



Club Management & Program Proposal

Cessnock Tennis Club 2018

Beryl Searston Memorial Tennis Courts

Overview

Club Evolve has spent the past five years developing and piloting a tennis coaching/management program that is revolutionary in its vision for tennis club development and sustainability.

With over 100 years in combined experience, Club Evolve strives to promote the sport of tennis in the Hunter Valley community and to increase opportunities for all to enjoy our great game. Our vision is to create a program for Cessnock Tennis Club that will engage the whole of the community and enhance your outstanding facility. Club Evolve's fresh approach to tennis coaching provides real, sustainable and quantifiable results for each student enrolled in our coaching programs. This is achieved by using the latest technology and expert proven high performance coaching programs.

Club Evolve is a dedicated team of industry professionals with a diversity of skills aimed at customising our services and systems for the benefit of the Cessnock Tennis Club. Club Evolve strongly believes in accountability and transparency of our team and programs and management systems.

Club Evolve's innovative and unique style of coaching combines an individualised holistic approach to athlete development. The cornerstone of the approach is the collection of key video for every individual athlete. The subsequent analysis of the video allows for an individualised program to be implemented that maintains accountability for both athletes and coaches.

In today's climate it is imperative that Club Evolve strive to build a robust, sustainable business model that will support the ethos and continue the legacy of Cessnock Tennis Club. The team of Club Evolve look forward to supporting and hosting a 100 year celebration of the Club. Club Evolve will aim to preserve the strong history of Cessnock Tennis Club and its founding members and Committee Members.

***Club Evolve strive to
preserve and honour
the extraordinary
history of the Cessnock
Tennis Club and
founding members.***



Working in partnership

Supporting Values & Mission of Cessnock Tennis Club



Cessnock Tennis Club's values and mission would guide Club Evolve.

Club Evolve prides itself on constantly evolving to be a pioneer and leader in tennis coaching innovation and facility management.

Club Evolve strives to provide a full range of recreational/ business opportunities for the Cessnock Tennis Club and the wider community.

Excellence

Humility

CLUB
EVOLVE
CLUB LIFE

Loyalty

Teamwork

Club Evolve has a vision to deliver a Tennis Management Program to Cessnock Tennis Club members and visitors that will that will reinvigorate and create an excitement around the club that all would like to be involved in.

JUSTIN JAMES

Events and Schools Liaison

Justin has been involved in tennis for 35 years as a player and is now a Manager of a Premier League Team.

Justin is a successful business man that has developed, managed and sold two marinas in Sydney Harbour. He successfully runs events and aside from being a partner in HTA he also owns and manages a vineyard in Broke “Bisous Estate” and has an extensive network throughout the local region.

Justin has been actively involved in children’s charities and was the Chairman of Young Variety.

Over the years Justin has developed an invaluable network at the highest level. He has a wealth of contacts at Tennis NSW and beyond.

Justin’s vision is to create a Community within the Cessnock Tennis Club and create engaging social platform for new players to become involved. He is already planning the event schedule for Cessnock Tennis Club, and looking at possible sponsor engagement for some of the scheduled tournaments.

Justin will liaise with local schools to promote junior programs at the schools and to bring them back to Cessnock Tennis Club for after school programs. It is also his intention to engage with local businesses and the wider community to encourage activities at the Club.

Justin feels strongly that bringing back the “Club Championships” will act as a catalyst to bringing the community closer together which is also in keeping with HTA’s push to recognise the strong history at Cessnock Tennis Club.

GARY BRENTON

Director of Coaching

Gary Brenton is the founder and Managing Director of Hunter Tennis Academies in and around the Hunter Valley NSW. He has been involved in playing and coaching tennis for over 25 years, working with professional players and highly regarded coaches around the world. Gary has extensive experience setting up and managing tennis sites and operations throughout Australia and also China. Gary has co-ordinated overseas tennis tours and events with great success including Hunter Tennis Academy’s China tours. Gary has worked with Tennis Australia developing connections and tennis in China.

Hunter Tennis Academy has piloted the Video Analysis tennis coaching program with huge success. Starting with just 12 students back in 2015, Hunter Tennis Academy now has over 200 students participating in the HTA Video Analysis program with some players coming from over 100km away, Newcastle, Central Coast, Cessnock, Scone and Muswellbrook just to participate in this revolutionary advance in tennis coaching.

Gary will now position himself here at the Cessnock Tennis Club to facilitate the Club Evolve’s Video Analysis tennis coaching program and other management operations.

