

## Strategic Goal 1: Membership

| <b>To ensure the membership of the club is grown and strengthened at all levels</b>  |  |                     |
|--|--|---------------------|
| <b>GOALS</b>   |  |                     |
| <ol style="list-style-type: none"> <li>1. To increase our membership base</li> <li>2. To ensure all new members are welcomed</li> <li>3. To increase the profile of Lynfield Tennis Club in the wider community</li> <li>4. To provide quality coaching for all members</li> </ol> |  |                     |
| <b>Actions For Achieving These Goals</b>   | <b>Responsibility</b>                                | <b>Target Dates</b> |
| <b>Communication</b>   |  |                     |
| The establishment of a club website  | Management Committee                                 | 2006                |
| The establishment of an email list of club members.  | Management Committee                                 | 2005                |
| Regular advertising through local newspapers   | Management Committee                                 | 2006                |
| The distribution of a quarterly newsletter to all members. (Newsletters to be emailed and posted on website.)  | Management and Senior Committee                      | 2006                |
| <b>New Members</b>   |  |                     |
| The development of a brochure/orientation pack for new members that contains all information necessary for new members   | Senior Committee                                     | 2005                |
| A contact person be appointed for new members  | Senior Committee                                     | 2005                |
| <b>Coaching</b>  |  |                     |
| The reinstatement of one free coaching lesson for new members and the encouragement of coaching at all levels  | Management Committee                                 | 2006                |
| Ensure coaching ratios for junior members is appropriate   | Management Committee in Consultation with Club Coach | 2005                |
| <b>Tournaments and Socials</b>   |  |                     |
| Establish the Gail Appleton Memorial tournament as an annual event   | Senior Committee                                     | 2005                |
| Ensure at least two fun tournaments are organised each year  | Senior Committee                                     | 2005                |
| Ensure at least two social functions occur each year   | Senior Committee                                     | 2005                |

## Strategic Goal 1: Membership (cont)

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| <ol style="list-style-type: none"> <li>1. To increase our membership base</li> <li>2. To ensure all new members are welcomed</li> <li>3. To increase the profile of Lynfield Tennis Club in the wider community</li> <li>4. To provide quality coaching for all members</li> </ol> |  |                     |
| <b>Actions For Achieving These Goals</b>   | <b>Responsibility</b>                                | <b>Target Dates</b> |
| <b>Juniors</b>   |  |                     |
| Ensure coaching ratios for junior members is appropriate   | Management Committee in Consultation with Club Coach | 2005                |
| When recommended by club coach – allow participation of individual members in senior competitions  | Senior Committee                                     | 2005                |
| <b>Intermediates</b>   |  |                     |
| Reinstate championships for intermediates  | Senior Committee                                     | 2005/2006           |
| Provide opportunity to participate in senior club nights and tournaments   | Senior Committee                                     | 2005                |
| Provide structured / regular play opportunities  | Senior Committee                                     | 2006                |
| <b>Seniors</b>   |  |                     |
| Include at least one club exchange on the annual schedule  | Senior Committee                                     | 2005                |
| Encourage / promote coaching opportunities   | Senior Committee                                     |                     |
| <b>Midweek</b>   |  |                     |
| Promote participation of men in Midweek tennis   | Mid Week Committee                                   | 2005/2006           |
| Promote family friendly practices - mums and dads with children  | Mid Week Committee                                   | 2005/2006           |
| <b>Veterans</b>  |  |                     |
| Increase numbers of veterans accessing tennis  | Management Committee                                 | 2006                |
| As numbers increase provide more opportunities for tournaments   | Mid Week Committee                                   | 2006/2007           |

