



Strategic Plan : 2018 - 2020

Annual General Meeting 2017

October 24, 2018



Strategic Efforts of 2018 - 2020

Rebirth, Rebuild, Repair, Refresh, Renovate, Revitalise and Redefine!

At the end of 2017 the Executive Council of the BTA drafted a rolling 3 year strategic plan for 2018 – 2020 which was ultimately presented to the Barbados Olympic Association (BOA).

1. Six (6) strategic objectives
2. Twenty-one (21) strategies
3. Three (3) pronged focus

1. Creating a more trusting tennis environment

2. Growing membership

3. Being more strategic in nature



Mission and Motto

The Mission

“To develop and promote tennis in Barbados”

The Motto

“Tennis, the sport for a lifetime for all”

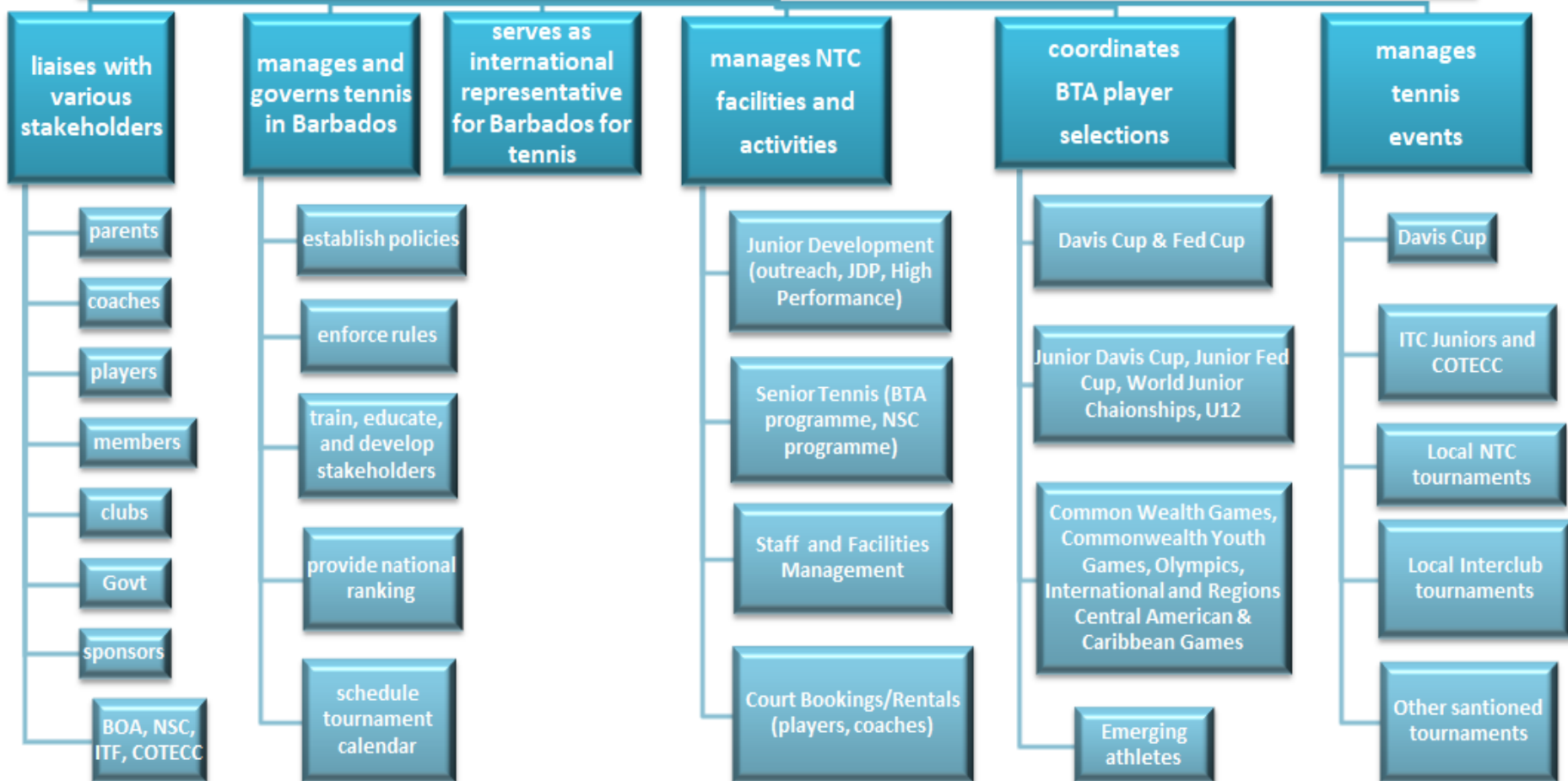


6 Functions

1. *Liaises with various stakeholders*
2. *Manages and governs tennis in Barbados*
3. *Serves as the international representative for Barbados for tennis*
4. *Manages NTC facilities and activities*
5. *Coordinates BTA player selections*
6. *Manages tennis events*

6 Functions

THE BARBADOS TENNIS ASSOCIATION INC.

