

TO FOSTER A LOVE OF TENNIS IN EVERY NSW COMMUNITY



Vision 2025 was launched in 2021 as a four-year strategic plan for tennis in the state. From the early COVID-impacted days the strategy has led to some tangible and positive outcomes, which are captured in the summary below under the five pillars of the strategy.



PLAY

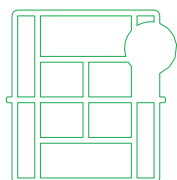
Support our clubs, coaches and councils in getting more people playing tennis more often.

The *Play* pillar has shifted the focus on participation from just structured national products to include more flexible, venue-led activation. Digital tools and upgrades have supported this development, with over 120 venues now using smart access systems and nearly 400 listed on play.tennis.com.au offering real-time online booking to consumers. Initiatives like *Summer of Tennis*, *POP Tennis*, and teen play pilots have enabled clubs to experiment with new formats and connect with broader audiences.

Our role in schools has evolved from direct delivery to enabling clubs, coaches, and associations to engage locally. The **Todd Woodbridge Cup** has continued to expand from just over 1,000 students in its post COVID relaunch to over 8,000 student participants. More than 400 coaches are now endorsed to deliver official schools programs, supported by improved online systems and school sport partnerships.

Inclusion work has progressed significantly to highly coordinated and community-informed delivery. Targeted programs are now embedded in CALD, First Nations, disability, women and girls, and LGBTQI+ spaces, laying stronger foundations for broader, more representative participation.

The coaching workforce has also strengthened, particularly in regional NSW. A 23% increase in regional coach membership, improved mentoring support, and the introduction of the Regional Coach Cluster model have helped build local capability and long-term engagement in key areas.



PLACES

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

The *Places* pillar has supported a highly structured and strategic approach to venue sustainability. More than 600 venue audits have been completed, and over 80% of venues now have Tennis NSW-supported action plans. The NSW-developed HIT audit tool has since been adopted nationally, providing a consistent, insight-driven framework to guide venue investment and planning.

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Thanks to the development of the Tennis NSW Infrastructure Investment Strategy, significant investment has occurred into strategically important locations across NSW, including three major regional tennis projects. New and upgraded venues in **Wagga Wagga, Wollongong, and Tamworth** are now open or nearing completion – delivering high-quality, accessible Tier 2 facilities that will serve players and communities for decades to come and demonstrating the impact of coordinated planning, local partnerships, and targeted investment in strengthening the regional tennis network.

In 2024 Tennis NSW established the Facility Enhancement Fund, a program aimed at assisting venues with small to medium sized facility upgrades and enhancements. It is a key initiative in our efforts to continue to assist clubs to operate sustainable facilities.

Tennis NSW's engagement with local and state governments has deepened, with councils increasingly seeking support to shape local tennis strategies, improve lease models, and plan for long-term infrastructure renewal. This work is contributing to more aligned, sport-informed decision-making across the network.

Digital capability has also improved. Smart access locks, automated lighting, and broader booking platform integration have increased accessibility—particularly in regional and low-traffic venues. Campaigns like *Summer of Tennis* have demonstrated how digital tools, paired with local marketing, can translate infrastructure improvements into participation growth



PATHWAYS

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

The *Pathways* pillar was designed and focused on transitioning the competitive landscape from a rankings-based system to a ratings-based system and which included a new philosophy of level-based play as the foundation of competitive play. This resulted from Tennis Australia's development and adoption of a new Competitive Play framework from 2020 and beyond.

With a Global Pandemic, which shut down tennis at different stages throughout 2020 and 2021, and a new Competitive Play framework, some challenges existed to overcome. With no national rankings, tournaments had to adapt their offerings to be 'more than just points' and tournaments, leagues and competitions now had the ability to offer a rating which linked into the national pathway and ratings system. New digital systems were adopted to manage this new competitive landscape and changed the way tennis was managed more broadly.

