

## TENNIS BC - STRATEGIC PLANNING 2016/2018

		ATHLETE DEVELOPMENT PATHWAY		STRUCTURE		BOARD INITIATIVES	
		Sanctioned Events	Participation & Performance		Coaching and Officiating	Governance & Partnership	Facilities
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, Little Aces Recruitment, 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
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 Little Aces programs in BC with pathway to feed into tennis development and Rookie Tours (5-6 year olds).		Work with Tennis Canada to develop a comprehensive recruitment, training, development and placement model of officiating in the province	<b>Membership:</b> Create new systems to ensure that membership sign up and ongoing member communication is effective.	Encourage Municipalities to invest in indoor courts
Metric	Increase the number of sanctioned events by 10% per year in each zone based upon the current baseline (current baseline is 7)	Add 8 schools per year 2016-2018, total 24	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	Improved member satisfaction and reduce telephone inquiries regarding membership.	Contact 5 municipalities requesting inclusion in the five year capital budget by utilizing the local member clubs or btc
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	<b>Communications:</b> Grow our database of both participants and subscribers.	Will advocate on the clubs behalf the development and maintenance of Tennis courts
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 - 2018 ITF Pro 3 - 2016, 4- 2017, 5 - 2018	2 leagues in 2016, 2 - 2017, 2 - 2018 32 players added per year (16 per team)	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	Tennis BC Insider: 2016: 10,000 subscribers 2017: 12,500 subscribers 2018: 15,000 subscribers 50% open rate	Contact 15 member clubs to determine what their club and community tennis plans are
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	<b>COMMUNICATIONS:</b> Align our communication platform more closely with Tennis Canada so that the TBC improves visibility, credibility and media metrics.	Collect and assemble information that will support facility development
Metric	Add 5% 2017, 5% - 2018	Establish 2 location for teams 2016, 2- 2017, 2-2018	6 annual parent meetings: *U10 development X2 *U14 college X1 *general competitive X2 structure (all) *U12/U14 LTAD (combine with general competitive) * Sports Science Seminar: Psychology and Fitness * Coaches (TDC Requirements X2)		Develop 3 new professionals annually to launch and coach at TBC's public court initiative	Facebook improve baseline: 2016 - 1800, 2017 - 2000, 2018 - 2200.	Create one reference guide (a technical facility development guide) available to members
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	<b>MARKETING:</b> create a brand image at TBC events that enhances our reputation as passionate, committed team responsive to players needs.	Maintain existing indoor/outdoor tennis standards (court dimensions for single use tennis facilities) throughout the Province
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 add 10 2017 -	1 plan zone 6 - 2016 1 plan zone 2 - 2016		Conduct a semi annual coaching conference	banners at all events apparel for TBC personnel - professional, street team at public court events	Issue a statement f our position regarding pickle ball to all municipalities through our members clubs
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			<b>MARKETING:</b> secure opportunities to enhance our PR profile with local media and VIA Sport.	Create a mentorship team to help member clubs and communities in facilities development
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) Measure and establish a baseline for BC players obtaining school tennis scholarships or playing on collegiate teams			1 media release per quarter.	Compe a list of contacts in a 3 month period and circulate to member clubs
TBC WILL:		Expand Miele adult leagues in zones 6, 5, 2.				<b>Board: Activate board committees with independent goals</b>	coordinated/compile an inventory of public tennis courts.
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				Establish one key goal/initiative per committee Develop a succession plan through committees with one no board, non staff person per committee by 2017	Identify tennis club use of public tennis court; Identify Tennis BC programs using Public tennis courts; Create an evaluation score on court condition (Vancouver Public Tennis Association evaluated all Vancouver Courts)
TBC WILL:		Add value to all the TBC Leagues by maximizing the value of the website and multiple league sponsorship					
Metric		\$10,000 cash or in kind- 2016, 2017, 2018					
TBC WILL:		Grow the league team championships to include more divisions.					
Metric		add 2 Divisions 2016, 2017 and 2018					
TBC WILL:		Create a adult novice league starting in 2017.					
Metric		6 teams in 2017, 8 teams 2018					