

METRO REGION

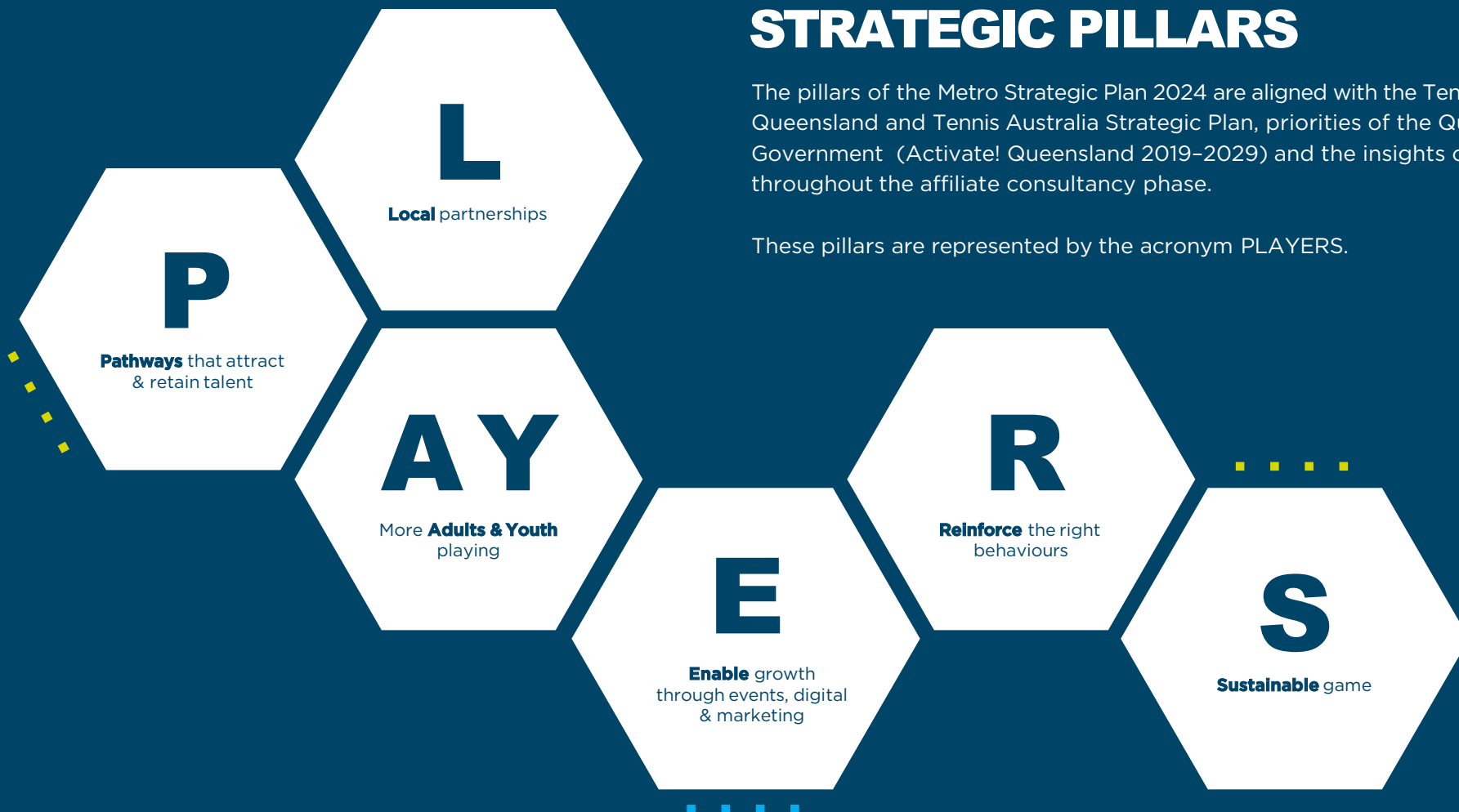
STRATEGIC PLAN 2024



STRATEGIC PILLARS

The pillars of the Metro 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.



