



NORTHERN TENNIS CLUBS JOINT ADMINISTRATION PROGRAMME

2023 KEY OUTCOMES

\$235,000

GENERATED IN SUCCESSFUL FUNDING
APPLICATIONS

900%



INCREASE IN SOCIAL MEDIA POSTING

\$12,200

IN SPONSOR REVENUE

45%



INCREASE IN MEMBERSHIP

72

NEW CASUAL PLAYERS (AVG 18 PER CLUB)

THE PROGRAMME OPENED UP THE FOLLOWING SHARING OPPORTUNITIES

Club courts for casual play and social programmes

Use of courts for interclub matches

Coaching opportunities

QUOTES FROM CLUBS

More new members we would not normally get at this time of the year.

Potential new committee members.

Finally progressed on getting some sponsorship.

Great to work alongside other clubs in the admin group to provide similar membership packages.

Help with grant applications.

Marketing improved.

New members coming into all clubs at a time where it is acknowledged that normally there is unlikely to be any.

Having someone accountable and dedicated to administration is amazing.