



MID CANTERBURY TENNIS STRATEGIC PLAN

2020 - 2023

BACKGROUND

The previous Mid Canterbury Tennis (MCT) strategic plan expired in 2018 and needs to be updated and extended to a new timeframe of 2020 – 2023. The whole of New Zealand and the world has experienced significant turmoil due to the Covid-19 pandemic and the recovery process. This has and will continue to present challenges for MCT. There have been trends within the tennis and sporting communities regarding participation, funding and facilities, and these trends need to be factored into the strategic plan.

CHALLENGES

There are challenges facing MCT and the tennis community in general.

Participation

Nationally, numbers indicate a gradual reduction in participation in tennis and membership numbers at clubs. There was a decline in tennis club membership numbers in Canterbury following the earthquakes, although some bounce back has occurred.

Tennis competes with other sports for participation

A particular challenge at MCT is the retention of players in tennis in the 13-30 age group with the region not having a tertiary education faculty.

Sustainability

A number of clubs have gone into recess in recent years and some other clubs in the region struggle with financial viability and/or resources to maintain their facilities. MCT may need to review the structure to ensure tennis remains a viable and growing sport.

Tennis, like other sports, is dependent on sponsorship and grant funding. Such funding is getting harder to obtain with businesses being affected by the economic situation. Covid-19 may also have a significant impact on our ability to seek sponsorships and grants.

OPPORTUNITIES

Participation

Participation in tennis has significantly changed from the traditional club membership structure with a bigger emphasis now on social/business house competitions and away from Saturday graded tennis.

Tennis needs to support the varying needs of tennis players – junior, senior, masters, casual, competitive, social and clubs.

Facilities and Infrastructure

Work with Mid Canterbury Tennis Trust to ensure that the Ashburton Trust Tennis Centre [ATTC] facilities are maintained to a very high level.

Utilise technology opportunities where possible to ensure communication with players and clubs is efficient, making information easily available to players, families of players, coaches etc.

MISSIONS, VISION, VALUES AND ROLE OF MCT

Role

The role of MCT is to work collaboratively as part of the tennis community to advance the game of tennis. To provide regional services and facilities that assist the tennis community. To provide a linkage to national and regional tennis organisations.

Mission

To promote and grow tennis in our region.

Vision

More people of all ages enjoying tennis

STRATEGIC PLAN

| | Participation | Performance | Organisation |
|-------------------------------|---|--|---|
| Outcomes / Goals | Grow the number of players and keep players in the sport | Mid Canterbury players and teams succeeding at regional and national level. | Financially sustainable organisation. |
| | Make tennis accessible and enjoyable for players to play tennis. | Provide pathways for players to reach performance and high performance levels | Provide a high standard of tennis facilities at ATTC |
| | Provide opportunities for players to reach their potential | People in Mid Canterbury to experience high quality tennis | Positive relationship with clubs |
| | | Provide pathways for the development of coaches, officials and administrators | |
| Measures | Increase in membership numbers | Success at regional and national teams and individual events | Sustainable annual budget, cash reserves |
| | Establish measures of non membership participation | Players selected for regional and national honours, teams and development programmes | |
| | Increase in players/ spectators at events | | |
| Services / Initiatives | Deliver competitive and fair interclub competitions and tournaments | Support & organise competitions and events | Maintain & develop relationships with stakeholders – TNZ, TC & sponsors |
| | Facilitate junior development & coaching programmes | Deliver high profile tennis events | Develop new revenue streams to fund initiatives |
| | Deliver programmes to encourage participation by new players, such as Love Tennis and Hot Shots | Deliver player development programmes | |
| | Develop measurement facilities to capture tennis participation | | |