

CONTENTS

PRESIDENT AND CEO WELCOME	,
EXECUTIVE SUMMARY	1
DEVELOPING OUR STRATEGY	10
OUR STRATEGIC PLAN	20
FUNDING OUR FUTURE	32
TENNIS NSW	
ORGANISATION STRUCTURE	34



A MESSAGE FROM OUR PRESIDENT

Tennis is a sport for life, which can be enjoyed by people of all ages and abilities. It doesn't matter if you're six, or 66, whether you live in the bush or by the beach, tennis in NSW is accessible and open to everyone. We know that tennis is one of the most popular sporting



MELISSA ACHTEN
President Tennis NSW

activities in our state with adult participation rates on the rise. We also recognise that the sport and recreation marketplace is becoming increasingly competitive and that the way people traditionally engage in our great game is changing.

Vision 2025 acknowledges both the challenges and opportunities that our sport will face over the next four years. On behalf of the Board, thank you for your contribution to our four-year plan and we invite you to join us as we seek to foster a love of tennis in every community across NSW.

A MESSAGE FROM OUR CEO

It is with great pleasure that we present to you the Tennis NSW strategic plan, Vision 2025.

Tennis NSW has made great strides since the publishing of our last strategic plan in 2018. In this time, we have improved the level of service to our members, forged stronger



LAWRENCE ROBERTSON
Chief Executive Officer
Tennis NSW

relationships with local Government and connected more people to tennis across the state. Vision 2025 acknowledges the great work that has been achieved through working in unison with our partners. We also recognise the opportunities for our sport, if we harness the momentum of the past three years and build on the strong foundations that have been laid.

To that end, Tennis NSW will continue to work closely with our clubs, coaches and councils, to engage, inspire and empower the tennis family to grow the game of tennis in our cities and regions. As well as working with these groups, strong and meaningful relationships with our Government partners and Tennis Australia will be crucial to our ongoing success.

Comprehensive consultation with our members and stakeholders has shaped our vision for the next four years and we thank you for your time and input. We look forward to your ongoing support.



EXECUTIVE SUMMARY







OUR PURPOSE

To foster a LOVE of tennis in every NSW community.



OUR ROLE

To INSPIRE, **EMPOWER** and **ENGAGE** the NSW tennis family to help grow our game.



OUR AMBITIONS

To be Australia's #1 sport for life.

To be Australia's leading State on-court.

To be recognised as one of the leading State Sporting Organisations nationally.



OUR SERVERS

We will seek to deliver on our strategic objectives by working in close partnership with the three major drivers of our sport; Our CLUBS, our COACHES and our COUNCILS.



OUR RECEIVERS

We will ensure that any decision, policy or program we deliver will take in to consideration our receivers; our PLAYERS, our PARENTS and our VOLUNTEERS.



OUR PARTNERS

We will further develop the strong and meaningful relationships that have been developed with key partners to support and assist delivery of our plan. Our partners will include the NSW Government, the NSW Education Sector, community & cultural groups and our national body Tennis Australia.





OUR STRATEGIC FOCUS

Our drive to deliver on our ambitions will be focused on three key strategic pillars and two strategic foundations.

STRATEGIC PILLARS



PLAY will focus on how we support our clubs, coaches & councils in getting more people playing tennis, more often.



PLACES will focus on helping our clubs, coaches and councils invest in and operate sustainable tennis facilities.



PATHWAYS will focus on how we can build a performance pathway, that will support the development of NSW's most talented players at a State, National & International level.

STRATEGIC FOUNDATIONS



PROMOTE & CONNECT will focus on how we promote our sport and connect with our tennis family with meaning and passion.



FUTURE PROOF will focus on how our governance, finances and culture are best practice and perfectly placed to support our organisation into the future.



