

## **Have Your Say Evening - 22nd September 2009**

### Summary Notes:

#### **Introduction**

A Have Your Say evening was held on the 22 September 2009 to provide an opportunity for Members to have input towards the operation and development of the club. The concept was to encourage feedback on present plans and as a platform for identifying any new ideas for advancing the club based on members input.

#### **Process**

A business plan originally developed in 2007 included strategic plans under categories of Management, Membership and Facilities. This plan was used as a start point to generate discussion. Following a brief overview one member of the committee facilitated the discussion under each of the categories. The objective at the end of each discussion was to identify the 3 most important aspects that needed to be addressed ranked in order of priority. The priority lists (some lists maybe more than 3) that follow each of the Management, Membership and Facilities sections below is moreover a summary of the discussion. These priorities may require further work / agreement.

Following the evening the intention was for the Committee to review the ideas in order to incorporate these into either the Business Plan or a Marketing Plan (in development) and or advance the idea and implement this as soon as possible.

It is likely this a separate meeting(s) will be required in order to progress this.

#### **Communication**

Communication of the outcomes from the Have Your Say evening to all Members would also be seen as important.

## **Management**

### Committee

1. Needs fresh blood = new ideas and enthusiasm = growth and development for the club.
  - a. Junior parents could be a good source as have passion and wish to help
  - b. Junior parent s could easily be put off by politics so members should exercise discretion when discussing club matters in front of this group
  - c. Need to work on relationships with all groups.
  - d. Set up a Tennis committee to focus on interclub, club days, coaching and tournaments.
    - i. Advantage is focus on Tennis whereas the executive can focus on running the club

### **Top Priorities ranked in order of importance (DRAFT)**

1. Foster improved relations with all club members via:
  - a. Communication
    - i. Use of technology e.g. Text
    - ii. Newsletters
    - iii. Notice Board
    - iv. Word of Mouth
    - v. Extended use of web site
  - b. Education
    - i. Ideas to be generated...
2. Explore Tennis Committee establishment

## **Membership**

1. Must have a full time professional coach or combine with another club to share cost
2. Club coach needs to be involved with coaching at all levels as it attracts new members
  - a. Easi tennis
  - b. Aerobics
  - c. Men's only, Women's only, Kids tennis, PeeWee tennis
  - d. Encourage parent/junior events to involve parents
  - e. Hold a Junior club night for intermediate and advanced Juniors
  - f. Good Juniors encouraged to be part of good Senior teams (risk is lost Juniors)
3. Enlist New Juniors via
  - a. Koru Pro coach going to schools to run programs and at the same time promote the club
  - b. Run tournaments to get outside members to our club (recruitment opportunity)
  - c. NZ Tennis runs grasshopper programs in order to get primary school kids into tennis.
  - d. Equipment is resourced by NZT
    - e. More Social Events are required e.g. casual events for outsiders e.g. Junior bring a friend – this could apply to other membership categories
  - f. Get Juniors into tournaments with club branded gear (tracksuits) in order to add profile
4. Enlisting New Women Members is a Key-
  - a. offer discounts
  - b. buy a team
  - c. advertise at local plaza and signs on road.
5. Need a top Senior Interclub Team e.g. Caro Bowl to add profile to the Club
6. Push better players to Auckland Tennis squads
7. Promotion
  - a. Investment in appropriate Marketing is seen as necessary to enlist new Members e.g. Street signage in Council Reserve bordering Gossamer Drive

## **Top Priorities ranked in order of importance (DRAFT)**

1. Get a Pro Coach on board ASAP
2. Develop strategies to increase membership
  - a. Women
  - b. Juniors
  - c. Higher graded Men's Seniors
3. Appropriate Promotion as part of Marketing Strategy

## **Facilities**

1. Consider facilities such as a Pro Shop.
2. Resurface courts.
3. Improve drainage to courts.
4. Paint clubrooms inside and outside. Consider another colour for the outside.
5. Refurbish clubrooms – toilets, showers.
  - a. Develop a concept plan that looks at all aspects
    - i. Use a professional for this
6. Consider limited access to clubrooms for members.
7. Master

## **Top Priorities ranked in order of importance (DRAFT)**

1. Maintain club rooms
  - a. Re-paint inside / outside – change colour?
2. Court Drainage
3. Re-surface of Courts. Say:
  - a. Courts 3,4,5 at end of 2010 / 2011
  - b. Courts 1,2 by end of 2012
4. Develop a professional concept plan that considers
  - a. Entranceway (impression from car park)
  - b. Improved showers, toilets, changing
  - c. Storage
  - d. Kitchen
  - e. General utility areas