



DOMAIN TENNIS CENTRE 2021-2022 ANNUAL REPORT



CONTENTS

- About Domain Tennis Centre
- President and Centre Manager Report
- Treasurer report
- Year in Numbers
- Members
- Tennis
- Events
- Sponsors
- Sustainability
- Marketing
- Diversity and Inclusion
- Leaseholders
- Looking Foward
- People
- Financials
- Testimonials

Acknowledgement of Country

We acknowledge the muwinina people of nipaluna/Hobart as the Traditional Custodians of the country and their connection to land sea and community we pay our respects to their elders past and present and recognize that Australia is home to the oldest cultural tradition in the world.



ABOUT DOMAIN TENNIS CENTRE

WHO WE ARE

The Domain Tennis Centre is Tasmania's premier tennis facility, established on its present site in 1964 after moving from Creek Road, New Town. The Hobart City Council owns the site leased to the Domain Tennis Centre. The Domain Tennis Centre is governed by its constitution through a Board of Management.

OUR MISSION

Bringing community, health, and wellness through tennis to all.

OUR VISION

As an inclusive community facility for all, it is our responsibility to:

1. To encourage the playing of tennis in a spirit of friendship and enjoyment while focusing on the health and wellness of participants;
2. To build resilient and supported people and centre stakeholders; and
3. To be a leading tennis facility in Australia.

KEY VALUES

- Respect
- Integrity
- Enjoyment
- Quality
- Inclusion
- Sustainability

BOARD OF DIRECTORS

President

Eileen Smith

Vice-President

David Zerna

Treasurer

Rudy Kloser

Board Members

Tony Dion

Klaus Stroehl

Andrew Murray

David Morgan (since March 2022)

Public Officer

Edward Bouchier

DOMAIN TENNIS CENTRE TEAM

Centre Manager - Edward Bouchier

Programs Coordinator - Tony Blom (finished February 2022) Jessica Earney (from February 2022)

Tennis Programs Coordinator - Thomas Beattie (finished February 2022) Mersad Masnavi (from February 2022)

LIFE MEMBERS

Enda Burrow

Ian Murtagh

C. Ades S. Page

Theo Alexander

Viv Holloway

Sybil Vinen

Benn Rafferty

Hazell Turner

Audrey Hill

Arthur Mathews

Graham Lamphee

Gillian Anderson

Michael Burke

David Tunbridge

Barry Titmus



PRESIDENT REPORT

Dear Domain Tennis Centre Member,

I am pleased to report that the DTC has continued to develop and improve on a variety of fronts. Our growth has exceeded expectations.

Membership

Our membership now stands at 617, a 13% increase. This growth has not just happened by accident; it has occurred by the addition of weekly tennis programs, online registration and payments, which makes registration easier for players and consistent communication with members and the community.

Pennants

Our pennant offerings continue to be popular, and the trial of three-player pennant teams this year on Monday and Wednesday was welcomed as it encourages greater team spirit and camaraderie.

I would like to thank Tony Blom for his work in organising pennant competitions and Jessica Earney, who took on the position in February. She has done a marvellous job organising pennants and being the welcoming face for pennant players at the front office.

Developing the Game of Tennis

In October 2021, the position of Tennis Programs Coordinator was created to offer tennis skills and physical activity sessions to club members and the wider community. From its conception, this program now has more than 60 players who regularly participate each week in a range of programs.

Next year, the DTC will be running and coordinating tennis coaching at the club. We recognise that coaches are the most important ingredient in developing a love for the game and for keeping players interested in improving their play, no matter what level of play they take part in. In conjunction with coaches Tony Blom and Simon Youl, we have designed a business plan and an extensive program of tennis classes for all ages and abilities. We are also looking to increase the number of coaches to deliver these programs.

On behalf of the club, I would like to thank Tony Blom, Mickey Conallin and Simon Youl for imparting their knowledge of the game to so many over many years.

Facility Improvement and Development

We continually strive to improve facilities for our members.

Perhaps the most exciting development has been forging a strong relationship with Tennis Tasmania to develop a Master Site Plan and feasibility study. The Master Plan has identified the major areas that need attention if we are to host major events. The plan also addresses many issues of access to courts and up-dating the clubhouse that directly benefits our members.

