

TNSW STRATEGIC PLAN 2014 – 2018



Core Purpose – To help everyone in NSW have fun playing Tennis for life (more people playing more tennis for longer).

Our Core Values – Outstanding customer service, effective communication, innovative, solution focused, integrity and a winning team.

	1. GOVERNANCE	2. PARTICIPATION	3. PLACES TO PLAY	4. TOURNAMENTS & COMPETITIONS	5. PERFORMANCE	6. ENGAGEMENT	7. SOPTC
KEY OBJECTIVES What are we trying to achieve	Deliver best practice governance and management of TNSW	More people playing tennis	Stimulate investment in local infrastructure, and create effective management of tennis clubs and centres	Provide a high quality competitive tournament environment that is safe and attractive for players and families	Support and supplement Tennis Australia to develop grand slam champions from NSW	Successfully engage our stakeholders, participants and fans	Develop a best practice and financially sustainable state tennis centre for the people of NSW
MEASURES How will we measure our success	A financially strong organisation that continues to invest in tennis	Increased number of registered participants	Significant total cumulative investment in Tennis infrastructure	Improved quality of tournament play	Transition of players to Davis / Fed Cup and into the Top 250 ATP/WTB	Increased Number of fans that attend our major event per annum	Financial sustainability at SOPTC
GOALS	Break-even TNSW budget	330,000 registered players	\$20 million cumulative investment	80% satisfaction AR tournaments	5 players Top 250	100,000 fans	Break-even SOPTC budget

TNSW STRATEGIC PLAN GOALS



1. GOVERNANCE

1.1

Work towards best practice governance for a state sporting Organization

1.2

Ensure TNSW is financially sustainable

1.3

Oversee the execution of WH&S and risk management plan and policies for TNSW

1.4

Develop strategies to attract, engage and retain quality staff at TNSW

2. PARTICIPATION

2.1

Increase the number of kids participating in Tennis Hot Shots

2.2

Increase the number of players participating in leagues on MY Tennis

2.3

Deliver world class coach education courses and professional development opportunities

2.4

Increase the number of registered deliverers involved in Tennis Hot Shots and the National Schools Partnership Program

3. PLACES TO PLAY

3.1

Address the current leasing issues in Sydney and wider NSW

3.2

Increase strategic government investment in tennis facilities

3.3

Execute a local government leasing support program aimed at increasing access and creating sustainable tennis facilities

3.4

Improve sustainability of facilities via effective management and education

4. TOURNAMENTS & COMPETITIONS

4.1

Find the right balance between tournaments and leagues in NSW

4.2

More Education of Tournament Directors and officials

4.3

Create a culture that engages participants in tournaments and that is safe for all involved

4.4

Deliver tournaments that provide competitive opportunities (AR) and participation opportunities (Non-AR)

5. PERFORMANCE

5.1

Deliver professional supplementary training and tournament support for nominated TNSW players

5.2

Actively engage with the network of private coaches across NSW

5.3

Provide a clear tournament and competition pathway for NSW players

5.4

Early identification and support for talented metro and regional juniors

6. ENGAGEMENT

6.1

Increase fans that attend our major event(s)

6.2

Engage our membership (affiliation) base with our major event(s)

6.3

Deliver an effective annual communication plan that connects our clubs, centres, players and fans in an innovative way

6.4

Increase the value of our commercial partners in tennis and our major event(s)

7. SOPTC

7.1

Develop a long term vision for SOPTC that is the spiritual home of TNSW headquarters

7.2

Deliver a world class tennis and events centre (including a roof on Ken Rosewall Arena)

7.3

Activate the new SOPTC charter to deliver best practice tennis programs and initiatives at SOPTC for the local community and NSW

7.4

Explore opportunities for a tennis /event venue in or near the CBD that can compliment SOPTC