

Operations Report 20/7/20 - GDTA trading as Gosford Tennis Club

1. Coaching Report

To be sent separately

2. Participation Numbers – COVID-19

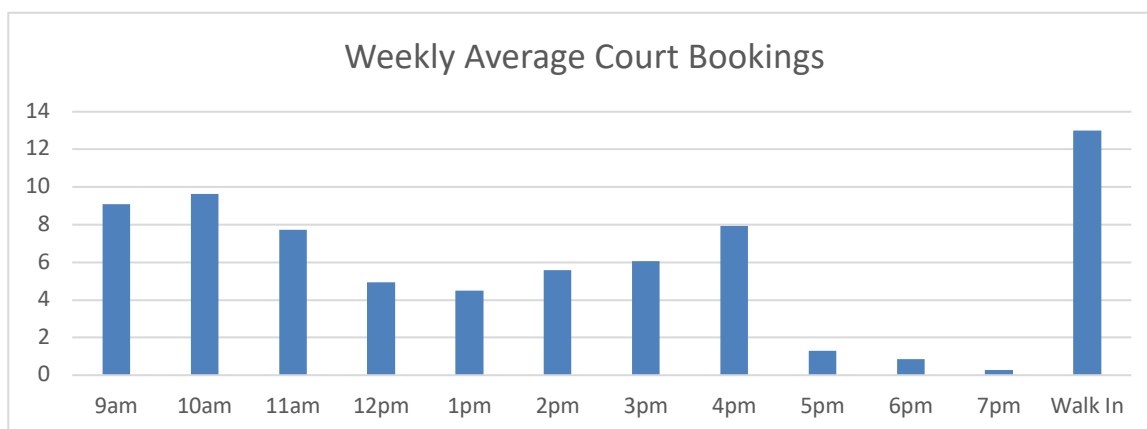
	2018	2019	2020	
	<i>Annual</i>	<i>Annual</i>	<i>Term 1</i>	<i>Term 2</i>
Coaching	162	260	0	155
Comps	43	108	65	109
Schools	231	246	138	0
Tournaments	831	769	354	249
Court Bookings (weekly)	0	0	62	122
Total	1267	1383	619	636

Court booking participation is based on 2 players taking up 1 court booking. In term 3 we have local schools booked in including CCGS booking 4 Saturday mornings to play their inter-school competition. Our competitions are holding their own despite it being winter, and full coaching returns from Term 3. It is noted that for the school camp held last week we had booked out at 64 players per day, a record, and a promising start to Term 3 coaching.

UTR hit-ups have significantly reduced due to lockdown restrictions easing and the recommencement of the Super Series, which is now seeing 50 players participating each Saturday, of which 20% are travelling from Sydney. Ladies Mid-week have only just returned and will be fully in operation during term 3.

All in all, we should see increased average participation numbers in term 3.

Court Bookings



Our court bookings are averaging 63 per week for the past 14 weeks during term 2, down from a peak of 92 which was recorded during COVID lock downs.

3. Pro-Shop, Café & Catering & Gym

Jackie has reported the following is now in place or remain a work in progress:

- All Honour Boards completed, and the main club house room looks fantastic. We are starting to see people look at the boards which is great news.
- Aussie Signs will be installing signage on the pro-shop wall and a new sign at the front gate advertising our products and times of opening.
- Acrylic holders – the new wall signage has been installed and then the acrylic holders will be secured with information brochures.
- New POS System called “IN Tennis” is now in place and helping us to record attendances for each coaching program and tennis product we sell.
- Merchant facility change – this is now in place called Tyro

We have now added Hugh Littlefield to the staff, and he will take over from Dylan once he moves to the USA early next year for college.

4. Competitions (Products)

- We have a record 8 teams for Sydney Inter-district which commences on 26 July. All players are being decked out with player shirts and we have some strong teams playing.
- Our super series is now making solid profits after all costs and prizemoney with 50 players in attendance on a regular week.
- Night competitions are going well despite the cold weather with average numbers around 12 on Monday night, 18 on Tuesday night and 16 on Thursday night. The new LED lighting and upcoming warmer weather should see these comps expand.
- We are to introduce a new Friday Seniors comp for over 50's and re-commencing Sunday Social in the afternoons.

5. UTR

- I have now introduced a separate report for UTR which has become a game changer for the club in increasing participation. When we first started, we had 55 registered UTR players and we now have 282. This is a larger number than Ta or TNSW have at present.
- Interestingly, we have created a separate membership via UTR registration which ranks all players and is an opportunity for us to market separately through this base as we are creating an email list of advertising our local competitions.

6. Membership

- Membership Numbers for the 2019/20 year was 1405 which is a 56% increase on last year, an excellent result. We now have 320 paid members from 1 July 2020.

7. Marketing (Website/Social Media) – to be sent separately.

8. Social Media – for the month 20/6 to 17/7, a summary of our Facebook page showed:

- 1253 people who like our page up by 1.4% on last report.
- 926 post engagements, up 89% and we reached 1,299, up 338 from previous month.

9. Tournaments – We have recently completed our July School Holiday and Open events. Thank you to Kat and Dylan in managing these events. The rain has impacted on the Open and is being played over last weekend. Moving forward:

- We have a NSW Super Series event scheduled for 26 August.
- We have a JDS Super Series that commenced 19 July with 42 players

- A new Junior Open UTR event – 29/9 to 1/10/20
- A new Open UTR event – October Long weekend – 3-5 October
- Club Championships to either commence 9 – 11 and 17-18 October or at the original date set for 28 & 29 November, and 5 & 6 December. Committee to confirm.
- Inter-club – I am proposing a date of Sunday October 31

10. Maintenance & Capital Works

- **Infrastructure & Maintenance** – defer to Mike Phillips for the maintenance report
- **Maintenance Person** – defer to Mike Phillips
- **Kitchen** – defer to Mike Phillips.
- **Garden Club** – defer to Mike Phillips
- **Masterplan** – Defer to Lee Spencer
- **Court Re-surfacing** – No further updates
- **LED replacement of courts** – LED lights for courts 5-9 have been installed. If we accept the quote provided from the existing provider, we should have courts 1-4, and 10-13 completed by end of September.

11. Sponsorship

- Our sponsorship from East Gosford Podiatry totaling \$300 and will look to sponsor the inter-club event due in October.
- Central Coast Community News are looking to sponsor the GTC for up to \$2,000 and are looking at an event to do this. I am proposing this to be the Club Championships.
- Zabara the clothing manufacturer, located at Erina is taking out a French Open sponsorship which includes a court banner for Court 1. Please defer to attached picture. Their sponsorship is to provide discounted clothing to the GTC including creating a line of GTC product, again which I attach. The total cost of sponsorship is approx. \$2600.
- Kylie Brown joins us as the new Grants and Sponsorship officer and at the next meeting I will ask her to provide an updated report for the committee.

12. Central Coast Squash Association

I have spoken to Gordon Batt at CCSA who are working with CCC on their plans and I reaffirmed to him that the GDTA continued to support their plans however we were pursuing our own plans at the Council wishes, which could jeopardize their project on the lower site.

13. Council – matters outstanding:

- Retaining Wall. Council have advised that they won't be supporting the cost of the wall.
- Tree and lower car park maintenance – fencing/grass verge responsibility. Awaiting on council response.
- Removal of Graffiti

Other Items

14. Grants

- Please defer to the Treasurers Report.

15. Insurance Claim – all up to date.

End of Report

