



# Vision 2030

Serving tennis  
together, for  
everybody



# Our *Ambition*

For tennis to be the most played sport in NSW through a vibrant and sustainable tennis community.

## A message from our President

Tennis is a sport for everybody.

Tennis NSW is committed to ensuring that our sport and events are welcoming, safe and inclusive for everybody, and that tennis is a sport where any person can engage and participate in a way that is positive and meaningful to them.

Vision 2030 builds on the great work already undertaken by Tennis NSW and our valued members throughout the life of Vision 2025 to meet the challenges facing our great game head on, and to capitalise on the opportunities presented by an ever changing sporting landscape. On behalf of the Tennis NSW Board, thank you for your ongoing commitment and contribution to our great sport. We look forward to continuing to work alongside you as we strive for tennis to be the most played sport in NSW through ensuring we have a vibrant and sustainable tennis community.



**Tennis NSW President,**  
Melissa Achten

## A message from our CEO



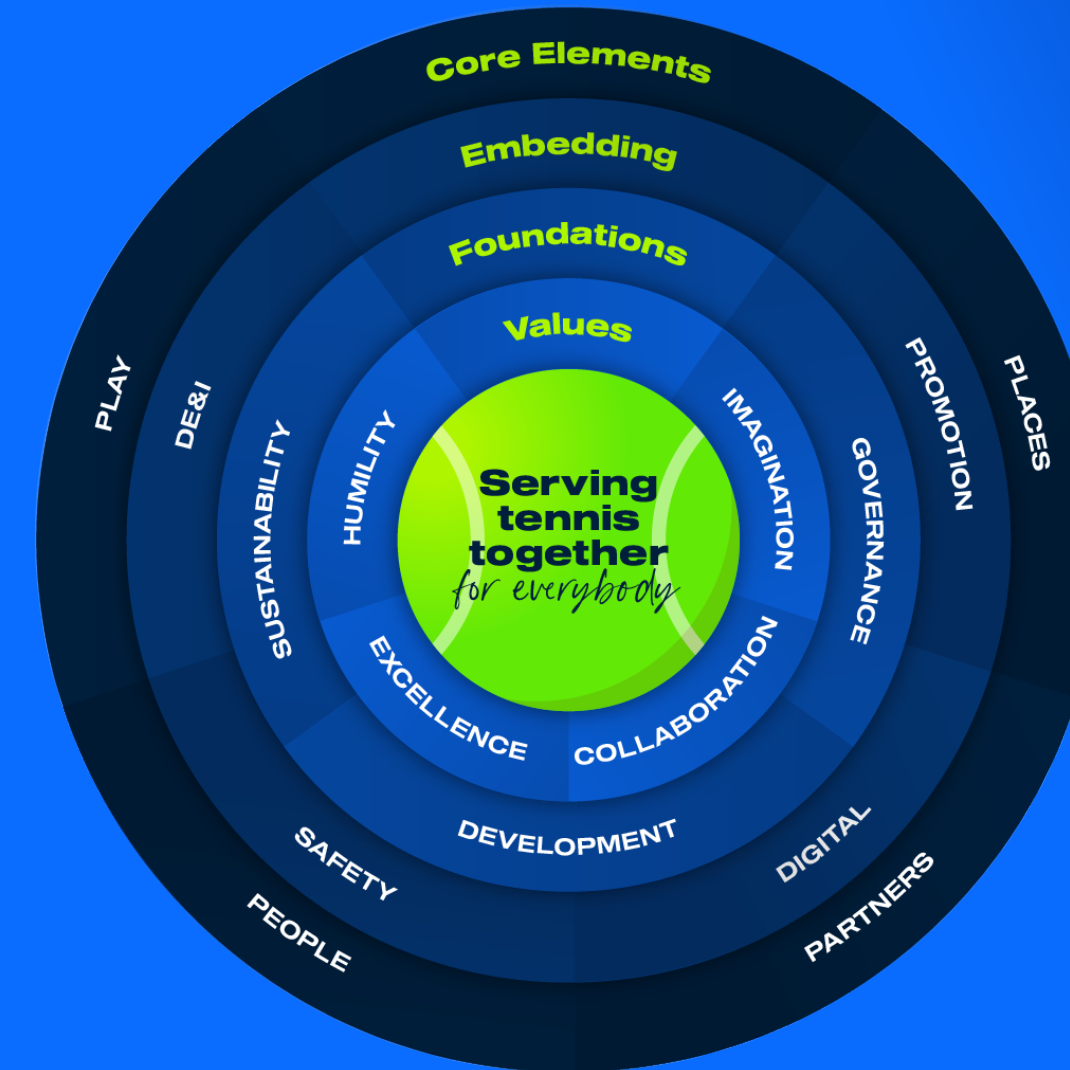
**Tennis NSW CEO,**  
Darren Simpson

It is a pleasure and a privilege to present the next iteration of the Tennis NSW strategic direction in Vision 2030.

In our previous four-year strategy – Vision 2025 – Tennis NSW made a commitment to strengthen relationships with member clubs, councils and venues aimed at providing deeper insights into the sustainability of their operations and actions for improvement. We are delighted with how that approach has been embraced throughout the tennis ecosystem and in this plan we commit to doubling down on our efforts to continue to grow those meaningful and insightful relationships with members.

Vision 2030 also outlines our focus on making tennis the most accessible, inclusive and community minded sport it can be. The local tennis venue is far more than just courts. It is a place for connection and camaraderie, while also building skills and a lifelong love of tennis.

Our tagline in Vision 2030 is 'Serving tennis together, for everybody.' Maximising the potential of this great sport in NSW will come through the combined efforts of all stakeholders working together and we look forward to joining with you to make that happen.