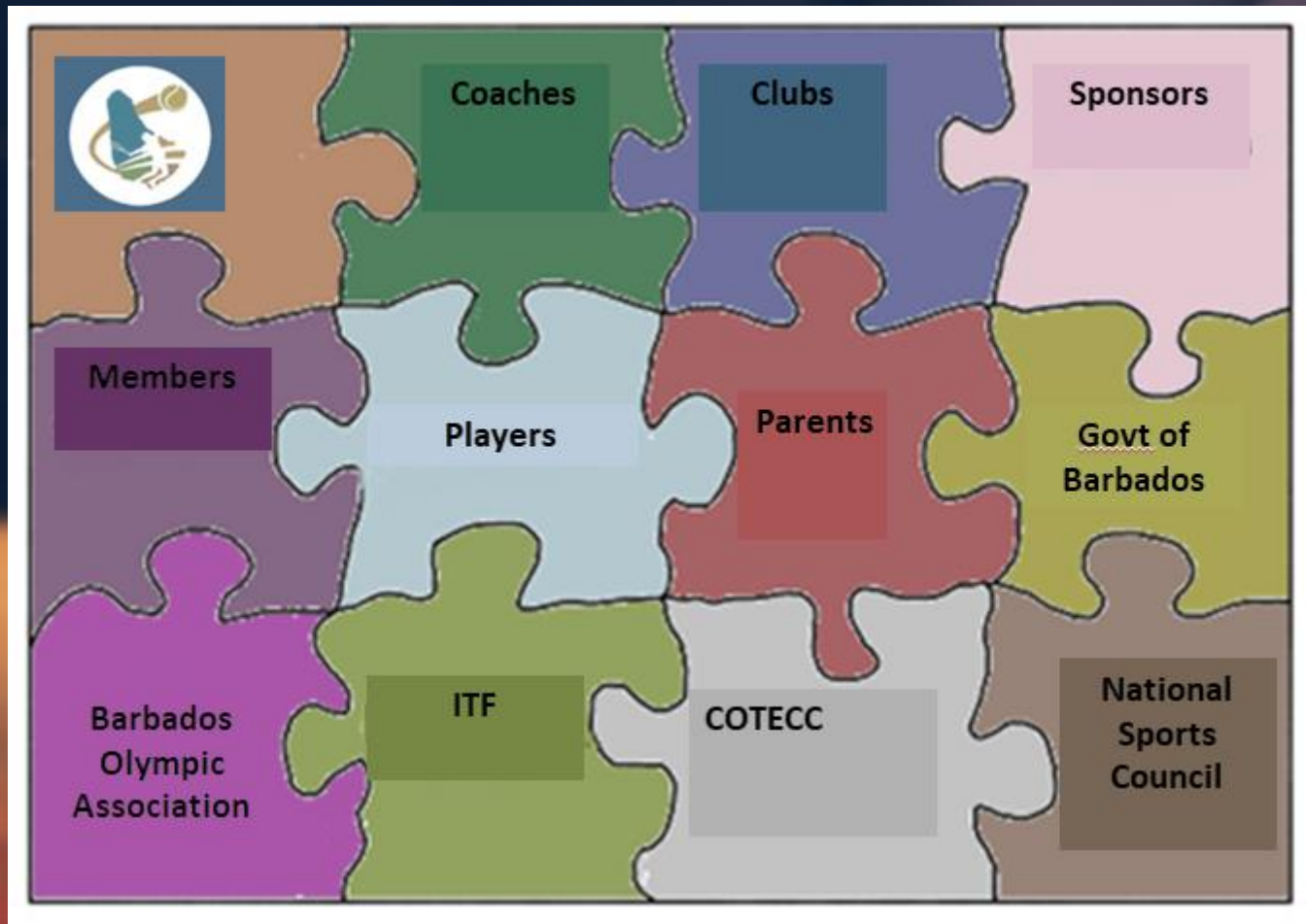




6 Objectives

1. *To promote the positive growth and **development of tennis** in Barbados at **all levels**.*
2. *To facilitate the development of **young players** to world ranking.*
3. *To strengthen the Association's **membership** and to promote its active involvement in **programmes** and **activities**.*
4. *To enhance the **image** of the Association.*
5. *To be financially **sustainable**.*
6. *To **participate actively** in the international tennis and wider sporting **communities**.*

Stakeholders





The Tennis Ecosystem

1. All tennis stakeholders are organisms that form part of a complex and interdependent "tennis ecosystem". True to its motto, "Tennis, the sport for a lifetime for all", **the BTA firmly believes that every stakeholder, irrespective of the perceived size, has value and plays a critical role in the mission** "To develop and promote tennis in Barbados".
2. As with other types of ecosystems, **"...diversity ensures natural sustainability for all...."**. This holds true in business as well.
3. **The BTA therefore encourages diversity, and continues to work with its fellow stakeholders to protect and maintain the delicate balance of the Barbados tennis ecosystem.**

