



## PROJECT SUCCESS STARTS WITH STRATEGIC ASSESSMENT

Gloucester District Tennis Association is a 15 court venue, with nine clay courts and six synthetic grass courts, located in Mid-Northern NSW.

Gloucester Tennis is well on its way to creating a healthy, stable and inclusive 15 court venue into the future, thanks to a refreshed strategic outlook and commitment to change.

Working closely with Tennis NSW, Gloucester Tennis developed its first Business Plan, identifying the key goals and objectives to enable a great tennis experience for the local community, through the provision of a modern and sustainable facility.

Testament to the hard work of the committee, the club was successful in securing more than \$250,000 in NSW Government funding, through the February 2021 Club Grant (Infrastructure Grant) to fulfil its immediate project priority.

The project priority is to use the funds to resurface six clay courts and upgrade to LED Lighting on nine courts with new poles and wiring, a total project value of \$260,193.





## INITIATIVES

In March 2020, Gloucester Tennis completed a Tennis NSW Venue Sustainability Rating (VSR) audit. The results indicated the venue was not sustainable under the current condition and operation. This triggered the start of a journey for Gloucester Tennis to explore short-term goals and long-term objectives.

Steve Munn, President of Gloucester Tennis said, "In the past the club has relied on tournaments, grants and sponsorship to maintain the current facility. We had to think differently about our membership, infrastructure and asset renewal, as well as further collaboration with Council."

Through the development of a Business Plan, Gloucester Tennis established goals around a new junior program, new coaches, ways to attract new tournaments and provide social venue hire to complement required infrastructure upgrades.

The audit identified the immediate focus for the venue was to improve the asset to increase participation, resulting in the project priority - to resurface six courts (clay) and upgrade to LED Lighting on nine courts with new poles and wiring.

Gloucester Tennis worked on **getting project ready** to be able to apply for grant funding, with the support of a Tennis NSW Tennis Development Officer. Key steps included:

- Refinement of a Business Plan with research into community needs and the local demand for tennis; and alignment to Council plans and core values
- Development of a presentation to engage Council on the Business Plan and project goals
- Finalisation of a project plan
- Exploration of funding opportunities
- Approval for the project from Mid Coast Council



## SUCCESSSES

Gloucester Tennis is now in a position to offer a modern facility to all users. The new lighting will attract more players and increase participation. The funding will enable the Club to again host major tournaments and evening competitions.

Tim Welsford, Regional Tennis Manager for Northern NSW said "We are really pleased for Gloucester Tennis. There was an evident project need to bring the venue up to the standard required to enable the continuation of two major tournaments and attract new tournaments, provide an environmental and cost saving benefit, as well as increase the overall evening tennis experience on court. This funding will greatly benefit the community of Gloucester, the Mid Coast LGA and the Northern NSW region.

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Getting Project Ready advice:

- Strategic assessment helps to determine what projects are justified and deliverable
- Talk to key partners – who will have input and who will be informed – Council engagement is important
- A project plan helps to work through all the key details of the project and have all information gathered when a suitable grant program comes along
- Successful projects take time to prepare. Being project ready when applying for a grant can make the difference between successful and unsuccessful applications



WITH OUR NEW STRATEGIC DIRECTION, WE BELIEVE WE HAVE A ROADMAP TO ENSURE THAT GLOUCESTER TENNIS IS SUSTAINABLE WELL INTO THE FUTURE

Ruth Johnson  
Treasurer, Gloucester  
District Tennis  
Association



## FIND OUT MORE

Prepare, partner and plan with the Tennis NSW 'Project and Grant Ready Toolkit' available to all members.

Be guided through some key tennis specific steps to get project ready for a suitable funding opportunity. Be notified of and view various funding opportunities available.

[Click here](#) to sign up to the Toolkit.