# How we *Serve*

## Our Values

Our Tennis NSW Team are dedicated to creating a lasting legacy for tennis. We honour our sport's rich history and recognise our role as custodians. We make decisions with respect for the past, a vision for the future, and a desire to leave a positive impact.

Through our values we will shape a game that remains relevant, inspiring, and impactful for generations to come



## Excellence

Never stop striving to be the benchmark



## Imagination

Dare to act differently



## Collaboration

Build trust through mutual respect



## Humility

Put others ahead of yourself



# Core Elements

Four key elements are at the core of the role that Tennis NSW plays. While the initiatives and projects may evolve over time, Tennis NSW will always exist to foster play, create great places, serve the people and collaborate with partners.

Our Game Plan lives within these elements.



## PLAY

### Participate & Compete

Experiences that capture the hearts of all players, growing participation and competitive tennis pathways



## PLACES

### Facilities & Placemaking

A network of high-quality and sustainable tennis venues that are focal points of community life



## PEOPLE

### Deliverers & Consumers

Inspired, empowered and engaged deliverers and consumers, serving and receiving great tennis experiences



## PARTNERS

### Investment & Enablement

Collaborative and mutually beneficial partnerships that support the sustainability and social impact of tennis



# The Game plan

## LOCAL DELIVERY

- Optimising Venues
- Growing Recreational Play
- Supporting the Delivery Workforce

## ON COURT PATHWAYS

- Event Delivery
- Supporting Talent
- Fostering Competitive Play

## FUTURE PROOF

- Optimising the Home of Tennis
- Building Partnerships and Sponsorships

## COMMUNITY ENGAGEMENT

- Growing Connections with Schools
- Empowering our Future
- Enhancing Community and Social Impact

## TENNIS FACILITY NETWORK

- Planning the Facility Network
- Engaging with Government

## OUR FOUNDATIONS

- Sustainability & Financial Management
- Governance & Compliance
- Development of Organisation, People and Culture



## THE GAME PLAN

# Local delivery



## OPTIMISING VENUES

Support sustainable venue operation models and practices that deliver environments and experiences tailored to the unique needs of local communities.

