

**NOARLUNGA
TENNIS CLUB INC.**

**STRATEGIC PLAN
2016 – 2021**

Noarlunga Tennis Club Inc
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Revised - Aug 2017

This strategic plan has been prepared by the:

Executive Committee, Noarlunga Tennis Club Inc.

The plan has been prepared as part of the City of Onkaparinga's Strategic Business Planning Project. Those involved in its preparation included:

1. Victoria McKee
2. Ellen Miller
3. Julie Carlyle
4. Georgina Watt
5. Jo Hann
6. Carolyn Couch

The club is committed to implementing this plan and as part of the implementation it commits to an annual review process.

Signed:

Club representative

Club President

Club representative

Club Administrator

Date:

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OVERVIEW OF CLUB

What the club offers –

- Competitive Senior tennis
- Competitive Junior tennis
- Social tennis
- Night Team tennis
- Social Atmosphere
- Club Tournament
- Professional Coaching
- Hot Shots Coaching
- Cardio Tennis

Club history –

Our Club is a family orientated, community based club, situated in picturesque Old Noarlunga adjacent to the Noarlunga Football Oval on Patapinda Rd.
The club was formed in 1973 when the clubrooms consisted of a small corrugated iron shed with 2 courts. Later 2 more courts were added. In 1981 a single storey brick clubroom was financed and built by the members of the day, and 2 more courts were included. In 1994 a second storey was added and members were the able to view tennis on all courts from this elevated position. The Club colours are navy blue and white, and the club logo consist of a horseshoe, representing the Onkaparinga River which runs through the town, encompassing 2 crossed tennis racquets. Senior numbers have ranged between 40 – 150
Currently the Juniors number 45
We offer competitive tennis, social tennis, training and coaching for all ages and abilities. Our fantastic facility has kitchen facilities, upstairs and down stairs rooms with tables and seating for up to 50 people, a balcony overlooking 6 courts which are under lights, an outdoor pergola with seating and BBQ facilities. Our clubrooms and courts are available for public hire.

Highlights/achievements –

STA Division 1 Men and Ladies winners over many years.
STA Junior Division 1 Boys and Girls winners over many years.
One member awarded OA for her Services to Tennis, STA Junior Tournament Trophy named in her honour and a City of Onkaparinga Volunteer Award.
STA Volunteer of the Year Awarded to another member.
Tennis SA Volunteer of the Year Award to another member.
City of Onkaparinga Junior Achiever Award to a Junior member.
Outstanding Social atmosphere over many, many years.

Facilities –

Excellent 2-storey clubroom overlooking courts and football oval.
6 courts under lights
Secure Playground
Toilet block (Disabled facilities)
Large undercover pergola area
Kitchen/BBQ facilities

Board/management structure –

Executive Committee – 8 members
Old Noarlunga Netball and Tennis Facilities Association Incorporated (ONNTFAI) – 8 members
(Courts are shared with the Noarlunga Netball Club)

Membership –

20 Seniors
40 Juniors
12 Life Members
40 Social Members

Future proposals and developments –

Promote more night and social tennis.

Maintain and promote our Junior Development Programme.

Foster more Junior involvement.

Maintain and recruit membership.

Improve our promotion in local schools.

Increase Club Sponsorship.

Promote more social activities.

Promote more Volunteer involvement

Develop a Volunteer Induction Manual

ISSUES FACING THE CLUB

Critical issues facing the organisation

Issues	Implications
Examples	
Lack of volunteers	Not having enough people to organise club activities or be on the club committee
Drop out of junior/senior members	Not having enough players for senior teams Reduction of income
New housing developments occurring in our location	Opportunity to target new members
Women players	Less volunteers Less Team choices
Cohabiting of the Facility	Change over with the Netball Club etc
Maintenance	Working with Netball Club to share the load.

S.W.O.T. ANALYSIS

Strengths (internal)	Weaknesses (internal)	Opportunities (external)	Threats (external)
Junior Skills Development Programme	Volunteer Junior skills development assistants.	Retain Club Coach	Poaching from another club. Other club's coaching programmes
Facilities	Shared courts with Netball	Promote tennis within the Netball Club	Council Lease
"Super" volunteers	Not enough members/volunteers	1. Canvas new housing development 2. School promotion 3. Hold a "Parent Information Night" to pass on information and also promote the benefits to the Juniors and the Club of their volunteering and involvement.	Limited provision of programmes through time restraints Limited Competition

CLUB MISSION

OUR MISSION IS:

To remain a successful club that offers a healthy family environment accommodating all levels and a variety of competitions by fostering involvement in the sport of tennis.

