



Strategy 2026-2030

May 2026

Grace Park Hawthorn Club (GPHC)



Values to Vision

Values

Respect and fair play to all members, staff and guests at all times

Ownership of the Club by all members

Integrity in everything we do

Sustain the future while honouring our past

Purpose

To create a welcoming environment that offers quality sporting facilities and actively engages GPHC members in enriching and rewarding experiences.

Vision

To be a valued boutique sporting and social club, where members connect, participate and thrive in a welcoming, sustainable and well-maintained environment.

FY26-FY29 Strategic Pillars

Member Engagement & Growth (Quality over Quantity)

- Grow membership sustainably without compromising access or experience
- Increase utilisation across courts, gym, bar, and social spaces

Financial Sustainability & Cash Discipline

- Generate consistent operating surpluses
- Maintain a minimum cash buffer of \$200k

Facilities & Asset Stewardship

- Shift from reactive to planned maintenance
- Prioritise safety, asset preservation, and targeted upgrades

Club Services & Commercial Activation

- Deliver a profitable, member-valued bar and functions program
- Separate engagement activities from revenue-driven events

Strategy Map

Purpose: To create a welcoming environment that offers quality sporting facilities and actively engages GPHC members in enriching and rewarding experiences.

Vision: To be a valued boutique sporting and social club, where members connect, participate and thrive in a welcoming, sustainable and well-maintained environment.

Member Activities	Club Activities & Requirements	Revenue Streams	Key Partners
Social & competitive Tennis Social & competitive Squash Social & competitive Racquetball Pickleball Gym Coaching Social events	Financial sustainability Facility upgrade & renewal Improved services & activities	Members fees Bar sales Functions Partner fees Guest & Public use fees Sponsorship Donations	HubbleTennis F8 Squash Fitness First Absolute Tennis Absolutely Delicious Perfect Form Pilates
	Club Constraints: Limited space, land locked Insufficient funds to renew/redevelop	Funding Requirements: Office & Bar Staff Food & Drink purchases Club maintenance Affiliation fees Utilities, insurances, etc	

Values: Respect and fair play | Ownership by all members | Integrity in everything we do | Sustain the future while honouring our past