



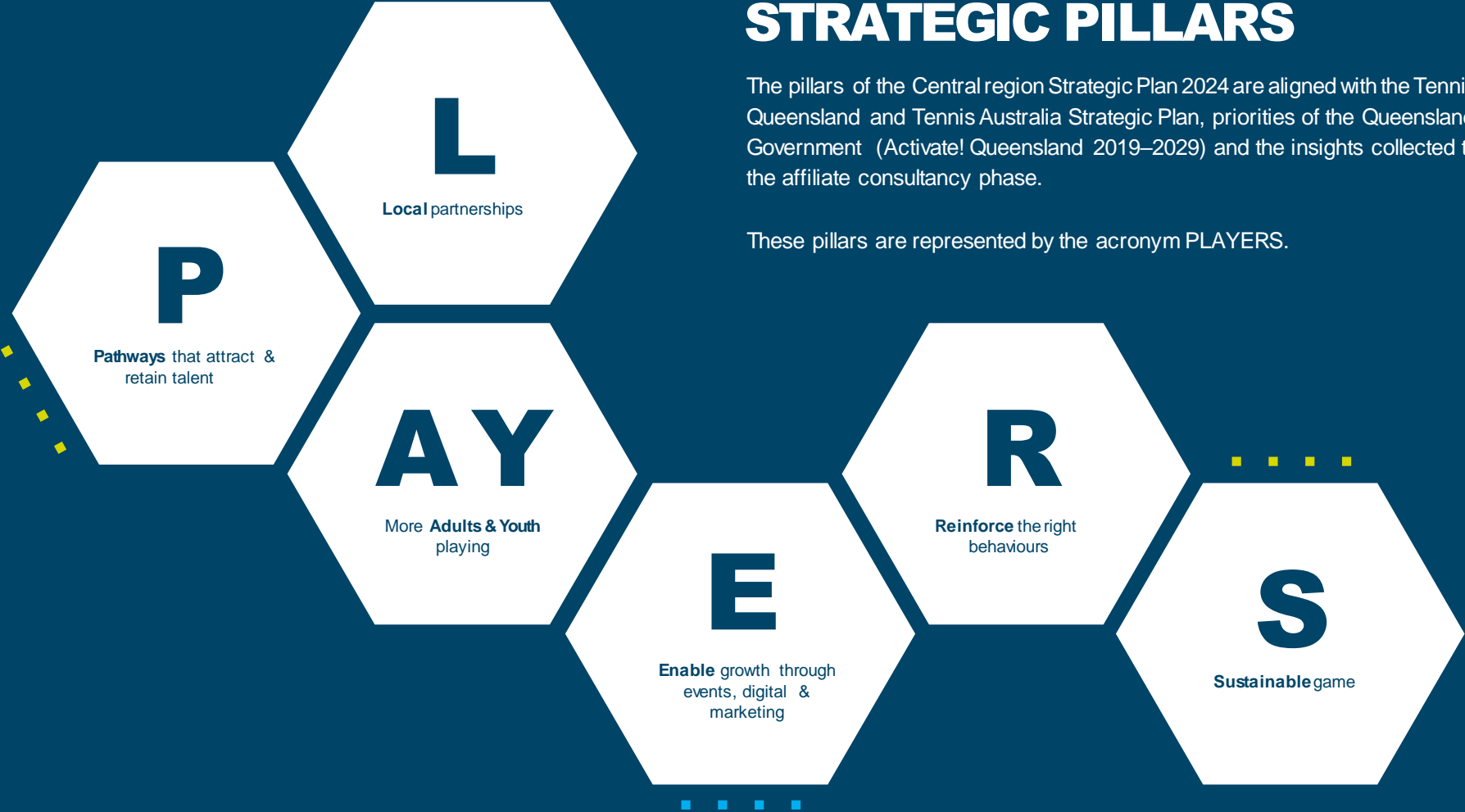
CENTRAL STRATEGIC REGION PLAN 2024



STRATEGIC PILLARS

The pillars of the Central region Strategic Plan 2024 are aligned with the Tennis Queensland and Tennis Australia Strategic Plan, priorities of the Queensland Government (Activate! Queensland 2019–2029) and the insights collected throughout the affiliate consultancy phase.

These pillars are represented by the acronym PLAYERS.