## Strategic Goal 2: Facilities

| <b>To ensure the club facilities are maintained and developed to the highest standard</b>       |                       |                     |
|---|-----------------------|---------------------|
| <b>GOALS</b>  |                       |                     |
| 1. To ensure the clubhouse is well maintained and utilised by all members                       |                       |                     |
| 2. To ensure the courts are well maintained and provide excellent facilities for playing tennis |                       |                     |
| 3. To ensure the grounds are attractively presented and reflect a welcoming image               |                       |                     |
| 4. To be open to innovations for further development of the club facilities                     |                       |                     |
| <b>Actions For Achieving These Goals</b>  | <b>Responsibility</b> | <b>Target Dates</b> |
| <b>Clubhouse</b>  |                       |                     |
| Develop skill set database for members  | Management Committee  | 2006                |
| Make repairs to ceiling   | Management Committee  | 2005/2006           |
| Re-instate drink machine  | Management Committee  | 2005                |
| Remove water cooler - replace with filter at kitchen sink                                       | Management Committee  | 2005                |
| Food snacks for new bar license   | Bar Manager           | 2005/2006?          |
| Purchase new vacuum cleaner   | Management Committee  | 2005                |
| Keep team photos up to date   | Management Committee  | 2005 (Ongoing)      |
| Develop a tennis memorabilia section in the clubhouse   | Senior Committee      | 2006                |
| Replace bar fridge with larger one  | Management Committee  | 2006                |
| Shelf under Senior notice board for enrolment forms   | Management Committee  | 2006                |
| Purchase lounge suite and coffee table  | Management Committee  | 2006                |
| Replace carpets   | Management Committee  | 2007                |
| Upgrade changing rooms and build storage facility at back of clubhouse                          | Management Committee  | 2007                |
| Improve ventilation in shower rooms   | Management Committee  | 2007                |
| Purchase trophy cabinet   | Management Committee  | 2007                |

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| <ol style="list-style-type: none"> <li>1. To ensure the clubhouse is well maintained and utilised by all members</li> <li>2. To ensure the courts are well maintained and provide excellent facilities for playing tennis</li> <li>3. To ensure the grounds are attractively presented and reflect a welcoming image</li> <li>4. To be open to innovations for further development of the club facilities</li> </ol> |                       |                     |
| <b>Actions For Achieving These Goals</b>   | <b>Responsibility</b> | <b>Target Dates</b> |
| <b>Courts</b>  |                       |                     |
| Complete fencing   | Management Committee  | 2005/2006           |
| Repair lighting to volley court  | Management Committee  | 2005                |
| New lighting system for courts   | Management Committee  | 2008                |
| Cover in courts 5 & 6  | Management Committee  | 2008                |
| Keep up-to-date with court maintenance (weeds, nets)   | Management Committee  | Ongoing             |
| <b>Grounds</b>   |                       |                     |
| More trees as wind break around 5 & 6  | Management Committee  | 2006                |
| Cut back trees outside kitchen to let more light in  | Management Committee  | 2006                |
| More lighting in car park  | Management Committee  | 2007                |
| Maintenance of sensor lights   | Management Committee  | 2007                |

## Strategic Goal 3: Club Management

| <b>To ensure the club is well managed financially and that budgets reflect the goals of the club</b>                                  |                       |                     |
|---|-----------------------|---------------------|
| <b>GOALS</b>  |                       |                     |
| 1. To develop a financial plan for the duration of this strategic plan  |                       |                     |
| 2. To develop an annual budget based on goals of the strategic plan   |                       |                     |
| 3. To ensure financial management systems allow for effective tracking of all club income and expenditure                             |                       |                     |
| 4. Where appropriate apply to trust organisations for grants to support the future development and maintenance of the club facilities |                       |                     |
| 5. To ensure the club is well managed by a team of skilled and committed volunteers   |                       |                     |
| <b>Actions For Achieving These Goals</b>  | <b>Responsibility</b> | <b>Target Dates</b> |
| <b>Committees</b>   |                       |                     |
| The development of a list of officer's duties: role descriptions for positions on committees  | Management Committee  | 2005                |
| <b>Sponsorship/Grants</b>   |                       |                     |
| Based on strategic plan apply to appropriate funding bodies / trusts to offset cost of maintenance / development of club              | Management Committee  | Ongoing             |
| <b>Financial Planning</b>   |                       |                     |
| Ensure financial and property planning reflects the goals of the strategic plan   | Management Committee  | Ongoing             |
| Set-up annual budget to include expected income and expenditure   | Club Treasurer        | 2005/2006           |
| <b>Systems</b>  |                       |                     |
| Computerise club accounts   | Club Treasurer        | 2005                |
| Set up monthly direct debit payments  | Club Treasurer        | 2005                |
| <b>Annual Reporting</b>   |                       |                     |
| Annual report will include the financial report and progress towards meeting goals of strategic plan                                  | Management Committee  | 2006                |