

## COMMUNICATIONS & MARKETING PLAN, TENNIS CLUBS IN NEW ZEALAND

<b>CLUB NAME</b>				
<b>SITUATION ANALYSIS SWOT</b>	Strengths	Weakness	Opportunities	Threats
<b>OBJECTIVES</b> Specific, measurable, achievable	E.g. To raise the profile of "club" and build an understanding of what we offer To increase/maintain membership by "measure" To raise funds "amount" for "initiative"			
<b>Objective 1</b> What, key message	Refer house concept			
How sharing?	Tools, tactics, channels			
Who to?				
How often?	Timeline			
By whom?	Responsibility			
Budget				
Evaluate	How is this working?			
<b>Objective 2</b> What, key message	Refer house concept			
How sharing?	Tools, tactics, channels			
Who to?				
How often?	Timeline			

By whom?	Responsibility
Budget	
Evaluate	How is this working?
<b>Objective 3</b> What, key message	Refer house concept
How sharing?	Tools, tactics, channels
Who to?	
How often?	Timeline
By whom?	Responsibility
Budget	
Evaluate	How is this working?

Source: Tennis NZ