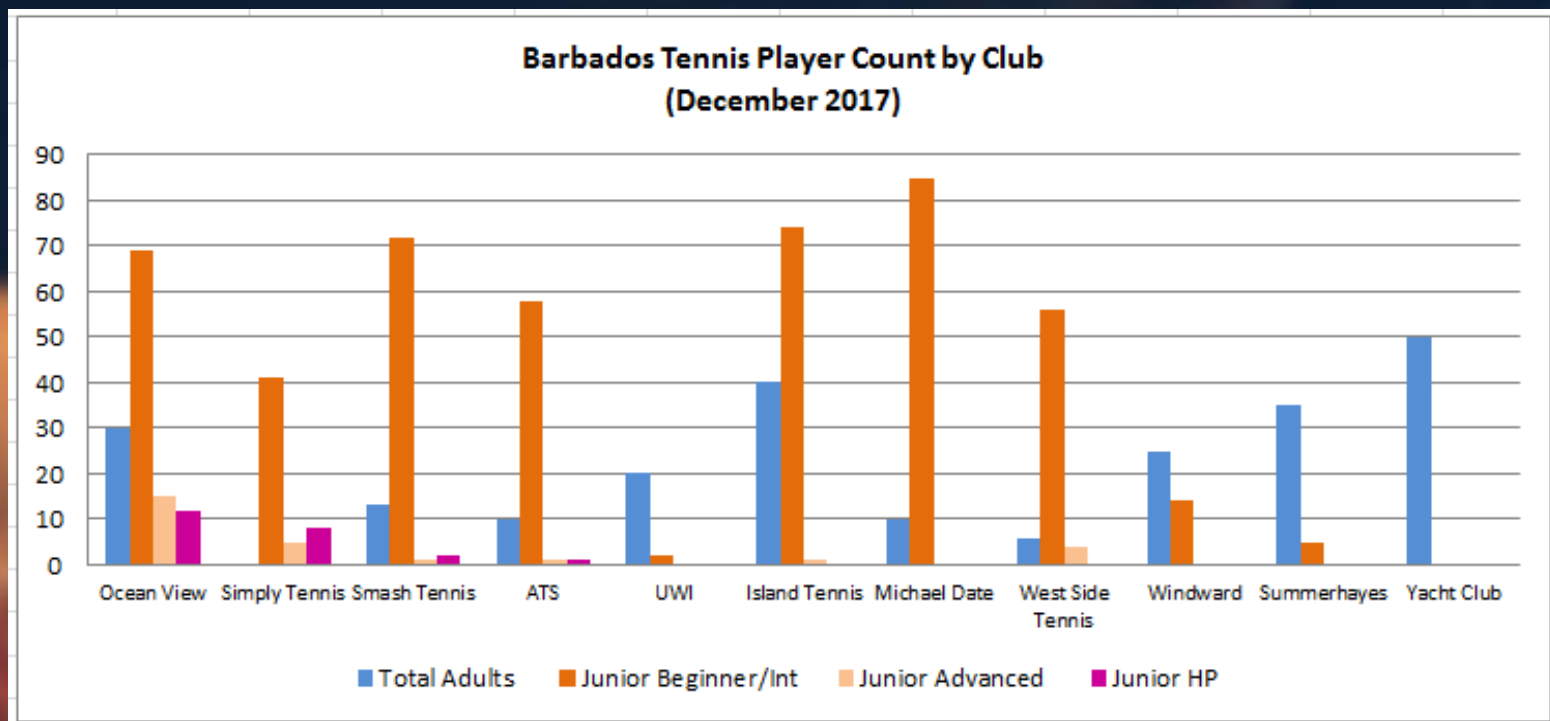
"...By working with people from different backgrounds and with different experiences and working styles, we learn and get another view. Diverse views make for better decisions, and thus drive a high-performance culture..."

Dennis Nally (June 2015), Five reasons why diversity and inclusion matter to every business – and every employee (online PwC article)