The installation of a 39-kilowatt solar system on the Northern Stand has significantly reduced our electricity usage while addressing our environmental impact. This project was largely funded by the Tasmanian Government and will pay for itself within a year. Our power usage has also declined because of the installation of LED lights on 14 courts.

The resurfacing of the hitting wall surface funded by Tennis Australia has enhanced the surrounds, as has the lighting going down the path to the clay courts funded by Decrolux Lighting.

It is also pleasing that Courts 17 and 18 have finally been resurfaced, had tree roots eradicated and had new fencing erected.

People

I firmly believe that people make a successful organisation, and I would like to thank the volunteer Board for all the work they do behind the scenes. These people are; Dave Zerna (Vice President), Rudy Kloser (Treasurer), Tony Dion, Klaus Stroehl, Andrew Murray and David Morgan.

We are lucky to have a keen group of volunteers who continue to be an invaluable asset to the club. They have worked in the kitchen during tournaments, cleaned and maintained the courts, and done many unseen tasks. Thank you, you don't know how much you are appreciated.

The club is a multifaceted organisation and Edward, our Centre Manager, is to be congratulated for keeping abreast of many issues while having the foresight to pursue programs that will benefit the club in the long term.

Sponsorship allows us to not only improve our member facilities, but this year it has also introduced people to the sport and club who otherwise might not have had the financial means to participate. The generosity of these businesses and families cannot be underestimated.

Our leaseholders are extremely important to us, and we continue to work with them to promote their businesses to our members.

We need to Keep Improving

Communication is the key to improvement. This year we focussed on improving our communication with members and the community. Newsletters now go out to all members more frequently, and our social media presence is interesting and prominent. This year we have included two new newsletters which go out to specific groups in the club; pennant and social tennis players.

Member feedback indicates that the clubhouse needs attention and that they would like to have the opportunity to purchase light meals. We are pursuing the possibility of leasing the first floor to expand member offerings and will continue to keep members informed of our considerations.

What we have to look forward to

We are hoping to attract a wide field of players, both intra and interstate, by hosting The Hobart Open (October 6 – 8), which overlaps with the Domain Spring Classic held on October 8 - 10. The finals of the Hobart Open will coincide with the first day of the Domain Spring Classic.

2023 is a year to look forward to, and it is wonderful that the Hobart Women's International is going ahead after a Covid hiatus. I am sure it will be a sell-out event as Tasmanians are keen to see the world's rising stars playing in this beautiful venue.

The DTC continues to thrive, and thanks to its members' contributions, this is a truly vital and welcoming club.

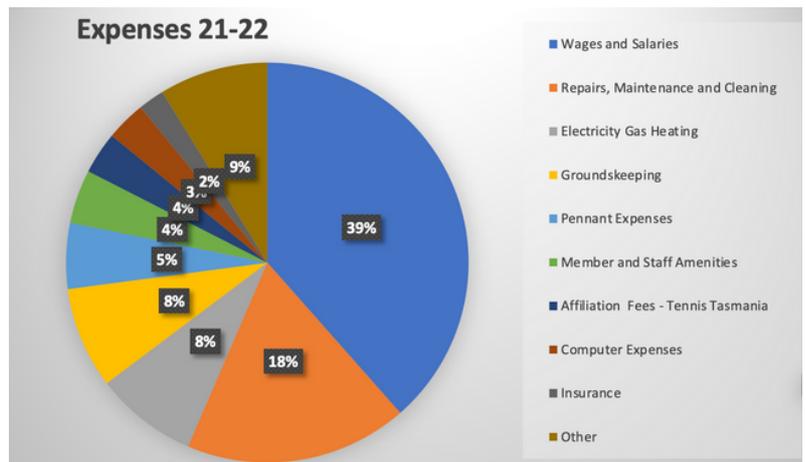
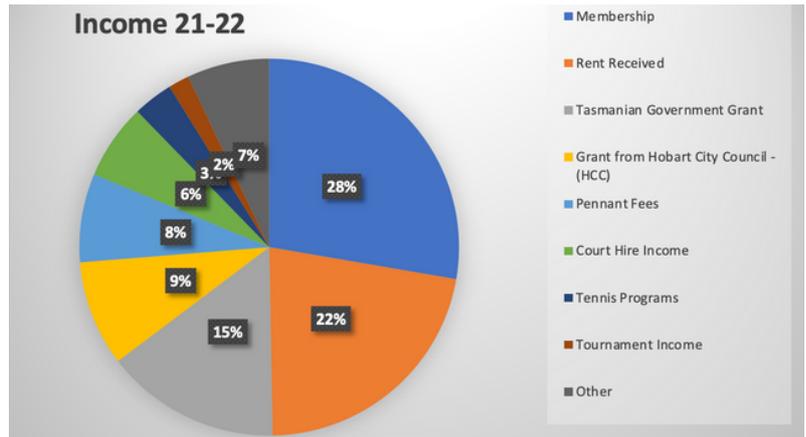
Eileen Smith, President