DEVELOPING OUR STRATEGY

REFLECTIONS ON VISION 2021

Over the past three years, Tennis NSW has committed to delivering on our current strategic plan - Vision 2021. Core to this plan was to fundamentally improve the level of service to our members, to better lead and advise local government and to help connect more people to tennis across NSW. Across each of our four strategic pillars, we have delivered on many of the objectives we set out to achieve at the time. The following are:

PLAY

- Completing the Sydney Tennis Review and establishing Sydney Junior Team Tennis
- Investing over \$6m into schools tennis programming
- Growing our online booking capability across our venues from 17% to 45%

PLACES

- Building our own Venue Sustainability Tool to help measure the sustainability of our clubs and venues
- Engaging and informing 40 priority Local Government Areas to support investment and planning across our tennis footprint
- Completing the \$50m redevelopment of Ken Rosewall Arena to host the ATP Cup
- Leveraging the ATP Cup Legacy Fund to invest over \$10m into tennis facilities and programs

PEOPLE

- Increasing our staff footprint to provide a higher level of service and support to our stakeholders
- Launching a range of platforms (VSR, Clubspark, ACE Child Safeguarding) to better support the tennis family
- Launching and growing the Sheroes program to engage, educate and upskill the female tennis volunteer workforce

PROMOTE

- Securing the ATP Cup Finals, the world's biggest team tennis event
- Increasing the frequency and quality of communications across all digital and social channels
- Investing in more online content to better promote our sport and showcase success at all levels

UNDERSTANDING THE TENNIS LANDSCAPE

One of the key actions from Vision 2021 was for Tennis NSW to build a greater understanding of the operational health of our clubs and venues. Over the past three years, our Tennis Restart program has seen Tennis NSW build partnerships with 40 priority LGAs and with it allowed us to audit over 420 tennis clubs and venues across our state.

The Venue Sustainability Ratina (VSR) tool has allowed us to build a deeper understanding of the current health and future sustainability of our venues and with it has provided us evidence and data to help inform decision making for our clubs, operators and councils to ensure we are working in the best interests of our sport.



This information has provided us with data that we simply didn't have three years ago. Alongside this, we have been able to use other research and data (collected by Tennis NSW and other relevant bodies) over the past 12-18 months, to help us develop and form key insights from the tennis community.

WE COLLECTED

We conducted 428 venue audits which provided us with insights and data into how our clubs and venues run and operate.

WE REVIEWED

We reviewed AusPlay data and together with Tennis Australia, conducted research into the impact of COVID-19, the competitive landscape and international trends in tennis participation.

WE CONSULTED

We consulted with a range of stakeholders including our key drivers - clubs, coaches and councils. In forums, through e-surveys and in one-on-one interviews, we have sought to gain an understanding of the challenges and opportunities we have identified and to be clear on what our stakeholders expect of the team at Tennis NSW.

WE LISTENED

Over the past three years, we have grown our workforce particularly those who are on the ground working with our stakeholders each and every day.



THE STATE OF PLAY

Sport Australia's AusPlay report reveals insights into tennis participation within NSW and nationally.

AusPlay helps Tennis NSW to monitor trends and behaviours in tennis, so that we can understand what is happening in the sporting landscape and better prepare for the future. The data is a valuable tool for sporting clubs and organisations who are in the business of attracting and retaining sport participants.

The latest AusPlay report has revealed the following tennis insights:

- Tennis ranks in the top 10 of the most popular participation activities for NSW adults and children.
- Tennis is the third most popular club sport activity, behind football/soccer and golf.
- NSW accounts for 35.8% of tennis participants across Australia.
- Tennis ranked in the top two of children's activities with the highest continuation during the 2020 COVID-19 lockdown. (Dancing was first).
- Tennis is one of the most popular sports for life, along with equestrian and swimming, tennis stands out as having the most evenly distributed age profile.
- Players from diverse backgrounds are currently underrepresented in tennis participation.

The latest AusPlay data and tennis insights are always available on our website.

PARTICIPATION BY ACTIVITY

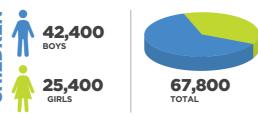
Tennis ranks in the top 10 of most popular participation activities for adults and children.