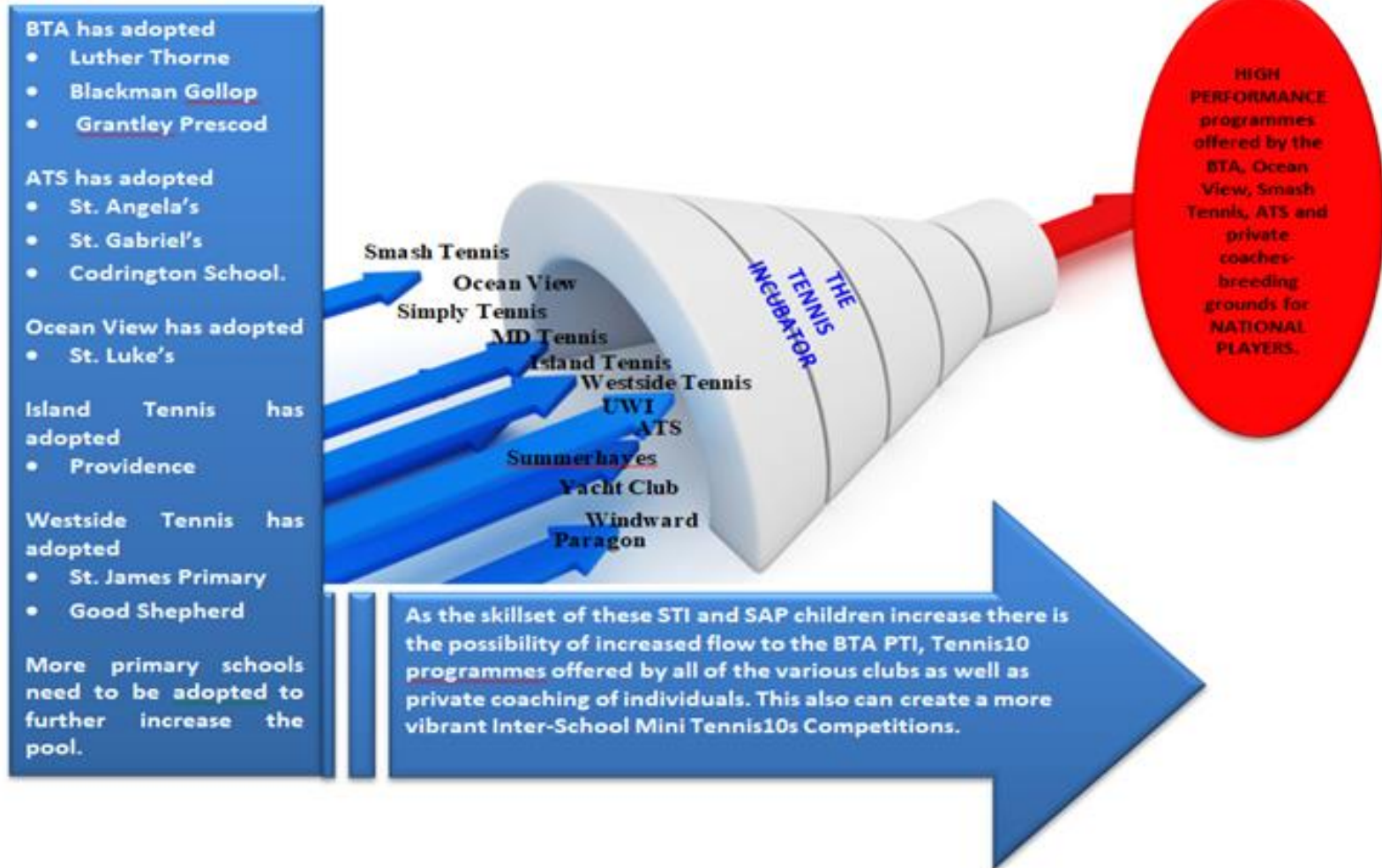


Our Tennis Reality

The Coaches Advisory Committee (CAC) estimates that as at **December 2017 Barbados boasted approximately 765 players across 11 clubs/programmes**, over 68% of whom are juniors, based on club statistics only.



