

Tennis ACT *Strategy* 2024-2027





Welcome to our 2024-2027 Strategic Plan

Our Tennis ACT Strategic Plan 2021-2024 not only successfully navigated the challenges of COVID-19, but built solid foundations for the future of tennis within the ACT & Region.

This result was not the single effort of our organisation, but the collaborative and considered approach of all of our stakeholders, working in harmony for the betterment of tennis and the broader community of the ACT and Region. We would like to acknowledge and thank our incredible tennis community that drives our sport from the grassroots to Grand Slams. To our clubs, associations, coaches, volunteers, players, officials and tennis fans we thank you for the amazing journey so far and for your contribution that has seen tennis thrive in the community. To our enablers, such as our local partners, Tennis Australia and local Government, we thank you for your ongoing support of our vision.

Our Tennis ACT Strategic Plan 2024-2027 unashamedly continues to reinforce the messaging and strategy from our plan 2021-2024, while acknowledging the ever evolving needs and wants of the community.

“We maintain a targeted approach to one ultimate outcome: to get more people playing tennis more often regardless of how, where or what they play.”

Our hope from this is about more than just tennis. It is about creating a thriving community, more connected, competitive, active, happier and healthier thanks to the many benefits of our great sport.

We have three key strategic pillars we are focused on which we believe hold us in a great position to continue to grow:

- People
- Places
- Play

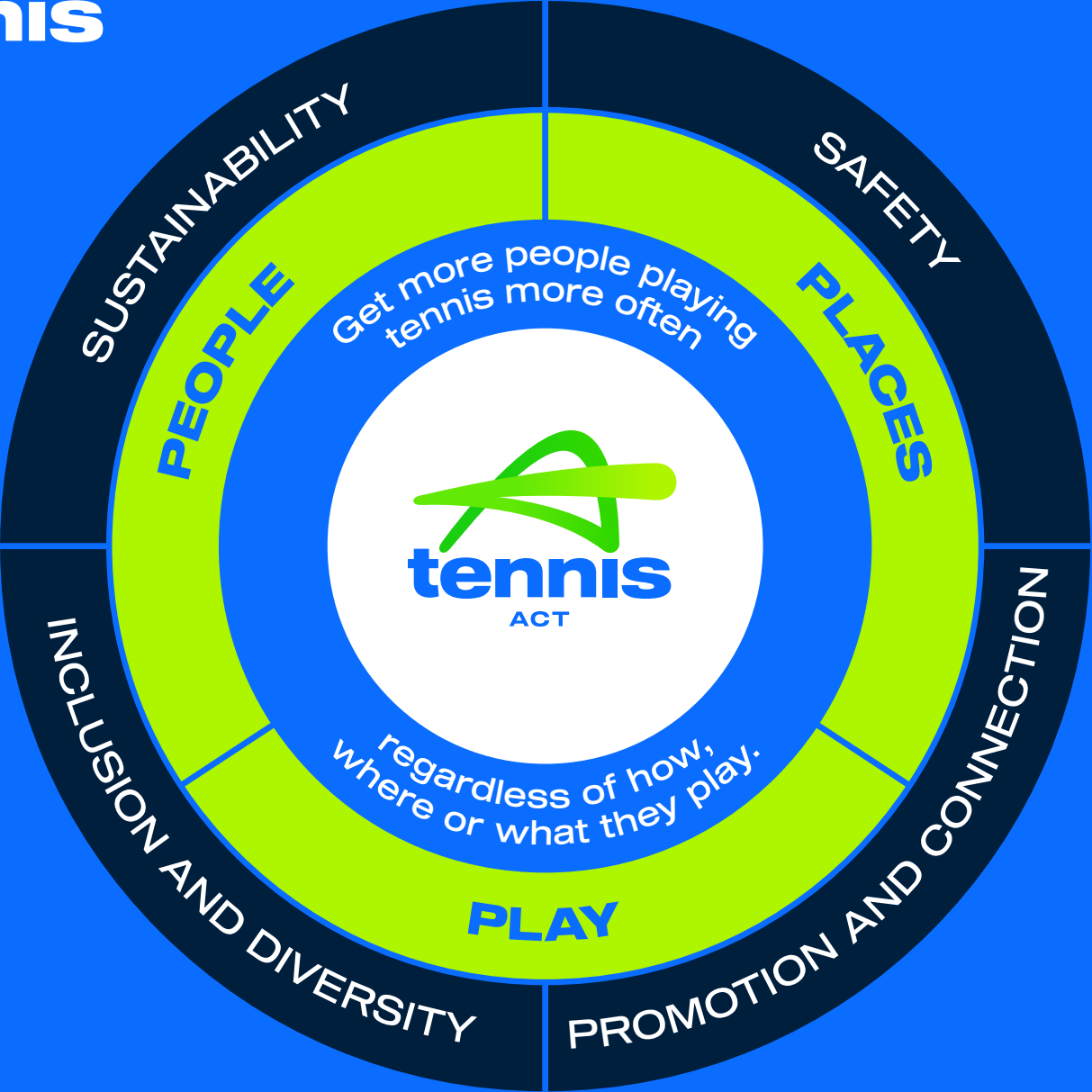
These pillars are supported by our Strategic Foundations in safety, inclusion and diversity, promotion and connection, and sustainability. These foundations are embedded and assessed in all that we do, ensuring our sport is open for ALL.

