

STRATEGIC PLAN

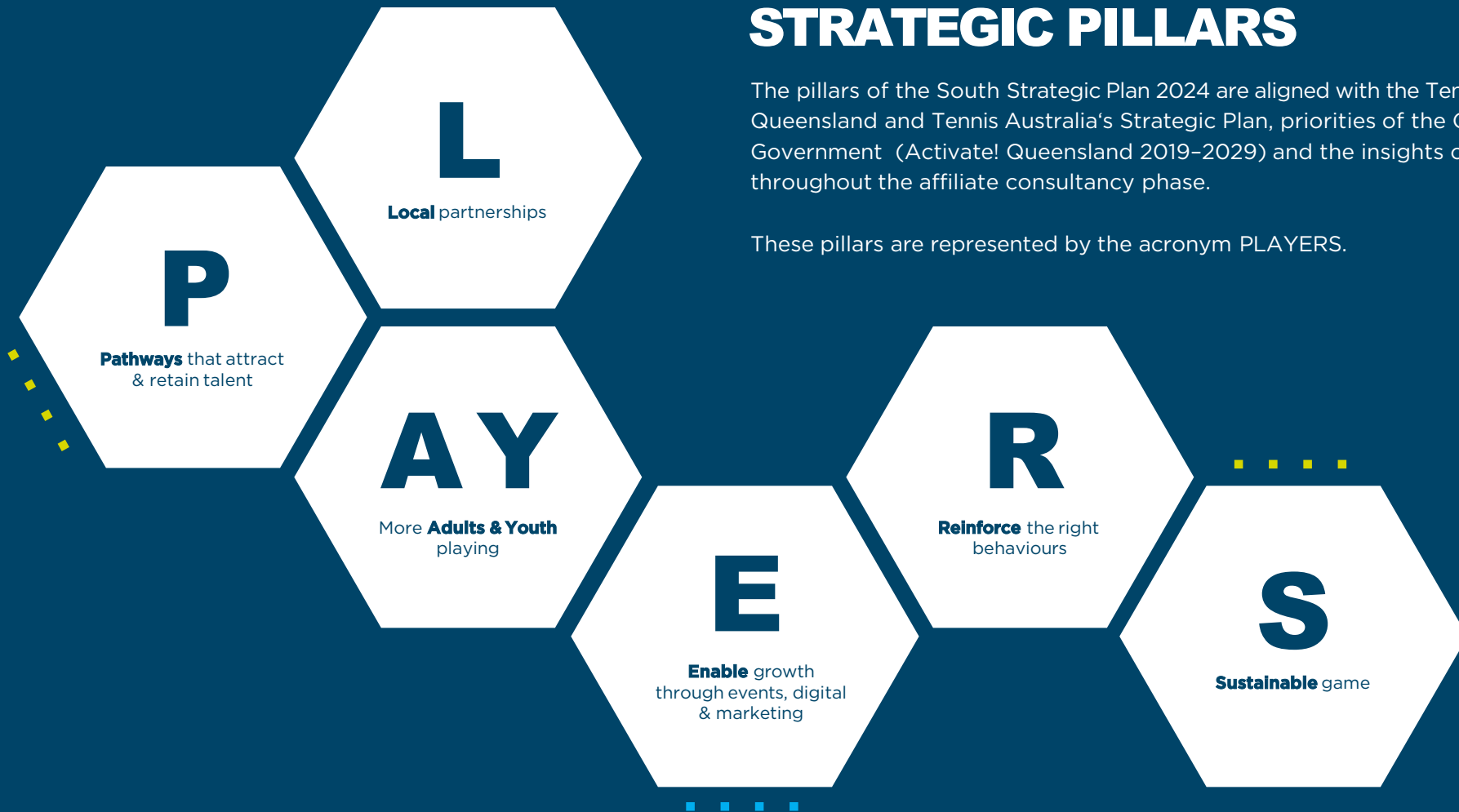
2024



STRATEGIC PILLARS

The pillars of the South Strategic Plan 2024 are aligned with the Tennis Queensland and Tennis Australia's 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.



