



SUNSHINE COAST REGION

STRATEGIC

PLAN 2024

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

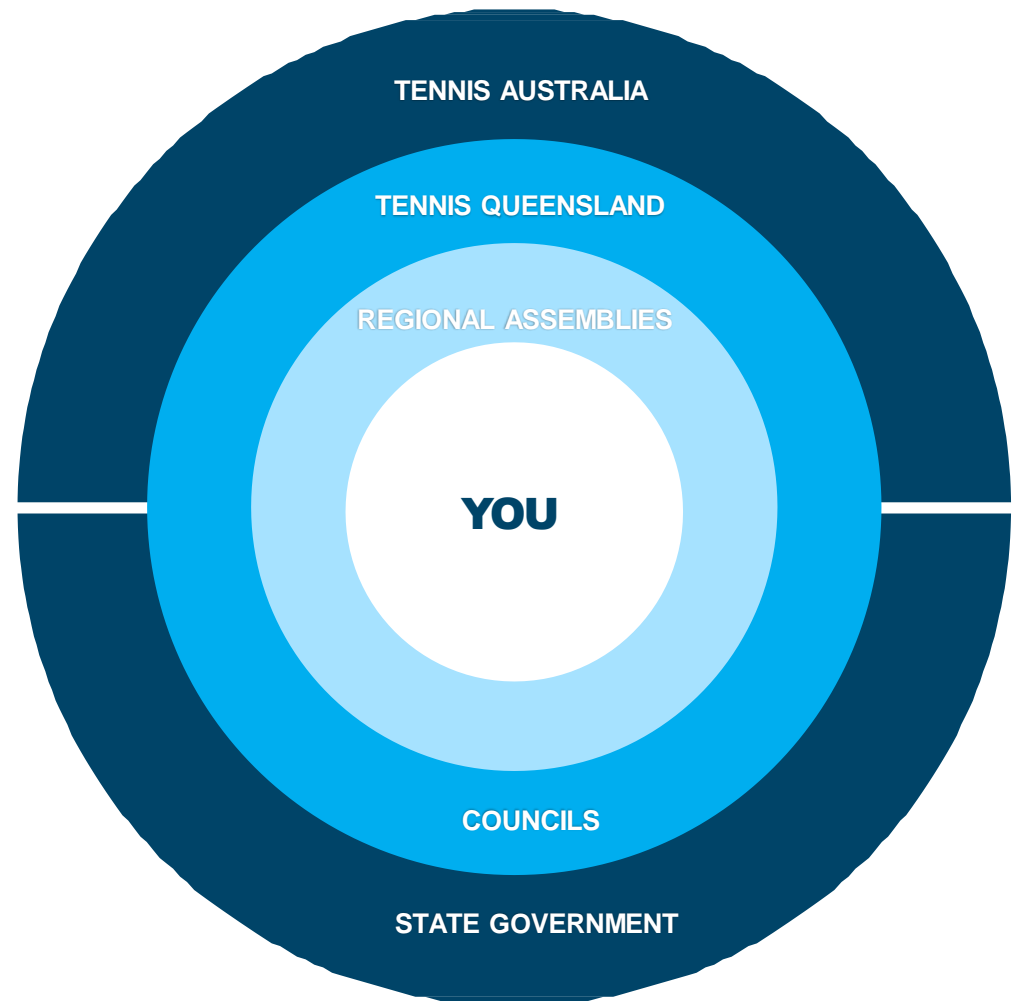
Relevance of Purpose, Vision and Values to Queenslanders | Behaviours | State Focus Areas | Pillars | State Measures of Success | Operational Plans

