

## **Club culture programme – creating a thriving and sustainable tennis community**

### **Purpose**

A targeted club ‘culture change’ to help create more vibrant, visible, and viable tennis clubs in New Zealand. The aim is to demonstrate that a culture change can be the catalyst for club growth and sustainability.

### **Reasoning**

In its drive to modernise tennis, Tennis New Zealand is committed to helping clubs become more vibrant, visible, and viable community focused clubs through the Club Culture Programme. Clubs that demonstrate a willingness to change, a keen desire to develop a welcoming culture, and take steps to engage with their community are more likely to thrive and grow, becoming organisations that cater to the needs of today’s players. With these foundations in place the possibilities for growth and sustainability increase.

### **Who is this for?**

Tennis New Zealand affiliated clubs that are genuinely committed to embracing change, growing their clubs to meet the needs of their communities and today’s tennis players. Clubs that are open to listening to their players and changing their approach to volunteers by creating more achievable options in the form of working groups/sub committees to support and provide succession for their committees.

### **Key benefits to Clubs**, One on one support in the following way

- Individual Club workshop and follow up meetings
- Access to tools and templates to help with new activities as required
- ‘Club Self-Evaluation’ document, creating a snapshot of where the club sits at onset of programme, using the measurement areas identified below.
- Creation of a club ‘3 Things Action Plan’
- End of programme term report – including future suggestions

### **Measurement**, this will be across four key areas

1. Volunteer Engagement  
How many new or former volunteers are engaged, and how have you provided new ways to engage them
2. Community Engagement  
How many community events do you run or get involved in, and what new partnerships do you form to broaden your reach and profile
3. Income Generation  
How many ‘new’ revenue streams are generated
4. Club Membership  
Membership growth, focus being on the diversity within your membership

## Process

1. Initial meeting with clubs covering an introduction to the program specific to their club, including discussions regarding key challenges and opportunities to outline the process. Set date for club culture session.
2. Club Culture Session - Focus on variety of member and as many as possible to take part, clubs encouraged to bring new people to these sessions. Use of the Emotional Culture Deck to have open and honest discussions. Further consultation with club players/community and formulation of action plan. Club snapshot at present date, self-assessment.
3. Follow up from in person session with all members via newsletter and social media to enable as many people as possible to be reached. Vote on '3 Action Things' by wider tennis membership. Action items to be implemented and reported on quarterly.
4. Tennis NZ remote support in the form of tools, templates, online calls, workshops and additional meetings if required. Constructive nagging, involving emailing and phoning key contacts to support clubs moving forward.