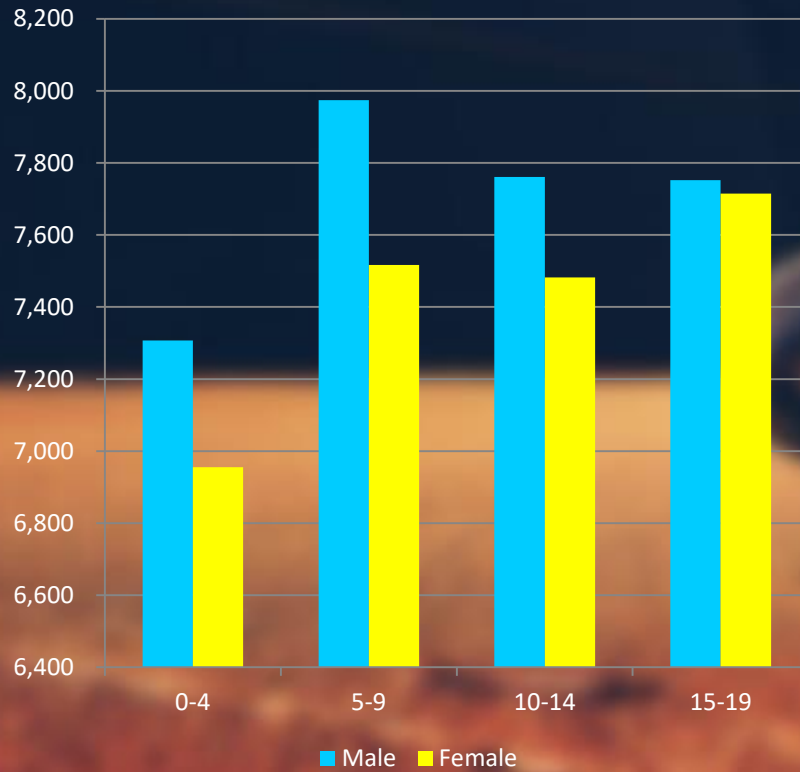
The Tennis Incubator





Our Tennis Reality

Number of Persons Under 20 years by Gender



Source: Census statistics of the Barbados Statistical Service (BSS) as at 2010

- Resident Population (277, 821)
- under the age of 20 years old (73, 627)
- between the ages of 5 and 14 years of age (37,405)

526 junior tennis players
87 members of BTA



“Widening the Base”

1. **Tennis in Barbados has a lot of growth potential** and we need to increase the percentage of this group in the sport.
2. The larger the percentage, the greater the number of recreational and competitive tennis players that flow through the various tennis clubs of Barbados.
3. This approach, also known as “**widening the base**”, will help to deepen the prospects for national representation at the competitive level.



