



BONNY HILLS TENNIS CLUB SERVING UP AN ACE TENNIS EXPERIENCE FOR THE LOCAL COMMUNITY

Bonny Hills Tennis Club is a two court club located on the Mid North Coast of New South Wales. The club is setting the benchmark with visitations of over 6,000 annually.

The Club boasts two floodlit courts, a clubhouse, covered seating area, ample parking and amenities. Since mid-December 2020, Bonny Hills started a membership drive with husband and wife duo, Geoff and Janie Carter, who are leading a volunteer committee to success through a range of participation and online initiatives to get more people on court.

The club have now signed up 111 new members – total count now is 178 which is more than double the 2020 membership figures. More importantly, a large percentage of those new memberships are Juniors. There are now over 50 registered Juniors and 40 of them are in the weekly coaching program. In the 2020 coaching program, there were only two registered Junior members. The club offers the local community a range of tennis related activities suitable for all ages and abilities.





SPECIAL PROJECTS CASE STUDY



INITIATIVES

Geoff and Janie recently completed their Community Coaching Course to develop new ideas and ultimately gain a new outlook on energetic coaching delivery. The club also engaged Kendall Tennis Club's Wendy Hudson, to act as a mentor for Bonny Hills to learn from their success in grant writing and digital readiness.

- Developed a strategic plan and now working on a business plan for long term objectives
- Comprehensive website to attract and inform members and potential new members
- Introduced online membership, court booking system and electronic payment capabilities
- Implemented a quarterly newsletter
- Undertook a member survey to determine current and future needs of the membership

The club has also implemented new participation initiatives for members and players to utilise as part of their membership.

- Offered a free private lesson to all new members over the Christmas holiday period (Over 60 free lessons)
- Hosted subject specific clinics on topics such as "Doubles Strategy" which are free for members
- Rollout of "Tennis for All" initiative for adults who are starting out in tennis that simplifies the game to make it more inclusive and accessible
- Rollout of Fit 'N Hit. It is booked out each week with a waiting list and requests for an additional class



"There is a real buzz and vibe around tennis now in Bonny Hills. Its so good to see so many families now involved in the Club. Every time I drive past, there are kids on the courts, colourful banners displayed and music playing – it looks great".

Club Member
Bonny Hills
Tennis Club



SUCCESSSES

As a result of the club's membership drive and participation initiatives, their annual visitation number is now approximately 6,000 which is nearly three times the benchmark (2,407 annual visits) for a two court facility in regional NSW.

Over the last 12 months, Geoff and Janie have made comprehensive grant submissions to Council to secure funding for upgrades and review the future growth and needs of the club to play a vital role in the growing community.

In June 2021, NSW Premier Gladys Berejiklian visited the Bonny Hills Tennis Club on her visit to the region with Member for Port Macquarie Leslie Williams and Minister Victor Dominello.

It was announced that the club will benefit from \$63,512 in funding under the NSW Government's Infrastructure Grants program. The funding will enable the club to resurface two synthetic grass tennis courts, and will enable the viability and safe operation of the facility for many years to come. Obtaining this funding also ensures the positive experience of a rapidly growing membership base and community.

The vision that the club has established through their strategic plan has enabled them to successfully plan for the future through grant submissions, participation initiatives and developing a significant online presence through website, social media and member communication.



FIND OUT MORE

As a member of Tennis NSW, your tennis club can access a range of services and resources to drive member engagement and participation initiatives at your tennis club. Whether it is getting project ready, gaining an online presence or support with rolling out a new program – our team are here to help!

[Click here](#) to contact your local Tennis Development Officer.



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