TREASURER'S REPORT

The financial year 2022 (FY 2022) saw a capital spend of \$251,000 on court improvements (lights and resurfacing) and solar panel installation. Due to good centre management, this was offset by a 21% increase in income, including memberships, government grants and rents.

In FY 2022, expenses increased 16% from FY 2021, dominated by salary, repairs/maintenance and utilities. The club's cash position of \$298K has only reduced slightly (-\$1,000) in FY 2022 based on the better than predicted income to offset the capital expenses.

Based on the Board approved FY 2023 budget, we project that the club will maintain this cash position with a predicted \$110,000 capital allocation.



A YEAR IN NUMBERS

Key figures

34%

- INCREASE IN CASUAL COURT HIRE REVENUE
- 1000 CASUAL COURT HOURS

157%

- INCREASE IN VENUE HIRE REVENUE

44%

- INCREASE IN MEMBERSHIP REVENUE
- 620 MEMBERS

21%

- INCREASE IN INCOME FROM GUEST FEES

Grants

5

- GRANTS APPLIED FOR

\$135,000

- IN GRANTS RECEIVED

Significant investment was made into the site, the major upgrades include the following:

- Transition a further ten courts to LED lights
- Resurfaced courts 17 & 18
- New fence on court 17
- Resurfaced the hit-up wall
- Installed a 39 kW solar system

\$290,651

INFRASTRUCTURE INVESTMENT

The club has grown significantly in many areas. Some key growth areas since 2020 are highlighted below:

- Membership – up 315 members now at 620 – increased 96%—the highest membership in over 25 years.
- Casual court hire – increased 158%.
- The DTC has invested in a part-time coach – introducing 300 new players to tennis in the past ten months.
- Overall revenues – \$355,777 (June 2020) to \$559,422 (June 2022) an increase of 57%
- Twilight pennants (200 players weekly) – participation increased by 10%
- Club tournaments/events – revenues up 100%



\$163,212

NET SURPLUS

MEMBERSHIP

The Domain Tennis Centre membership has grown to 617 this is up 13%. This steady growth is because of various reasons:

- The development of additional weekly Tennis Programs
- Online registration and payments (annually & monthly)
- Consistent and informative communications with members and the community



Gender
Female - 33%
Male - 67
 2% increase in female

Category	Members	% Increase
Adult	236	6%
Midweek	83	16%
Student	56	36%
Family Primary	34	11%
Family Partner	34	25%
Family Child	48	11%
Junior (11-17)	37	8%
Junior (10 under)	11	266%
Member Sponsor	4	-
Life member	48	-
Life Member Honorary	5	-

PENNANT

The DTC has had over 220 weekly pennant players this year, which has remained steady. It was great to see several new players in the pennants, with many coming from the newly introduced Tennis Programs, players from other clubs looking for a robust weekly competition and new club members.

Pennants held

- Monday Twilight Pennant
- Tuesday EIS Property A Grade Twilight Pennant
- Wednesday Twilight Pennant
- Thursday Red Twilight Pennant
- Thursday Blue Twilight Pennant
- Summer Flex-league



In 2022 we introduced a change to the pennant format. We trialled a three-player team in our Tuesday EIS Property A Grade Twilight Pennant. The success of this pennant meant we introduced it into our Monday and Wednesday twilight pennants. Moving to 3 player teams has enhanced the pennant experience; players now have more tennis in the same period and have a closer team experience because they play with each player on their team.

We are always looking to improve player experience; part of this has been obtaining player feedback from our players through surveys after the end of a pennant. In addition, the presence of our Club Activities Coordinator, Jessica, at the front office increases player engagement while also giving us greater insight into the running of our pennants. We will continue to seek feedback through various channels to improve.

