

2024-2034 STRATEGIC PLAN



OUR PURPOSE:

To build future champions and leave a legacy for tennis and squash players in the Papakura community.



OUR VISION:

The club is an integral part of a thriving community hub incorporating tennis, squash, pickle ball, and other sports.



OUR VALUES:

- We will provide a welcoming, friendly, and fun environment for our members.
- We will provide a place where players of all abilities can reach their potential.
- We will connect and engage with the local community to ensure inclusivity.



OUR CRITICAL CHALLENGES:

- Ensuring tennis courts are of sufficiently high standard to attract players to join and remain members of the club.
- Growing junior and senior tennis and squash membership contributing to a sustainable future.
- Upgrading the building to meet safety standards, and member expectations of a quality environment.
- Increasing the number and quality of squash courts to be able to host senior and national tournaments.
- Connecting with our culturally diverse community and reflecting the community in our membership.

KEY STRATEGIC AREAS

WHAT IMPACT DO WE WANT TO MAKE

WHERE DO WE WANT TO BE IN 5 - 10 YEARS' TIME

Governance and management

Strong governance and management ensuring financial sustainability.

1. Strong governance supported by capable club management.
2. A financial policy informs good practices to keep the club on track.
3. A grant funding plan supports the club to resolve long-standing maintenance issues.
4. The club is fully compliant with the Health & Safety in Work Act 2015.
5. A Child Protection Policy supports a safe environment for all children.
6. The constitution is updated aligned with the Incorporated Societies Act 2022.

Programmes and services

Tennis and Squash programmes are vibrant and growing with strong junior programmes providing a pathway to senior membership

1. Strong and growing Hot Shots junior tennis and Kiwi Squash programmes.
2. New Cardio Tennis and Tennis Xpress programmes growing day-time court use.
3. Relationships with local schools growing daytime use of the complex.
4. The membership more closely represents the cultural diversity of Papakura.
5. The Pro-shop is meeting member needs.
6. Diverse use of outdoor courts for futsal and netball.

Facilities and equipment

The building is functional and safe and meets member needs.

1. Complete work identified in the Building and Courts Maintenance Plan.
2. In the long-term explore development of a new sports hub between the bowls and tennis courts to include glass squash courts and a fitness gym.

Marketing and communications

The club and facilities are visible and recognisable within the community

1. Strong branding on the building (and road frontage with Papakura Bowls) promoting tennis and squash membership and access.
2. Branded merchandise available to all members (and compulsorily to be worn when representing the club).
3. Increased membership resulting from a marketing campaign when the tennis courts reopen after resurfacing.
4. Preparations to host the 100 year anniversary in 2031.