Adult participation rates increased by 14%* Tennis was a popular sport of choice for adults



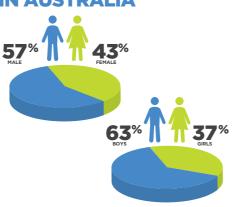


Children participation rates decreased by 6.5%*

Most sports experienced a downturn in children's participation rates, due to Covid-19 lockdowns.

TENNIS PARTICIPATION IN AUSTRALIA

during the Covid-19 lockdown.





NSW ACCOUNTS FOR 35.8 PERCENT OF TENNIS PARTICIPANTS ACROSS AUSTRALIA



OPPORTUNITY FOR GROWTH

Together with Tennis Australia, Tennis NSW commissioned Nielsen Research to find out more about the uplift in tennis participation during 2020 as a result of the COVID-19 pandemic.

The research set out to investigate participation trends and identify long-term growth opportunities for the sport.

Through qualitative research we set out to:

- Build a profile for our playing cohorts
- Assess their customer experience
- · Identify drivers and barriers to retention

What we found out:

- There was an increase in the number of new and lapsed players
- Existing players took to the court more frequently

TOP 3 REASONS PEOPLE PLAY TENNIS









WHAT PLAYERS WANT

NEW PLAYERS

- Easy ways to book
- Clean courts
- Social opportunities (under 35s)
- Play for exercise
- To maintain or improve mental health

LAPSED PLAYERS

- Easy ways to book
- Value for money
- Competitive opportunities
- Social connections

COVID-19 may have driven participation, but the good news is players are telling us they're here to stay. They want to get better and increase their participation.

Tennis NSW has an opportunity to keep growing our sport. We need to take notice of the research and ensure that we are providing our new and lapsed players with the things that are important to them. Equally, we need to service our settled and passionate players to ensure we retain them as players for years to come. The research indicated that venue is of critical importance.

Source: Nielsen Sports, 2021. Tennis Australia Uplift in Tennis Participation Qualitative Research. Sport Australia, 2021, AusPlay Results.

VENUE IS OF CRITICAL IMPORTANCE

- Courts condition, variety, availability, shaded areas, hitting wall
- Clubhouse bar, information readily available, water availability and a welcoming, relaxed and inclusive environment
- Members and Patrons friendly, welcoming, varied skill levels, like-minded
- Booking & Fees flexible booking systems, automation

INSIGHTS

From all of the information we have gathered, a number of key insights have emerged which have helped shape our new Strategic Plan.





NSW has a significant undersupply of ITF standard hard-court facilities



The primary motivations to play tennis are 'FUN, FITNESS & FRIENDS'



Over 500.000 Australians are interested in playing tennis in the next 12 months



1/3 of players choose to play in an unorganised setting



90% of our venues sit on either council or crown land



33% of venues in NSW by local government



Less than 50% of tennis venues offer online bookings



Only 12% of venues in NSW



more sustainable



Average court hire is \$8 per hour across NSW

THE CHALLENGES WE FACE

Alongside the data and insights, it is clear that there remains a number of major challenges which tennis faces. Addressing these challenges will be a joint effort between Tennis NSW and our key stakeholders. In particular, the following challenges have been identified across our three key stakeholder groups.



CLUBS

Ageing infrastructure

Disparate volunteer skillset

Little strategic planning

Digital platforms not optimised

Lack of coaches regionally

Member, not consumer focused

Operating model not sustainable



COACHES

Low numbers in country towns

Perception of coach role in clubs

Lack of knowledge on career options

Financial challenges in regional areas

Small coach education workforce

Under-representation of female coaches

Assistance in integrating with clubs



COUNCILS

Lacking understanding of our sport

Ageing infrastructure

Growing focus on finance not activity

Emergence of competing sports

Space pressures in metro areas

Increasing demand for shared sites

Seeking data to support decisions

OUR COMMITMENT TO CHANGE

Our willingness to change as a sport remains our biggest challenge.