Central **PLAN ON A PAGE**

Our Purpose: We believe playing makes life better | **Our Vision:** To create a playful world through tennis | **Our Mission:** Create Thriving Tennis Communities

Pillar	Objectives	Central Region Focus Areas
Pathways that attract & retain talent	Foster diverse talent pathways that enable players and emerging leaders to maximise their unique potential	<ul style="list-style-type: none"> Review, support and improve matchplay opportunities across the region to enhance the playing experience Implement an Emerging Leaders program and incorporate the Females in Tennis initiatives
Local partnerships	Empower partners at the local level; put volunteers, coaches and councils at the centre of our thinking	<ul style="list-style-type: none"> Build authentic community partnerships Drive increased capability within the region through Club Development and Tennis education programs
More Adults & Youth playing	Celebrate tennis as a game for life, attracting and retaining youth and providing adult social play opportunities	<ul style="list-style-type: none"> Identify and support classroom to club initiatives Support the implementation of TA programs Identify and support club based adult & youth programs
Enable growth through events, digital & marketing	Maximise events, digital platforms and marketing opportunities to grow the game	<ul style="list-style-type: none"> Implement the Digital Enablement initiatives Enhance local events through regional plans, event kits, PR and marketing
Reinforce the right behaviours	Create a culture of safety, wellbeing and inclusion across the sport	<ul style="list-style-type: none"> Embrace "Sport for All" program Build a positive culture through improved communication and recognition of contributions to Tennis Champion Females in Tennis initiatives Embed People Safe Clubs
Sustainable Game	Deliver a long-term sustainable game	<ul style="list-style-type: none"> Implement the Thriving Clubs framework Action the QLD Tennis Facilities Plan for the Central region

Our Values & Behaviours:

IMAGINATION

HUMILITY

COLLABORATION

EXCELLENCE

P

Pathways that attract & retain talent

Pathways that attract & retain talent

OBJECTIVE

Foster diverse talent pathways that enable players to maximise their unique potential

CENTRAL REGION FOCUS AREAS



MATCHPLAY REVIEW AND ENHANCEMENT

Review support and improve participation and matchplay opportunities across the Central region to enhance the playing experience.

- Review, develop and enhance matchplay opportunities including JDS, UTR, JT and league offerings
- Continued operation and enhancement of marquee tournaments within the region including the State Age and JDS State finals
- Seek opportunities to host additional high level tournaments in the region
- Seek and support opportunities and initiatives to enhance regional player development
- Develop a regional matchplay pathway and calendar
- Increase participation in school competitions and improve the transition to club programs and matchplay



EMERGING LEADERS PROGRAM

Implement and invest in an Emerging Leaders Program tailored to suit the Central region.

- Incorporate the Females in Tennis Futures Leaders initiative
- Grow the number of volunteers, community coaches and officials and matchplay deliverers across the region

Local partnerships

OBJECTIVE

Empower partners at the local level; put volunteers, coaches and councils at the centre of our thinking.

CENTRAL REGION FOCUS AREAS



COMMUNITY PARTNERSHIPS

Build authentic community partnerships that foster long term success

- Identify, promote and support grants and funding opportunities
- Community engagement initiatives
- Council and Government action plans
- Business to business opportunities



COMMUNITY EDUCATION

Drive increased capability within the region through Club Development and Tennis education programs.

- Emerging Leaders Program
- Community coaching and officiating courses
- Club Development activities
- Identify and support opportunities for Coaches and community tennis in areas of need

AY

More Adults & Youth
playing

More *Adults & Youth* playing

OBJECTIVE

Celebrate tennis as a game for life, attracting and retaining youth and providing adult social play opportunities

CENTRAL REGION FOCUS AREAS



CLASSROOM TO CLUB

Identify and support classroom to club initiatives.

- Facilitate club and school links
- Implement TQ Classroom to Club initiatives



YOUTH & ADULT PROGRAMS

Support the implementation of TA programs and tailor to suite local needs.



E

Enable growth through
events, digital &
marketing

Enable growth through events, digital & marketing

OBJECTIVE

Maximise events, digital platforms and marketing opportunities to grow the game

CENTRAL REGION FOCUS AREAS



DIGITAL ENABLEMENT

Improve club's digital platforms to support their operations, communication, marketing and events.

