



Shepparton Association Info Session

Exploring Amalgamation



Welcome

Acknowledgement of Country

Introduction

TV Staff: Tyler Krumholz, Associations Manager

Peter Bertoncini, Country Regional Tennis Manager

Kim Kachel, CEO

Jo Maples, Country NE Tennis Development Officer

Emily Smith, Competitive Play and Pathways Lead

Purpose of Info Session

- Demonstrate for players and their clubs an idea of what a combined association could look like and what it's benefits could be
- Clubs will need to vote at association meetings to determine whether amalgamation should go ahead

What has happened so far?

October – Met individually with members of each association committee and all expressed their interest in amalgamation. Biggest sticking point identified was having the senior associations combine

February – Survey was done with players from GMLTA and SDTA to better understand their preferences

May – Met with GMLTA and SDTA committees (with reps involved in SDLMWTA and SJTA on hand as well). Senior committees agreed to work towards amalgamation and combining competitions

Sustainable Regional Tennis

- Kim Kachel, CEO Tennis Victoria

How does an amalgamated association operate?

- Donna Schoenmaekers, President Tennis Geelong (association)

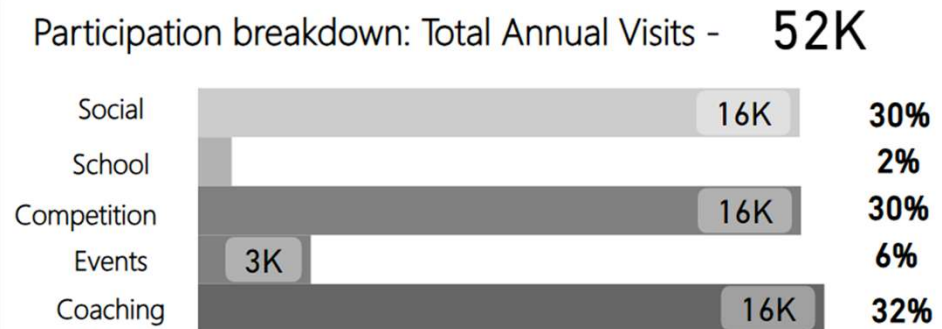
Thriving Tennis Communities Report Findings

- Peter Bertoncini, Tennis Victoria Country Regional Tennis Manager

Thriving Tennis Communities Report Findings

- A compilation of data from tennis clubs across Greater Shepparton in 2023 & 2024
- Better understanding the health of tennis across the region
- From a participation perspective – a look at annual visitations to a venue
- Broken down into 5 categories – Competition, Coaching, Social, Events & Schools