END TO END *Alignment*

The alignment between Tennis Australia and Tennis Queensland to our affiliates is vital to the success of our sport. Each body has a role in leading the sport, whilst also playing a supporting role to one another.

ROLES AND RESPONSIBILITIES

STRATEGIC PLAN DEVELOPMENT

TENNIS AUSTRALIA

Purpose | Vision | Values

TENNIS QUEENSLAND

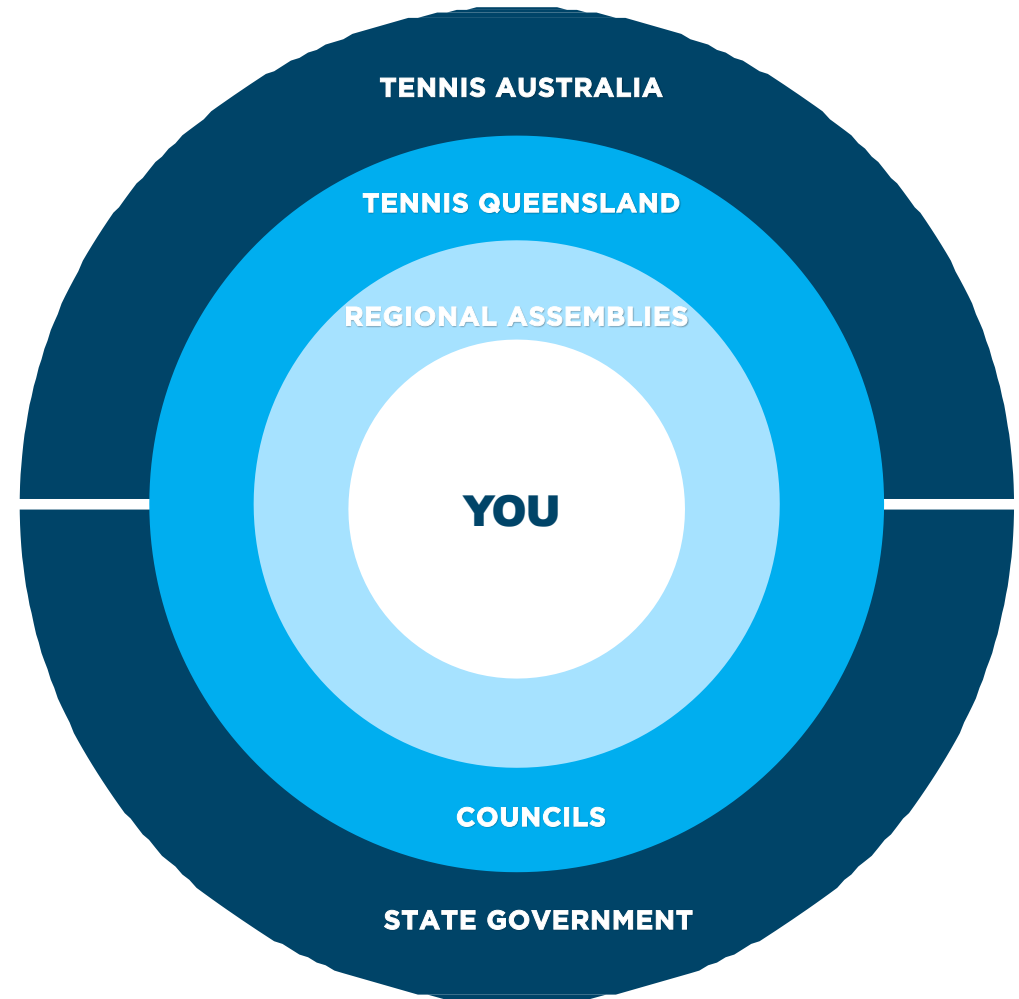
Relevance of Purpose, Vision and Values to Queenslanders | Behaviours | State Focus Areas | Pillars | State Measures of Success | Operational Plans