The world has changed dramatically in the past 10-20 years and more recently as a result of COVID-19. Accordingly, the way in which we live our lives is different to earlier generations.

The expectations of our current and future players are so different to what has come before and we must acknowledge that things are not what they were in the past.



THE REALITIES WE ARE **FACING IN OUR SPORT**

We have to recognise that the majority of our tennis venues are community assets and not private clubs.

We have to recognise that the dynamics of modern family life are so different to how they have been in the past.

We have to recognise that coaches are incentivised to put more people on a tennis court.

We have to recognise that less than 10% of tennis players play tournaments & competitions.

We have to recognise that Government is the sport's largest sponsor and stakeholder.

We have to recognise that what we currently offer isn't always aligned with what players want.

We have to recognise that we must all work in partnership for the greater good of our sport.





OUR STRATEGIC PLAN

OUR AMBITION

In setting out our Strategic Plan, we want to be clear on our aspirations for our sport over the next four years.



To be Australia's #1 sport for life



To be Australia's #1 State on-court



To be recognised as one of Australia's leading **State Sporting Organisations**

Interest and participation in our sport is higher now than it has been in the past decade.

We now have an opportunity to leverage this interest by providing the right support, advice and guidance to our stakeholder groups, so that we can provide the right experiences and playing opportunities and improve the way in which we run and operate our venues whilst creating the right environment to help develop future champions.





VISION 2025 – OUR STRATEGIC FRAMEWORK Tennis



OUR PURPOSE	То	To foster a LOVE of tennis in every NSW community			
OUR ROLE	То і	To inspire, empower & engage the NSW tennis family to help grow the sport			
OUR AMBITIONS					
(#1)		be Australia's #1 ort for life	To be Austral State on-cou	rt of Aus	recognised as one tralia's leading State ng Organisations
OUR STRATEGIC PILLARS		% PLAY	PI	LACES	PATHWAYS
OUR STRATEGIC FOUNDATI	ONS	FUTURE	PR00F	PROMOTE	E & CONNECT
OUR SERVERS			OUR RECEIVERS		
CLUBS C	COACHES	COUNCILS	PLAYERS	VOLUNTEERS	PARENTS
OUR VALUES	EXC	EELLENCE	HUMILITY	COLLABORATION	IMAGINATION

OUR STRATEGIC PILLARS

PLAY PRIMARY MEASURE: MAINTAIN 5% OF THE POPULATION PLAYING TENNIS ACROSS NSW STRATEGIC PURPOSE: TO SUPPORT OUR CLUBS, COACHES & COUNCILS IN GETTING MORE PEOPLE PLAYING TENNIS OFTEN **FOCUS AREA OBJECTIVE ACTIVITIES** • Drive online booking solutions across clubs, venues & LGAs Improve access to RECREATIONAL facilities to support Increased focus on recreation play programming across venues more recreational play Support venues with digital activation and promotion through play.tennis.com Provide a clear and Help clubs & coaches connect better with schools simple pathway from SCHOOLS Support the delivery of tennis in schools classroom to club Grow the Todd Woodbridge Cup across NSW Eauitable Continue development and delivery of play programming (CALD & First Nations Programs) opportunities for • Develop & launch the NSW Indigenous Tennis Carnival INCLUSION all people and all • Grow disability participation and programming across NSW & DIVERSITY communities to • Continue development and delivery of Women and Girls initiatives participate in tennis • Increase engagement and opportunities with the LGBTQ+ community Grow and develop the Develop and implement Regional Coach Cluster strategy COACHING coaching workforce Develop a State & Regional coach engagement plan to support the delivery WORKFORCE Develop clear geographic mapping of the NSW coach workforce of tennis across NSW

