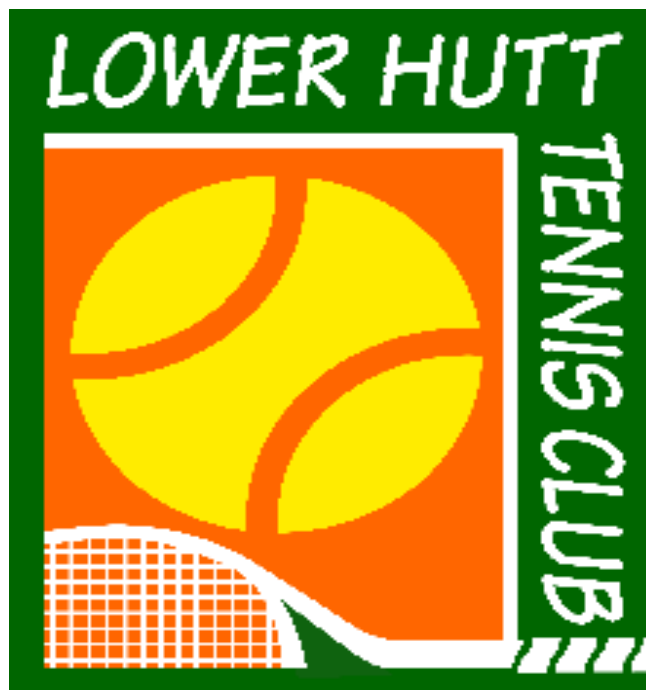


# Lower Hutt Tennis Club Operation Plan



**2008 - 2010**

# Lower Hutt Tennis Club Operation Plan

## CONTENTS

VISION, PURPOSE AND GUIDING PRINCIPLES	3
FOREWORD (from NZT Chairman)	4
INTRODUCTION	6
STRATEGIC GOALS	8
1. UNIFICATION	13
2. FINANCIAL SUSTAINABILITY	14
3. CLUB & GAME DEVELOPMENT	15
4. COACHING	16
5. PEAK PERFORMANCE	18
6. MARKETING	20
7. EVENTS	21

# Lower Hutt Tennis Club Operation Plan

## VISION, PURPOSE AND GUIDING PRINCIPLES

### Tennis New Zealand's vision:

'New Zealand is a tennis nation'

### Tennis New Zealand's purpose:

'Unify, lead and strengthen tennis in New Zealand'

### Tennis New Zealand's guiding principles:

- Foster support for the game in the community.
- Respect and promote sportsmanship and fairplay.
- Encourage equity and access for all while also recognizing competitive spirit and maximising individual talent.
- Embrace a policy of inclusiveness, recognition, transparency and openness for all our stakeholders.
- Enable the continuous improvement of tennis in New Zealand with a view to succeeding in the international arena.
- Adopt a professional approach to the way we manage the business of tennis.
- Ensure all we do is for the good of tennis in New Zealand.

# Lower Hutt Tennis Club Operation Plan

## INTRODUCTION

This Operation Plan outlines where Lower Hutt Tennis Club will lead the sport of tennis in the Central Region of New Zealand. This plan acknowledges NZ Tennis's vision, mission, guiding principles and statements and supports Central Regions Business Plan that will serve to guide all actions of the club. Seven strategic goals are acknowledged that together comprise the framework to Achieve the vision of New Zealand being 'a tennis nation'. These seven goals will improve the tennis experience for all Lower Hutt Tennis Club Members at all levels of participation. Underpinning everything is that principle that everything that the Lower Hutt Tennis Club does will be 'for the benefit of tennis in its community and region of New Zealand'. In the past twelve months Tennis New Zealand has undergone fundamental structural change. These changes have enabled a more effective and efficient delivery model for Tennis New Zealand to deliver on the seven strategic goals. SPARC has committed significant investment in our sport, providing tennis with the resources required to build a more capable and unified sport. Lower Hutt Tennis Club has grasped the support that has been offered to effect lasting change to tennis in there area of New Zealand. To succeed in this endeavor Lower Hutt Tennis Club will need to take a supporting role, be accountable and be seen to assist in the delivery of results because Tennis New Zealand requires the contribution and support of the entire New Zealand tennis community. To fully realize the shared objectives detailed in the NZ Tennis plan the Lower Hutt Tennis club will be seen as supporting efforts to assist in the delivery of lasting and positive change.

