

Mount Maunganui Tennis club Strategic Plan to 2024

updated 18/1/21

Our Vision	For Mount Maunganui to be a Tennis Community
Our Uniqueness	Blake Park location with Mount attitude
Our Mission	For Tennis to be the desired game for life for all abilities in the wider Mount Maunganui community
We value.....	<ul style="list-style-type: none"> - We are sociable and friendly - We value everyone - We achieve and celebrate - We volunteer to make a difference

Our Key Strategic Focus Areas are:

Membership	Player development	Great facilities	Financial Sustainability
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These outcomes will see us achieve our goals

1	Membership is strong at over 400 and in all demographics	1	Revamp coaching programme	1	Covered courts	1	Balanced budget
2	Successful 100 Year anniversary celebration in 2021	2	Increase juniors & WBoP interclub numbers	2	Electronic scoring system	2	Maximise Sponsorship
3	Improved website communication	3	Smooth transition of juniors into Senior play	3	Increase number of courts	3	Utilisation of grants
4	Host at least 6 play and social events annually	4	Well managed interclub teams	4	Improve 1-4 court spacing	4	Effective Committee
5	Develop and publish policies	5	Enjoyable club days for both social and competitive players	5	Improve entrance, toilet, pro shop and viewing area for members	5	Strong governance

These actions will help us achieve our outcomes

Actions	Responsibility	Date due	KPI
M1 => Review programmes offered	=> Coach/Junior & Senior Convenors	=> Dec-21	=> Membership Stats
M2 => Sub-committee to organise	=> President	=> Dec-21	=> Successful event
M3 => Review website content/maintenance	=> Vice President/Promotions Con	=> Jun-21	=> Survey results
M4 => Plan and implement 6 tennis events	=> Events & Social Convenor	=> Dec-21	=> 6 events held
M5 => Write and publish policies	=> All Convenors	=> Dec-21	=> publish 12 policies
PD1 => Revamp club sponsored coaching prog	=> Coach/Junior & Senior Convenors	=> Dec-21	=> Survey results
PD2 => Selection, mentoring and guidelines	=> Junior Convenor/ Coach	=> Sep-21	=> 6 teams in junior competitions
PD3 => Selection and mentoring Juniors	=> Junior Convenor/ Coach	=> Dec-21	=> # teenage juniors at senior club days
PD4 => Selection and guidelines	=> Senior Convenor/Coach	=> Sep-21	=> No defaults
PD5 => Grading and organisation of club days	=> Senior Convenor/Coach	=> Dec-21	=> Survey Results
GF1 => Project to investigate viability	=> President/Property Convenor	=> Sep-21	=> Yes/No
GF2 => Implement on court scoring system	=> Operations Convenor	=> Dec-22	=> 100% successful implementation
GF3 => Increase number of courts	=> President	=> Dec-24	=> Additional court
GF4 => Widen and renew courts 1-4 surface	=> Property Convenor	=> Apr-22	=> 100% successful implementation
GF5 => Project to design/ cost and implement	=> President/Property Convenor	=> Dec-22	=> 100% Complete
FS1 => Achieve budgeted surplus	=> Committee	=> Dec-21	=> 100% profitable
FS2 => Review Sponsorship policies	=> President/Administrator	=> Dec-21	=> Increase sponsorship income
FS3 => Maximise funding by grants	=> Administrator	=> Dec-21	=> 50% projects/coach/admin funded
FS4 => Minuted matters dealt with on time	=> Committee	=> Dec-21	=> 100% closure of actions
FS5 => Strategic plan achieved	=> Committee	=> Dec-21	=> 100% targets achieved