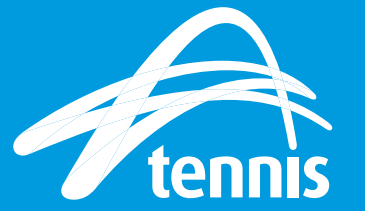


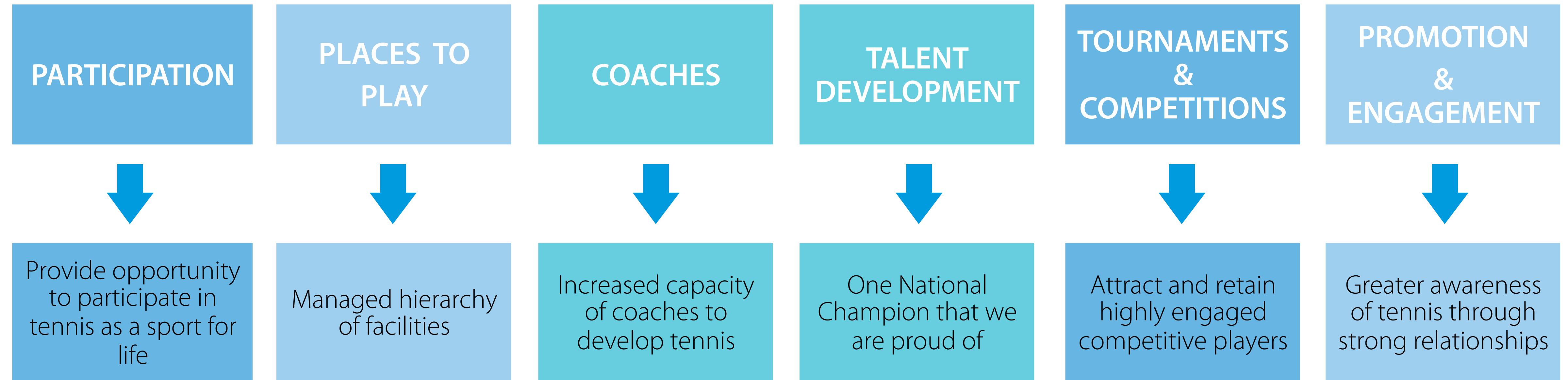
TENNIS NT STRATEGIC PLAN 2016–2020



TENNIS NT Strategic Plan



Our Vision: More people playing tennis



With successful achievement of objectives underpinned by:

- Creating positive experiences
- Developing great places to be
- Establishing tennis as a sport for life

Objective: Provide opportunity to participate in tennis as a sport for life

Strategies
Support increased club capacity through the effective use of online systems
Develop a Remote Community Engagement strategy through strong community partnerships
Develop pathways and programs to ensure tennis is a sport for life
Develop and implement targeted participation initiatives
Establish tennis as a sport of choice for schools across the NT

Key Measures:

- Increase in registered participants
- Increased number of community partners
- Development of sustainable school based programs
- Development of sustainable programs in regional / remote locations
- Quality of data through online systems

Objective: Develop and support a managed hierarchy of facilities

Strategies

A Regional Tennis Centre in Darwin: Develop a central focus for all levels of tennis and its development in the Territory

Improved Venue Management Outcomes: Create sustainable venue management models with increased service delivery capacity

New Courts to Service Growth: Drive new venue initiatives with key partners that meet future needs of changing communities

Life-cycle investment into existing venues: Support venues to grow their capacity and implement capital renewal initiatives

Hot Shots Courts at Existing Venues: Improve access to and experience of Hot Shots and introductory programs for participants

Key Measures:

- Regional Tennis Centre fully funded
- All clubs operating sustainable business models
- Increased capacity to deliver Hot Shots through Hot Shots courts
- Appropriate court to population ratios across the NT

Objective: Increased capacity of coaches to develop tennis

Strategies
Promote and provide coaches with an accessible education pathway and quality training and development opportunities
Develop the capacity of coaches to become Centre Managers
Improve the quality and breadth of club coaching programs
Provide young coaches and new entrants opportunities to start the coaching pathway
Maintain and reward club engagement in the NT Academies program
Support the development of environments that attract quality coaches

Key Measures:

- Number of participants engaged in coach education opportunities
- Increased number of TA qualified coaches
- Centre Manager retention rates
- Increased standing of clubs within the NT Academies program: establishment and NT responsibility criteria

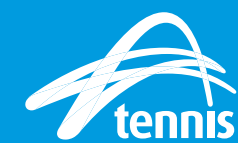
Objective: One National Champion that we are proud of

Strategies
Provide athletes of national interest appropriate opportunities to reach their potential
Provide opportunities to participate in appropriate junior team tours
Improve the capacity of clubs to develop talent
Monitor club training regimes and supplement where necessary
Maintain and reward club engagement in the NT Academies program

Key Measures:

- At least One National Champion by 2020
- Increased number of matches won at Platinum events
- Success of junior team tours
- Increased standing of clubs within the NT Academies program: achievement criteria

TOURNAMENTS & COMPETITIONS



Objective: Attract and retain highly engaged competitive players

Strategies
Develop appropriate competitive pathways, including a Tennis NT Premier League
Attract and retain players through best practice delivery of tournaments, competitions and events
Provide participants with high quality first tournament and competition experiences
Explore ways to provide greater access to competitive match play, including tournaments
Increase the number and capacity of tournament directors and officials
Explore options for innovative program delivery and alternative formats including FAST 4

Key Measures:

- Number of education opportunities for Tournament Directors and Officials
- Increased number of Competition Participants
- Increased number of Tournament Participants
- Number of TA qualified Officials
- More games per match

Objective: Greater awareness of tennis through strong relationships

Strategies

Develop and implement a comprehensive media & communications plan aimed at increasing the profile of tennis in the NT

Align tennis development strategies with appropriate and complimentary Local and Territory Government strategies

Develop and implement a Tennis NT Workforce Development Plan to meet the needs of the Tennis NT strategic plan

Engage key stakeholders in the commercial development of tennis

Key Measures:

- Increased media presence, including social media
- Increased awareness of tennis and tennis programs throughout the community
- Number of long term stakeholders engaged
- Increased size of tennis workforce in the NT