The seven strategic goals that will act as the 'pillars' to achieving lasting and positive change within tennis are listed below.

### **1. Unification**

- Unify tennis in the Hutt Valley and Central Region of New Zealand.

### **2. Financial Sustainability**

-Secure the club's future by creating and implementing a sustainable business model.

### **3. Club and Game Development**

- Create transparent and attractive pathways for participants at all levels of the sport.

### **4. Coaching**

-Encourage participation in national coaching initiatives aimed at delivering high quality coaching to all participants.

### **5. Peak Performance**

- Implement realistic approaches, at all levels, to identify and fully develop talent.

### **6. Marketing**

- Ensure all those interacting with tennis in New Zealand have a positive experience and the profile and brand of tennis in New Zealand is strong and identifiable.

### **7. Events**

- Deliver all club and community tennis events to a high standard.

Lower Hutt Tennis Club is committed to supporting and achieving these goals. This Operations Plan details how these goals will be achieved. With the support of the Central Region and Tennis New Zealand we will assist in New Zealand becoming a tennis nation.

# Lower Hutt Tennis Club Operation Plan

## OPERATION PLAN

The following Operation Plan Goals are focused on the period May 1 2008 to August 30 2010 but are consistent with achieving the long term vision by 2020 mentioned above.

### 1. UNIFICATION

#### *Strategic Goal*

Unify tennis in Hutt Valley and Central Region of New Zealand by supporting the new infrastructure by sharing same objectives and tennis operates effectively as one sport.

	<b>Strategic Initiatives</b>	<b>Performance Measures</b>	<b>Action Plan</b>	<b>Delivery/Responsible</b>
1.1	Be aware of new TNZ and Regional structure and governance as it impacts on Region and clubs.	Be fully up to date with information about MOU's and constitution changes impacting on the club as it arises.	Appoint HVT representatives to monitor and feed back changes and forward email material to committee members on receipt.	Ongoing - HVT Delegate/s and club secretary.
1.2	Support the new Central Region Centre and adopted constitution.	Support Central Region by redrafting clubs constitution to mirror rules and regulations.	Appoint a review committee and redraft using regional centre template.	Constitution review sub committee by 30/6/10.
1.3	Be aware of annual regional operating plans aligned to this Strategic Plan.	Support Central Region Operations Plan by redrafting clubs operational plan to mirror objectives and initiatives..	Appoint a review committee and redraft using regional centre template.	Operation plan sub committee by 30/6/10
1.4	Develop integrated systems and business processes for HR structures/ processes/ policies, governance, risk management, financial and IT systems with Central Region and Tennis NZ support..	Review and Complete: a. Review Business Processes b. HR Structures & Governance c. Risk Management d. Financial systems e. IT systems	Delegate responsibility: a. Review Business Processes b. HR Structures & Governance c. Risk Management d. Financial systems e. IT systems	Delegates name: a. b. c. Completed d. e.
1.5	Develop and implement a Stakeholder Management Plan.	Stakeholder Management Plan identifies clubs stakeholders and relationship planning.	Appoint Plan author for drafting using TNZ template.	Management Committee

# Lower Hutt Tennis Club Operation Plan

1.6	Invest in the skills and capability of members to ensure the effective delivery of the Lower Hutt Tennis Club Operations Plan.	Club has a list of volunteers covering a vast list of skills and capabilities.	Update Club volunteer occupations & skill list for task recruitment and training options.	Club Secretary
1.7	Introduce Maori club members to Aotearoa Maori Tennis Association.	Clubs Maori tennis players and members of AMT Assoc.	Identify Maori players in registration form and send information to them on AMT Assoc..	Club Secretary
1.8	Strengthen skills in and relationships with the Central Region and affiliate organisations.	Central Region and affiliate organisations are aware of Club and its support.	Management Committee to act on Stakeholder Management Plan initiatives to strengthen relationships.	Management Committee.

## 2. FINANCIAL SUSTAINABILITY

### *Strategic Goal*

Secure the tennis community's future by creating and implementing a sustainable business model with a variety of revenue streams.

