



TENNIS CONNECT

Online Forum

Wednesday 23 July 2025





**TENNIS
CONNECT**
Online Forum

**Tennis acknowledges
the Traditional
Custodians of the land
on which we work, rest
and play, and we pay
our respect to Elders
past and present.**

Agenda



**TENNIS
CONNECT**
Online Forum

- 1 Welcome & Acknowledgement of Country
- 2 Outcomes from Vision 2025
- 3 Launch of Vision 2030
- 4 Facility Enhancement Fund
- 5 Tennis NSW Awards
- 6 Pro Tour Events & Perpetual NSW Open
- 7 Davis Cup
- 8 United Cup
- 9 Tennis NSW Museum Collection
- 10 Staying Alive Health & Child Safeguarding

TENNIS NSW

VISION
2025

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 number one sport for life.



To be Australia's leading State on-court.



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

OUR VALUES

- EXCELLENCE
- HUMILITY
- COLLABORATION
- IMAGINATION



STRATEGIC PILLARS



PLAY

Support our clubs, coaches and councils in getting more people playing tennis more often.

- Improve access to facilities to support recreational play.
- Provide a clear pathway from the classroom to the club.
- Provide equitable opportunities for all people and all communities.
- Grow & develop the coaching workforce.



PLACES

Assist our clubs, coaches and councils to invest in and operate sustainable tennis facilities.

- Enhance the network of facilities across NSW.
- Create a footprint of sustainable and inclusive venues.
- Use Tennis Restart to enhance the profile of tennis within State & Local government.
- Improve the digital accessibility of our tennis footprint.



PATHWAYS

Build a performance pathway to support the best talent in NSW.

- Provide year-round playing opportunities for all abilities.
- Improve support to talented player cohort.
- Embed level-based play within juniors' tennis.
- Provide more opportunities for talented players to develop.



FUTURE PROOF

Ensure our governance, finances and culture are best practice.

- Implement a sustainable business plan for KRA and SOPTC.
- Establish best practice governance.
- Provide leadership and child safety support to members.
- Embed and celebrate inclusion & diversity.



PROMOTE & CONNECT

Promote our sport and connect with our tennis family with meaning and passion.

- Foster strong connections with our membership.
- Grow the profile of tennis.
- Leverage the United Cup to promote tennis to a wider audience.
- Help build a digitally enabled tennis landscape.