PLACES PRIMARY MEASURE: TO IMPROVE OUR STATE VSR RATING BY 10% STRATEGIC PURPOSE: TO ASSIST OUR CLUBS, COACHES & COUNCILS TO INVEST IN AND OPERATE SUSTAINABLE TENNIS FACILITIES FOCUS AREA **OBJECTIVE ACTIVITIES** Enhance the network Deliver on the Tennis NSW Venue Strategy of facilities across TENNIS • Enhance selected Tier 2 & Tier 3 venues NSW to support the INFRASTRUCTURE Leverage funding opportunities for priority venues strategic plan Provide infrastructure & grant support Create a footprint • Support clubs and councils to improve delivery of tennis at community level VENUE of sustainable and • Provide insights and data to support future planning & decision making SUSTAINABILITY inclusive tennis venues • Support future planning of clubs & councils across NSW Use Tennis Restart to • Develop specific tennis strategies in priority LGAs further enhance the • Provide lease & licensing framework for LGAs GOVERNMENT profile and influence • Assist LGAs in effectively planning for future investment into tennis of tennis within state and local government To improve the digital • Drive adoption of appropriate digital solutions at clubs, venues & LGAs DIGITAL accessibility and • Roll-out low-cost digital gate & light solutions at targeted venues **ENABLEMENT** capability of our • Assist clubs in developing local digital activations and marketing campaigns tennis footprint

PATHWAYS

PRIMARY MEASURE: OVER 35% NSW REPRESENTATION IN ITF JUNIOR, ATP & WTA TOP 200 RANKINGS

STRATEGIC PURPOSE: TO BUILD A PERFORMANCE PATHWAY THAT WILL SUPPORT THE DEVELOPMENT OF NSW'S BEST TALENT AT STATE, NATIONAL AND INTERNATIONAL LEVEL

FOCUS AREA	OBJECTIVE	ACTIVITIES
NSW COMPETITIVE FRAMEWORK & DELIVERY NETWORK	Provide year-round playing opportunities for players of all abilities	 Implement new national competitive framework Develop and implement State & Regional tournament calendars within new competitive framework Continued roll-out of Sydney Junior Team Tennis and the Sydney Tennis Review Engage & educate the tennis delivery network on new competitive landscape Embed new rating software in all venues to support level based play
NSW'S MOST TALENTED PLAYERS	Improve support and offering to NSW's most talented players (UTR 9+)	 Increase total no. of ITF tournaments in NSW Increase Australian Pro-Tour tournaments in NSW Develop the Bluewall Squad program Develop Bluewall player engagement program
JUNIOR COMPETITION	Embed level based play to help get more juniors competing	 Adopt level based play philosophy across all junior competition Embed junior calendar under new competitive framework Increase support for team tennis formats (SJTT & Junior State League)
PLAYER DEVELOPMENT	Provide more opportunities for talented players to stretch and develop	 Support TA Zonal / Regional Squad program Invest in the development of identified player pathway coaches

OUR STRATEGIC FOUNDATIONS

FUTURE PROOF					
PRIMARY MEASURE: FINANCIAL STABILITY OF THE ORGANISATION					
STRATEGIC PURPOSE: TO ENSURE OUR GOVERNANCE, FINANCES AND CULTURE ARE BEST PRACTICE AND PERFECTLY PLACED TO SUPPORT OUR ORGANISATION INTO THE FUTURE					
FOCUS AREA	OBJECTIVE	ACTIVITIES			
KEN ROSEWALL ARENA & SYDNEY OLYMPIC PARK TENNIS CENTRE (SOPTC)	To implement a sustainable business plan that supports the core activities of Tennis NSW	 Develop a three year business plan for SOPTC & KRA Develop a three year asset management plan Support delivery of three core contracts – Tennis Australia, Tennis World & Netball NSW Secure Stage 2 funding to complete KRA project 			
GOVERNANCE	Establish best practice governance structure for Tennis NSW	 Develop a governance framework aligned with national best practice Full review of Tennis NSW Constitution, by-laws and policies Review Tennis NSW membership structure & categories 			
CHILD SAFEGUARDING	Provide leadership and support to our members to ensure we provide a safe environment for children	 Deliver on our ACE framework Annual education plan for all Tennis NSW members Monitor compliance on WWC and MPIO Deliver annual campaign to maintain awareness 			
INCLUSION & DIVERSITY	Embed and celebrate inclusion and diversity across all aspects of Tennis NSW membership and the organisation.	 Develop and execute organisation wide I&D Strategy Launch first Reconciliation Action Plan (RAP) for Tennis NSW and continue RAP process Develop capability of Tennis NSW, members and coaches in the understanding of I&D Strengthen relationships with I&D partner organisations Support off-court pathways for people from diverse and underrepresented backgrounds 			