- Digital review
- ClubSpark platform implementation
- Social media and digital education series



QUALITY EVENTS

Support and enhance the delivery of community based events.

- Develop and supply regional events kits
- Develop and support a regional events plan
- Support PR & marketing campaigns



R

Reinforce the right behaviours

Reinforce the right behaviours

OBJECTIVE

Create a culture of safety, wellbeing and inclusion across the sport

CENTRAL REGION FOCUS AREAS



SPORT FOR ALL

Embrace Central region “Sport for All” program supporting inclusion and diversity initiatives.

- Identify opportunities and pathways for Indigenous performance, intellectual impairment, players with disabilities and children at a disadvantage.
- Facilitate regional links and initiatives with regional partners and agencies.



REWARD & RECOGNITION

Develop a positive culture through improved communication and recognition of volunteer and affiliate contributions to Tennis.

- Annual event to recognise the success and contributions from players, coaches, and volunteers and enhance engagement between clubs.
- Support PR & media recognition
- Support and encourage nominations for regional and TQ awards.



FEMALE ENGAGEMENT

Champion Females in Tennis initiatives.

- Implement the Females in Tennis Future Leaders Program.
- Identify and promote opportunities across the region within Tennis for leadership, volunteerism, coaching and officiating.
- Identify and promote opportunities for girls across the region for playing and personal development .



PEOPLE SAFE CLUBS

Embed behaviours and systems that ensure safety for all.

- Member protection policy and officer within each club.



S

Sustainablegame

*Sustainable*game

OBJECTIVE

Deliver a long term sustainable game

CENTRAL REGION FOCUS AREAS



THRIVING TENNIS COMMUNITIES

Implement the Thriving Clubs framework across the Central region.

- COVID19 recovery resources.
- Annual Club Development Plans and Venue Sustainability resources
- Implement and support PR & marketing campaigns



QUEENSLAND TENNIS FACILITIES PLAN 2028

Implement Action plans with Local Councils and State Government to execute the Queensland Tennis Facilities Plan

- Identify and support facility projects and funding opportunities across the region.
- Embed facility development plans within Club Development Plans
- Develop and deliver LGA insights and action plans.
- Align facility projects to Government infrastructure programs.

2021
priorities

Central 2021 priorities



Matchplay

Review support and improve participation and matchplay opportunities across the Central region to enhance the playing experience.



Emerging Leaders Program

Implement and invest in an Emerging Leaders Program tailored to suit the Central region.



Digital Enablement

Improve club's digital platforms to support their operations, communication, marketing and events.



Community Education

Drive increased capability within the region through Club Development and Tennis education programs.



Youth & Adult Programs

Support the implementation of TA programs and tailor to suite local needs.



Thriving Tennis Communities

Implement the Thriving Clubs framework across the Central region.



Quality Events

Support and enhance the delivery of community based events.



Female Engagement

Champion Females in Tennis initiatives.



Reward & Recognition

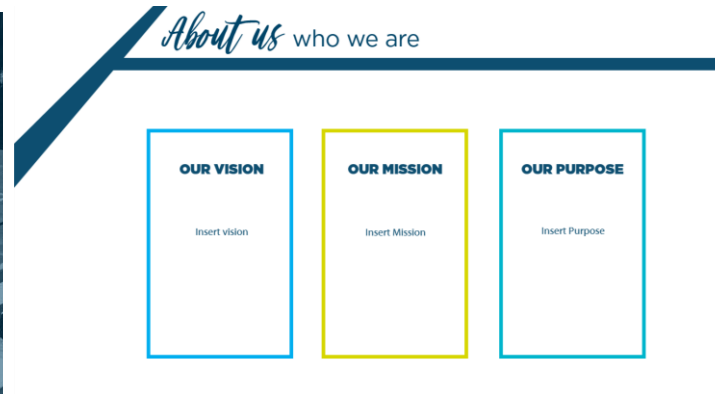
Develop a positive culture through improved recognition of volunteer and affiliate contributions to Tennis.



Queensland Tennis Facilities Plan

Identify and support facility projects across the region.