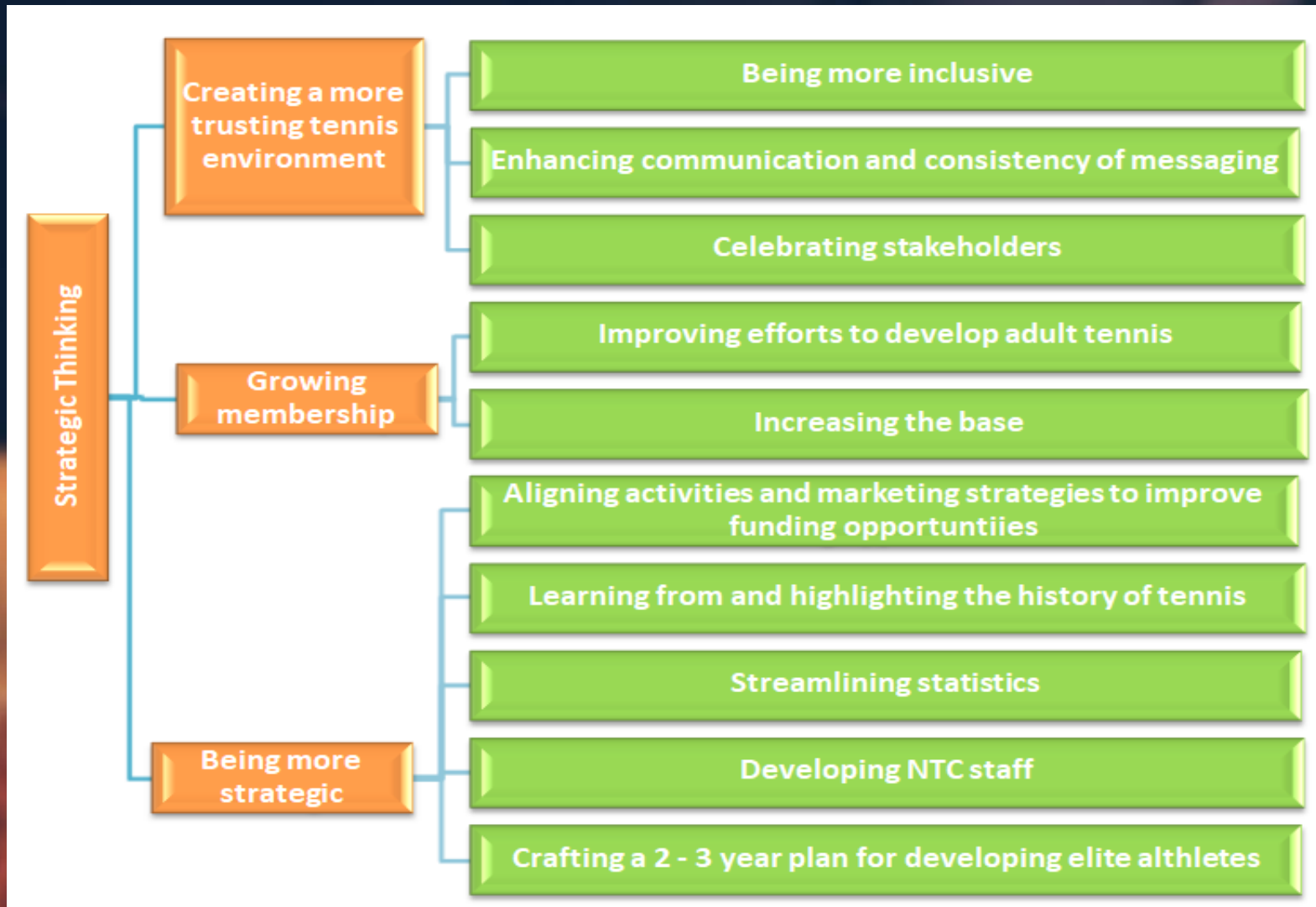
An Awareness

- **A massive financial investment** must be made to raise the standard of the game and to enable it to fulfill its mandate.
- As a non-profit, limited liability company with an Executive Council consisting exclusively of volunteers, the **BTA is dependent** on the Government of Barbados, the Barbados Olympic Association, the International Tennis Federation, the private sector including its members **for financial assistance, to assist with projects and programmes.**



Strategic Efforts of 2018 - 2020

Rebirth, Rebuild, Repair, Refresh, Renovate, Revitalise and Redefine!





Objective 1: To promote the positive growth and development of tennis in Barbados at all levels

1. Increase knowledge of and exposure to the sport of tennis, **at a reduced cost.**
2. **Educate parents** about the benefits and opportunities offered by involvement in the sport to assist in their ability to better contribute to the management of their children in the sport.
3. **Increase awareness** of available infrastructure in Barbados
4. Improve the use of the School Adoption Programme
5. Improve the Junior Tennis Initiative (JTI) programme
6. Develop a solid programme to support **adult tennis.**



Objective 2: To facilitate the development of young players to world ranking

1. Expand facilities
2. Develop technical and physical **strength of players**
3. Increase the percentage of girls who continue playing tennis in Barbados
4. Encourage the continued advancement of the **technical development of all coaches.**
5. Strengthen partnerships with all coaches who can assist in the **identification of scholarship opportunities** for our young players.
6. Increase awareness and access to reputable **tennis academies** both regionally and internationally.



Objective 3: To strengthen the Association's membership and to promote its active involvement in programmes and activities.

