



STRATEGIC PLAN 2024 - 2028

ABOUT

Established in 1967, the **Gold Coast Table Tennis Association** (GCTTA) has a storied history that mirrors its passion for the sport and commitment to the community. Initially, the club sparked its competitive spirit through fixtures played in the homes of its founding members, a testament to the grassroots nature of its inception.

In its early days, driven by a growing love for table tennis, GCTTA made a pivotal decision to enhance its facilities. The club invested in five tables acquired from the Brisbane Table Tennis Association, financed through modest weekly installments - a humble yet significant step in its development. This period also marked the club's association with Table Tennis Queensland as an associate club of the Brisbane Table Tennis Association, laying the foundation for future growth and success. Support from local entities like the Gold Coast Bulletin and South Coast Dairy further propelled GCTTA's early achievements.

Over the years, GCTTA operated out of various locations in the northern Gold Coast, adapting and evolving with each move. The year 1992 was a landmark in GCTTA's history when, with the support of the Gold Coast City Council, the club established a permanent facility at its current location in Herbertson Drive, Molendinar. This significant development provided a stable base from which the club could expand its activities and outreach.

Today, GCTTA boasts a diverse membership ranging from recreational players to national representative athletes. It continues to host local, state and national tournaments, drawing talent from across the country. The association remains dedicated to its founding principles of promoting table tennis for all, supporting player development, and fostering a vibrant community spirit.



OUR PURPOSE

GCTTA is a non-profit organisation open to all to participate in the sport of table tennis. The club was formed to provide a purpose built table tennis facility on the Gold Coast. The centre is based in Molendinar, Queensland, serving over 200 members.

Vision: To be a leading table tennis association in Australia, renowned for fostering community engagement, developing talent, and promoting excellence in table tennis at all levels.

Mission: To be successful and progressive club that offers enjoyment through safe, friendly, family orientated sporting and social activities for the local community, while promoting table tennis as an enjoyable and competitive sport for all ages and abilities.

Values:

- **Community** | We are dedicated to creating strong bonds within the Gold Coast community through table tennis.
- **Inclusivity** | We embrace diversity and ensure that everyone, regardless of age, skill level, or background, has the opportunity to enjoy and excel in table tennis.
- **Excellence** | We strive for the highest standards and integrity in all our endeavours and operations.
- **Passion** | Our love for table tennis drives us, inspiring both our members and the broader community to engage with the sport.
- **Innovation** | We continually seek to innovate and improve, adapting to new challenges and opportunities in the sporting landscape.



STRATEGIC PRIORITIES

COMPETITIONS AND EVENTS

COMMUNITY OUTREACH

VOLUNTEER DEVELOPMENT

PLAYER DEVELOPMENT AND COACHING

FACILITIES AND INFRASTRUCTURE

FINANCIAL STABILITY AND GROWTH

COMPETITIONS AND EVENTS

Objective: Enhance and diversify the competitive opportunities offered by GCTTA.

Rationale: *Competition and events are key for fostering community engagement, offering varied experiences to members, and maintaining a vibrant club atmosphere. It supports continuous player development and elevates GCTTA's profile in the wider table tennis and community network.*

Key Actions:

- *Regular Club Fixtures:*
 - *Continue to organise consistent and well-structured club fixtures for regular competitive play.*
 - *Cater to various skill levels, ensuring inclusivity and progression for all members.*
- *Collaboration with State and National Bodies:*
 - *Work in partnership with state and national table tennis bodies to host and support high-level competitions.*
 - *Leverage these events to showcase local talent, provide performance pathway opportunities to our members and enhance the club's reputation.*
- *Expansion of Inter-Club Events:*
 - *Foster relationships with other clubs to facilitate regular inter-club tournaments, enhancing competitive experiences and community ties.*
- *Innovative Formats and Events:*
 - *Organise special events targeting different demographics, such as youth, seniors, families and athletes with disabilities, to attract and cater to a diverse membership base.*



COMMUNITY OUTREACH

Objective: Enhance GCTTA's visibility and strengthen its reputation within the community.

Rationale: *Effective marketing and active community outreach are essential in attracting new members and sponsors, and in building a robust public presence. By enhancing digital platforms and engaging with the local community through various initiatives, GCTTA aims to expand its influence and solidify its role in the regional sports and community sectors.*

Key Actions:

- Website Enhancement:
 - Continuously update and enhance the GCTTA website to enrich user experience, focusing on ease of navigation and informative content.
 - Integrate features such as interactive event calendars and streamlined online registration for events.
- Local Media Engagement:
 - Strengthen partnerships with local media for consistent coverage of events and promotional activities.
 - Utilise a mix of media channels including articles, press releases, and local radio/TV appearances to broaden reach.
- Community Events and Partnerships:
 - Actively participate in and organise community events to raise awareness of table tennis.
 - Form partnerships with schools, businesses, and community organisations for collaborative initiatives.
- Digital Marketing and Social Media Strategies:
 - Develop targeted digital marketing campaigns and maintain an active and engaging social media presence.
 - Regularly update social media with news, event details, and player highlights to foster community interaction.

VOLUNTEER DEVELOPMENT

Objective: Enhance the capability, commitment, and size of the volunteer workforce at GCTTA.