Xpoint continues to serve us well. The software has allowed us to use different formats, including two and three-player teams, summer Flex Leagues and multiple divisions. X-Point has many administrative advantages, including the ability to see and track substitution requests. Working closely with the developer, we can see continuous upgrades and features, which means a better and streamlined experience.

TENNIS

The Domain Tennis Centre plays host to a number of playing opportunities for all players and abilities, these are highlighted by the following:

- Twilight Pennants - run Monday to Thursday, each night has 3 seasons over the year.
- Weekly Tennis Programs
- Junior Friday Pennant
- Tournaments - Hobart Junior Championships, Hobart Open and Domain JDS
- Events - Valentine's Day Mixed Doubles
- Club Championships
- Social Tennis
- Premier League



Valentine's Day Mixed Doubles



Women's Club Champion - Alicia Dale

Weekly Tennis Programs

In October 2021, the DTC developed a weekly schedule and employed a Tennis Programs Coordinator to deliver additional programs. They have provide better services to existing members (at a discount rate) and their families and bring more people through the club. Ultimately assisting in generating more participation, new members, and events at the club. The schedule of programs now connects us with 60 players a week who are seeking to develop their skills. The program started from zero and since its introduction, we have made contact with over 250 players. These new programs have resulted in 80+ new members joining the DTC.

Men's Club Champion & Runner-up- Harry & Edward Bourchier



EVENTS

The Domain Tennis Centre has hosted several social events over the past year, which have brought people together off the court:

- Christmas Function
- Social Tennis Lunches
- Hobart Open Player and Parent Dinner
- Pennant finals presentations
- Functions



SPONSORS

A number of new sponsors have come on board over the past year. We also acknowledge our long-term sponsors who continue to contribute to the club.

Zambbrero

decroLux
inspired by lighting

Boyles Family
Community Support

The Boyles Family became a sponsor in the summer of 2022, providing funds to deliver tennis programs to disadvantaged children. We have worked with community organisations ReLink and The Children's University to connect with schools in Hobart to deliver weekly tennis programs.

Sponsors have been an important part of the club for many years. There are several sponsorship packages the club offers. One new package has been member sponsors. Thank you to our member sponsors