	<b>Strategic Initiatives</b>	<b>Performance Measures</b>	<b>Action Plan</b>	<b>Delivery/Responsible</b>
2.1	Develop a strategy to secure long-term sustainable funding including a sport-wide matrix of income opportunities detailing where, who and when these will be pursued.	Completion of a Finance Strategy covering next 2 years to support club Marketing strategy to increase membership base.	Draft Finance Strategy and issue to committee for feedback by Dec 2009.	Finance committee
2.2	Identify products, events and other initiatives that attract commercial sponsorship and trust funding.	Completion of a Finance Strategy covering next 2 years to support club initiatives requiring funding.	Draft Finance Strategy and issue to committee for feedback.	Finance committee
2.3	Identify potential products and programmes and	Completion of a Finance Strategy covering next 2 years to support club	Draft Finance Strategy and issue to committee for feedback.	Finance committee

# Lower Hutt Tennis Club Operation Plan

	capitalise on these opportunities.	coaching programs.		
2.4	Identify what national buying opportunities NZ Tennis and Central Region has for clubs.	Identify within TNZ and Central Region's plans what financial support is available for clubs and recommend options.	Investigate and report back to committee with options.	Finance committee
2.5	Identify what assistance NZ Tennis and Central Region will give clubs in trust applications for funding based on Tennis NZ strategy.	Identify within TNZ and Central Region's plans what financial support is available for clubs and recommend options.	Investigate and report back to committee with options. 1, Attend Sport Wellington training forum on trust applications	1. Secretary attended training July 2009.

### 3. CLUB & GAME DEVELOPMENT

#### *Strategic Goal*

Create transparent and attractive pathways for participants at all levels of the sport including clubs, players, coaches, officials, volunteers and other participants.

	<b>Strategic Initiatives</b>	<b>Performance Measures</b>	<b>Action Plan</b>	<b>Delivery/Responsible</b>
3.1	Use Tennis NZ's strategy for capturing those who play casually as part of the tennis family by investigating varied classes of membership.	Expand membership concepts to capture 10% of the estimated 350,000 casual tennis players and bring them into the Lower Hutt tennis community.	Use Marketing Plan's suggested tennis promotion options to attract casual players. Increase club membership by 10% each year.	Management Committee
3.2	Appoint Junior & Senior Development Officers to focus on increasing membership and retention	To meet objective of 10% increase in formal membership from the 2009 baseline measure of 360 appoint officers to focus on developing	Introduce Junior and Senior development officers based on a similar JE operated by Central region.	Junior & Senior Committees

# Lower Hutt Tennis Club Operation Plan

	of existing members.	membership.		
3.3	Overall athlete pathway from youth to adult at all levels.	Implement Tennis NZ athlete pathway for youth to adult to develop elite players.	Investigate pathway development for use by the club to expand elite player group.	Junior & Senior Committees
3.4	Create pathways and, where appropriate, qualification standards, programmes, training and resources for the following participants in our sport: players, coaches, officials, administrators and volunteers.	Use Tennis NZ resources for players, coaches, officials, administrators and volunteers to identify club initiatives.	Look at setting up development pathways for: <ul style="list-style-type: none"> <li>• Players</li> <li>• Coaches</li> <li>• Officials</li> <li>• Administrators</li> <li>• Volunteers</li> </ul>	Management Committee
3.5	Develop tools and programmes for use with clubs and schools which can be rolled out regionally and ensure consistent standards of delivery.	Use Tennis NZ tools and programs which can be implemented by clubs so standards are consistent.	Identify tools and templates and consider use to increase standards. <ul style="list-style-type: none"> <li>• Constitution</li> <li>• Business Plan</li> <li>• Membership Form</li> </ul>	Management Committee
3.6	Develop a Primary School Programme aimed at introductory skills	Implement Junior Grasshoppers' program (5-10years) in to clubs new junior membership initiatives.	Develop Annual School Grasshopper coaching and financial plans for Implementation from Oct to Dec	Club Coach
3.7	Develop policies and systems for facility management, support for new facilities and playing surfaces.	Use Tennis NZ's facility management resources to look at ways to improve the clubs facilities in the future.	Develop a Facility Improvement Plan for : <ul style="list-style-type: none"> <li>• Clubhouse maintenance/refurbishment/replacement</li> <li>• Courts development/replacement</li> <li>• Grounds/Car park maintenance/improvements</li> </ul>	Management Committee
3.8	Ensure all New Zealanders have the opportunity to participate.	Development of clear and attractive pathways in place for all participants in the game and ensure everyone has the opportunity to participate in tennis.	Introduce a new member assessment pathway check sheet to ensure programs, events, ranking, coaching and rules are introduced at the start of the membership.	Junior & Senior Committees