TENNIS QUEENSLAND REGIONAL ASSEMBLIES

Regional Focus Areas | Regional Measures of Success

QUEENSLAND AFFILIATES

Focus Areas | Club Development Plans | Measures of Success





South Region **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	Regional 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"> Enhance Talent Development Maximise tournaments and competitions Reinforcing Capability Network through Emerging Leaders Programs, PD opportunities and courses
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"> Empowering community partnerships with councils, underrepresented groups, local media and businesses
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"> Support transition from classrooms to club play Deliver 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"> Accelerate digital Deliver quality grassroots events
Reinforce the right behaviours	Create a culture of safety, wellbeing and inclusion across the sport	<ul style="list-style-type: none"> Build culture through improved rewards programs Women Focussed Pathways
Sustainable Game	Deliver a long-term sustainable game	<ul style="list-style-type: none"> Recovery Mission for COVID-19 Create thriving tennis communities Action QLD Tennis facilities plan

STRATEGIC PILLARS



SOUTH REGION PROPOSED STRATEGY 2020-2024



Player Pathway

Enhance Talent Development and maximize tournaments and competitions



Emerging Leaders Program

Reinforcing capability of delivery network



Local Partnerships

Empower regional partnerships



Inclusive Development

Create a culture of inclusion across the sport



Digital

Enable growth through digital and marketing



School Partnerships

More youth playing tennis



Adult programs

More adults playing tennis



Regional Events

Enable growth through regional events



Sustainable Game

Increase venue sustainability

PPathways that attract
& retain talent

Pathways that attract & retain talent

OBJECTIVE

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

SOUTH FOCUS AREAS

1. Enhance Talent Development
2. Maximize Tournaments and Competitions
3. Reinforce Capability of Delivery Network

**Enhance Talent Development and
Maximize Tournaments**

- National Academy Talent Development Camp
- JDS Competitions
- JDS Colourball Matchplay Competitions
- South Tennis League (Inter Club for Adults)
- Club Open Tournaments
- Corporate Challenge
- Seniors/ Veterans Tournaments

Reinforce Capability of Delivery Network

- Emerging Leaders Program (Appendix A)
- Coaching Courses
- Officiating Courses
- Events/ Marketing Experience
- Internships Program

L

Local partnerships

Local partnerships

OBJECTIVE

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

SOUTH FOCUS AREAS

1. Build authentic community partnerships
2. Drive increased capacity through community education



COMMUNITY PARTNERSHIPS

Build authentic community partnerships that foster long term success

- Community- Events for underrepresented groups
- Council - Ensuring Council Information on websites/ calendar events are communicated to clubs
- Business - Sponsorship for the region, Corporate Events
- Media
- Coach Networking

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

SOUTH FOCUS AREAS

1. Support school partnerships- transition from classroom to club play
2. Deliver adult & youth programs

SUPPORT SCHOOL PARTNERSHIPS

Support the transition of students from tennis in schools into regular play

- Adopt TQ Classroom to Club initiatives
- TQ School Ambassador - Open Days
- Encourage clubs to start Junior fixtures within school partnerships
- Hotshots Programs / JDS Colour ball promotions in schools



DELIVER YOUTH & ADULT PROGRAMS

Identify targeted opportunities to grow tennis, through delivery of TA programs

- Club Open Tournaments
- Regional South Tennis League (Inter Club Tournament)
- Player- Parent Competitions
- Open Court Sessions
- Seniors Programs



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

SOUTH FOCUS AREAS

1. Accelerate digital
2. Deliver quality events



ACCELERATE DIGITAL

Maximize use of digital platforms to enhance connection with stakeholders

- Review for all clubs on digital mediums and identify Social Media Coordinator for each club
- Social Media Facebook
- Website Clubspark Program



DELIVER QUALITY GRASSROOTS EVENTS

Deliver quality grassroots events for improved community engagement

Regional Calendar events

- Club Events Calendar
- Pro Tour
- Regional Roadshow Events
- Events in collaboration with Councils