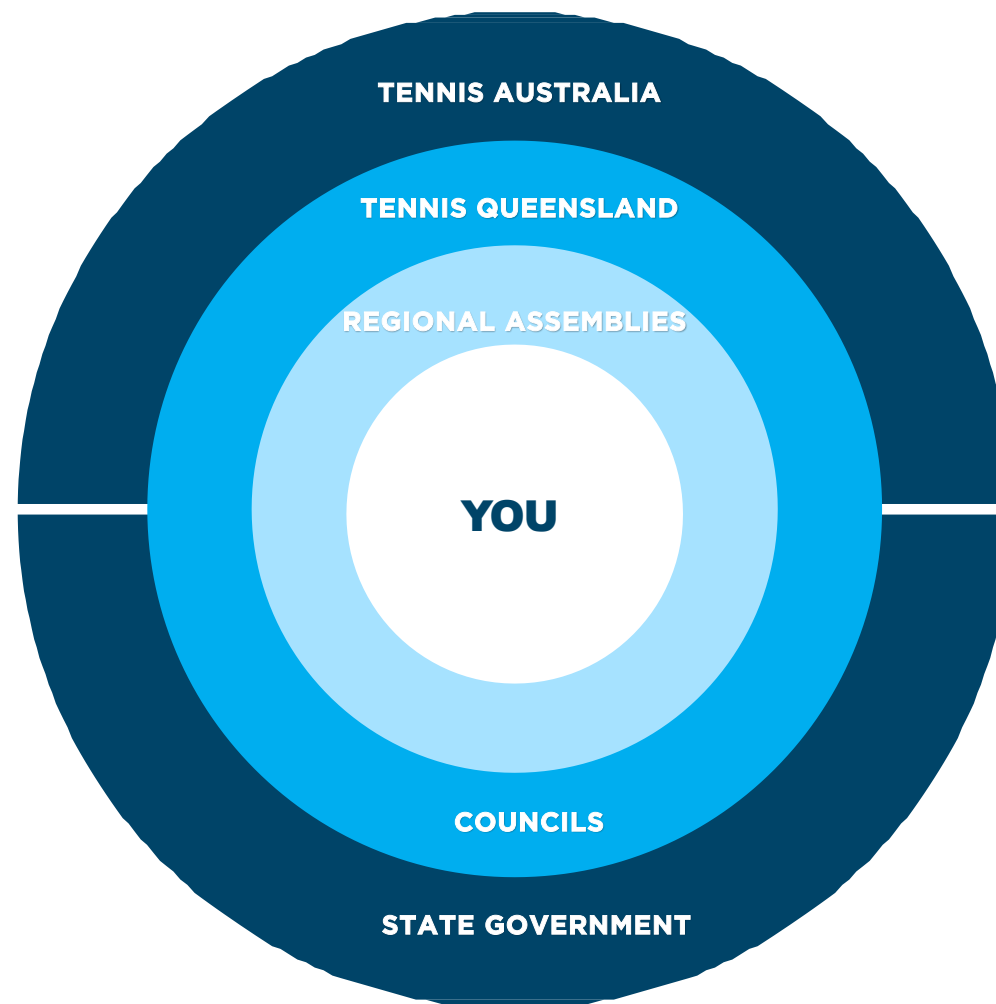
END TO END

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



Metro **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"> Review tournaments & leagues Implement Emerging leader program
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 capacity through community education
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 classroom 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"> Embrace “Sport for All” program Build culture through improved recognition Champion female engagement Embed People safe clubs
Sustainable Game	Deliver a long-term sustainable game	<ul style="list-style-type: none"> Create thriving tennis communities Action QLD Tennis facilities plan

P

Pathways that attract
& retain talent

Pathways that attract & retain talent

OBJECTIVE

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

METRO FOCUS AREAS

1. Review tournaments & leagues
2. Implement Emerging leader program



REVIEW TOURNAMENTS & LEAGUES

Review tournaments & leagues to solidify pathway & enhance player experience

- Junior Development Series (JDS) Review
- Junior Teams Carnival (JTC) Review
- TQ Pathway Adoption
- League Review



EMERGING LEADERS PROGRAM

Implement an Emerging Leaders program to identify & develop future leaders

- Refer criteria (appendix A)

Local partnerships

OBJECTIVE

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

METRO 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
- Council
- Business



COMMUNITY EDUCATION

Drive increased capability through community education

- Coach apprenticeship program
- Educate affiliates on existing opportunities

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

METRO FOCUS AREAS

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



CLASSROOM TO CLUB PLAY

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

- Adopt TQ Classroom to Club initiatives
- Develop resource to assist establishment of coach-school relationship



DELIVER YOUTH & ADULT PROGRAMS

Identify targeted opportunities to grow tennis, through delivery of TA 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

METRO FOCUS AREAS

1. Accelerate digital
2. Deliver quality grassroots events



ACCELERATE DIGITAL

Maximize use of digital platforms to enhance connection with stakeholders

- Affiliate Digital footprint
- Affiliate Digital education series
- Clubspark implementation
- Regional Assembly (RA) communication platform



DELIVER QUALITY GRASSROOTS EVENTS

Deliver quality grassroots events for improved community engagement

- Club Open Day events
- Community events
- Associations online event



R

Reinforce the right behaviours

Reinforce the right behaviours

OBJECTIVE

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

METRO FOCUS AREAS

1. Embrace “Sport for All” program
2. Build culture through improved recognition
3. Champion female engagement
4. Embed People safe clubs



SPORT FOR ALL

Embrace “Sport for All” program addressing inclusion & diversity

- Adopt TQ action plan
- Provide link between affiliate – relevant partners



REWARD & RECOGNITION

Build Culture through improved recognition of affiliate contribution

- PR / Media pitch
- Regional digital newsletter (EDM)



FEMALE ENGAGEMENT

Champion female engagement by creating opportunities

- Align with TA “Females in Tennis” (FIT) program
- Support females who demonstrate leadership capability



PEOPLE SAFE CLUBS

Embed behaviours that ensure safety for all

- Regional behaviour policy
- Member Protection Policy
- Member Protection Officer



S

Sustainable game

Sustainable game

OBJECTIVE

Deliver a long term sustainable game

METRO FOCUS AREAS

1. Create thriving tennis communities
2. Action Queensland Tennis Facilities Plan



THRIVING TENNIS COMMUNITIES

Deliver positive outcomes, enabling the growth of Tennis

- Annual Holistic Club Development Plan (appendix B)



QUEENSLAND TENNIS FACILITIES PLAN 2028

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