# Lower Hutt Tennis Club Operation Plan

3.9	Develop new Tennis New Zealand programmes and events wherever appropriate to assist in the development of the game at all levels.	Use Tennis NZ three new branded programs if appropriate to grow the game and introduce calendar showing new and current events.	Introduce Top Dog closed and open events prior to interclub season, in-between and after so members have opportunity to increase ranking.	Junior & Senior Committees
3.10	Survey school participation numbers to establish a baseline measure.	Develop a baseline measure for school participation by the 30 June 2010.	Collect statistics on what schools junior members attend to plan: <ul style="list-style-type: none"> <li>• Schools promoting tennis</li> <li>• Schools not promoting tennis</li> <li>• Schools with tennis courts</li> <li>• Schools without tennis courts</li> </ul>	Junior Committee

## 4. COACHING

### *Strategic Goal*

Create national coaching initiatives aimed at delivering high quality coaching to all participants.

	<b>Strategic Initiatives</b>	<b>Performance Measures</b>	<b>Action Plan</b>	<b>Delivery/Responsible</b>
4.1	Awareness of Tennis NZ Coaching Development Plan that covers accreditation, coaching pathways, training courses, specialist coaching requirements, recruitment and programme delivery.	Club coaches aware of Coaching Development Plan which was in place by end of 2010.	<ul style="list-style-type: none"> <li>• Ensure Coaches contract includes Coaches development Plan Initiatives.</li> </ul>	Management Committee
4.2	Awareness of Tennis NZ provision of high quality coaching for all participants.	Club coaches working with Regional Performance Coaches who were recruited by the end of 2010.	<ul style="list-style-type: none"> <li>• Ensure Coaches contract includes Coaches development Plan Initiatives.</li> <li>• Head coach provides a performance report that includes complying with TNZ initiatives.</li> </ul>	Club Coach

## Lower Hutt Tennis Club Operation Plan

4.3	Awareness of Tennis NZ Coach database maintained to a high standard which will include details on coach accreditation and contact details.	Club coaches involved in attending collective courses for coaches across the regions.-	<ul style="list-style-type: none"> <li>• Ensure Coaches contract includes Coaches development Plan Initiatives.</li> <li>• Head coach ensures all club coaches employed are on TNZ Coach database and reports this requirement to Management committee.</li> </ul>	Club Coach
4.4	Awareness of Tennis NZ national accreditation system for coaches.	Club Coaches aware of Regional Performance Centres operating as one integrated team with coaching managers and high performance directors.	<ul style="list-style-type: none"> <li>• Ensure Coaches contract includes Coaches development Plan Initiatives.</li> <li>• Head coach ensures all club coaches employed are on TNZ Coach database and reports this requirement to Management committee.</li> </ul>	Club Coach
4.5	Awareness of pathways for coaches.	New Club coaches to be accredited at Junior Development Coach level or higher under the Tennis New Zealand accreditation system by the end of 2010.	<ul style="list-style-type: none"> <li>• Ensure Coaches contract includes Coaches development Plan Initiatives.</li> <li>• Head coach ensures all club coaches employed are on TNZ Coach database, are entered into the accreditation system and reports this requirement to Management committee.</li> </ul>	Club Coach
4.6	Awareness of Regional Performance Coaches.	Club coaches have established networks with Regional Performance coaches for parallel interests.	<ul style="list-style-type: none"> <li>• Ensure Coaches contract includes Coaches development Plan Initiatives.</li> <li>• Head coach ensures all club coaches employed are on TNZ Coach database, have established networks with Regional Performance coaches and reports this requirement to Management committee.</li> </ul>	Club Coach
4.7	Awareness of consistent	Club coaches have established	<ul style="list-style-type: none"> <li>• Ensure Coaches contract includes</li> </ul>	Club Coach

