

Tennis BC Mandate: To Inspire and Enable Tennis Throughout Communities in British Columbia

Tennis BC Values: Leadership, Integrity, Excellence, Teamwork, Innovation

STRATEGIC PLAN 2016/2018

ATHLETE DEVELOPMENT PATHWAY		STRUCTURE			BOARD INITIATIVES		
	Sanctioned Events	Participation & Performance		Coaching and Officiating	Governance	Facilities	Stakeholder Engagement & Partnerships
Description	Sanctioned events pathway for development for all levels, future stars to national player	PARTICIPATION STREAM rookie tour, schools program community league, provincial adult league, development programs	HIGH PERFORMANCE STREAM Ptc, Tdc, Developmental programs, LTAD	Develop, register, monitor and assign such that Tennis can achieve the highest standards of performance and event standards	Supporting the organization in a stable and progressive manner (Marketing, Membership, Partners, Finance, Board)	To advocate for new indoor and outdoor facilities	To establish and maintain effective relationships through communication
TBC WILL:	Support and facilitate increased competitive development opportunities for all ages based upon the LTAD	Maximize opportunities for elementary students to participate in school programs.	Facilitate entry level programs in BC with pathway to feed into tennis development and Rookie Tours	Work with Tennis Canada to develop a comprehensive recruitment, training, development and placement model of officiating in the province	Membership: Create new systems to ensure that membership sign up and ongoing member communication is effective.	Encourage Municipalities to invest in indoor courts	Communications: Grow our database of both participants and subscribers.
Metric	Increase the number of sanctioned events by 10% per year in each zone based upon the current baseline (current baseline is ?)Interior and Vancouver Island.Tracking format kpi created by Ana	Add 8 schools per year 2016-2018, total 24, MAINTAIN AS PER 2018 MOU	3 programs, 2 at TDC, 1 Public Court, Capturing 50% into the LTAD pathway.48 kids at public courts, 24 at each TDC	2016 - 4 new trained officials 2017- 6 new trained officials 2018 - 6 new trained officials-SITS WITHIN TENNIS CANADA UNDER NEW OFFICIATING PLAN	Improved member satisfaction and reduce telephone inquiries regarding membership. Create online tutorials for membership sign up, retrieval of membership	Contact 5 municipalities requesting inclusion in the five year capital budget by utilizing the local member clubs or btc	Tennis BC Insider: 2016: 10,000 subscribers 2017: 12,500 subscribers 2018: 15,000 subscribers 50% open rate
TBC WILL:	Focus increased competitive development on defined targeted groups	Create community kids leagues focused on u12 centered around BTC and Schools program	Have standardized entry requirements into the PTC program and create clear benchmarks within the PTC that are measured against the LTAD (U9/U10/U12).	Follow the national planning document to measure the current number of certified pros	Board: Activate board committees with independent goals	Will advocate on the clubs behalf the development and maintenance of Tennis courts	COMMUNICATIONS: Align our communication platform more closely with Tennis Canada so that the TBC improves visibility, credibility and media metrics.
Metric	Add 1 selection series event in 2016, 1 Add 1 each girls u12; u14, u16, u18 2016 Add 1 Senior ITF Event 2016, 1 -2017 Upgrade Junior ITF SPO to grade 3 - 2016 Upgrade Junior ITF SPO to grade 2 - 2020 ITF Pro 3 - 2016, 4- 2017, 5 - 2018	2 leagues in 2016, 2 - 2017, 2- 2018 32 players added per year (16 per team), COMMUNITY CENTRE APPROACH TO GET THEM TO BUY INTO THE TEAM TENNIS PROGRAM	1) Fitness testing scores 2) sport-science integration 3) Annualized training plans Host one U10 TDC cup per year and host two U10 team events per year.	The current national measurement is to maintain the current baseline of club pro's, instructors and coaches	Establish one key goal/initiative per committee Develop a succession plan through committees with one no board, non staff person per committee by 2017	Contact 15 member clubs to determine what their club and community tennis plans are	Facebook improve baseline: 2016 - 1800, 2017 - 2000, 2018 - 2200.
TBC WILL:	Tennis BC will increase the number of tournament players from its current baseline	Create pathways for ages 12-18 kids in 2017/2018 through Team Tennis (BTC/ Recreational), Club Pathway (High Performance) and Community Clubs (Recreational).	Develop a strong communication plan for high performance directed to parents and coaches.	Develop a pathway for recruitment, training and placement for professionals within Tennis BC's programming		Collect and assemble information that will support facility development	MARKETING create a brand image at TBC events that enhances our reputation as passionate , committed team responsive to players needs.