PROMOTE & CONNECT

PRIMARY MEASURE: 70% CUSTOMER SATISFACTION SCORE

STRATEGIC PURPOSE: TO PROMOTE OUR SPORT AND CONNECT WITH OUR TENNIS FAMILY WITH MEANING AND PASSION

FOCUS AREA	OBJECTIVE	ACTIVITIES
MEMBER ENGAGEMENT	Foster strong communications and connections with the Tennis NSW membership	 Growing the member benefits & events program Committing to regular and clear communication Regular schedule of Club Connect forums Relaunch of Tennis NSW Awards to reward & recognise Regular sharing of club success stories
MARKETING AND COMMUNICATIONS	Grow the profile of tennis with effective state and local area marketing activity & campaigns	 Execute State and National campaigns Continued commitment to upskilling volunteers Develop and provide practical local marketing tools Develop a plan to better connect Tennis NSW with the NSW playing community
ATP CUP	Leverage the ATP Cup to help promote tennis to a wider audience in NSW	 Develop & deliver a range of member offers to drive attendance Create a calendar of events to engage key stakeholder groups in event Support tennis events & competitions that culminate at the ATP Cup
ACTIVATING DIGITAL	Help build a digitally enabled tennis landscape to improve access and experiences for all players	 Support roll-out of digital platforms for clubs, coaches & councils Showcase success stories of digital activation Provide practical digital activation kits Effectively measure impact of digital activation

OUR SERVERS

We cannot foster a love of tennis without the support of those that serve our sport the most. Our CLUBS, our **COACHES** and our **COUNCILS**. Our Strategic Plan recognises the critical role that each of these stakeholders play and when they work in partnership, we see that our sport can thrive in the communities they serve.



CLUBS

Our clubs are responsible for the management and delivery of our sport. We will build a deeper understanding of the different management models, venue types and the challenges they face.



COACHES

We will work closely and collaboratively with our 900 strong NSW coaching network. We will seek to develop this active workforce, improving the day-to-day delivery of tennis, whilst providing support, programming and promotion, to help coaches put more people on court.



COUNCILS

The local government environment in NSW is large and diverse. The approach and management of tennis is different amongst the 128 LGAs. Our Strategic Plan sets out to build better relationships with our council partners by providing them with better information and data and actively seeking to partner with them to help produce thriving tennis communities across our state



OUR RECEIVERS



PLAYERS

Everything we do will put the player at the heart of our decision making. This may seem a simple statement to make, yet, at times governing bodies must remind themselves why they exist.

Whether it is a current, future, returning or casual player, everything we do will be to help foster a love of tennis in all who play.



VOLUNTEERS

Like every sport, time, commitment and passion are what helps drive the sport at so many levels. We recognise that people are increasingly time-poor and that one of the impacts of COVID-19, has been a greater acceleration to our diminishing volunteer base.

If our sport is thriving in local communities, then inevitably people will want to get on board to support. Our role is to support the current volunteer base to help them recruit as best they can within their local communities.



PARENTS

We are aware of the crucial role parents play in determining a child's sport of choice. We will continue to engage and consult parents to ensure that tennis remains a child-safe, fun and enjoyable sport for children to consider.

We also recognise the role that parents play in further supporting their child's journey through the tennis pathway and that so many ultimately become volunteers at a number of levels. Again, we will build means by which we can regularly and clearly communicate to this group.





EXCELLENCE

We will strive to be the best we can be in everything that we do – day in, day out.



