

What is Thriving Tennis Communities?

Thriving Tennis Communities is an initiative that sees Tennis partnering with local stakeholders, to foster safe, inclusive and playful clubs that thrive in their local communities. It is the chance for your tennis representative to see what your club needs and help develop plans to deliver better outcomes for clubs and coaches. [CLICK HERE FOR MORE.](#)



KNOW YOUR COMMUNITY

All stakeholders understand their local demographics and the competitive market they operate within.



APPROPRIATE PRODUCTS

The club and/or coach offer insight-led products that are relevant in their communities.



RIGHT MANAGEMENT MODEL

An appropriate management model is in place for all stakeholders, and they have access to relevant support and tools that allow them to operate effectively.



WELCOMING, SAFE AND INCLUSIVE CULTURE

The environment is welcoming and accessible to their community and meets best practice child safety and inclusion standards.



CLEAR IDENTITY AND VISION

The club / coach knows its purpose and what it wants to be famous for.



FINANCIALLY VIABLE

The club and coach have sustainable revenue sources that enable them to deliver on their business plan.



SUSTAINABLE FACILITIES

The physical environment is fit for purpose and the sustainability of the facilities is planned for accordingly.



DIGITAL PRESENCE

Consumers, Clubs and Coaches are able to easily access and manage tennis information and products across a variety of platforms.