



## TENNIS SA STRATEGIC PLAN 2016 – 2020

### STRATEGIC PILLARS

#### PARTICIPATION



##### MORE PEOPLE PLAYING

Create ways to recruit new or lapsed players to tennis.

Help Associations and Clubs to grow and be sustainable.

#### PERFORMANCE



##### CHAMPIONS ON AND OFF THE COURT

Support South Australian players to be the best they can be on and off the court.

Help regional affiliates to access quality player development, coach education and competitive play.

#### PROFILE



##### LEADERS IN THE SPORT

Provide leadership to continually develop and promote the sport.

Collaborative and effective communication through all levels of the sport.

### SERVICES

#### PARTICIPATION



Engage more people to play tennis

#### PLACES TO PLAY



Develop the best possible venues

#### TOURNAMENTS & COMPETITIONS



Provide quality and innovative playing opportunities

#### TALENT DEVELOPMENT



Provide the right environment to produce excellence

#### MARKETING, MEDIA & PROFILE



Create interest in Tennis by creating exposure

#### MAJOR EVENTS



Leverage elite tennis to grow grassroots participation