**Success looks like:** Transforming Tennis NSW member venues and clubs into vibrant community hubs, fostering deeper connections and broader engagement with the sport.

## GROWING RECREATIONAL PLAY

Deliver high-quality recreational play opportunities that engage diverse user groups by implementing complementary and innovative formats and leveraging new technologies to meet society's evolving needs

**Success looks like:** Promoting community health, connection, and well-being, inspiring lifelong participation and a lasting love for tennis.

## SUPPORTING THE DELIVERY WORKFORCE

Grow and develop venue operators, tennis coaches, and officials, ensuring they are equipped with the skills needed to support the future needs of the sport.

**Success looks like:** Enhancing the workforce's capability and strengthening tennis delivery at all levels.

## THE GAME PLAN

# On court pathways



## EVENT DELIVERY

Deliver world-class events and content that cater to the diverse needs of our tennis community, including international, state, regional, and community-specific initiatives.

**Success looks like:** Ensuring access to high-quality events and experiences, promoting engagement and growth within the sport.

## SUPPORTING TALENT

Empowering the next generation by providing opportunities for growth and development through securing world class play opportunities for up and coming players and player support funding.

**Success looks like:** NSW players progressing through competitive pathways and excelling on the world stage.

## FOSTERING COMPETITIVE PLAY

Provide year-round playing opportunities for players of all ages and abilities, creating competitive environments that prioritise player well-being, enjoyment, and development.

**Success looks like:** Fostering a supportive culture where players can thrive, stay engaged in the sport, and grow both their skills and passion for tennis at every level.



## THE GAME PLAN

# Tennis facility network

## PLANNING THE FACILITY NETWORK

Plan for and support the current and future needs of the tennis facility network and Tennis NSW members, focusing on the suitability of facilities to serve community, talent development, competitive play, and professional tennis.

**Success looks like:** Strengthen the network across NSW to enhance accessibility and create more participation opportunities for all levels of play.

## ENGAGING WITH GOVERNMENT

Develop and maintain strong relationships with local and state governments to advocate for and drive outcomes that benefit both tennis and the wider community.

**Success looks like:** Fostering collaboration to ensure that tennis remains a key focus in community development, with ongoing support for infrastructure, programs, and initiatives.

## THE GAME PLAN

# Community engagement

## GROWING CONNECTIONS WITH SCHOOLS

Engage with the education sector and support our delivery network to identify and grow opportunities for students to discover a love for tennis, supported by pathways that encourage ongoing participation at clubs and venues.

**Success looks like:** Creating a foundation for continued involvement in the sport, offering students the support and guidance to sustain their engagement over time.

## EMPOWERING OUR FUTURE

Empower the next generation by providing opportunities for growth and development through initiatives like youth leadership and volunteer engagement strategies.

**Success looks like:** Laying the groundwork for long-term success, ensuring a sustainable and vibrant future for tennis with a strong pipeline of players, leaders, and volunteers.

## ENHANCING COMMUNITY & SOCIAL IMPACT

Develop tennis as a vehicle to enhance social outcomes by promoting inclusivity at venues and securing sustainable funding for initiatives that support underrepresented groups and communities in need.

**Success looks like:** Ensuring tennis becomes a tool for positive change and strengthens community well-being.



# THE GAME PLAN

## Future proof

### OPTIMISING THE HOME OF TENNIS

Maintaining an operating model for Ken Rosewall Arena and Sydney Olympic Park Tennis Centre that aligns with and supports the core activities of Tennis NSW.

**Success looks like:** Providing facilities which enable high-quality operations while contributing to the long-term growth and success of tennis across the state.

### BUILDING PARTNERSHIPS & SPONSORSHIPS

Creating impactful, value-driven partnerships that elevate tennis as a sport of choice, strengthen community connections, and foster innovation.