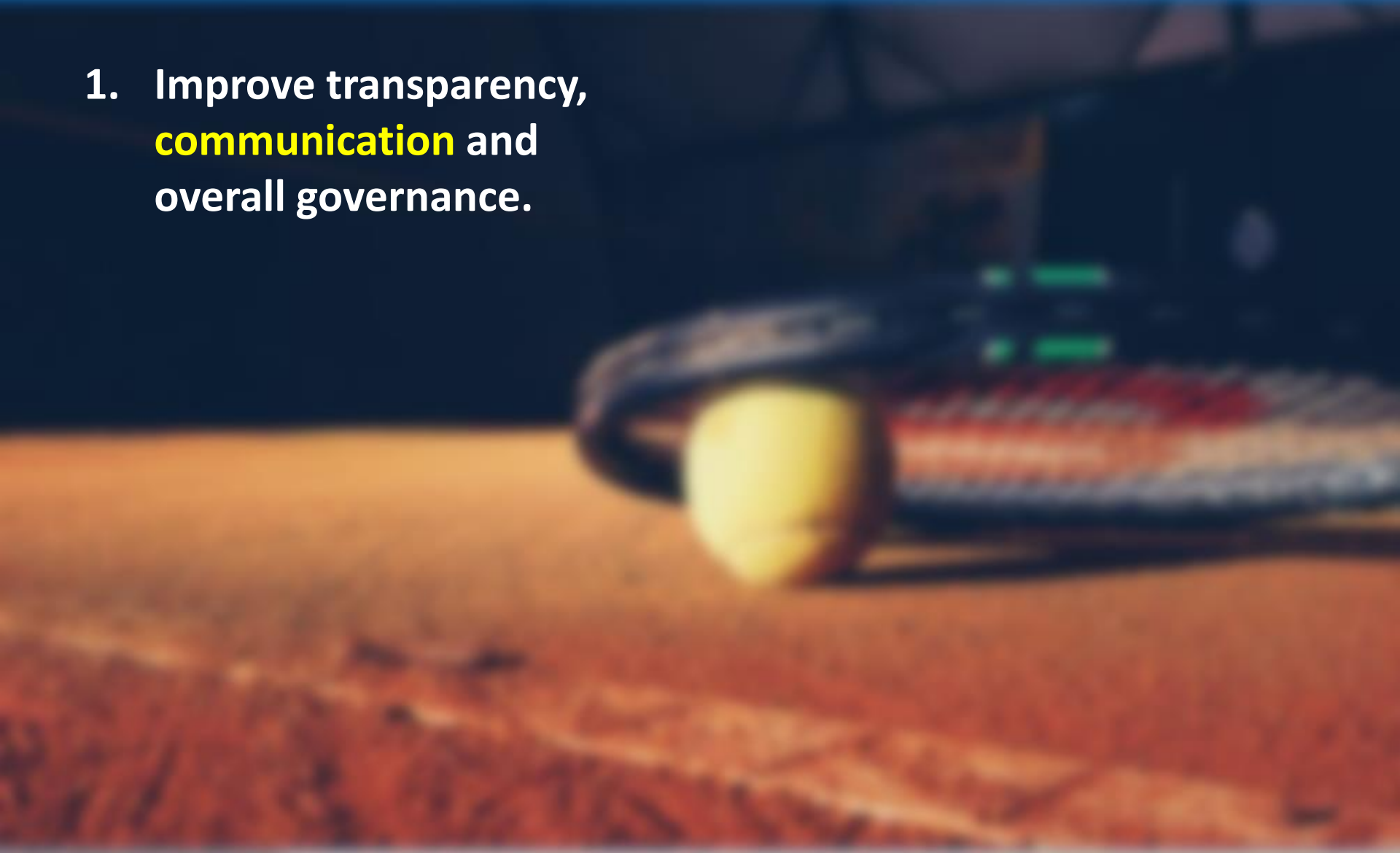
1. Increase efficiency of **membership administration**
2. Increase efficiency of **Association administration.**
3. Re-establish the **family culture** of the National Tennis Centre





Objective 4: To enhance the image of the Association

1. Improve transparency, **communication** and overall governance.





Objective 5: To be financially sustainable.

1. Improve the planning efficiency of the Association to allow for **better preparation** by the various committees.
2. Strengthen **the sponsorship relationship** by seeking to better understand the needs of the sponsor and to provide a report on juniors benefitting for the same.
3. Grow **the membership**
4. Improve the monitoring / management of and reporting by **outsourced arrangements**



Objective 6: To participate actively in the international tennis and wider sporting communities.

1. Create opportunities for participation in local, regional and international competitions.





6 Strategic Activities for 2019

1. Launch a new **more interactive website**
2. Build **“Mini Tennis”** courts and a hitting wall
3. Create additional seating and shading
4. Establish a quarterly **“Collaborative Clubs Meeting”**
5. Enhance membership benefits
6. Establish the **National Tennis Centre Social Club (NTCSC)**



Thank You!



Radisson
HOTELS & RESORTS

soundWave
AUDIO SYSTEMS
WOODBRIDGE, ONTARIO



sahaj's



Fortress
FOOD MANAGEMENT