SONIA CLOSE

Business Operations

Sonia is an experienced and creative Business Manager with a diverse skill set covering project management, event management, client relations and business development. Sonia has over 19 years experience in tennis centre management and tennis event management. Sonia is the founder of Tennis Central that manages three tennis centres on the Gold Coast, but is now firmly based in the Hunter Valley systemising HTA and developing sustainable programs.

Sonia is a past International player and coach that now dedicates her time to the management of coaching and all tennis related services.

Sonia’s strengths in the tennis/sporting industry are team management, branding and creating high participation sporting venues and event/ player management.

In 2010 Sonia successfully project managed the CHINA FUTURE STAR EVENT. This event was held in Beijing and was a competition promoted in partnership with PHOENIX MEDIA IFENG. The exposure

- 75 million hits on the website were recorded in a 10 week period.
- 12,000 on line entries were received to gain entry into a 32-player draw.
- Of the 32 entries all competed for 6 positions to tour Australia experiencing the Australian Culture and VIP Australian Open experience.
- PHOENIX IFENG MEDIA travelled to Australia to film the Chinese Future Starts Tour in a documentary/news reality television program.

The above numbers are equal to statistics of viewers recorded watching and attending the Australian Open that year.

Services and Operation

- ***Restringing***
- ***Equipment Hire***
- ***Website***
- ***Online Booking***
- ***School Holiday Camp***
- ***Ball Machine***
- ***WWC and First Aid Certified Staff***
- ***Individualised Tournament Schedules***
- ***Team Tournament Schedules***
- ***Tournament Tours***
- ***Individualised Programs***
- ***Private Lessons***
- ***Group Lessons***
- ***Hot Shots***
- ***Elite Squads***
- ***Adult Tennis***
- ***Events***

Club Evolve services extend beyond the tennis court. We endeavour to cater for all club member's and guest's needs.

With a state of the art online booking system to allow for seamless accessibility, hiring tennis courts and signing up for tennis programs has never been easier.

Tennis Program Elements

Professional Tennis Training - Elite

Our coaches are both accredited nationally and internationally and experienced players in their own right. Club Evolve believe that coaches should be continually improving their craft and as such have a strong ethos of continual professional development.

Specialist Fitness and Conditioning

Club Evolve will provide a program that places each student at the centre of a multi-disciplinary approach to development. Club Evolve understands the benefit of specialist fitness conditioning for all players.

- Speed and agility
- Endurance
- Strength
- Coordination
- Spatial Awareness
- Vision
- Flexibility, balance and core

Regular fitness testing will be a part of the program and each player will be expected to commit to specialised fitness and conditioning programs within their proposed training schedule.

Athlete Data Tracking

Each player will have regular video sessions and match statistics collection to then be provided with an individualised analysis. Discussion of this analysis will occur on a regular basis between player and coach with the goal of improvement in all areas of each player's game.

In conjunction with match analysis, player bio-mechanics will be analysed and data collected during the time spent in the Club Evolve Tennis Program.

