



What's your Club's Plan?

A good place to start is to undertake a quick S.W.O.T analysis to identify what you do well, where you can improve, what you can take advantage of, and what your club could be potentially threatened by. From this your club is able to develop:



A **Mission Statement** briefly describing the purpose of the club and the service it aims to provide



A **Vision Statement** which captures the longer term picture of where the club wants to be, and hence informs the club strategic plan



A template of **Goals & Objectives** that will define the incremental steps needed to be taken to achieve the identified statements and plan.

However, any statement or plan is only as effective as its implementation! Rather than documents gathering dust, it is essential that plans are applied and time-framed to ensure that actions can be determined, roles allocated and resources managed.

Marketing Plan

Your Marketing Plan is one piece of this overall puzzle. Using information collated from your S.W.O.T analysis, your club can develop ways of:

- ✓ Capitalising on strengths
- ✓ Converting weaknesses into areas of focused improvement
- ✓ Grasping opportunities and creating new ones
- ✓ Pre-empting and responding to threats

The 5 P's of Marketing

Marketing your club in clever and changing ways can work in line with your strategic direction to position your club in the forefront of peoples' minds. Start to think about the 5 P's of Marketing as they are reflected at your club:

- ✓ **P**roduct
- ✓ **P**eople
- ✓ **P**rice
- ✓ **P**lace
- ✓ **P**romotion

Building on these will help you identify your selling points and your points of difference. It will also help you build and promote your brand.

For assistance on your Club's Plan, please contact Simonne at Tennis Tasmania: sallwright@tennis.com.au