

Operations Report 23/11/20 - GDTA trading as Gosford Tennis Club

1. Coaching Report

In speaking with Alex, he made the following points:

- They are pleased with coaching participation numbers plus the 3 days of coaching at Central Coast Grammar School.
- Waiting list for private lessons during peak times.
- Currently Ok for coaches but Tom will be leaving next year for the police force which will require an additional coach.
- Holiday camps will commence in January 2021 with 4 weeks to go until end of term.
- They are starting to video as they now have Go Pro's which will allow them to place on social media.
- Rob to update the committee on the coaches agreement.

2. Participation Numbers

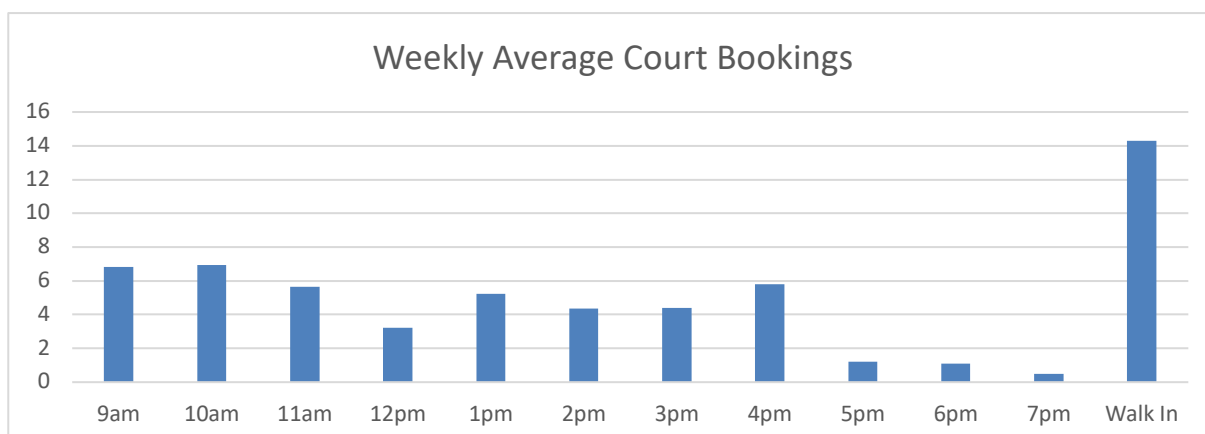
	2018	2019	2020			
	<i>Annual</i>	<i>Annual</i>	<i>Term 1</i>	<i>Term 2</i>	<i>Term 3</i>	<i>Term 4</i>
Coaching	162	260	0	191	285	239
Comps	43	108	34	125	112	134
Schools	231	246	141	0	337	272
Tournaments	831	769	354	249	350	142
Court Bookings (weekly)	0	0	62	108	54	32
Weekly Average	1267	1383	591	673	1138	786

Total number of visitors and players to 31 October 2020 – 41,454

Key points

- Coaching and comps has been impacted by wet weather, however for the week ending 15/11 we saw a record number of coaching participants – 276 players.
- Tournament participants and their visitors are not included in these numbers and this should now ramp up with 5 major tournament events occurring from 21 November to 31 January 2021.
- Night Comps where doubles are played, continue to be impacted due to COVID concerns.

3. Court Bookings



4. Pro-Shop, Café & Catering & Gym

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

- **All Honour Board** – remains outstanding and to be followed up with Bonny. We will be in a position to add 2020 club championship names given the time take to finish this off.
- **Employersure** is now established and the employee dashboard is now in place. Kylie has completed employee contracts last week for Employersure to review, as well as the staff evacuation plan.
- **Product Brochure** draft briefs remain in progress – Mike maybe able to update.
- **Kylie Brown** has given a list of grants she is currently working as set out at the AGM.
- **NSW Govt COVID** app has been scrapped given that it can only work if visitors have the app. In saying this, most players are now registered through UTR which assists with contact tracing.
- **Cody McLean** has commenced in a casual employment role to assist Hugh with UTR.
- **Cloudmaster system** for LED lighting has now been installed, allowing us to schedule court bookings after staff hours. Decision required for self-locking gate to be installed.
- **Black Friday sale** was very successful with shoe sales.
- We now have our first line of GTC caps in preparation for the tournaments at a cost of \$20 per cap.

5. Competitions (Products)

- Feedback from Bonny is that night comps participants are down due to concerns with COVID, regarding doubles play. Night comps will re-commence from 12/1/2021. I believe we need to review our night comp products introducing league ladders and UTR in 2021 and to raise our night comp prices from \$12.50 to \$15.00 in the new year.
- Central Coast super series continues to grow and some 40% of participants are coming from the northern parts of Sydney suburbs. This is evident with Club Championships.
- Twilight Friday Super Series commenced with an initial 10 players which is positive.