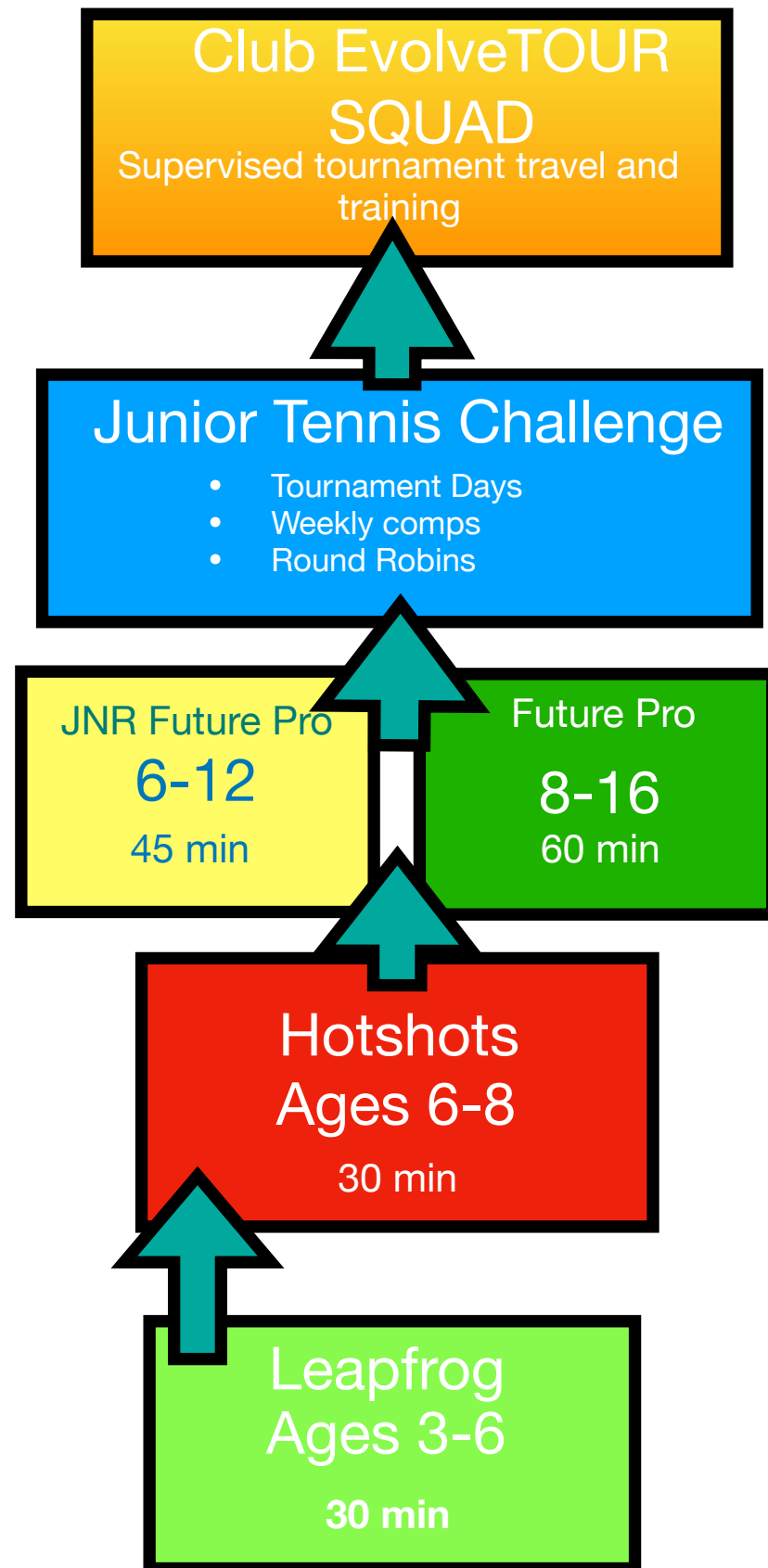
Club Evolve uses a range of technological products to record data from all players involved in elite programs and right down to the developing tennis player.

Professional Tennis Training - beginner

Our coaches not only have the ability and skill to coach elite athletes but also know how to make tennis enjoyable for the first timer. We run a range of fun based lessons and activities. We incorporate weekly prizes and incentives to keep the students wanting to come back. "Bringing the fun back too tennis".



Junior Development Pathway



At the heart of Club Evolve coaching philosophy are key foundations that bring out the best in our players:

*Ensure fun and enjoyment for all.
Always work as a team to improve the standard of each Club Evolve member.
Always create a safe and challenging environment.
Communication between coaches and students is clear and encouraging.
Master fundamental technique and skills.
Utilise the latest technology and programs available for maximum improvement.*

Tennis still has a high profile stage in the new model for the Club.

Kids Club

Kids Club is a program designed to bring back outside play after school without the structure of sports training. Also perfect for the child that is not that into sport but likes to have a healthy lifestyle.

The Club focuses on healthy lifestyles and enjoying playing with their peers and our qualified staff.

Activities:

*Obstacle courses
Bubble Soccer
Yoga
Mini - golf
Tennis
Outside Twister
Orienteering - style game
Problem solving games
Team building activities
Kids Boot Camp
Getting Dirty
Craft activities
Healthy food Preparation*

Healthy:

Kids will learn how to prepare healthy snacks for afternoon tea.



*We have
balance with
some tech
time at our
tech kiosk too.*



*\$19.50 for one session
or all 5 sessions p/w
Monday-Friday
3.30-6.00pm*

Inclusive and social

*For children that prefer less
competitive environment or
do not enjoy team sports*



Yoga and Work Shop Space

The current hall space will make the perfect multipurpose space.

- *Yoga*
- *Product Launches*
- *Meetings*
- *Martial Arts*
- *Dance classes*
- *Classes*
- *Tennis functions and event space.*
- *Community functions*

**Attracting new guests to the tennis club.
Providing a class while children play tennis or
are in Kids Club.**



Creating a welcoming entrance

A modernised entrance where patrons can be welcomed by the Club Evolve team or other Club Members. This will demonstrate a visual upgrade of the programs at Cessnock Tennis Club whilst creating a meeting place when not playing tennis, eg: net ballers soccer players and all residents.

