facilities	High
	Key register established and maintained	Facilities Co- ordinator through City of Marion	December 2017		Medium

Objective	Strategies	By Whom	Target Date	Performance Measurement	Priority: High;Medium;Low / Comments
Provide quality club house &	Pursue right of renewal on current lease/s	President	Achieved		
surrounds	Establish maintenance programme and repair when necessary	Facilities Co- ordinator	Annually and ongoing		High
	Identify tasks in addition to those listed below and arrange working bees as required -     Shade cloth repairs around courts     Repairs to deck     Replace/repair net posts     Maintenance and establishment of garden surrounds	Facilities Co- ordinator / Working Bee	Annually and as required		High
	Fence repairs	Facilities Co- ordinator	Ongoing		High
	Oversee cleaning of premises and renew contract when required to ensure general cleaning is carried out satisfactorily	Mgmt Cttee	Contract – annually Oversee - monthly		Medium
	Identify additional facilities and equipment to be provided:	Mgmt Cttee	September 2018		High

Performance Area:

Management Plan
To have sound and diverse committee structure and administration Focus Area:

## Goals:

Recognised as a well managed and successful tennis club within the GDTA and Marion Council area
 Well administered and focused club with identified priorities

Objective	Strategies	By Whom	Target Date	Performance Measurement	Priority: High;Medium;Low / Comments
Develop a short-term, annual business/executive plan	Work with committee and adapt existing strategic plan to build business/executive plan for the coming 12 months	President & Committee Members	August 2017	Business/Executive Plan posted to Club website	High – Ongoing Annually
To have a relevant and workable Constitution for current and future members to adhere and relate to	Review current club Constitution to identify areas that may need change to meet future objectives and update where required	President	Before AGM's	Changes to Constitution agreed to at AGM	Amendments made to constitution in 2008, 2010, 2017
Efficient and focused operation with priority strategies identified	Business Plan to be endorsed; actioned and monitored regularly	President	Ongoing	Strategic Business Plan developed	High - Ongoing
Communication practices	Provision of email addresses and dropbox for committee members.	Mgmt Cttee	Achieved	Committee members i.e. Club Captains' /Secretary etc. to have a means of communicating with each other – and members - via the internet, e.g. updated databases	High – completed annually with change of committee, databases regularly updated (ongoing)
Clearer understanding and definition of Committee member's roles & responsibilities	Development of "Role Statements"	Secretary	Achieved	Document with responsibilities for all clearly defined.	Completed
	Develop committee skills – succession planning and volunteer induction	President	Ongoing	Completed list for succession planning	Medium
Qualified Junior Coach contracted prior to summer season commencing	Recruit and negotiate coaches contract	President	Achieved	Current coach with signed contract	High - ongoing

## **APPENDIX 1**

### History of the Trott Park Tennis Club.

- The Inaugural Annual General Meeting of the Trott Park & Sheidow Park Tennis Club was held on the 18<sup>th</sup> November 1979. The club hired 2 courts in the Hessing Crescent Reserve, Trott Park from the Marion Council. The clubs first activities were social Sunday Afternoon & Mid Week Ladies tennis. First competitive teams were entered in the 1980 Winter Pennant Competition. The club name was changed to "Trott Park Tennis Club" at the 1980 AGM.
- The club joined the Glenelg District Tennis Association for the 1980 summer season. Marion Council financed the construction of a much needed toilet block and colourbond shed for clubrooms on the northern side of the courts. This was financed on a dollar for dollar deal between the club and council. In May 1981 the club was given full responsibility by the council to maintain & control the courts, with a further 2 courts provided in 1981.
- In conjunction with the council the club helped in the construction of a car park to the north of the clubrooms, and planted trees and lawn around courts 1&2. The club became an Incorporate body on the 24<sup>th</sup> November 1981.
- Improvements were made to the inside of the clubrooms and some 60 trees were planted on the southern side of the 4 courts to act as wind breaks. The club won its first premierships in the GDTA Summer Competition (4 Senior & 1 Junior) and also its first Senior Winter Premiership.
- **1983-84** A Pergola was built on the southern side of the clubrooms.
- In January 1985 all 4 courts were resurfaced with a Plexi-pave surface at a cost of nearly \$10,000. This was funded from \$3,000 club funds, \$3,500 Marion Council loan, and \$3,500 grant from Dept. of Recreation & Sport.
- In January 1986 the club commenced its Inaugural Night Tennis competition on 4 courts under lights, 3 nights/week which was expanded to 4 nights in the Autumn season. Seasons ran for 13 weeks each. A loan of \$21,000 was obtained from the Marion Council to fund the cost of providing lighting/strengthening court fencing and provision of shade cloth around the courts.
- 1987-88 Night tennis continued to be popular, and the funds generated from this competition enabled the club to raise \$10,000 to spend on landscaping and improvements. The club paid of its loan for the resurfacing of the 4 courts.
- 1988-90 Another 2 new courts were built in August 1989. Club contribution was \$17,000 and the Marion Council \$43,000. Further landscaping to the northern side of courts 3&4 was completed.
- 1990-92 Courts 1&2 were resurfaced, funded by the club at a cost of \$6,500. Membership continued to grow with nearly 200 members involving 156 families participating in the various tennis competitions the club provided.

- The club obtained it's first opportunity to play in Div.1 in the 1992/93 G.D.T.A. Summer Competition. In Oct 1992 a Federal Grant for \$50,000 was obtained to assist in the financing of new clubrooms costing \$136,000. A further \$30,000 loan over 15 yrs was negotiated with the Marion Council to assist funding the project. The new clubrooms were opened on the 20<sup>th</sup> August 1994.
- Courts 3 & 4 were resurfaced funded by the club at a cost of \$6,770. The council landscaped the old car park. During the 1995-96 year the final payment for the floodlight loan was made. These payments were the result of the continued success of the night tennis competition. For the second time in the club's history we entered a team in the 1997-98 G.D.T.A. Div.1 competition.
- **2004** Meeting of executive from KTC & TPTC steering committee formed to develop merger proposal
- **2004-05** Karrara Tennis Club and Trott Park Tennis Club formed an interim club TPKC until the formalisation of the merger was complete

Committee: Rob Phillips (President), Cheryl Simes (Vice President), Ambra White (Secretary), Kay Digby (Treasurer), Shane White (Club Captain), Bryce Bedford, Scott Richmond; Doreen Blewett (GDTA representative)