



Vogelmorn Tennis Club Strategic Plan 2021-2026

Our purpose

To promote tennis in our community by providing a fun, family-friendly tennis experience.

Our vision

To be the club of choice for people in our community who want to play tennis.

Our values are to

- Have fun on and off the court
- Be inclusive and friendly
- Respect players of all abilities
- Support members to develop their tennis
- Provide help and support within the club where it is needed
- Play a role in the bigger tennis family

Our strategic objectives

- A fun, inclusive, family-friendly environment
- A club that reflects the investment of time and effort members put into it
- A club with a positive reputation and a strong identity within the community
- Prudent, transparent, and accountable decision making
- Strong relationships with key partners

The strategic outcomes we want to achieve

- Retain existing members and increase membership at all levels - to ensure the club remains sustainable
- Improved facilities - so we are an attractive club to join and we offer members the best experience we can
- Widened pool of members contributing to the club - so we share the workload and have a wider range of skills, ideas and expertise to draw on
- Improved communication with and between members - so everyone knows what is happening and can contribute the ideas) and improved communication with our wider community
- Better documentation of club procedures to support the efficient operation of the committee and so members understand how the club runs

Our key relationships are with

- Tennis Central
- Tennis New Zealand
- Wellington City Council
- Local schools
- Funding organisations
- Sport Wellington
- Other Wellington tennis clubs
- The Vogelmorn Precinct
- Platform Sports Management
- Community Work Team
- Club Tennis Coach