A real opportunity to market our new products to the community.

This space would allow you to catch up and continue the social outlet that the tennis club will offer.



Unless you have ever visited The Cessnock Tennis Club, it is near impossible to discover the entrance to any customer service.

This can create an obstacle for members of the community. At present the Club feels very much like a members only club. Most retailers or other club's realise how important it is to create an entrance and environment that welcomes patrons to a shop or venue.

Most tennis players know how to enter the facility and have an expectation of what they may be welcomed with upon entering.

The unfortunate issue for tennis and the Cessnock Tennis Club is that tennis is not the thriving sport it once was.

Perception needs to change to rebuild the club into a destination that offers more than just tennis.

Events Calendar

Club Evolve will provide a yearly plan of events to be held at Cessnock Tennis Club as well as planning current calendar events as required. We will also display a timetable of weekly programs both on our website, social media and position around the facility.

Proposed Events

- The Beryl Searston Long Lunch
- Festival of Tennis
- Membership Open Day
- Tennis Expo
- Twilight Tennis Dinner
- Hunter Valley wine and tennis
- Promoting Local Business Day

Tennis Tournaments

- JDS
- Seniors Events
- Country Week
- AMT
- State Carnivals
- Teams Events
- Inter Club Challenges

**“Plans are nothing.
Planning is everything.”
-Albert Einstein**

Creating Community

Club Evolve are committed to creating a welcoming and engaging community and atmosphere surrounding Cessnock Tennis facilities and programs.

Inviting
Encouraging
Engaging
Supportive
Inclusive
Innovative

- Ladies Tennis and Morning Teas
- Morning Competitions and Social Tennis
- Cardio Tennis, for Members and Visitors
- Corporate Tennis Days
- Court Usage by School Community
- Ladies Clinics
- Men's Night Squad
- Private Lessons





Already supporting the local community

Club Evolve have been working with local and state organisations to create better outcomes for the Cessnock community.

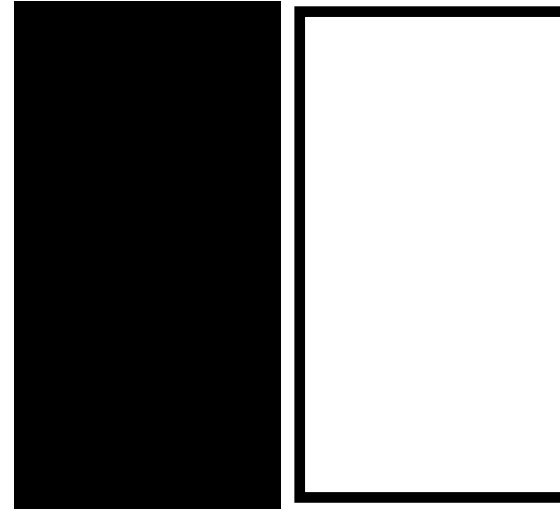
Club Evolve have opened the club house space and hosted various working meetings for various organisations. Recently we hosted the Cessnock Youth interagency group

Live Life get Active are now utilising the tennis club daily for their FREE community fitness classes. Club Evolve strongly believe in supporting other agencies that are providing healthy programs for Cessnock and wider community.

Plans to continue adding value to the local community of Cessnock

Club Evolve are currently working with local high schools and TAFE to create a work place training environment at the Club.

Style guide



Colour palette



Synthetic grass in area



Clubs that are already diversifying on a budget.

The under cover area that is currently used a few times per year can be far more functional and promote a more open and friendly environment.

These renovations can be done on a budget and may even engage some skills from the Cessnock Men's Shed.

These are the spaces that attract new patrons to the venue.



Kiosk at Rushcutters Bay Tennis in Sydney
rushcuttersbaytennis.com.au



Noosa



Ferny Grove
Brisbane
Kids area



Byron Bay



Famagusta Tennis Club

Creating Community

All newly developed Tennis Clubs are now designed with dual purpose space. This concept will put Cessnock Tennis Club at the cutting edge of developing a thriving tennis facility.

This space will be open and operating 7 days per week by Club Evolve Team Members.

A creative way to engage with all sectors of the community, but most importantly delivering quality service to members and tournament players visitors.

This area will supply a range of tennis equipment as well as healthy refreshments.

Walk through entrance to the club and a service window for patrons already inside.



“Some people look for a beautiful place. Others make a place beautiful.” – Hazrat Inavat Khan, Sufi teacher

*Community Venues
that are
sustainable.*

Teamwork

Loyalty

Humility

Excellence