



SUCCESSFUL GRANT APPLICATION

Case Study | Bundoora Tennis Club



SUCCESSFUL GRANT APPLICATION – CASE STUDY | BUNDOORA TENNIS CLUB

Bundoora Tennis Club received a \$3000 grant from Sport and Recreation Victoria to develop a new club website.

The club applied for the grant category 'Club Operational Capacity' which helps fund a range of projects including creating a business plan, or in this case development of a new website.

Bundoora has been kind enough to share information from their responses to some of the application questions, to demonstrate what a successful application could look like.

Why was this grant needed? Describe the demonstrated need for the project?

Bundoora Tennis Club seeks to develop a new website as part of our communications strategy to manage a sharp rise in membership numbers. During 2016/17 membership registration increased to a record six hundred and ninety two people, which is recognised by Tennis Victoria as the seventeenth highest tennis club membership Victoria wide. The club's governing committee has identified existing communication mediums are ill-equipped and unsustainable to attend to the needs of this large population group. Equally current structures are placing excessive demands on volunteer time and retention rates to manage heightened administration requirements. The existing website is technologically outdated and unable to provide clear, concise information in a user friendly manner to current and potential members. Accordingly, Bundoora Tennis Club requests the assistance of Sport and Recreation Victoria to help fund the development of a new website.

What planning has been undertaken to successfully implement the project?

The governing committee has identified a website development business and graphic designer who has also developed the club's new logo. This business has the recognised skills and expertise to complete the stated project. A quotation has been prepared and represents the cash amount requested in the grant application.

Bundoora Tennis Club has financially contributed to stage one of this project through development of a new club logo, fundamental towards the website design (website colour and layout will be strongly impacted by the logo design) and club identity. The governing committee recognise and are prepared to attend to recurrent domain name registration and website hosting overheads.

What benefits will the grant provide?

The expected outcomes of this project are:

- Stronger communications between all club members, visitors and external stakeholders. It is anticipated this will serve to promote access to club information, foster goodwill and improve transparency.
- Establishment of a membership database which will be available for increased electronic communications between the governing committee and all members.
- Enhanced operational effectiveness through the online management of membership, court bookings etc.
- Increased participation in coaching/competition programs. Our club is determined to utilise a revised website to promote participation in recognised Tennis Victoria programs of ANZ Tennis Hot Shots for children and Fitbit Cardio Tennis for players of all ages.
- Reduced demand placed upon volunteer time. Equally volunteer retention rates are expected to improve.
- Reduced costs pertaining to administration expenses such as phone usage, stamps and printing.



This is a great example of Bundoora seeking to ensure its online presence is modern, easy to navigate and provides stakeholders with relevant information. The club's Vice President Anthony Lewis completed the application, saying that the website redevelopment project is going to be hugely worthwhile.

From old to new

Check out the website upgrade Bundoora were able to complete as a result of their successful grant application.



Find out more

If your club is looking to take advantage of Sport and Recreation Victoria's Club Operational Capacity grant, speak with your local **Club Development Officer** prior to submitting your application. Doing your research and having a clear objective for applying for a grant is crucial to improve your chances of success.

Further information on Sport and Recreation Victoria grants your club may be eligible for, can be found at sport.vic.gov.au/grants-and-funding/our-grants

Find your Club Development Officer at tennis.com.au/vic/about/staff.