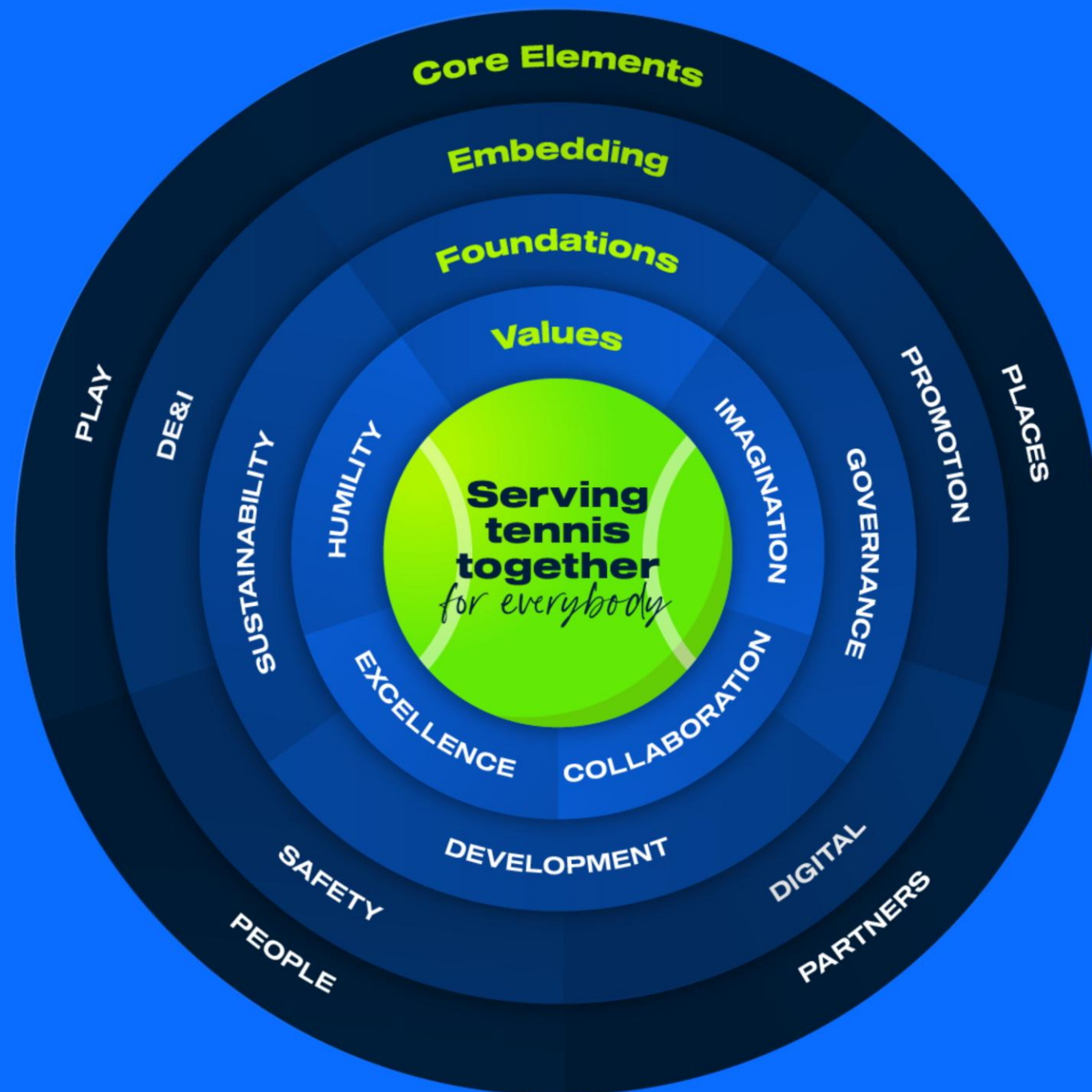
Vision 2030

Serving tennis together,
for everybody



Our *Ambition*

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



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

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

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

The Core Elements



PLAY



PLACES



PEOPLE



PARTNERS

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



2025 Facility Enhancement Fund

Key Details:

- **2025 Round:** Up to \$500,000 allocated for eligible applicants.
- **Eligibility:** Small to medium-sized facility upgrades or enhancements typically between \$10,000 and \$250,000 in total value.
- **Funding Contribution:** The FEF may fund up to 25% of eligible total project value or between \$2,500 to a maximum of \$50,000.
- **Guidelines:** Available on the [Tennis NSW website](#).



2025 Facility Enhancement Fund



IMPORTANT DATES	
Applications open	Monday 30 June 2025, 9am
Applications close	Monday 4 August 2025, 5pm
Assessment & notification	August/September 2025
Notification	From Monday 22 September 2025
Execution of Funding Agreements	Within two weeks of funding offer
Project commencement	From October 2025, after execution of Funding Agreement
Project completion & report finalisation	Within 18 months of execution of Funding Agreement

TENNIS NSW

Awards 2025

Thursday 16 October

Important Dates

Friday 25 July	Nominations open
Tuesday 5 August	Tickets on sale
Sunday 31 August	Nominations close
Friday 19 September	Finalists announced
Friday 10 October	Ticket sales close
Thursday 16 October	Tennis NSW Awards evening





**TENNIS
CONNECT**
Online Forum

Pro Tour Events in NSW

- **Tweed Heads ITF W15**
 - Week 1: 3 - 10 August
 - Week 2: 10 - 17 August
- **Wagga Wagga ITF W35**
 - Week 1: 7 - 14 September
 - Week 2: 14 - 21 September
- **Tamworth ITF M25**
 - Week 1: 7 - 14 September
 - Week 2: 14 - 21 September



16/11/25 - 23/11/25



NSW OPEN



THE WORLD CUP
OF TENNIS

FROM
\$20

QUALIFIERS 2ND ROUND

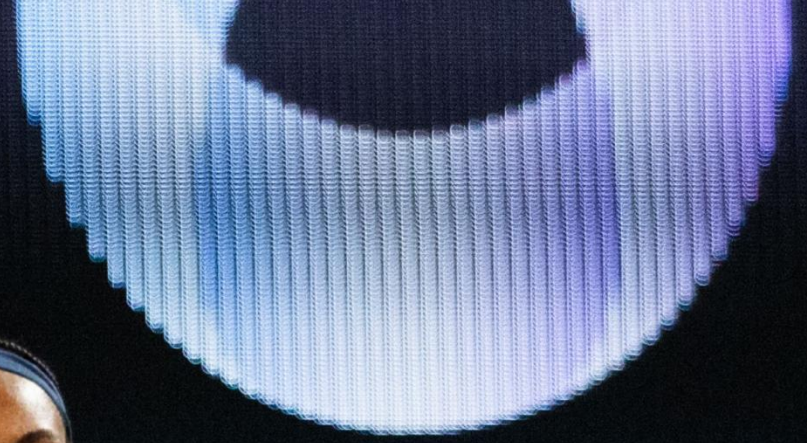


AUS vs BEL



13-14 SEPTEMBER 2025 | KEN ROSEWALL ARENA, SYDNEY

TICKETS ON SALE NOW



UNITED
CUP

2026
UNITED
CUP



Tennis NSW Museum Collection

- A review of the collection is currently underway
- Some items will be de-commissioned
- Opportunity for clubs to acquire historical pieces
- We will communicate in due course





STAYING ALIVE HEALTH

Get a defibrillator at your venue!

Staying Alive Health is offering all Tennis NSW Members an exclusive deal to become Heart Safe

Package includes:

- Zoll AED Plus
- Indoor AED Cabinet
- Wall Sign
- Rescue Kit

ONLY \$2,300
SAVE OVER \$1,000

If you require further information or to order, please email sales@stayingalivehealth.com.au



CHILD

Safeguarding



QUESTIONS



**TENNIS
CONNECT**
Online Forum

THANK YOU