R

Reinforce the right
behaviours

Reinforce the right behaviours

OBJECTIVE

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

SOUTH FOCUS AREAS

1. Inclusion School Gala Days
2. Reward Programs
3. Women Focussed Pathways



INCLUSION

Promote inclusion & diversity
through special schools gala
days



REWARD PROGRAMS

Build Culture through reward and
recognition

- SWIN participants Darwin
- JDS State Finalists and JTC Players
- Sportsmanship Awards
- Regional Rewards Program



WOMEN PATHWAYS

- Women's Day Celebration
- Retention Programs
- Incentives

S

Sustainable game

Sustainable game

OBJECTIVE

Deliver a long term sustainable game

SOUTH FOCUS AREAS

1. Recovery mission of Tennis in Queensland from COVID-19
2. Thriving Clubs 'scores' improving via annual club plans/reviews
3. Implementation of a Venue Sustainability Rating Tool
4. Increased Professional Development for teachers, parents, players in regional areas.



- Annual Holistic Club Development Plan (Appendix B)
- Club Health Checks and Facility Planning
- Coaching, Officiating, Tournament Directing Courses
- South Region COVID Recovery Program

THANKS



Emerging Leaders

Program

WHAT IS EMERGING LEADERS

A program designed to identify and develop future leaders within our affiliate network. Through this fully funded professional development and volunteering program, we will improve capability and support long term success.

WHO SHOULD PARTICIPATE

Someone identified by your 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 experience, while giving back.

WHAT ARE THE BENEFITS

- Fully funded professional development (select from: coaching, officiating, leadership, sports administration)
- Hands on experience at your nominated affiliate
- Funding for your nominated affiliate project
- Graduation certificate and future employment recommendations

WHAT IS REQUIRED

- Completion of nominated professional development
- 30H volunteering at your affiliate to deliver a nominated project (e.g. Open Day, Tournament directing, OCS host)
- Commitment to complete all requirements within 12 months

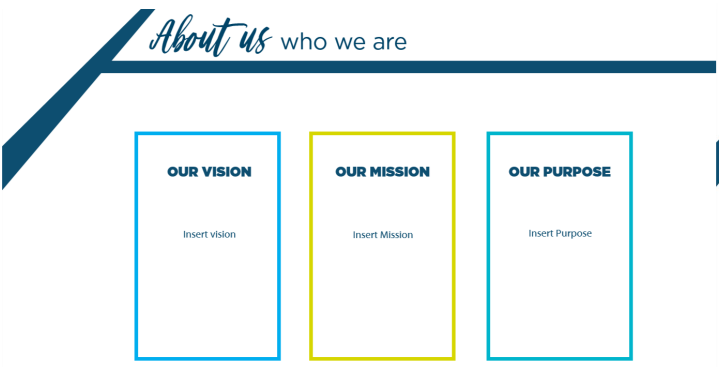
SELECTION CRITERIA

- Existing Tennis experience on or off court
- Anticipated positive impact for the nominated affiliate
- Commitment to ongoing support of nominated affiliate

THE FINE PRINT

- This is an affiliate driven initiative, co-funded by RA and affiliate
- Nominations must come from affiliate representative with correct paperwork attached
- RA committee will select successful applicants based on selection criteria
- Applicants must be over 15 years old to apply, there is no maximum age
- Volunteering hours to be monitored and signed off by affiliate representative or Head coach
- Project must be completed by July 30 each year. Upon completion, participant must submit relevant paperwork including project summary. RA & TQ to compile and present at AGM
- RIP Funding allocated annually covering professional development and contribution to affiliate project

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	• TQ 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	• Aim for GCBF application to resurface court 5	●
	Build and implement a program for inclusion, specifically focused on Indigenous groups in the community	• TQ to provide links & contacts	• Head Coach to engage contacts and drive program • TQ to support	• Minimum 4 sessions to be held by Nov 2021	●