



***Home of the
"200 club"***

Warradale Park Tennis Club

***Corner Cairns & Gardiner Avenues
Warradale
South Australia***

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wptc.org.au

BUSINESS PLAN

October 2008 Update



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Mission Statement

Warradale Park Tennis Club will continue to strive to maintain our status as a "model" Club throughout South Australia. This will be achieved through our ongoing commitment in making our venue fully functional for both tennis activity and more importantly increased community activity that will provide a cost effective successful Club for all users.

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Business Profile

The Warradale Park Tennis Club has an outstanding history of tennis achievement and financial stability, which has seen our playing facilities developed to a first-class standard.

A Committee of Management has been established from a dedicated membership base, and also from highly regarded 'volunteers' throughout the Club.

In managing the operation of Warradale Park Tennis Club the Committee is directly responsible for financial stability and ongoing growth.

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Years in Operation

The Warradale Park Tennis Club was established in 1956 and is an incorporated body. Our present clubrooms on the Cairns/Gardiner Avenues site were built in 1964 with a significant redevelopment resulting in our current facility completed in 1991. In more than 50 years since our inception, the Club has developed a strong reputation within the community as well as establishing a history of success within the Glenelg District Tennis Association and throughout South Australia.

Our record in competition has not only produced some champion tennis players but has been responsible for significant pioneering in junior and community programs.

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Achievements

Since our inception in 1956 and the completion of our initial clubrooms in 1964 the Club has managed to successfully achieve numerous significant changes.

These achievements include:

- The redevelopment of our clubrooms and immediate surrounds to a highly successful first class standard facility
- Ongoing financial stability over 50 years with no liability to the community and Council of Marion.
- The advancement of several juniors through our unique junior development program, internationally, domestically and most importantly locally creating a healthy sporting atmosphere for each and every young person in our community.
- We are providing an interest and opportunity for our youth.

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Unique Features

Our current status as a 'model Club' within the Glenelg District Tennis Association has served well to provide us with high standard members and supporters. This has helped and shall continue to see our Club be very successful.

- Our welcome mat approach has been directly responsible for our exponential growth for juniors in our community to participate at all levels.
- A proud tradition of ongoing support from past members and honorary life members.

As well as these points we currently have one of the largest Clubroom facilities within the GDTA as well as two floodlit courts and toilet facilities outside our Clubrooms.

Our Club consists of:

- A large open area suited for all activities
- A fully functional bar facility for special functions
- A large equipped kitchen for catering needs
- A Committee room/office
- Two large clean bathroom/change facilities
- A roof top viewing area with sufficient area to plan and manage events as well as the structure to build on another level in future if required

Our Clubroom facilities are available for hire for a variety of functions as well as community use for various neighbourhood activities.

Our Committee has maintained a responsibility for the general upkeep and maintenance of these facilities.



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Management Experience

As with all elected management committees the level of management experience fluctuates and is dependent upon the level of interest, experience and available time of those people elected to Committee.

Our level of success and achievement over the years has demonstrated and proven that there has been an acceptable level of management, and with few changes to this committee's make-up in recent years, it has given the Club a stable platform from which to act.

Achievements include:

- Drafting of Constitution
- Incorporation of Committee
- Financial management
- Ongoing members and community liaison
- No disputes or complaints



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Market and Competitive Profile

Our competitive advantage lies in the fact that WPTC is currently the only public Club in our general area with high standard facilities and a history of success.

We have established one of the most progressive and successful junior development programs for all standards within South Australia.

A key in this progression has been the ongoing parental support in all activities as well as the development of junior coaching courses overseen by a highly professional and credentialed Tennis Coach.

Our main focus has been to attract the following groups to use the facility in accordance with our own sporting program.

- Sporting bodies
- Community groups
- Wedding, birthday, presentation nights and quiz nights
- Schooling bodies

We hold in the highest regard the feelings of our surrounding community residents and have a policy of attracting only those events that are well planned and supervised.

These include:

- Quiz nights
- Presentation nights
- 50th birthdays
- Community events

We discourage the following events where possible:

- Football presentations
- Bucks/hens evenings
- Other general unruly events

Our pricing is very attractive for these potential events given the high standard of our facility and the pride with which it is presented.

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Strengths and Weaknesses

There are a number of features associated with WPTC that provide a marketing strength:

- Internationally recognised junior program
- Ongoing Financial Stability
- Stable membership base
- Consistent growth
- Committee of management ranging in ages from 18 to 80 years of age
- High standard of facilities
- Committee that is supported by the community and members

The competitive weaknesses that WPTC see are:

- Ability to cater for the ongoing needs of our growing membership and the community
- Location away from main roads
- Lighting adequate for competition at night
- Number of courts available
- Ongoing promotion



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Five-Year Development Projects

We aim to develop a facility that will ensure that WPTC can continue to set a high standard of achievement for our current members, future members and to provide the immediate community with a facility to utilise that will be unparalleled within the Council of Marion.

There are a number of major projects that need to be undertaken within both the short and longer terms and these include:

- Year 1 Begin upgrade of existing court surfaces
 Upgrading of fencing and surrounds
 Professionalise appearance of
 Clubrooms
- Year 2 Lighting of remaining unlit courts
 Development plan for additional courts
 Clubhouse maintenance
- Year 3 Development of additional courts
 Development plan for clubhouse refurbishment
- Year 5 Clubhouse refurbishment

NB: A yearly review of business plan.



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Strategic Direction

The WPTC must continue to be at the forefront of development in all aspects of our game.

It is imperative that the club provides a facility that will enable the following: -

- The addition of lighting to all courts is fundamental in making this a reality.
- The club will endeavour to secure a long-term mutually satisfactory contract with a Club Tennis Director.
- Provision of additional courts for our ever-increasing membership is also imperative in the near future.
- To cater for our rapidly changing demographics.
- We will strive to upgrade our facility with the long term goal of ensuring Warradale Park Tennis Club remains in the upper echelons of the South Australian tennis community.
- Provide a facility that the Marion Council can be both proud of and promote.