# Lower Hutt Tennis Club Operation Plan

	delivery of national coaching initiatives by the Regional Centres.	networks with Regional Centre.	Coaches development Plan Initiatives.	
4.8	Encourage more female coaches to seek accreditation and assist in their training and development	Club coach strives to increase interest for female coaches for the Tennis New Zealand Find A Coach system.	<ul style="list-style-type: none"> <li>• Ensure Coaches contract includes Coaches development Plan Initiatives especially to encourage new female coaches..</li> </ul>	Club Coach
4.9	Awareness of aligning the coach development system with the Tennis Australia system.	Club coaches to be aware of Tennis Australia accreditation system alignment.	<ul style="list-style-type: none"> <li>• Ensure Coach is internationally aware of Coaches systems to consider own enhancements.</li> </ul>	Club Coach
4.10	Awareness of more coaching workshops to improve the skills of coaches	Club coaches to take opportunities to improve their skills using Tennis NZ workshops.	<ul style="list-style-type: none"> <li>• Ensure Coaches contract includes Coaches development Plan Initiatives.</li> <li>• Head coach ensures all club coaches employed take opportunities to improve their skills.</li> </ul>	Club Coach
4.11	Awareness of the Coach force network and the Coach force Officer in Central Region.	Club Coaches to contact Central Region Coach force Officer.	<ul style="list-style-type: none"> <li>• Ensure Coaches contract includes Coaches development Plan Initiatives.</li> </ul>	Club Coach
4.12	Awareness of a learning and knowledge sharing culture as predominant ethos among New Zealand coaches.	Club coaches to join other central region coaches at least twice a year for competitive training, play and exchanging of ideas between coaches.	<ul style="list-style-type: none"> <li>• Ensure Coaches contract includes Coaches development Plan Initiatives.</li> </ul>	Club Coach
4.13	Awareness of coaching networks among coaches.	Club coaches to establish networks and meet occasionally with coaches in area to share ideas.	<ul style="list-style-type: none"> <li>• Ensure Coaches contract includes Coaches development Plan Initiatives.</li> </ul>	Club Coach

# Lower Hutt Tennis Club Operation Plan

## 5. PEAK PERFORMANCE

### *Strategic Goal*

Implement realistic approaches, at all levels, to identify and fully develop talent so the foundations for success on the world stage are laid.

	<b>Strategic Initiatives</b>	<b>Performance Measures</b>	<b>Action Plan</b>	<b>Delivery/Responsible</b>
5.1	Assist Tennis NZ with High Performance Programmes in Tennis New Zealand” by encouraging and supporting elite players to grow their talent.	<p>The aggregate ranking of the top five girls to improve from by 10-15% per year for each of the three years, as well as having at least one player ranked in the top 20 in NZ.</p> <p>The aggregate ranking of the top five boys to improve by 10-15% per year for each of the three years as well as having at least one player in the top 20 in NZ.</p>	<ul style="list-style-type: none"> <li>• Identify elite junior players</li> <li>• Ensure skill assessments and development plans are undertaken.</li> <li>• Encourage involvement in a highly graded interclub team.</li> <li>• Assist with funding if necessary.</li> <li>• Promote players throughout club for sponsorship by members.</li> <li>• Show junior national region ranking in club newsletters to show their achievements.</li> </ul>	<ul style="list-style-type: none"> <li>• Club Coach &amp; Junior Committee</li> <li>• Club Coach</li> <li>• Junior &amp; Senior Interclub convener</li> <li>• Reg 1 contracts by Snr Interclub convener</li> <li>• Player profiles on LHTC website and in newsletters</li> <li>• Club rankings to be displayed on LHTC website and in newsletters</li> </ul>
5.2	Club to recruit an accredited Coach.	Club to contract a suitably qualified Coach working successfully with high performance coaches in the region and nationwide.	<ul style="list-style-type: none"> <li>• Ensure Coaches contract includes showing good relationships with other coaches in region.</li> <li>• Coaches contract includes presentation of a Coaches Peak Performance plan document to assist club in attaining strategic initiatives.</li> </ul>	Management Committee
5.3	Awareness of Regional Performance Centres	Club coach to be aware of Regional Performance Centers and what player performance levels they expect from elite junior players.	<ul style="list-style-type: none"> <li>• Coaches contract includes presentation of a Coaches Peak Performance plan document to assist club in attaining strategic initiatives.</li> </ul>	Management Committee