6. UTR – 664 UTR members and growing!

- Hugh Littlefield has now taken over from Dylan in the running of UTR. This is to be raised by Chris separately as part of some staff issues over the past 2-3 weeks.
- UTR is taking some 8-10 hours per week and we have had to create a new email account called utr@gosfordtennisclub.com.au to field all the issues. There have been some teething issues with communication in the lead up to the club championships and the system itself can be clunky when it comes to tournaments or more complex events, then super series.
- We now have more UTR members then current paid members To put this in context, TA has 1317 members, and TNSW has 252 members.

7. Membership

- Current Membership Numbers is currently 722 which is well below 915 we had at the same time last year. There has been an influx of membership following the club championships which is not included in these numbers and half price membership has now kicked in.

8. Grants & Sponsorships

- **Organising Sponsors Corporate Day** was held on 28th October and the event was a great success with 20 players and sponsors. Zibara are having their staff Christmas party at the club, which brings in some extra revenue.
- **Local sport program** This grant is for max \$20K and I am applying for renovations for lower complex that Mike has discussed with Executive. This has been submitted in October 2020.
- **ATP Legacy Fund** - This is a little tricky as we have to secure 75% of funding elsewhere (like the tennis club) as the legacy fund will only give you 25%. At this stage I don't think we should take up this grant for the reason that a minimum amount is \$10,000, which means you need to undertake a \$40,000 project.
- **Infrastructure Grants** - This is the one I love this one! I have applied for this one in the last round with 2 grants. 1st one for the retaining wall, 2nd for the lights on bottom courts. We won't find out until late November if we are successful on this. So, do we apply for the retaining wall again? That means if we are successful from the o/s round we have lost the opportunity to use this grant for something else! **Due 12/10/20** Unless I hear I will continue with the retaining wall.
- **Defibrillator Grant (Lower complex)**
 - This is due March 2021, so I'll start on this once the above are over.
- Kylie has also called Callum at Council as we are going to need letters from him fast with the first 2 grants.

In terms of Sponsorships, Kylie has confirmed:

- Working on small sponsorships up to \$500 in value each, we can confirm Parsons.

9. Marketing (Website/Social Media)

- We had our UTR cover story for the GTC on the TA and TNSW websites. Generally, feedback was very positive, however feedback from Alex was that he was disappointed as there was reference to Max Purcell and Nathan Healey, and Dylan was disappointed that he did not rate a mention for his success of UTR.
- I would like to see more social media videoing, capturing the culture and spirit of our club, staff, players and volunteers. I have asked Jackie and Meaghan to look at this for 2021.
- Chris to raise issue re: Jenny following meeting of 14/11.

10. Social Media

Over the last month a summary of our Facebook page showed the following:

- 458 page views up 16% on last report.
- 1206 post reaches up 30% on last report.
- 1361 follow us with up 2% on last report.
- 1299 people who like our page up from 1271 on last report.
- 866 post engagements, steady from last report.

11. Tournaments

Our tournament season started last weekend with the Club Championships. This will continue next Friday afternoon from 4pm with the first round of the Men's Open Singles. We have had 188 entries, up 58 from last year's Championships and it will be an actioned packed weekend with all Open singles and doubles events being played as well as Div.2, and Div.3 singles. Junior doubles appear to be low on numbers and is unlikely to be paid.

Thank you to Kat for her tournament organization and teaching Cody and Jacob. Thanks also for Hugh during a difficult weekend for the Littlefield family.

The State Championships commences from 6/12 for 2 weeks current has 185 players in week 1 (6-12) and 116 players in week 2. The 12's & 16's are in Week 1, and 14's & 18's are week 2 with Tennis Australia operating the tournament.

The last tournament of this year, which is from 27-30 December we have 241 junior players playing, and 44 Open players. We should decide tonight that we have a cutoff date of 30 November for this event, given the number of players, and possibly extending the date to 31 December.

A Tennis NSW AMT and 18&U Silver event is to be held in mid-January, and Jackie is proposing a UTR January Long weekend Open & 18's event, which would be for \$3,000 in prizemoney.

12. 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** – No updates to our submission as yet.
- **Court Re-surfacing** – No further updates
- **LED replacement of courts** – LED lights for all courts except 12 & 13 have been installed and paid for.

Additional points I would like to make:

- The grounds are looking wonderful and a big thank you to Mike, Gai and Paul for their work here.
- We need to look at additional taps on the lower complex for assistance to support water pressure cleaning.
- We should look at cleaning up courts 10& 11. I would like to see court 10 as a practice court for the State Titles and we block off court 11. A decision for committee tonight.

13. Central Coast Squash Association

- No further updates at this stage

14. Council – matters outstanding:

- Retaining Wall. Callum has been on site with an engineer to view the wall. No updates at this stage.
- No updates on the plans submitted to Council 3 weeks ago.

- Car Park issues with branches over powerlines have now been addressed by Council following a Ausgrid rectification noticed issued.
- Car park pothole to be raised to council for fixing as well as the verge area behind courts 5-9.

End of Report