Club Development Plan



Affiliate checklist track your progress

	Strategic Club Initiative	Resources	Who	Measures	Status
	Identify one person within the Club to participate in ELP coaching course and address succession planning for coaches within the Club	• RA support for funding	• Club to drive	• One successful candidate completed the ELP for 2021	●
	Update website and join Instagram	• To appoint Digital officer • Club Staff	• CDO to work with Club Digital officer	• Website updated and new Instagram account by June 2021	●
	Attend community fair and local school fetes to drive awareness and membership	• Require access to event kit • Club Staff	• TD provide event kit access • Club provide staff	• Attended community fair and St Anthony's school fetes for 2021	●
	Develop facilities plan to address court maintenance and engage council to obtain relevant grants	• Grant list • Secure grant writer	• CDO to work with Club to develop plan. President to own and monitor	• Atn for GCBF application to refurbish court 5	●
	Build and implement a program for inclusion, specifically focused on Indigenous groups in the community	• TD to provide links & contacts	• Head Coach to engage contacts and drive program • TD to support	• Minimum 4 sessions to be held by Nov 2021	●

Proposed Emerging Leaders Program

WHAT IS EMERGING LEADERS

Emerging Leaders is a key initiative from the TQ2024 strategy to identify and develop future leaders within Tennis throughout our Central Region. Through this subsidised professional development and volunteering program, we will increase the number of volunteers, coaches and officials for the Central Region to support the long term success of Tennis.

WHO SHOULD PARTICIPATE

Someone identified by their club who has a genuine passion for the game, who shows initiative, wants to develop themselves and sees a future in the Sport and Recreation industry. This is an opportunity to gain skills and experience, while giving back to the club and the region.

WHAT ARE THE BENEFITS TO THE PARTICIPANT

- Subsidised professional development program with courses and training in junior coaching, officiating, projects, tournaments and marketing.
- Hands on experience with a club project and a regional event.
- Funding for a club project.
- Community Coaching and Community Officiating course accreditation, Emerging Leaders certificate of completion and future recommendations for roles in Tennis.

WHAT IS REQUIRED FROM THE PARTICIPANT

- Completion of all the program requirements within 12 months.
- Approximately 30 hours of volunteering at their club to deliver the club project e.g. open day, participation events, club tournament, OCS host, marketing and digital campaign for the club.
- Ideally a participant will be willing and available to volunteer at regional event e.g. Head State Age, JDS State Finals, JT/AMT.

WHAT ARE THE BENEFITS TO THE REGION

- An increased number of people within the region with community coaching and officiating accreditation plus training and experience in tournaments, small projects and marketing.
- Improved networking across the region and an increased level of engagement from the participants to support Tennis.
- Potential increase in volunteers to support club and regional tournaments.
- Potential increase in volunteers for future committee positions.

Proposed Emerging Leaders Program

WHAT IS REQUIRED FROM THE CENTRAL RA AND THE CLUBS

- The Central RA executive committee will select the applicants based on a selection criteria and proposed projects.
- This is an affiliated club, Central RA and TQ initiative, co-funded by the Central RA and the club
- Proposed financial contribution from the Central RA: \$695 per participant comprised of \$295 for CCC, \$200 for travel reimbursement, \$200 for the club project
- Proposed financial contribution from the club: \$250 club project
- Proposed financial contribution from the participant: ~\$60 national police clearance, travel expenses above the RA provided \$200 travel reimbursement.
- Participant nominations will come from the club.

SELECTION CRITERIA

- Participants must be a member of a TQ affiliated club within the Central region.
- Participants must have Tennis experience on or off court.
- Participants must be able to complete the TA Community Coaching and Community Officiating Courses.
- Participants must have a willingness to learn, enthusiasm and commitment to making a positive impact for their club and the region.
- Ideally participants will make themselves available to volunteer at a regional event e.g. Head State Age, JDS State Finals, JT/AMT tournament.

ADDITIONAL DETAILS

- Proposed number of participants from the Central is region is 4 to 6.
- This initiative has evolved from a similar program on the Sunshine Coast.
- TA & TQ are funding and planning a specific Females in Tennis initiative that may further complement this program.
- The program will be administered by the Central CDO.
- Applicants must be over 15 years old to apply, there is no maximum age.
- Volunteering hours will be monitored and signed off by the club and the Central CDO.
- Ideally the participants present to the RA on completion of their projects which is also a good opportunity to acknowledge their contributions. This could occur at either the August AGM or the November GM.
- **This program is flexible and will be delivered to suit the needs and objectives of the Central Region.**

THANKS

