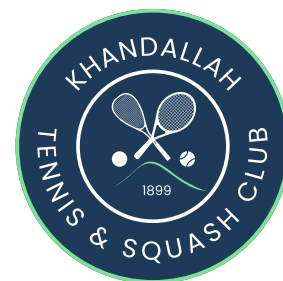


Strategic Plan

(adopted March 2022)



Our Vision

To be a dynamic, forward looking tennis and squash club that recognises and responds to the needs of all players.



Our Goals

- To grow our membership and support our players.
- To develop and maintain top class facilities.
- To provide good governance and leadership.
- To engage and connect with our neighbourhood and community.
- To ensure a financially sustainable future.



Our Purpose and Values

To be an inclusive, community based, friendly, family focused club, encouraging and supporting all levels of tennis and squash play with top class facilities. Members are our Number 1 priority. We are committed to providing all players with the best playing experience that we can.



How will we know we are succeeding?

- Growth in club membership
- Increased participation rates
- Reduced turnover / attrition rates
- Positive feedback from club members and the wider community
- Completing annually identified maintenance and KPIs
- Financial Health