



Our Vision *To create a playful world through tennis*

Tennis in Tasmania
Strategic Plan for Growth
2020-2024

<p>Our Purpose</p> <p><i>We believe playing tennis makes life better</i></p>	<p>Our Values</p> <p><i>Imagination – dare to think differently</i></p> <p><i>Excellence – never stop striving</i></p> <p><i>Collaboration – build trust through mutual respect</i></p> <p><i>Humility – put others ahead of yourself</i></p>	<p>Who We Work With</p> <table border="0"> <tr> <td><i>Customer</i></td> <td><i>Consumer</i></td> </tr> <tr> <td><i>Clubs</i></td> <td><i>Participant</i></td> </tr> <tr> <td><i>Schools</i></td> <td><i>Player</i></td> </tr> <tr> <td><i>Coaches</i></td> <td><i>Parent</i></td> </tr> <tr> <td><i>Government</i></td> <td><i>Fan</i></td> </tr> <tr> <td><i>Industry</i></td> <td></td> </tr> <tr> <td><i>Tennis Australia</i></td> <td></td> </tr> </table>	<i>Customer</i>	<i>Consumer</i>	<i>Clubs</i>	<i>Participant</i>	<i>Schools</i>	<i>Player</i>	<i>Coaches</i>	<i>Parent</i>	<i>Government</i>	<i>Fan</i>	<i>Industry</i>		<i>Tennis Australia</i>	
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<p>Our Pillars</p>	<p><i>Participation</i></p>	<p><i>People</i></p>	<p><i>Places</i></p>	<p><i>Promotion</i></p>
	<p><i>Team Tennis</i></p>	<p><i>Women & Girls</i></p>	<p><i>Southern Hub</i></p>	<p><i>Digital</i></p>
	<p><i>Social Tennis</i></p>	<p><i>Customer Development</i></p>	<p><i>Venue Sustainability</i></p>	<p><i>Communications</i></p>
		<p><i>Inclusion & Diversity</i></p>	<p><i>Facility Development</i></p>	<p><i>Major Events</i></p>

Welcoming, Safe and Inclusive Thriving Tennis Communities