

Club culture programme – creating a thriving and sustainable tennis community

Purpose

A targeted club ‘culture change’ to help create more vibrant, visible, and viable tennis clubs in New Zealand. The aim is to demonstrate that a culture change can be the catalyst for club growth and sustainability

Reasoning

In its drive to modernise tennis, Tennis New Zealand is committed to helping clubs become more vibrant, visible, and viable community focused clubs through a new support and mentor programme – The Club Culture Programme. Clubs that demonstrate a willingness to change, a keen desire to develop a welcoming culture, and take steps to engage with their community are more likely to thrive and grow, becoming organisations that cater to the needs of today’s players. With these foundations in place the possibilities for growth and sustainability increase.

Who is this for?

Tennis New Zealand affiliated clubs that are genuinely committed to embracing change and growing their clubs to meet the needs of their communities and today’s tennis players.

Key benefits to Clubs, One on one support in the following way

- Individual Club workshop and follow up meetings
- Access to tools and templates to help with new activities as required
- ‘Club Self-Evaluation’ document, creating a snapshot of where the club sits at onset of programme, using the measurement areas identified below.
- Creation of a club ‘3 Things Action Plan’
- End of programme term report – including future suggestions

Measurement, this will be across four key areas

1. Volunteer Engagement
How many new or former volunteers are engaged, and how have you provided new ways to engage them
2. Community Engagement
How many community events do you run or get involved in, and what new partnerships do you form to broaden your reach and profile
3. Income Generation
How many ‘new’ revenue streams are generated
4. Club Membership
Membership growth, focus being on the diversity within your membership

Timeline 9 to 12-month period.

1. Initial meeting with clubs covering an introduction to the program specific to their club, including discussions regarding key challenges and opportunities to outline the process. Set date for club culture session.



2. Club Culture Session - Focus on variety of member and as many as possible to take part, clubs encouraged to bring new people to these sessions. Further consultation with club players/community and formulation of action plan. Club snapshot at present date, self-assessment.
3. 3 months post initial culture session. Second culture session with follow up from both sessions in the form of questionnaires/google docs etc to enable as many people as possible to be reached, information attained to develop action plan.
4. 3 to 9 months post initial culture session. Monthly reporting and assessing, need to tweak or change action plan. Remote support in the form of tools, templates, online calls, workshops and additional meetings if required. Constructive nagging, involving emailing and phoning key contacts to support clubs moving forward.

Selection process

The main criteria for selection will be based around the club's willingness to change; their community engagement focus; their commitment to providing great experiences; and their 'can do' attitude. Clubs will be asked to submit a simple application form to be considered for the programme.