TENNIS QUEENSLAND REGIONAL ASSEMBLIES

Regional Focus Areas | Regional Measures of Success

QUEENSLAND AFFILIATES

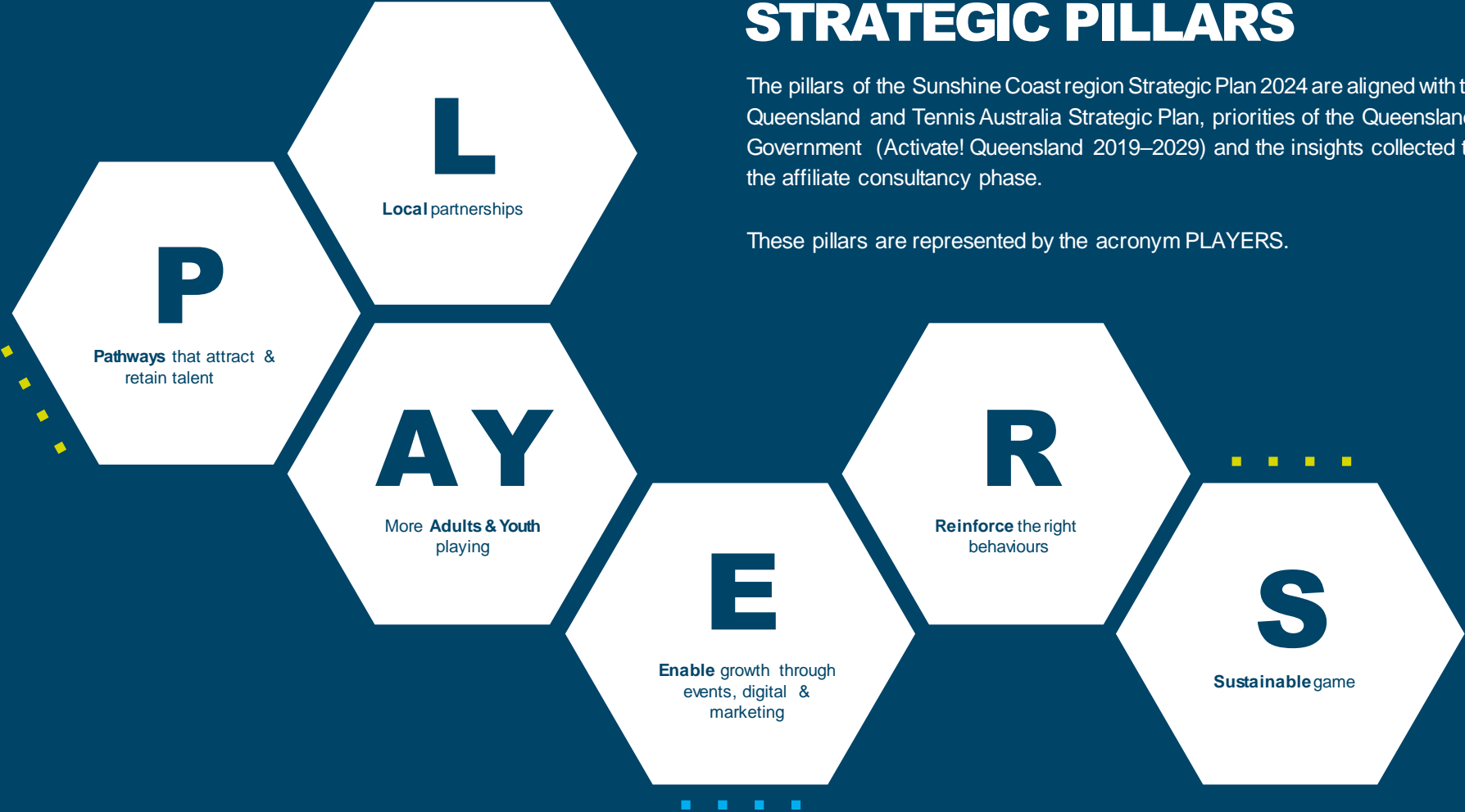
Focus Areas | Club Development Plans | Measures of Success



STRATEGIC PILLARS

The pillars of the Sunshine Coast 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.



Sunshine Coast **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	Sunshine Coast 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"> Review, support and improve matchplay opportunities across the region to enhance the playing experience Continue to invest and develop the 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 Sunshine Coast 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

SUNSHINE COAST FOCUS AREAS



MATCHPLAY REVIEW AND ENHANCEMENT

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

- Review, develop and enhance matchplay opportunities including JDS, SCTL and UTR offerings
- Develop a regional matchplay pathway and calendar
- Increase participation in school competitions and improve the to club programs and matchplay
- Seek opportunities to host high level tournaments in the region



EMERGING LEADERS PROGRAM

Continue to improve and invest in the Emerging Leaders Program

- 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.

SUNSHINE COAST 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

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

SUNSHINE COAST 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

SUNSHINE COAST 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

SUNSHINE COAST FOCUS AREAS



SPORT FOR ALL

Embrace a Sunshine Coast “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 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.
- Continue to deliver and improve the Sunshine Coast Girls Squad program.
- Identify and promote opportunities across the region within Tennis for leadership, volunteerism, coaching and officiating.



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

SUNSHINE COAST FOCUS AREAS



THRIVING TENNIS COMMUNITIES

Implement the Thriving Clubs framework across the Sunshine Coast 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

Sunshine Coast 2021 priorities



Matchplay

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



Digital Enablement

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



Thriving Tennis Communities

Implement the Thriving Clubs framework across the Sunshine Coast region.



Youth & Adult Programs

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



Emerging Leaders Program

Continue to improve and invest in the Emerging Leaders Program.



Sport for All

Embrace a Sunshine Coast "Sport for All" program supporting inclusion and diversity initiatives.



Reward & Recognition

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



Female Engagement

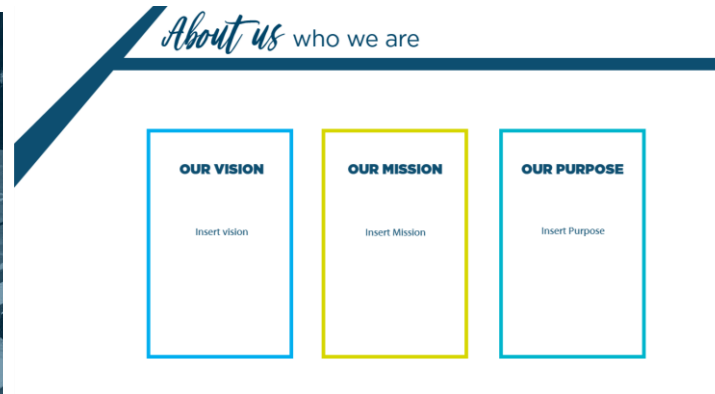
Champion Females in Tennis initiatives.



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	●

THANKS

