

# CLUB STRATEGIC PLAN

Awesome Tennis Club  
2022-24



**MISSION:** e.g. More participants of all ages playing/enjoying tennis & maintaining a lifelong love of the game

**VISION:**

**VALUES:** Serving the needs of our members & community  
Effective communication and transparency  
R.....  
V.....  
E.....

## OUR FOUR KEY OUTCOMES OF OUR STRATEGIC PLAN ARE

### PARTICIPATION

More people of all ages and cultures playing tennis



### PARTNERSHIPS



### COMPETITION



### PEOPLE

More volunteers supporting tennis at all levels both on and off the court



## OUR STRATEGIES

1. Implement a participation plan that caters for all ages and stages, cultures, social and competitive players
- 2.
- 3.

1. Develop a partnership engagement plan that includes the members, local business, councils, sports trusts as well as external partners
- 2.
- 3.

1. Encourage players, of all levels to understand pathways, embrace development opportunities
2. Growing club events and competitions
- 3.

1. Develop and implement a volunteer plan that will enhance recruitment, retention and the development of volunteers
- 2.