# Lower Hutt Tennis Club Operation Plan

5.4	Aware of the transitional player support scheme	Club awareness and player opportunities.	Club to investigate and ensure scheme opportunities are sought.	Junior & Senior Development Officers
5.5	Aware of Tennis NZ Peak Performance Plan that covers talent identification, selection, coaching, facilities, training camps, tournaments and support for our elite players of all ages. This will also include a strategy for prioritising resources.	Club to be aware and support Tennis NZ Peak Performance Plan	Ensure coach's contract includes presentation of a Coaches Peak Performance plan document to assist club in attaining strategic initiatives. Coaches Peak Performance plan should include: <ul style="list-style-type: none"> <li>• talent identification,</li> <li>• selection,</li> <li>• coaching,</li> <li>• facility requirements,</li> <li>• training camps,</li> <li>• tournaments and</li> <li>• support for clubs elite players of all ages.</li> </ul>	<ul style="list-style-type: none"> <li>• Management committee</li> <li>• Coach</li> <li>• Junior and senior Development Officers</li> </ul>
5.6	Ensure our elite players have access to required facilities to train and develop.	Club courts to be available to clubs elite players as and when required.	Junior and Senior development Officers and Coach to negotiate with Management Committee when courts are required for elite player training above normal court requirements.	<ul style="list-style-type: none"> <li>• Club Coach</li> <li>• Junior &amp; Senior Development Officers</li> </ul>

## 6. MARKETING

### *Strategic Goal*

Ensure all those interacting with tennis in New Zealand have a positive experience and the profile and brand of tennis in New Zealand is strong and identifiable.

	<b>Strategic Initiatives</b>	<b>Performance Measures</b>	<b>Action Plan</b>	<b>Delivery/Responsible</b>
6.1	Improve existing services provided to members and develop new offerings that add value to them and the sport.	Complete a club services plan with new initiatives that meet members satisfaction.	Draft Services Plan which includes: <ul style="list-style-type: none"> <li>• Event Calendar</li> <li>• Social activities</li> <li>• Coaching services</li> </ul>	Management Committee

## Lower Hutt Tennis Club Operation Plan

6.2	Devise branding and marketing strategies to secure organizational credibility And financial support.	Piggy back on the new visual identity created by Tennis New Zealand for the Regional Centres and tennis clubs.	Draft a Marketing Plan that takes into account: <ul style="list-style-type: none"> <li>• TNZ strategies,</li> <li>• TNZ branding and</li> <li>• LHTC branding.</li> </ul>	Management Committee
6.3	Develop a communications strategy for stakeholders	Create a communications plan using Tennis NZ template to address stakeholders needs.	Draft a communications plan using Tennis NZ template by the 30 June 2010 and review annually.	Management Committee
6.4	Create a website and data base platform from which all members operate.	Look at upgrading LHTC website to a more user friendly with better technology equipped functions and web based products. Investigate options and prices.	Replace club website with Tennis NZ Zeus web software so same look and feel so systems are common and tennis products can be used on web portal by end of 2010. Cost is minimal.	Management Committee
6.5	Introduce targeted promotions that offer tangible benefits to engage broad groups of people.	Complete a promotion plan which targets the community with support from Central region.	Draft a Marketing plan that addresses promotion of broad groups of people.	Management Committee Done SW
6.6	Seek results of credible market research conducted to assist in the creation of a strong brand for Tennis New Zealand. This research should include current non-consumers who don't currently affiliate but play tennis in some capacity	Be aware of results that may assist the club in new initiatives for membership drives.	Draft Marketing Plan that addresses non affiliated social players.	Management Committee Done SW
6.7	Be aware of Tennis NZ communications plan with respect to the media coverage achieved and analysis of that coverage.	Club to be aware of communication options using media.	Draft a communications plan using Tennis NZ template by the 30 June 2010 and review annually.	Management Committee
6.8	Carry out a benchmark membership survey in 2010 to measure overall satisfaction'.	Survey members satisfaction to establish a benchmark and feed results to Tennis Central	Plan survey for March 2010 for all club members.	Management Committee