- Cook Family
- Morgan Family
- Rodgers Family
- Hawker Family

ELECTRICAL

DUNLOP

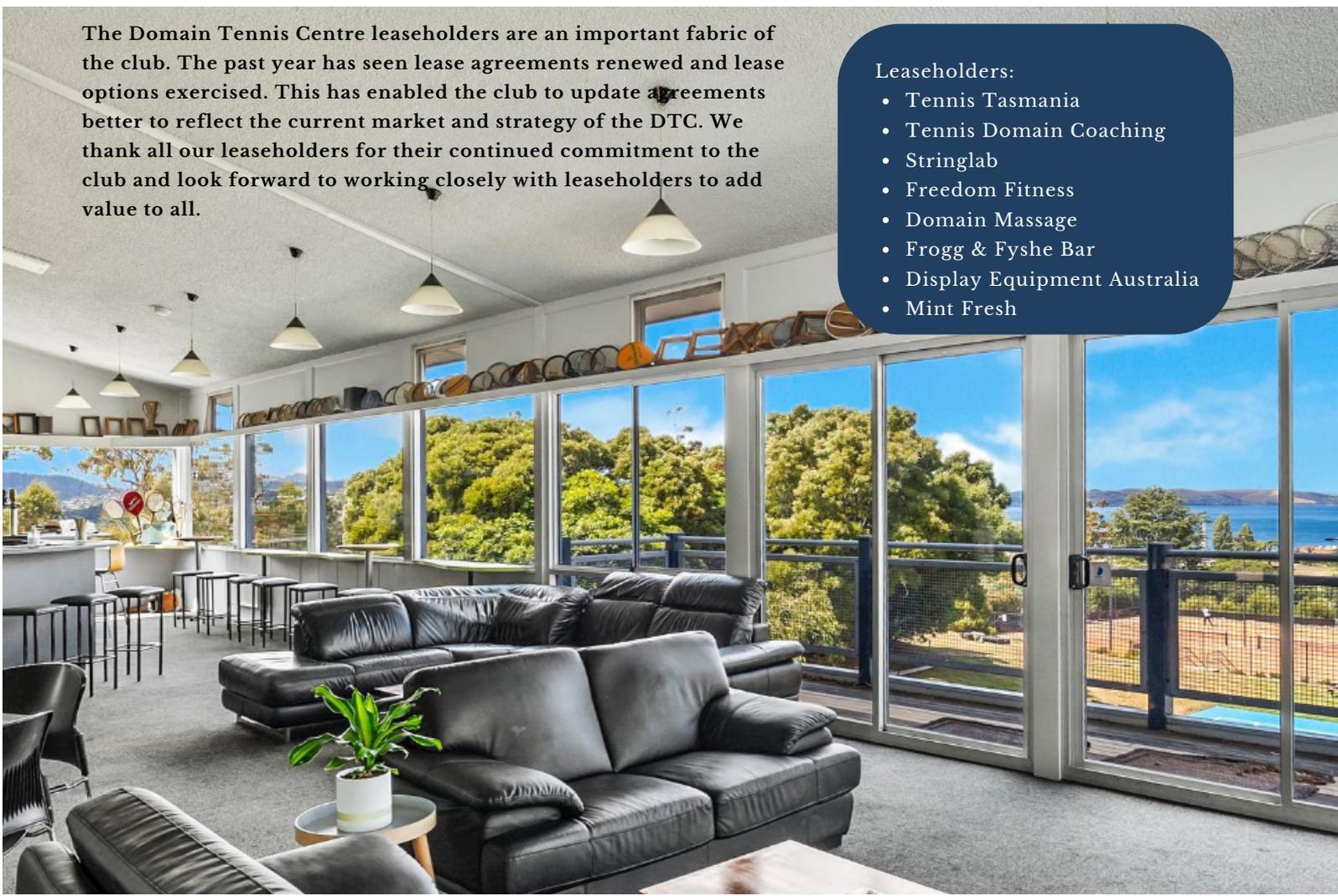


LEASEHOLDERS

The Domain Tennis Centre leaseholders are an important fabric of the club. The past year has seen lease agreements renewed and lease options exercised. This has enabled the club to update agreements better to reflect the current market and strategy of the DTC. We thank all our leaseholders for their continued commitment to the club and look forward to working closely with leaseholders to add value to all.

Leaseholders:

- Tennis Tasmania
- Tennis Domain Coaching
- Stringlab
- Freedom Fitness
- Domain Massage
- Frogg & Fyshe Bar
- Display Equipment Australia
- Mint Fresh



SUSTAINABILITY

The Domain Tennis Centre views sustainability as an important direction for the club. This focus has been highlighted by the move to LED lights now installed on 14 courts. The transition to LED court lighting has reduced the kilowatt usage by one third while at the same time tripling the lighting levels on these courts compared to the traditional lights.

Through an updated strategic plan, the club has identified sustainability and impact as important areas to continue to focus on.

The club has installed a 39 Kilowatt Solar system project on the roof of the Northern Stand. Thank you to the Tasmania Government for the grant to complete this project. The project has significantly reduced the club's electricity usage from the grid and will pay itself off in 1 year.



Solar system on the Northern Grandstand

COMMUNICATIONS

A key Focus in 2021-2022 continues to be engaging with members and the community through a variety of communication channels. This includes frequent newsletters, social media and club noticeboards. Two additional newsletters were developed in 2022

- Social Tennis Newsletter
- Pennant Newsletter

The club has also been seen in several newspaper articles and local news TV segments.

14

NEWSLETTERS
PUBLISHED

1,936

CONTACTS IN
DATABASE
42% INCREASE



622

FACEBOOK
FOLLOWERS
29% INCREASE



286

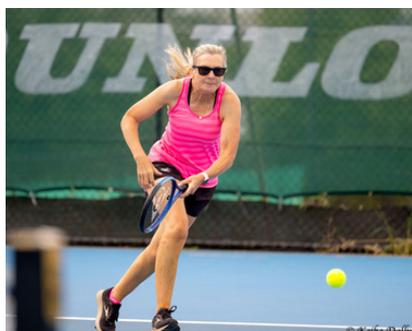
INSTAGRAM
FOLLOWERS
24% INCREASE
63 POSTS



DIVERSITY AND INCLUSION

The Domain Tennis Centre continues to support organisations in the community and is the primary facility for other tennis clubs :

- Reclink
- New Horizons
- Paraquad Tasmania
- School groups
- SSATIS tennis roster
- Sandy Bay Rotary Club
- Hobart Out Tennis Club
- St. Therese's Tennis Club
- Mid Week Ladies



Social Tennis - Christmas Party

FORWARD OUTLOOK

The Domain Tennis Centre is committed to investing and improving infrastructure to enhance your tennis experience.



