



DENDY PARK PROPOSAL 2022



We believe that playing
makes life better.

Dendy Park has the
opportunity to be an example
to other tennis venues,
offering grassroots to Grand
Slam experiences and
showcasing everything that
tennis can be. It will cater to
all ages and all abilities,
maximizing community
benefit and minimizing its
carbon footprint.



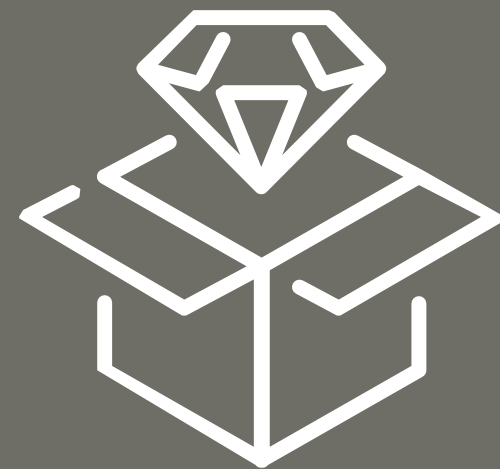
WE ARE CLEAR ON WHAT WILL MAKE TENNIS AT DENDY PARK THRIVE:



Easy to find online content in a great location, inviting the community to play and enjoy the park. Easy access to the venue for the whole community to enjoy



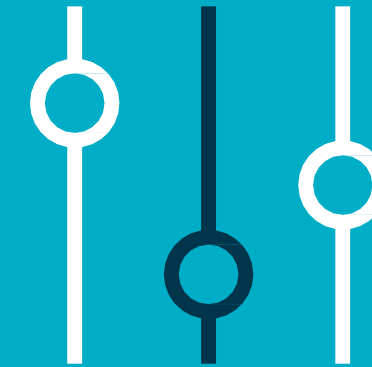
Flexible options to play, including no commitment (pay for play) right through to club membership. Playing opportunities will cater to casual and social players as well as the more competitive



International level tennis facilities including clay courts, hard courts and an upgraded club facility to cater for existing club members, new players and athletes of all abilities

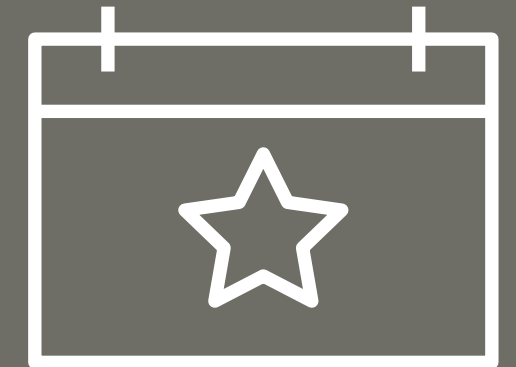


A welcoming, inclusive environment that provides a safe place for the community to meet and play, whilst respecting the history of the club and its existing membership and providing special benefits for Bayside residents



A variety of playing formats that suit various standards and demographics:

- Hot Shots
- Padel
- Modified formats
- Two court surfaces



A world class events and athlete development centre, providing end to end coaching and competition pathways for players of all levels

Aligned with Bayside's recreation strategy, tennis strategy and the Dendy Park master plan, the site will incorporate the existing club, bring in new players and service the community with minimal burden on rate payers.

Management model:
Lease - Tennis Australia
Resident club – Dendy Park TC
Management - Royal South Yarra

Delivery model (see concept):
Stage 1 - \$2.5m (Up to 8 clay courts, upgraded sustainable lighting, major clubhouse renovation)

Stage 1b – New court surfaces and new formats of the game (\$1.5m)

Stage 2 – Remaining courts, landscaping, further environmental initiatives and clubhouse extension (\$2.6m)

Stages 1b and 2 are subject to additional support (eg state and/or federal government support)



DENDY PARK PROPOSAL – BY THE NUMBERS

1

**WORLD CLASS
VENUE**

17

**TENNIS COURTS
RETAINED**

8+

**WORLD CLASS
CLAY COURTS**

8

**4 PADEL COURTS AND
4 MODIFIED COURTS**

**21 YEAR
LEASE**

**SIGNIFICANT
RENT TO
COUNCIL OVER
THE TERM**

80K

**EST. ANNUAL
VISITATIONS**

\$2.5M

**MIN. FACILITY
INVESTMENT**

DELIVERING ON COMMUNITY NEEDS AND TENNIS NEEDS – A PARTNERSHIP
BETWEEN THE CITY OF BAYSIDE, DENDY PARK TENNIS CLUB, ROYAL SOUTH YARRA
LAWN TENNIS CLUB AND TENNIS AUSTRALIA



COMMUNITY BENEFITS

- The proposal retains the existing Dendy Park Tennis Club (DPTC) identity, with Royal South Yarra Lawn Tennis Club providing professional management and service delivery on site
- All of the modelling for this proposal has been based on ensuring significant benefits exist for DPTC members, Bayside residents and the broader tennis community, rather than being focused on commercial outcomes. This is the primary strength of the proposal – it provides a win for all key stakeholders
- DPTC will become a home for amateur tennis and high performance tennis in Victoria
- This proposal will ensure increased tennis participation and community engagement at the Dendy Park site
- This proposal offers growth opportunities in new forms of tennis, which provide more opportunities for the community to play a sport for life.

