



CORINTHIAN PARK TENNIS CLUB (INC)

Strategic Plan

(2020 - 2024)

Our Foundation

Corinthian Park Tennis Club (CPTC) is a community-based sporting club run by a Management Committee of volunteers since the club's inauguration in 1974. The Club was founded by Alan and Mary Hicks, local residents with a passion for building a tennis club for the community, who encouraged people of all ages to play tennis. Second and third generations of the Hicks family continue to be active within the Club. 45 years on, many foundation members still play tennis and/or participate in Club social activities, and reunion functions are held twice a season to bring past and present members together. It is a testament to the commitment of the Hicks family and the first Organising Committee, that the Club continues to thrive. The City of Canning, since the Club's inception has been an enthusiastic supporter, with the Council formally approving the establishment of the facilities in 1971. The Mayor of the City of Canning, Ernest Clarke O.B.E, J.P., officially opened the Club on 17th March 1974. The Club has played a central role in the life of the Perth tennis community, including having hosted major State and Perth tournaments in the 1970's, 80's and 90's.

Our Profile

The Club is leased from the City of Canning and is dedicated to offering a quality tennis facility, which is available to all members of the community on both a member and non-member basis. The club caters for competition play, social tennis and coaching and has vibrant social events during the year. It serves a wide geographic community inclusive of the suburbs of Shelley, Rossmoyne, Willetton, Riverton, Wilson, Bullcreek, Leeming, Ferndale, Parkwood and Canning Vale. The Club is affiliated to Tennis West as the State and Club governing body, promoting tennis, providing commercial guidance, overseeing grassroots programs and managing State-wide competitions and tournaments.

2020 Fast Facts

- Membership: 235 members comprising seniors, juniors, midweek, social and life members.
- Pennant Teams (Summer): 4 in Saturday Open, 4 in Sunday Men's Over 50's, 1 Midweek Ladies Open.
- Eight new state-of-the-art acrylic gel courts approved for completion in 2021.
- Courts, Facilities and Shared Facilities: CPTC currently offers 21 courts: 15 grass courts, 4 hard courts and 2 synthetic courts. It has a clubhouse, bar and kitchen, small office and a playground. Shared facilities include a community hall and ablutions.
- Volunteers: An elected Management Committee oversees all Club activities, and all general and facilities management, administration and events co-ordination tasks are performed by Club volunteers.
- Other: CPTC operates an online booking system for its four (4) hard and two (2) synthetic courts at Beatrice Avenue Shelley, and two (2) hard courts at Central Road Rossmoyne. These courts are available for hire by all members of the community.

Our Vision

To be recognised as WA's leading community- based Tennis Club.

Our Mission

CPTC exists to promote the sport of tennis, encourage community participation and build grass roots tennis development programs that create tennis players for the future.

CPTC does this by providing and maintaining quality facilities including '*all year round*' multi-surface tennis courts, and offering diverse playing opportunities to suit all members of the community incorporating competition, tournament and social play. The Club also delivers social activities, which encourage and engage the participation of playing and non-playing, past and present members alike.

CPTC aims to be thriving, vibrant, resilient and sustainable. This will be measured by the size of its membership, the diversity of programs and activities provided, and its financial strength and independence.

The PURPOSE of our Strategic Plan is to provide a roadmap that will enable CPTC to grow its membership, and guide its programs and investment decisions over the next five years.

Strategic Plan

CPTC has identified six key Strategic Objectives. These objectives if well planned and implemented will support the achievement of the Club’s vision and mission.

Each Strategic Objective will lead to an Outcome, which provides benefits to our tennis community resulting from the implementation of a range of activities, programs and developments during the life of the Strategic Plan.

It is intended that these Strategic Objectives along with Outcomes and Key Actions, will be tracked using Progress Measures, and will be reviewed, and where necessary updated, annually.