Rationale: *The vitality and success of GCTTA hinge on its volunteers. This focus aims to fortify the foundation of the club by valuing, cultivating, and expanding the volunteer network.*

Key Actions:

- *Training and Development Programs:*
 - *Implement comprehensive training initiatives to equip volunteers with necessary skills and knowledge.*
 - *Include professional development opportunities, offering skills and certifications that are valuable both within the club context and in broader career prospects.*
 - *Regularly assess and update these programs to meet evolving needs and standards.*
- *Recognition:*
 - *Establish a system to acknowledge and celebrate volunteer contributions, reinforcing their value to the club.*
 - *Explore creative and meaningful ways to reward volunteers, fostering a sense of appreciation and belonging.*
- *Recruitment and Retention Strategy:*
 - *Develop a robust plan to attract new volunteers, showcasing the benefits and opportunities of volunteering with GCTTA.*
 - *Implement retention strategies to maintain volunteer engagement and satisfaction, ensuring a stable and dedicated volunteer base.*
- *Facilitating Community Engagement:*
 - *Create opportunities and support systems for volunteers to facilitate and participate in community engagement activities.*
 - *Encourage initiatives that bridge connections between GCTTA and the wider community, enhancing the club's social impact and volunteer experience.*



PLAYER DEVELOPMENT AND COACHING

Objective: Continuously improve coaching quality and development opportunities for players at all levels within GCTTA.

Rationale: GCTTA is committed to fostering player growth and enthusiasm for table tennis. By enhancing training and development programs, GCTTA aims to cultivate players' skills and passion for the game, nurturing a vibrant community of table tennis players at all levels through engaged and qualified coaches.

Key Actions:

- *Progressive Training Sessions:*
 - *Conduct regular, structured training sessions, tailored to a range of player skill levels and playing goals.*
 - *Establish clear player development pathways with benchmarks and milestones to track progress.*
- *Coach Development:*
 - *Commit to both entry level and ongoing professional development opportunities for coaches, including participation in workshops, certifications, and exposure to high-level experts and advanced techniques.*
- *Diverse Player Development Opportunities:*
 - *Develop targeted training programs and camps catering to specific groups within the player pathway, such as emerging talent, elite players, and recreational enthusiasts, ensuring a personalised approach to development.*



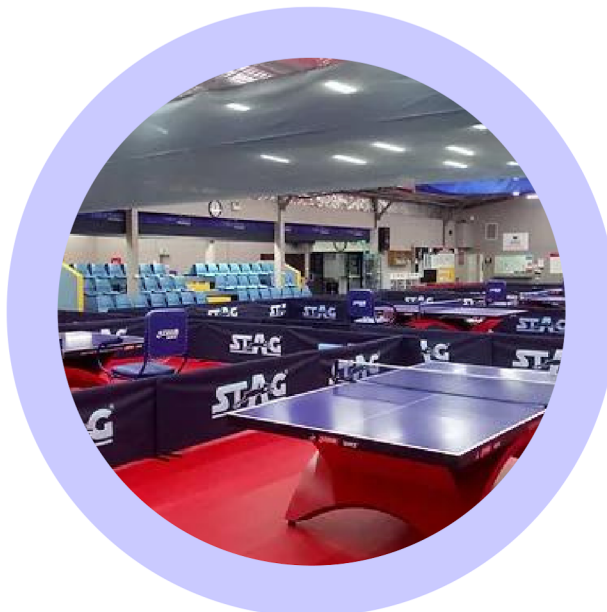
FACILITIES AND INFRASTRUCTURE

Objective: Enhance and develop GCTTA's facilities and resources to better meet current and future needs.

Rationale: *Quality facilities are crucial for member satisfaction, attracting new participants, player development and staging events. This priority focuses on ensuring that GCTTA's facilities meet and exceed the expectations of current and future members.*

Key Actions:

- **Ongoing Maintenance and Upgrades:**
 - Implement a schedule for regular maintenance of existing equipment and facilities.
 - Identify and carry out necessary upgrades to ensure all equipment and facilities meet high standards.
- **Facility Expansion and Enhancement:**
 - Assess current facilities and explore viable options for expanding or enhancing facilities to accommodate growing member and event needs.
- **Accessibility and Amenities Improvement:**
 - Review and enhance accessibility features to ensure facilities are inclusive and welcoming to all members and guests.
 - Upgrade amenities to enhance the overall experience for players and spectators.



FINANCIAL STABILITY AND GROWTH

Objective: Strengthen and expand GCTTA's financial base to support its ongoing operations and future growth.

Rationale: *A robust financial foundation is crucial for the success and longevity.*

Key Actions:

- *Robust Financial Management:*
 - *Implement transparent and efficient financial management practices.*
 - *Regularly review and optimise budgeting, expenditure, and investment strategies to ensure fiscal responsibility.*
- *Long-Term Financial Planning:*
 - *Develop a long-term financial plan that aligns with GCTTA's strategic objectives, ensuring sustainability and capacity for growth.*
- *Focused Grant Strategy:*
 - *Actively research and apply for relevant grants from government bodies, sports associations, and private foundations.*
 - *Develop tailored proposals highlighting GCTTA's community impact, developmental programs, and strategic goals to maximise grant success.*
 - *Seek partnerships for collaborative grant applications where shared objectives and resources can enhance proposal strength.*
- *Diversified Sponsorship Engagement:*
 - *Actively seek and secure sponsorship opportunities with local businesses and organisations.*
 - *Develop mutually beneficial partnerships that offer value to sponsors while supporting GCTTA's initiatives.*



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