Master Site Plan

The Domain Tennis Centre continues to develop its positive relationship with Tennis Tasmanian & Tennis Australia. The club has developed a Site Master Plan and feasibility study in partnership with Tennis Tasmania. The Master Plan has identified the necessary major projects needed to develop the site so that it can host major events (both tennis and community events) that meet our club's needs, and the local community while also being a State asset.

Domain Tennis Centre Coaching

February 2023 will see the coaching at the DTC transitioning to the club; all current DTC coaches have been offered the opportunity to be part of the design and business plan. Tennis Coaching at the DTC is vital to growing and expanding the club's demographic of participants and members. Tennis coaches are a crucial touch point for many tennis players and provide a key pipeline into the sport. Coaching provides support to a broad demographic, including:

- Existing players of all ages and levels
- Participants at school holiday camps
- Players who are non-members and especially players beginning or restarting their tennis journey.

An enhanced coaching operation at the DTC will bring more people to tennis through the club and coaching business, drive revenue for all businesses at the centre, and increase participation, membership, and events at the club.

The business is being built on the following principles:

1. Inclusiveness & affordability – programs for all ages and abilities
2. Connection and integration – coaching programs should be integrated to provide pathways from novice to elite play
3. Quality and professionalism – professional development for coaches will ensure quality coaching while developing our future leaders.

PEOPLE

The past year has seen some new faces around the DTC. Tony Blom transitioned from the Programs Coordinator position to focus on his coaching business. We thank him for his positive contribution to the club. Jessica Earney joined the team in February 2022 and has been a vibrant addition. Jess has embraced the running of pennants and is now spending more time planning and running events. This is highlighted by hosting a Junior Development Series (JDS) each school term.

A new position created in October 2021 was the Tennis Programs Coordinator. Thomas Beattie did a fantastic job of developing the weekly programs from scratch, his energy and communication skills enabled the rapid growth of participants. Thomas finished in February 2022. Mersad Masnavi took over the role in February and has continued the programs, his commitment to the position has ensured the continuation of programs.

Volunteers

Volunteers are essential to the club, and we were lucky to have a reliable band who provided invaluable assistance throughout the year, this includes our board members. Volunteering is a fun way to meet different people while working to improve tennis at the DTC.



Jess Earney hosting a JDS



Tony Blom in action



Mersad Masnavi



Thomas Beattie



FINANCIALS

Profit and Loss

Domain Tennis Centre

For the year ended 30 June 2022

	2022	2021
Trading Income		
Ball Machine Hire	876	1,140
Coffee Machine Sales	1,989	1,719
Court Hire	36,567	27,281
Domain Voucher	216	545
Fundraising and Events	2,029	1,970
Govt Cashflow Boost	-	14,212
Grant from Hobart City Council - (HCC)	51,485	45,479
Guest Fees	4,839	4,006
Interest Income	1,176	2,519
Jobkeeper Subsidy	-	27,000
Court Lighting Income	1,575	1,360
Membership	157,873	109,892
Pennant Fees	43,294	43,585
Rent Received	116,488	115,332
Sponsorship	7,912	-
Tasmanian Government Grant	85,000	54,045
Tennis Programs	18,927	-
Tournament Income	10,094	14,908
Venue Hire	9,082	3,526
Women's International Event Fee	10,000	-
Total Trading Income	559,422	468,519
Gross Profit	559,422	468,519
Operating Expenses		
Accounting and Audit	3,050	3,000
Advertising	1,198	573
Affiliation Fees - Tennis Tasmania	11,002	8,932
Bank Fees and charges	5,718	5,063
Bookkeeping	1,522	1,530
Cleaning	18,518	19,558
Computer Expenses	10,052	6,074
Depreciation and Amortisation	86,705	78,720
Electricity Gas Heating	26,601	28,264
Freight	40	395
Fundraising Functions and Events	551	948
Groundskeeping	26,181	36,851
Insurance	6,773	5,227
Interest Paid	-	7
Legal Fees	1,260	1,010
Court Light Replacement	-	875
Meet Expenses	378	388
Member and Staff Amenities	13,499	11,301
Merchant Fees	2,315	-
Pennant Expenses	16,607	17,428
Postage	205	195
Printing and Stationery	764	649
Repairs & Maintenance	29,569	32,227
Staff Training	1,554	-
Superannuation Expense	11,164	8,486
Telephone and Internet	2,720	4,361
Tournament Expenses	5,903	4,500
Vouchers	2,579	3,875
Wages and Salaries	109,873	101,228
Total Operating Expenses	396,301	381,665
Net Profit	163,121	86,854