Strategic Objectives	Outcomes	Key Actions	Progress Measures
<p>1. To provide high quality ‘all year round’ tennis facilities which cater for the needs of diverse age groups within our community</p>	<p>CPTC facilities are well utilised and meet the needs of the tennis playing community</p>	<ul style="list-style-type: none"> • Maintain both hard and synthetic court surfaces to accommodate all weather conditions and player development requirements. • Install new “gel cushion” surfaces on at least 2 courts (grass / hard) which can provide a surface usable by all levels and ages of players. • Ensure continuity of high quality grass court maintenance through proactive identification and engagement of expert contract services. • Increase and upgrade the number of flood lit courts for hire/night play. 	<ul style="list-style-type: none"> • Increased tennis court usage throughout the year. • Resource mobilisation to implement the conversion of at least two courts to new alternative surfaces by 2021. Further upgrades in line with resources and planned projects. • Increase number of courts with new surface based on positive user feedback. • Increase in revenue from court hire fees.

Strategic Objectives	Outcomes	Key Actions	Progress Measures
<p>2. To provide a range of playing opportunities for the community including competition, tournament and social play options</p>	<p>Increased participation and performance in Tennis West leagues</p> <p>Increased participation in the variety of social play on offer by both members and non-members</p>	<ul style="list-style-type: none"> • Register pennant teams to include summer, winter and night fixtures • Promote women’s competition tennis incorporating a women’s pennant team • Run an annual Club tournament and a range of social one day tournaments, including corporate days • Maintain a practical balance between pennant and social play in line with demand • Develop inter-club tennis and social events 	<ul style="list-style-type: none"> • Feedback from playing members • Participation numbers for competition, tournament and social play options • New member numbers
<p>3. To encourage community and member wellness through physical exercise, social engagement and education</p>	<p>Improved levels of health, and wellbeing in the tennis playing community</p> <p>Increased family inclusive event participation</p>	<ul style="list-style-type: none"> • Develop and promote initiatives which build membership and community engagement • Offer alternative, multipurpose exercise programs to encourage health and wellness e.g. Cardio-tennis, Fast-Four, etc • Offer a varied calendar of social and fun activities to encourage family participation. • Promote ‘Sunsmart’ initiatives and similar healthy lifestyle/wellness programs • Support ‘Smash Cancer’ programs • Make available professional coaching services. 	<ul style="list-style-type: none"> • Participation numbers at wellness events • Feedback from wellness event participants • Increased social and playing membership

Strategic Objectives	Outcomes	Key Actions	Progress Measures
<p>4. To become a leading tennis club for juniors in Perth</p>	<p>Promote junior tennis development through access to quality coaching, competition and social activities</p>	<ul style="list-style-type: none"> • Ensure continuity of a well-qualified and experienced coach who will promote and encourage junior development • Support and facilitate junior development programs • Promote and co-ordinate junior pennant competition • Create opportunities for teens and young adults to play and mix socially with their own age group, and encourage them to become active members • Provide opportunities and create pathways for junior players to progress to senior player status. 	<ul style="list-style-type: none"> • Junior membership and participation numbers • Junior player retention through to senior status
<p>5. To be financially secure and independent, with diverse revenue streams</p>	<p>Membership fees remain affordable to the tennis community Facilities and infrastructure are maintained and enhanced</p>	<ul style="list-style-type: none"> • Formalise an annual business plan • Increase the number of courts available for evening and general hire (see court conversion initiative) • Maintain / grow club sponsorship from community businesses • Actively seek grant funding support for major initiatives • Implement an annual fundraising event • Sustain current membership levels • Increase membership particularly in the junior and young adult categories 	<ul style="list-style-type: none"> • Annual business plan approved • Membership numbers • Annual financial data • Sponsors at Gold, Silver and Bronze Levels • Membership fee increases to be kept within Consumer Price Index (CPI)

Strategic Objectives	Outcomes	Key Actions	Progress Measures
<p>6. To ensure transparent and accountable governance and sound leadership</p>	<p>Broader engagement and increased membership participation in CPTC decision-making processes</p>	<ul style="list-style-type: none"> • Identify potential leadership talent to ensure adequate succession planning at Management Committee level • Ensure governance of the CPTC is at the highest levels and meets all statutory requirements • Increase opportunities for members to provide input and feedback to Management on key decisions 	<ul style="list-style-type: none"> • Committee succession plan in place and regularly updated • Annual review and update of Strategic Plan undertaken.