Thriving Tennis Communities Report Findings



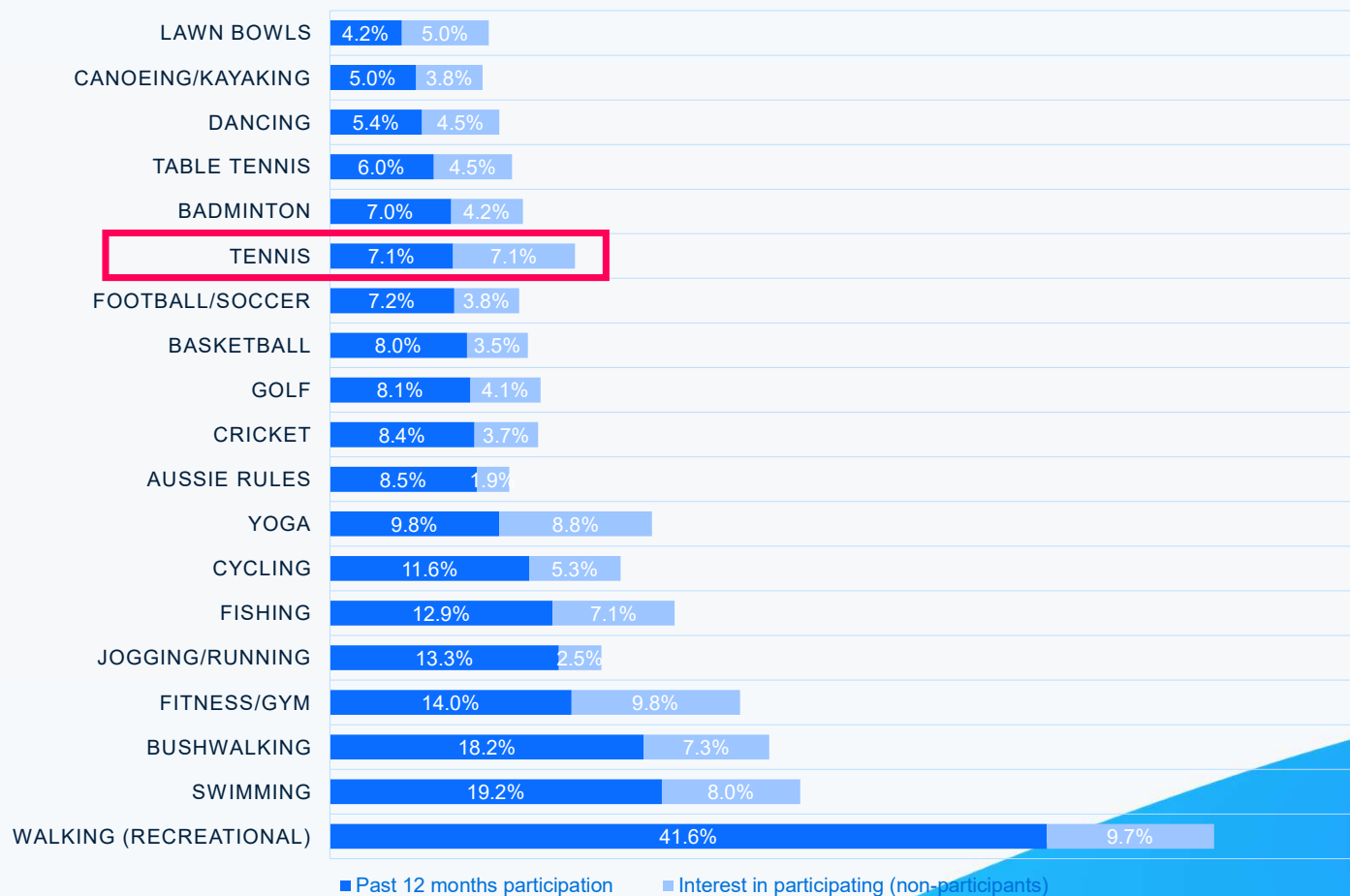
Tennis in Greater Shepparton

Adults



Sport & Recreation Participation & Interest Adults in Greater Shepparton

- 7.1% of adults in Greater Shepparton have participated in tennis in the last 12 months
- 7.1% of adults in Greater Shepparton have interest in participating in tennis. Significantly stronger than other traditional sports



Data Source: The Kinetica Group

Competitive Play




































Greater Shepparton participants are supported by the following associations:

GMLTA	Goulburn Murray Lawn Tennis Association	
SDTA	Shepparton District Tennis Association	
SJTA	Shepparton Junior Tennis Association	
SDMLTA	Shepparton & District Midweek Ladies Tennis Association	

Opportunity

- There is a **duplicate of resourcing** across the four associations which impacts volunteer delivery
- An alignment of the associations into one body would help **streamline competition and support resourcing**
- Alignment also helps **reduce confusion** across participants in the community
- There is an opportunity to reduce affiliation fees and **invest that money back into competition tennis**



Club				
Bunbartha Tennis Club				
Byrneside Tennis Club				
Central Park Tennis Club				
Grahamvale Tennis Club				
Harston Tennis Club				
Karramomus Tennis Club				
Katandra West Tennis Club				
Kialla Park & Old Students Tennis Club				
Lemnos Tennis Club				
McEwen Reserve Tennis Club				
Mooroopna Lawn Tennis Club				
Murchison Tennis Club				
Shepparton Lawn Tennis Club				
Shepparton North Tennis Club				
St Andrews Tennis Club				
St Brendans Tennis Club				
Tallygaroopna Tennis Club				
Tatura Lawn Tennis Club				
Toolamba Tennis Club				
Undera Tennis Club				

Thriving Tennis Communities Report Findings

- Participation health at 5% - one of the lowest in the states
- A confusing competition market when it comes to the different associations
- High adult latent demand – do we have our offerings right?
- Only 4 venues currently exceed a participation score of 10% when compared to similar venues within the same population catchment zone

How does this relate to Shepparton?

- Tyler Krumholz, Tennis Victoria Associations Manager

What is the current state of Shepparton association tennis?

- Four associations that overlap in clubs/region – only regional area with this overlap
- Two weekend associations – only regional area of the state with this overlap
- GMLTA is only association with more than two sections on one surface – the only association that excludes clubs in their area

What are the advantages of amalgamation for clubs and players?

- More strategic direction across competitions
- Provides a viable pathway for all clubs
- Only one competition organisation for clubs understand their ways of working
- One AGM per year to attend
- One website and one social media for new or current players to find information
- Potential for more talent identification opportunities
- Potential for new competitions to meet player preferences

What are the advantages of amalgamation for associations?