# Lower Hutt Tennis Club Operation Plan

6.9	Improve the publicity levels and overall profile of tennis at all levels.	Seek assistance from Central region to piggy back onto Tennis NZ publicity drive at all levels.	Draft Marketing Plan that addresses tennis profile at all levels.	Management Committee Done SW
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## 7. EVENTS

### *Strategic Goal*

Deliver all club and community tennis events to a high standard for players, officials, coaches, sponsors, spectators and other stakeholders.

	<b>Strategic Initiatives</b>	<b>Performance Measures</b>	<b>Action Plan</b>	<b>Delivery/Responsible</b>
7.1	Deliver high quality tournaments according to Tennis NZ events best practice.	Club to invest in Tournament Management System to run tennis events off website.	Club to invest in a Lap Top with TMS software to run events.	Management committee
7.2	Provide high quality facilities and surfaces for tournaments.	Complete a Facilities Improvement Plan for the next ten years and identify financial commitments. Plan to show projects and dates.	Develop a Facility Improvement Plan for <ul style="list-style-type: none"> <li>• Clubhouse maintenance/refurbishment/ replacement</li> <li>• Courts development/replacement</li> <li>• Grounds/Car park maintenance/improvements</li> </ul>	Management committee
7.3	Provide event management training for key people responsible for running Tournaments and other events.	Club to organize training when required so all events are delivered at a high quality using best practice technology.	Event Management training is provided for volunteer event managers when TMS available to use.	Management committee
7.4	Secure regional events on the National calendar.	Club to secure staging a national junior or senior age group event during the year as an annual event.	Club to plan top dog junior and senior events both closed to club members and open to Central region at a small cost.	Management committee
7.5	Secure sponsorship to	Club to secure a major gold	Promote events for sponsorship from	Management committee

## Lower Hutt Tennis Club Operation Plan

	maximize financial potential from events.	sponsor, several silver sponsors and many bronze sponsors to assist in financial plan.	local businesses as part of the financial plan.	
7.6	Enhance a full range of media opportunities for events using latest technology.	Club to seek assistance from Tennis NZ and Central region to use media for promoting events and elite players.	Promote events on TNZ , Central and LHTC websites, and national calendar.	Management committee
7.7	Successful promotion of events to raise public awareness and appeal to sponsors.	Club to maximise sponsorship opportunities.	Promotion of results of events in local media and websites to award sponsorship groups and players.	Management committee
7.8	Leverage club event opportunities off regional and national events, such as the Hutt Valley Open, to attract top quality players, sponsorship and media coverage.	Club to be aware of local events to leverage elite players to play in club events.	Be aware of local tennis events so visiting players to the region can consider playing at club events prior to or following event to achieve continuous tennis program.	Management committee
7.9	Use latest technology during events	Club to invest in TMS software to run events.	Purchase TMS software from TNZ to run future club events and load results automatically into Top Dog.	Management committee
7.10	Successfully manage events to promote tennis and deliver financial benefits.	Club to produce an event evaluation after events for improvements and increase financial outcomes.	All event evaluations must be planned and completed for club events for presentation to Management Committee.	Management committee
7.11	Aware of domestic tournament programme	Review event programme through measures of stakeholder satisfaction for events as and when necessary.	Ensure club events do not clash with other local events on TNZ tournament program.	Management committee
7.12	Introduce new tennis products.	Club to introduce new tennis products that innovate and improve tournament delivery.	Club to consider new innovative products for event prizes and players packs to encourage entry.	Management committee
7.13	Create financial and operational templates that can be used at every Tennis New Zealand event.	Club to source Tennis NZ resource templates when needed.	Club to investigate templates when necessary.	Management committee

# Lower Hutt Tennis Club Operation Plan

7.14	Use customer friendly, efficient and effective technology to improve events and communications.	Club to upgrade website to improve event management and communications by end of 2010.	Replace club website with Tennis NZ Zeus web software so same look and feel so systems are common and tennis products can be used on web portal by end of 2010. Cost is minimal.	Management committee
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