Fast forward to 2025 and the Competitive Play landscape has continued to adapt, grow and evolve. Tennis tournaments are experiencing pre-COVID participant numbers and local leagues and competitions are running successfully using digital competition management solutions which link into UTR and other relevant rating systems. There are now 18,570 NSW players with a

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Competitive Player Profile (introduced in 2023) and over 98% of players on League Manager have a Tennis ID, showing the adaptation of players to the digital changes.

Importantly, venues in NSW have been enhanced to offer more talent development and higher-level competitive play opportunities which will see three additional ITF level Pro-Tour events hosted in NSW in 2025, ensuring the pathway is visible and accessible for the best talent in the state.



FUTURE PROOF

Ensure our governance, finance and culture are best practice.

The *Future Proof* pillar encompasses a range of elements in which Tennis NSW has performed strongly over the last four years.

The objective of establishing a best practice governance structure was highlighted by a review and comprehensive re-write of our suite of governance documents, most notably the Tennis NSW Constitution which was adopted at the 2022 AGM. This critical governance document is aligned with best practice as established by the Australian Sports Commission. The governance review has been supported by the implementation of more robust risk and compliance monitoring and reporting mechanisms. A full review of the Tennis NSW membership structure and categories was also undertaken, culminating in the implementation of a new membership model for the 2025/26 membership renewal period.

Ken Rosewall Arena (KRA) was transformed in early 2020 with the addition of the roof, before being hit by a hiatus in public gatherings due to COVID. Since then the venue has established itself as a high quality and unique event space which now caters for the United Cup, Suncorp Super Netball, World Street League Skateboarding, the Pulse Alive school spectacular and more.

Tennis NSW has firmly established itself as a market leader in respect of child safeguarding in sport, to the extent where Tennis NSW representatives are asked to present on child safety in a number of state and national forums. Since the inception of Vision 2025 Tennis NSW has developed and delivered two iterations of our 'Child Safeguarding Framework'. These frameworks have evolved as the child safeguarding environment has evolved over the life of Vision 2025, including the shift in focus from the National Child Safe Principals to the now legislated and mandated 10 Child Safe Standards in NSW.

Additionally, Tennis NSW continues to effectively monitor Working With Children Check compliance and MPIO numbers through the annual affiliation process. In particular, across the 2024/25 affiliation period, a substantial body of work was invested in educating the Tennis NSW membership around the 'verification step' of a club's legal WWCC obligations which has had a substantially positive impact on the compliance capacity of the tennis community.

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PROMOTE & CONNECT

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

Since the inception of Vision 2025 communication and connection with the Tennis NSW membership has steadily increased as part of the *Promote and Connect* pillar.

Our primary communication tool with members – Clubhouse News – is delivered on a regular fortnightly cadence and has a strong readership. The addition of the Bluewall Bulletin, aimed at the wider playing and coaching fraternity, has also enhanced our targeted communication with over 17,000 people receiving the newsletter.

The Tennis NSW awards were re-launched in the period of Vision 2025 with the first in-person event being a cocktail style function in 2022. This was followed by formal dinner events in 2023 and 2024 which have been well attended and received.

The return of the NSW Open (in 2022) has allowed the Tennis family NSW to engage with a high-quality Pro-Tour event and it complements the United Cup – our annual professional event which has grown from the ATP Cup at inception to its current dual gender teams format. The President's Reserve at the United Cup has offered Tennis NSW an opportunity to thank club President's for their effort and passion.

Upskilling volunteers to grow their ability to implement effective marketing plans at local clubs and tennis organisations has been a focus throughout Vision 2025. Clubs and operators are now well equipped to grow the profile of tennis and their offerings using the high-quality tennis imagery and branding provided by Tennis NSW, as well as a local area marketing toolkit.

Tennis NSW actively assists clubs as they move on to digital platforms and has developed and delivered resources (as well as supported the delivery of TA resources) to ensure that clubs and tennis organisations across NSW are supported in the implementation of digital products. This has allowed clubs to maintain user friendly websites, implement online court bookings and automated lighting systems, ensure they are searchable on the play.tennis website and are supported in building their social media channels.