Metric	Add 5% 2017, 5% - 2018	Establish 2 location for teams 2016, 2-2017, 2-2018. TEAM TENNIS WAS NOT ADOPTED FOR THIS AGE GROUP, 2 STAR EVENTS CREATE PATHWAY FOR THIS GROUP. HIGHSCHOOL OPPORTUNITY WITH THIS GROUP.	3 annual parent meetings that are annualized and calendarized for consistent communication and general knowledge New HP working committee to help direct HP throughout the province. Committee to be chaired by CEO and have HP coaches and HP Director	Develop 3 new professionals annually to launch and coach at TBC's public court initiative THIS HAS DROPPED OFF DUE TO LACK OF PUBLIC COURT INITIATIVE		Create one reference guide (a technical facility development guide) available to members	banners at all events apparel for TBC personel - professional, street team at public court events
TBC WILL:	Celebrate Tennis through hosting events	Promote and facilitate more Rookie Tours throughout all zones, provide pathways for further player development, engage parents for further communication using VR system as data base system	Support regional high performance development following a comprehensive sustainable plan from the region using LTAD and Tennis Canada metrics	Create an environment of professional development and pathways for coaches throughout the province		Maintain existing indoor/outdoor tennis standards (court dimensions for single use tennis facilities) throughout the Province	Marketing: Enable tournaments to have consistent materials that highlight tennis bc and other sponsors
Metric	League championships in each region Stanley Park BC High School Championships Integrate the Miele Team Championship with the annual awards presentations instead of at the Annual General Meeting	2016 - add 7 2017 - add 10	1 plan zone 6 - 2016 1 plan zone 2 - 2016	Conduct a bi annual coaching conference		Issue a statement f our position regarding pickle ball to all municipalities through our members clubs	TBC to develop materials kits to send to tournament directors to enhance the player and spectator experience
TBC WILL:	Create an annual celebration of Tennis Participation focused on Tennis BC membership (board initiative & support)	Support and Grow the soar program in conjunction with our Golf and Curling Partners	support teams and individuals to win national championships utilizing increased funding from Sport Excellence	Institute code of conduct materials for players, parents and coaches		Create a mentorship team to help member clubs and communities in facilities development	Explore Portal Options with the website to allow for further member benefit differentiation
Metric	one event (league championship) with a high profile presenter in 2016, add championship celebrations in other areas of the Province including SITL and Okanagan in 2017	Follow the guidelines as set by the partnership agreement	1) Silver or above BC team at Canada Games 2017. 2) 25% of national champions for juniors 2018. 3) Increase the number of juniors with ITF points by 50% from current baseline bby 2018 4) Measue and establish a baseline for BC players obtaining school tennis scholarships or playing on collegiate teams	Develop materials for each category and post on website with supporting documents and mandatory signatures		Comple a list of contacts in a 3 month period and circulate to member clubs	Team to explore with Tennis Canada how to create portals with log in credentials on the TBC website
TBC WILL:		Expand Miele adult leagues in zones 6, 5, 2.	Leverage ViaSport or other broadcast capabilities to strengthen communication throughout the Province			coordinated/compile an inventory of public tennis courts.	Explore Portal Options with the website to allow for further member benefit differentiation
Metric		From 132 Lower Mainland team: 2016 - add 4 teams; add 50 players Okanagan Players: add 80 players and 6 teams. Victoria: add 300 players and 41 teams	1) Webinar for parents for annual meetings- 2) Tennis Canada materials presented through webinar 3) Tournament draws conducted through web_DONE			Identify tennis club use of public tennis court; Identify Tennis BC programs using Pulbic tennis courts; Create an evaluation score on court condition (Vancouver Public Tennis Association evaluated all Vancouver Courts)	Team to explore with Tennis Canada how to create portals with log in credentials on the TBC website
TBC WILL:		Grow the league team championships to include more divisions. COMPLETED					
Metric		add 2 Divisions 2016, 2017 and 2018					
TBC WILL:		Create a adult novice league starting in 2017. REQUIRES PUBLIC COURTS AND NOT ABLE TO MAKE THIS HAPPEN					
Metric		6 teams in 2017, 8 teams 2018					