And at our core, our tennis values of imagination, collaboration, humility and excellence. We aim to continue to diversify and educate our staff to deliver the best outcomes for tennis and our community.

We look forward to working with you all to deliver our new strategic direction and hope to see you all on court soon!



Our Tennis *Flywheel*



Strategic Pillar 1

People

Develop strong relationships with our Enablers, Deliverers and Consumers that provide a sustainable ecosystem of tennis

- **Our Enablers** - TA, Government & Commercial Partners
- **Our Deliverers** – Clubs, Coaches, Volunteers, Officials and Teachers
- **Our Consumers** – Parents, Players & Fans



Enablers

Foster mutually beneficial relationships to unlock new opportunities for the betterment of tennis



Deliverers

Empower and support our delivery network to enhance capability, capacity and diversity



Consumers

Deliver quality and engaging tennis experiences to the people who matter most

Measures

- Increase the financial investment in tennis through external partners
- Increase the number of supporting partnerships
- More clubs, coaches and volunteers engaged in workshops, training and forums
- Increase the customer satisfaction of those engaged in our sport
- Increase digital engagement of our consumers
- Increase the number of deliverers

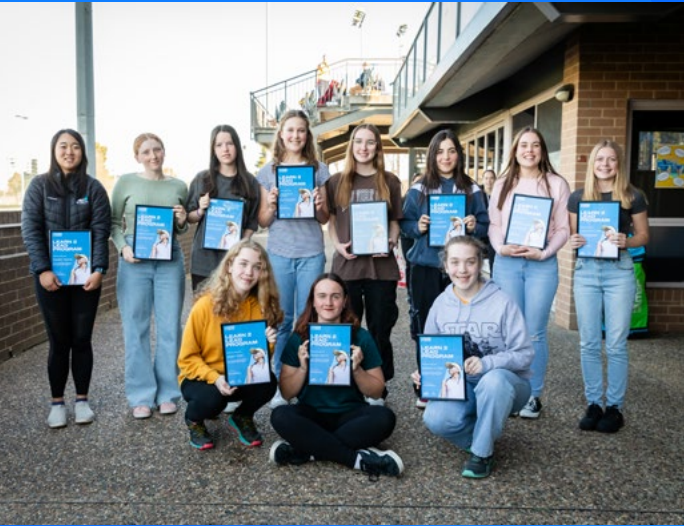
Strategic Pillar 2 *Play*

Supporting the pathways at all levels for long-term participation



Programs

Enable the delivery of programs that cater to the needs of the evolving population, and ensure consumers are able to easily access a range of quality programs



Schools and Universities

Tennis is embedded within schools and universities across the ACT and region and there is a clear pathway back to clubs



Competitive Play

Provide a clear pathway for all tennis players to enable a positive, enjoyable and safe competition



Social Play

Social play opportunities are available for people to choose how, when and what they play

Measures

- Increase the total number of participants in programs and increase the average number of participants per program
- Number of programs aligned to the ACT & Region program strategy
- Increase the number of schools and universities engaging in tennis
- Increase the number of players participating in competitive play opportunities
- Increase the number of social play opportunities and the number of participants in social play

Strategic Pillar 3 *Places*

Ensure the continued success and relevance of tennis spaces in the ACT through active engagement with stakeholders, ensuring increased investment, sustainability, accessibility and inclusivity



Infrastructure

Enhancing the quality of future and existing tennis facilities across the ACT & Region



Venue Health

Facilitate and support venues to create sustainable, safe and inclusive facilities across the ACT & Region



Government

Raise the profile and influence of tennis within federal, state and local government

Measures

- Number of successful funding opportunities for infrastructure projects
- Number of new courts (including comp format) in key growth corridors
- Number of venues with a healthy (50%) HIT rating
- Number of venues with an active club action plan
- Number of projects completed using government support
- Number of political exchanges with government aligned to the Tennis ACT stakeholder matrix

Strategic Foundations



Inclusion and Diversity

Deliver upon Tennis Australia's Inclusion and Diversity (I&D) Strategy highlighting all underrepresented groups (LGBTQI, CALD, First Nations, PWII, DHoH, People with a disability, Women & Girls). Adopt a holistic Inclusion & Diversity lens, embedding I&D in everything we do



Safety

Embed a culture of safeguarding that is everyone's responsibility in all environments



Sustainability

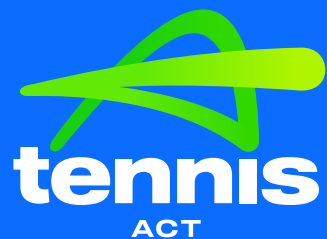
Seek sustainable solutions that deliver positive outcomes for the environment, the sport and our people, now and into the future



Promotion and Connection

Promote all aspects of our sport to foster a love for tennis in the ACT & Region. Leverage technology to better connect people with the tennis products they love the most





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