COMMUNITY BENEFITS – MEMBERSHIP

- Subscription fees will be maintained for DPTC members at existing levels with CPI increases annually
- Focus on growing DPTC membership to return DPTC to a significant community hub within Bayside
- The venue will provide Bayside residents with a 20% discount on membership. For an existing full playing adult Member currently paying \$350 a year this discount would be \$70. For a family playing membership this discount would be \$110
- Bayside Council will receive a 5% rebate on subscription fees so that Council also benefits from membership growth at DPTC (in addition to the annual lease payments).

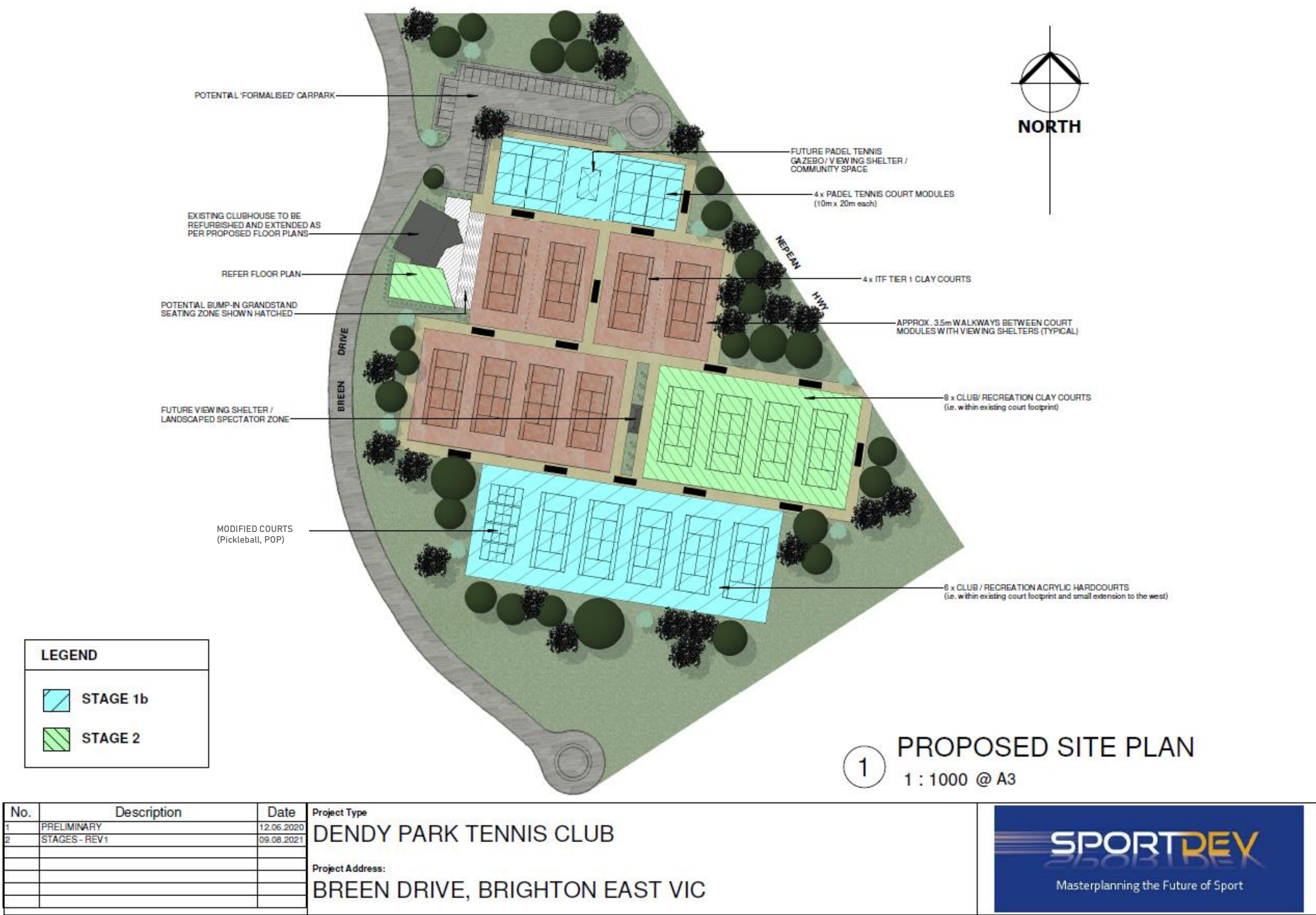
COMMUNITY BENEFITS – COACHING AND COURT HIRE

- The venue operator intends to provide a high quality coaching experience at DPTC, with extensive pathways for all ages, genders and abilities.
- A fully integrated service offering will be provided, delivered by a not-for-profit entity. By synergising key functional areas (such as coaching and membership) an improved experience can be offered on site, growing the game as well as the local community's engagement with the site.
- A limited number of tennis courts will be used for coaching during peak times, allowing greater access to members, local residents and the broader community
- Two courts will be available for community access (non Members) at all times on a 'book a court' hire basis, increasing the opportunities for non Members to access and enjoy the facility

PROPOSAL FOR DENDY PARK:

- Capital Contribution of \$2.55 million by the tennis partnership
- No burden on ratepayers/Council for the capital cost of redevelopment
- Significant rent to Council, with an additional payment of 5% of all membership subscription fees annually
- 20% discount for Bayside residents on memberships, court hire and other tennis services

This proposal provides a sustainably operated, world class community tennis venue that delivers benefits to all demographics within the local community as well as to national and international visitors, bringing social, economic and health benefits to Bayside.





DENDY PARK – DELIVERING IN PARTNERSHIP FOR THE COMMUNITY.