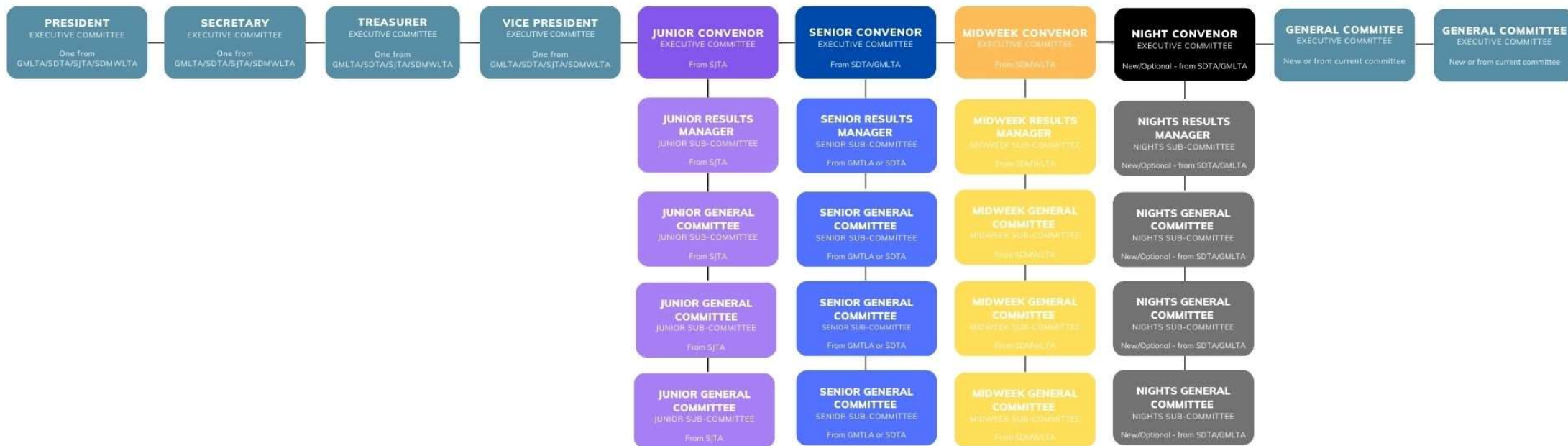
- More opportunity to create strategies across the region
- Fewer volunteers needed for executive positions
- Potential for new volunteering options
- One TV affiliation fee – right now the four associations combined are paying \$1000 more than the largest association in the state
- One Consumer Affairs requirement
- Combined resources create more opportunities
- One website/social media to update

What are the disadvantages of amalgamation?

- Players that prefer one surface over another will be scheduled on all surfaces
- Initial uncertainty over structure and ownership of competitions
- Initial fee to CAV (>\$500) (offset by future years of lessened fees)

What would an amalgamated association structure look like?

New Shepparton/Goulburn Tennis Association Potential Org Chart



GMLTA/SDTA Survey Results

- Excellent response rate for both competitions
- 2/3 of GMLTA respondents said they would play on any surface
- More or equal number of comments on each survey said there's a need for night competition and for a winter competition than said GMLTA comp needs to remain grass

Selected Questions

- Q: Will separate 'lawn' and hardcourt comps still be maintained?
- A: No – GMLTA and SDTA agreed that the senior competitions should be combined. With current 40 GMLTA teams and 11 SDTA teams, on average grass court teams would play about 1 of 5 away matches at hard court venues. Combining competitions is important for the sustainability of all venues.
- Q: Why is it important that all venues are sustained?
- A: Critical mass of players and competition evenness. Viability of competition options during nights and winter. Options for tournaments and events during the winter. Venues for accessible social play

Selected Questions

- Q: What benefit would the amalgamation of finances provide the "new" Association? We have enough trouble now getting people to step up as President, Secretary & Treasurers for the respective Associations. What will the amalgamation change in that regard?
- A: New association exec will have more responsibility and potentially more work – finding one person for each position across all competitions though instead of four for each position (which has to come from each competition). Recommend going out to all players – 23 respondents on SDTA and GMLTA surveys said they would be interested in regular committee positions, additional 25 said 3 or 4 times per year, additional 72 said 1 or 2 times per year. Combined revenue and finances could lead to some paid administration if association is struggling in the future with succession.

Selected Questions

- Q: What influences will Tennis Vic have setting up or running new association?
- A: We would look to help guide through the amalgamation process and setting up new procedures and ways of working. We have staff meant for working with clubs, councils, and associations to always be able to support them through every step of their operations. But the new association would still have control over their organisation and making their own decisions, just as all associations across Victoria do.

Selected Questions

- Q: Any heat ruling?
- A: For new association to decide, but could have one rule across competitions (or lesser for juniors). Heat mentioned numerous times on GMLTA survey and benefits of Friday night competition mentioned numerous times on SDTA survey. New association could look at ways to open up more play options when not so hot.

Selected Questions

- Q: McEwen reserve to be bulldozed, new modern clubhouse, world class court surface, superior lighting etc. upon new venue that would attract tournaments and promote tennis in the Goulburn Valley and encourage people to utilise the courts. We need to work as one for the good of tennis and think of tennis long term so that for many more generations tennis will be enjoyed to come.
- A: For these sorts of opportunities to be realised, council needs to see the facility being utilised and sustainable. Need to have viable competition pathways to create memberships to make this possible.

Next Steps

- Work with associations to create a memorandum of understanding (MoU) for amalgamation
- Work with associations to determine if they need to discuss MoU further with clubs
- Vote on MoU at Special General Meeting or Annual General Meeting for each association
- Senior comps determine how to combine for upcoming season
- Format review for future

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