**Success looks like:** Enhancing sustainability, visibility, impact and growth, creating long-term value for both tennis and our partners.



# THE GAME PLAN

## Our foundations

### SUSTAINABILITY & FINANCIAL MANAGEMENT

Our approach to sustainability and financial management ensures that resources are used efficiently, supporting the long-term financial health of tennis while creating opportunities for growth and innovation.

By prioritising sound financial practices and seeking diverse revenue streams, we ensure the sport's sustainability and capacity to invest in its future.

### GOVERNANCE & COMPLIANCE

Strong governance and compliance management are the foundation of our strategic operations, ensuring that all activities align with legal, ethical, and organisational standards.

By adhering to best practice in governance, we foster transparency, accountability, and long-term trust in tennis as a sport.

### DEVELOPMENT OF ORGANISATION, PEOPLE & CULTURE

We are committed to the ongoing development of our organisation and workforce, ensuring that both leadership and staff have the skills, resources, and support necessary to drive tennis forward.

Investing in professional development and leadership programs strengthens our inclusive and positive culture, building our capacity to meet the evolving needs of the sport and its community.



# We win by *embedding*

## DE&I (DIVERSITY, EQUITY & INCLUSION)

**How:** We continue momentum to ensure that tennis is the most welcoming, safe and inclusive sporting opportunity for people from diverse and underrepresented backgrounds.

**Outcome:** Embedding inclusive practice in our operations internally and driving change in our sphere of influence.

## DIGITAL

**How:** Using technology and online tools to enhance access, engagement, and overall involvement in the sport.

**Outcome:** By leveraging digital platforms, tennis organisations can make tennis more accessible, fun, and rewarding for everyone seeking to engage with the sport.

## SAFETY

**How:** Embedding safety across all aspects of tennis—child safety, member protection, participation safety, and online security—tennis organisations can foster a trusted and inclusive environment for all participants.

**Outcome:** Ensuring players, coaches, staff, and parents feel supported and protected, contributing to long-term engagement and making tennis a safe sport for everyone.

## PROMOTION

**How:** Integrating promotional strategies into every area of the sport—from grassroots programs to high-profile tournaments—through digital engagement, community outreach, and partnership-driven marketing.

**Outcome:** Making tennis visible, accessible, and appealing to a diverse audience, ensuring continuous engagement.





# Serving tennis together *for everybody*

## Our ambition

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## The Core Elements



### PLAY

Participate & Compete



### PLACES

Facilities & Placemaking



### PEOPLE

Deliverers & Consumers



### PARTNERS

Investment & Enablement



# The *game Plan*

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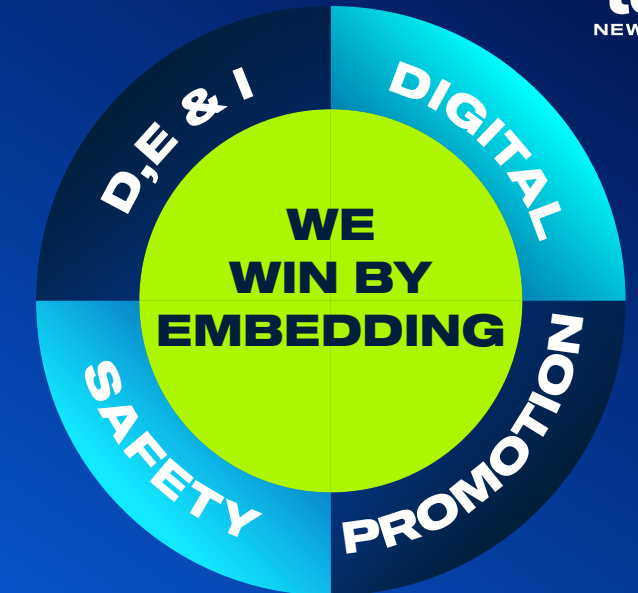
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## **Tennis NSW**

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#TennisNSW