

# what can a club administrator provide?

## PROMOTE

Tennis as a year-round sport

## PROVIDE

An improving experience for existing/new members

## DEVELOP

Increasing revenue streams

## ALIGN

To Tennis NZ programs and capability

## EXPAND

Coach and club capability

## GROW

In a growing and diversifying community



A wide-angle photograph of several outdoor tennis courts. The courts are green with white lines. In the background, there are trees and a building. The image is overlaid with a semi-transparent blue filter.

**we could do this by  
running our clubs  
differently**

## **ROLE OF THE COMMITTEE**

What's our existing model - Governance  
vs Operations?

Does this bring volunteer burnout?

What's currently being missed?



# What are the common challenges to employing an administrator

## CLUB TOO SMALL

- Too small to warrant an administrator

## COMMITTEE RESSISTANCE

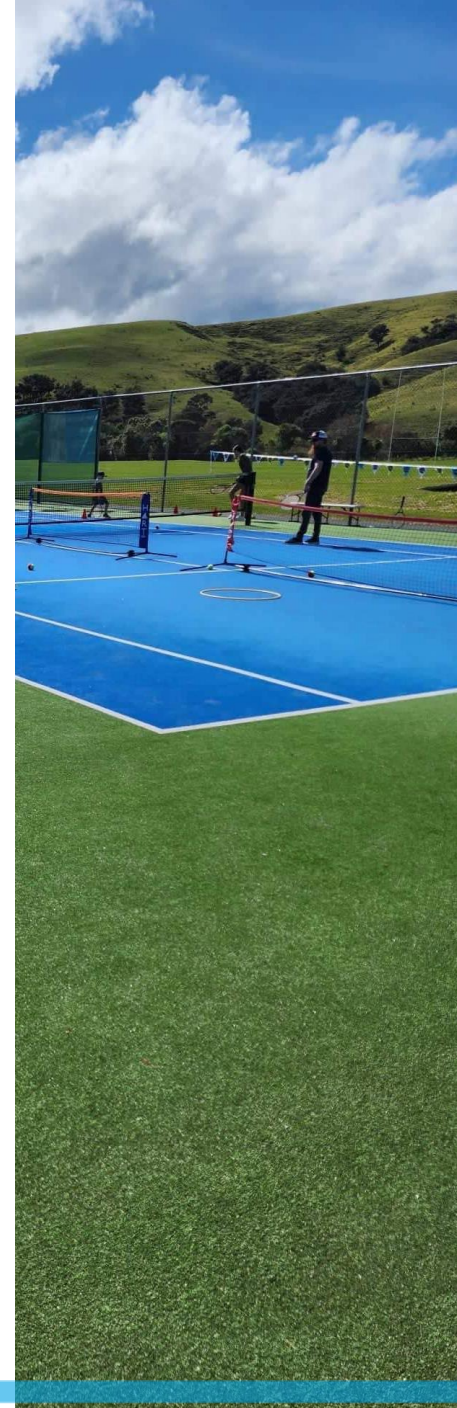
- Getting the whole team onside

## CURRENT LACK OF REVENUE

- We haven't got the funds

## CHALLENGE FOR SMALL CLUBS PRESENTLY

- We can't do this on our own



# the way forward



Distributing the **COST**  
Planning for **SUSTAINABILITY**  
**GENERIC ROLE** supporting each club  
**SHARING** opportunities  
Dedicated and accountable **PERSON**  
**BUSINESS APPROACH** to business



# joint administration has significant potential benefits



Club **LEADERSHIP/COORDINATION**

Optimised **VOLUNTEER** workload

**EFFICIENT/PROFESSIONAL** approach

**SYSTEMS** to make life easier for everyone

Improved **FINANCIAL** position

Tennis club community has dedicated **GO TO**

Consistent **COMMUNICATION/MARKETING**

# 2023 KEY OUTCOMES

Northern Tennis Clubs

Joint Administration Programme



**\$235,000**

GENERATED IN SUCCESSFUL FUNDING APPLICATIONS

**900%** 

INCREASE IN SOCIAL MEDIA POSTING

**\$12,200**

IN SPONSOR REVENUE

**45%** 

INCREASE IN MEMBERSHIP

**72**

NEW CASUAL PLAYERS (AVG 18 PER CLUB)



# QUOTES FROM JOINT ADMIN CLUBS



- “More new members we would not normally get at this time of the year”
- “Finally progressed on getting some sponsorship”
- “Great to work alongside other clubs in the admin group to provide similar membership packages”
- “Help with grant applications”
- “Having someone accountable and dedicated to admin is amazing”



**what we'd would need to do**  
**next steps....**

**OBJECTIVES**  
**STAKEHOLDERS**  
**ROLES/RESPONSIBILITIES**  
**BUDGET**  
**TIMEFRAME**



# Next steps expanded

The following team/committee discussions need to take place to really understand the challenges and the benefits

- Your club objectives. Do they align with the opportunities an administrator brings?
  - What are you doing at present? Is it working?
  - Is attracting more players important or perhaps supporting comms and programmes for existing players?
  - Is your club able to put in the work to plan for sustainability in a paid admin role?
- Stakeholders – who are they at your club?
  - Members, casual players, another tennis club(s), another sports org, schools, local businesses
  - Who's in your membership, what businesses connections do you/they have in the local community? These people can play a big part in your funding requirements and support for this role.
- Roles and responsibilities – what could a joint administrator bring to your club?
  - Job description, reporting process, review.
  - Accountability
- Budget – time and planning is required to understand the most sustainable long-term approach to a joint administrator for your club situation. Most common models are:
  - User pays – membership fees
  - User pays and funding application
  - User pays, funding application and sponsorship