77



HUMILITY

We will be self-aware, take responsibility and be kind and considerate to all members of the tennis family.

OUR VALUES AND BEHAVIOURS

Each member of the Tennis NSW team and Board will live by our values and bring these to life each day through appropriate behaviours.



COLLABORATION

We are committed to working closely and collaboratively with all of our stakeholders.

77



We will dare to think differently, be curious in our thinking and continually explore ways to better serve our sport.



FUNDING OUR FUTURE

Whilst we complete our Strategic Plan for the period 2021-2025, we are still in a period of uncertainty in relation to the short to medium term financial viability of the Australian Open which has been the primary driver behind the funding of grass-roots tennis in the past decade.

Tennis NSW have been prudent in managing our finances in the past four years and our balance sheet remains strong with significant funds under professional management.

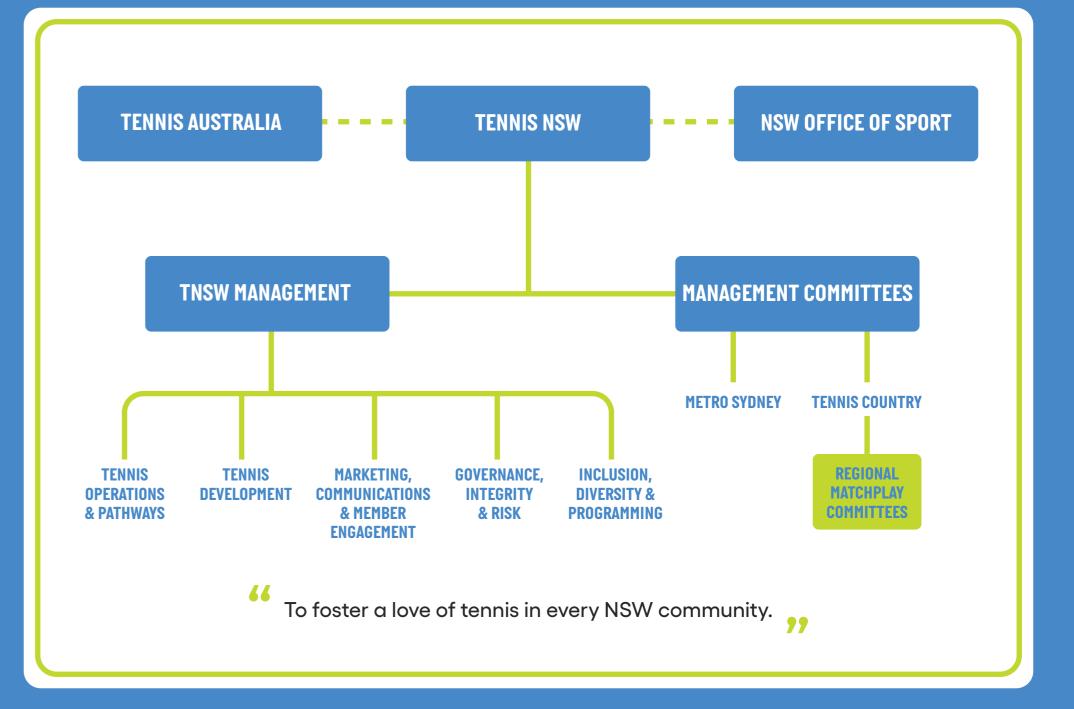
Both Board and Management are acutely aware that this fund continues to support the Purpose, our Role and operational delivery on our Strategic Plan on an annual basis.

Key financial principles will remain throughout our period of workforce growth. These key principles being:

- 1. Seeking to achieve an annual Operational cash break-even position without use of investment income by the end of our 4-year plan.
- 2. Maintaining a healthy cash balance to ensure the Organisation can be supported on day-to-day basis.
- **3.** Continue to maximise the performance of the Organisation's investment fund to help secure the long-term future of Tennis NSW.









FOR MORE INFORMATION

Email: tennis@tennisnsw.com.au

Visit: www.tennis.com.au/nsw/

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