FINANCIALS

Balance Sheet

Domain Tennis Centre

As at 30 June 2022

	2022	2021
Current Assets		
Cash at bank	297,980	299,414
Debtors	1,948	12,530
Total Current Assets	299,928	311,944
Non-current Assets		
Clubhouse and Court Development	2,278,865	2,054,487
Less: Accumulated Depreciation	(973,048)	(901,503)
Grandstand	92,465	92,465
Less: Accumulated Depreciation	(30,053)	(27,742)
Other Leasehold Improvements	230,144	230,144
Less: Accumulated Depreciation	(94,520)	(91,629)
Plant & Equipment Assets	76,967	76,967
Less: Accumulated Depreciation	(57,423)	(54,335)
Solar Panel Installation	26,273	-
Less: Accumulated Depreciation	(238)	-
Website Redevelopment	66,320	66,320
Less: Accumulated Amortisation	(28,495)	(21,863)
Other Intangibles	450	450
Total Non-current Assets	1,587,707	1,423,761
Total Assets	1,887,635	1,735,705
Current Liabilities		
Trade Creditors	5,452	20,172
GST	(1,201)	(6,260)
PAYG Tax	6,020	4,187
Provision for Annual Leave	6,450	10,244
Superannuation Liabilities	1,263	832
Total Current Liabilities	17,984	29,175
Non-current Liabilities		
Provision for Long Service Leave	-	-
Total Non-current Liabilities	-	-
Total Liabilities	17,984	29,175
Net Assets	1,869,651	1,706,530
Current Year Earnings	163,121	86,854
Retained Earnings	1,706,530	1,619,676
Total Equity	1,869,651	1,706,530

TESTIMONIALS

Domain Tennis Centre has been my club for almost 20 years. While I play pennant regularly, it's the social tennis group that feels as familiar as a pair of comfy slippers. Over the years I have played with people in their 80s and even 90s! Now my 19-year-old daughter plays with me at DTC, as one of the youngsters at social tennis, she keeps us oldies on our toes. I play pennant and enjoy the challenges, the learning and support that come with competitive tennis.

It's great to see the DTC making a space for anyone who wants to pick up a racquet and get active.

Gabby Whitworth

'I have the pleasure of being a member at the Domain tennis club for 2 years

The Tuesday and Thursday social group work well for me- the tennis is of sufficient standard to challenge but rarely intimidates me while the other players are accepting of me and my tennis failures.

I see members go out of their way to greet and make welcome new players and visitors.

There are occasional social activities that are well patronised. The club location is perfect for me and it is delightful to have snowy Mt Wellington towering over the city, in full view of the club.

The club has coaching sessions which I have used, excellent club rooms, night pennant games and a gear shop on site- generally a great setup!

Stefan Visagie

Big thanks to Domain Tennis Centre for their continued support of our members and programs.

Reclick Australia (Tasmania)

Friendly club. Well-organised pennant tennis and casual social tennis for all. Plenty of courts and only 10 minutes from Hobart CBD. Flexible membership packages.

Charles Cook

In 1988 Margaret and I were introduced to the Domain Tennis Centre by a group of friends and played social tennis on Friday evenings for several years. In 1994, I extended my club involvement by playing social and competitive tennis. We both enjoyed those times immensely.

After 2000, I became further involved, particularly in the extended social tennis at the club. Over that time, Margaret played with a group under the watchful eyes of David Tunbridge and Tony Blom. I have played veterans' tennis in every state and New Zealand and am convinced the club is not only located in the most beautiful setting of any but is managed in a most effective but pleasantly unobtrusive manner. Although I am now 80 years old, one of my fervent hopes is that I can continue my social and mildly competitive involvement at the club for years to come, such is the reassuring and supportive aura created by those who have either formal or informal roles to play here.

Well done, I say.

Tim Payne

