



# Tennis NT Strategic Plan 2025 - 2030

## Guiding Principles

- We champion community, connection and inclusion
- We will put Territory Tennis on the map
- We stay close to the grassroots
- We keep it simple

## Our Vision

Better lives, thriving communities and more fun through tennis

## Our Mission

We believe tennis makes life better so we work with and inspire the NT community to grow tennis

## Priorities

- Places to Play**  
Secure the future of tennis venues and enable flexible, inclusive places to play in the NT
- Clubs & Coaches**  
Increased capacity to grow tennis and stronger relationships with the NT network of member clubs and coaches
- Grow Tennis**  
Grow the tennis community by making it easy for everyone to play, so more people choose tennis
- Pathways**  
We engage & help our players, coaches, officials & ballkids to be their best through clear & flexible pathways
- Events & Promotion**  
We showcase Territory Tennis & the many ways to play, to engage new and existing fans

## Enablers

- Our People & Partners**  
We partner with clubs and coaches, the NT community, and Tennis Australia to build a vibrant tennis network supported by a high-performing team
- Systems, Processes & Data**  
We elevate our systems, processes and data capture to enable better Territory-informed decision making for the sustained growth of Tennis
- Innovation & Sustainability**  
We champion operational excellence, nurture sustainable growth, and spark innovation with best-practice governance – ensuring tennis thrives across the NT into the future

## Our Values



Imagination



Collaboration



Humility



Excellence