Guiding Principles

Welcoming

Fostering and encouraging (positive)

Equitable

CORE BUSINESS AREAS

ACTION PLAN

Core Business Area: PROMOTION					
Objective:					
To increase Senior and Junior Membership					
Action	Responsibility	Timeline	Resources	KPI	Priority
To develop Club Flyer	President	Pre-season	Paper copying	Flyer	High
Place Banner	Secretary	September each year	Cost to Council	Banner up	High
Club Website and Face Book page – Introduction letter from the President	President	Ongoing		Information and letter on the website and Face Book	
Letter to schools	Secretary	Before each Summer and Winter season	Paper and postage	New kids attending	High
Individual letter to each Junior	Secretary	September each year	Paper and postage	Retention of Juniors	High

ACTION PLAN

Core Business Area:					
FACILITIES					
Objective:					
To maintain and upgrade facilities					
Action	Responsibility	Timeline	Resources	KPI	Priority
To liaise with Council regarding the plans for usage of the vacant land behind courts 3 and 4	ONNTFAI Executive Committee	Ongoing	Council representatives	The land is utilised efficiently.	High
Playground	ONNTFAI Executive Committee	Ongoing	Council representatives	Playground is safe.	Medium
Gates	ONNTFAI Executive Committee	Ongoing	Contractors	Gates are working.	Medium
Tennis Posts	Executive Committee	Ongoing	Council Facility Grant	Easier to remove and replace posts	High

ACTION PLAN

Core Business Area:					
MEMBERSHIP					
Objective:					
Increase all categories of membership eg. Senior and Junior members, social etc.					
Action	Responsibility	Timeline	Resources	KPI	Priority
Letter drop	Executive Committee	Pre-season	Volunteers	More enquiries from new players	High
Info to schools	Executive Committee	Pre-season	Printed Flyers/ Posters	As above	High
Advertising	Executive Committee	Pre-season	Posters	As above	High

ACTION PLAN

Core Business Area: COACHING					
Objective: Have qualified coaching available to all members					
Action	Responsibility	Timeline	Resources	KPI	Priority
To retain a coach to work out of NTC	Executive	Ongoing	Advertise	Coach appointed	High

ACTION PLAN

Core Business Area: VOLUNTEERS					
Objective: To ensure the club caters effectively for the recruiting and retaining of volunteers					
Action	Responsibility	Timeline	Resources	KPI	Priority
Volunteer recognition scheme to acknowledge efforts publicly	Executive	Ongoing	Notice board, Website, Social media, AGM	High morale	High
Promote supportive atmosphere for existing volunteers	Executive	Ongoing	As above	As above	High
Review Job Role descriptions	Executive	Annually		Would be confident in the job role	Med
Explore different incentives to attract volunteers	Executive	Ongoing			Med
Develop a Club Volunteer Induction Manual	Executive	Sept 2017	Folders	Easy transition to the role	High
Develop an Exit Checklist for outgoing volunteers	Executive	Sept 2017	Proforma		High
Develop a Handover Report for outgoing volunteers	Executive	Sept 2017	Proforma		High

ACTION PLAN

Core Business Area: MANAGEMENT AND ADMINISTRATION					
Objective: To ensure the organisation continues to meet the needs of its members by developing and maintaining improved and effective administrative services.					
Action	Responsibility	Timeline	Resources	KPI	Priority
Maintain e-mail/contact information from Registration Forms on Data Base	Secretary	Ongoing	Data Base Baseline	Have a Data Base	Med
Specific Project Working Groups	Executive	As per project arising	Dept Rec & Sport City of Onkaparinga Tennis SA Club One	Successful projects completed	High

From the Strategic Plan 2016 - 2021, the following areas have been identified as priorities for the next twelve months.

Core business area/action	Responsibility	Timeline	Resources	KPI	Priority
Promotion <ul style="list-style-type: none"> • Club flyer • Letter drops • Banner • Letter to schools 	Executive Secretary	Pre-season	Photo-copying Walkers Postage	Flyer Letter	High
Volunteers <ul style="list-style-type: none"> • Promote more Volunteer recognition • Review Job Roles • Develop a Volunteer Induction Manual • Develop a Volunteer Exit Checklist • Develop a Volunteer Handover Report 	Executive	Ongoing Sept 2017	Noticeboard AGM Website Folders Proforma Proforma	High morale	High
Management/Administration <ul style="list-style-type: none"> • E-mail information to members 	Executive	Pre-season	Registration Form Medical Form	Data Base	High

APPENDICES

The following are a key part of the club's strategic plan and as such can be included in this document

1. Certificate of Incorporation
2. Relevant policies
3. Club constitution
4. Other relevant documents

