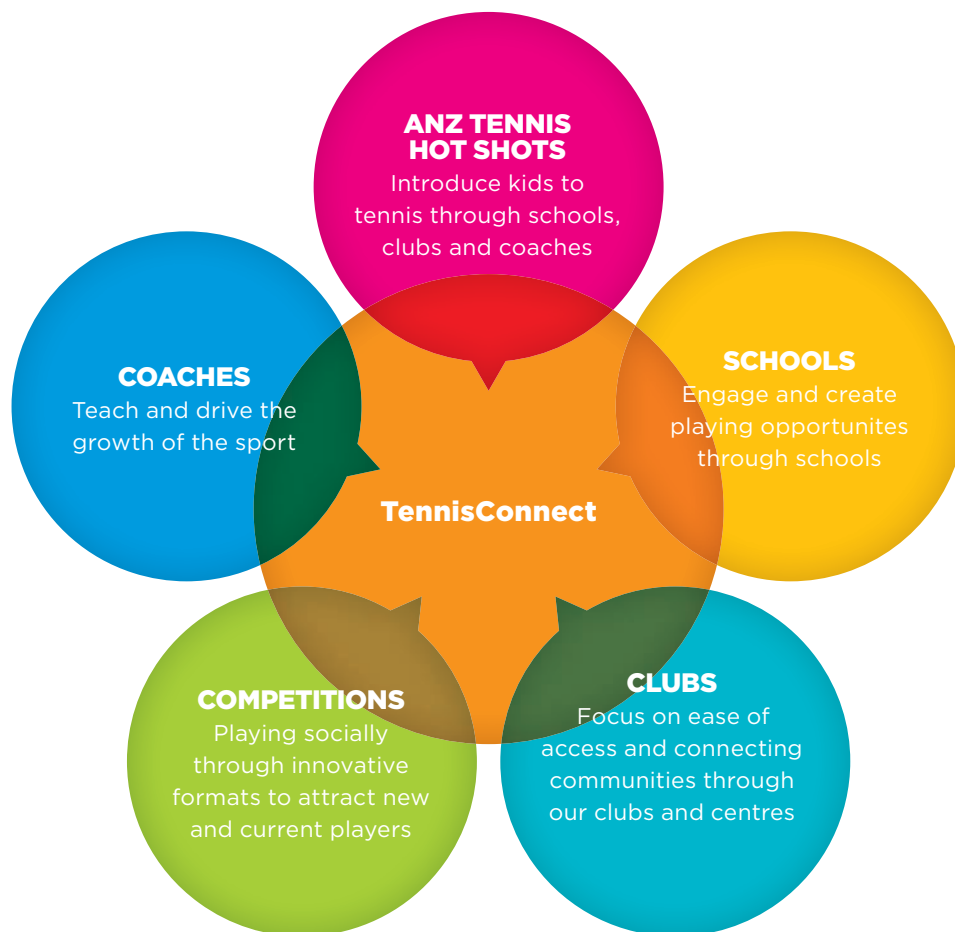


PARTICIPATION



PARTICIPATION



OBJECTIVE

A key pillar in Tennis Australia's vision involves more people playing tennis, specifically, one million registered players – with four million people playing at least once a year.

While the strategy is all about getting people to play tennis, it should be noted that achieving this aim will also contribute significantly to achieving Tennis Australia's other key vision objectives of one million engaged fans and one Grand Slam champion.

WHY?

The 1M goal is another step in unifying the sport across Australia. A registration is seen as an appropriate level of engagement to quantify an individual as a tennis player.

A registered player is any individual with a tennis registration. This can include club members, competition and tournament players, coaching participants, ANZ Tennis Hot Shots players, school participants, social players or someone who has booked a court online.

HOW?

The five key drivers are ANZ Tennis Hot Shots, Schools, Clubs, Competitions and Coaches, with each area focusing on tennis as a sport for all abilities. This is the core of TennisConnect, 1 million registered players.



CORE DRIVER

TennisConnect

Our goal is to have one million unique registered tennis players in Australia. A direct consumer engagement program will be delivered to further enhance the relationship and connect the tennis community around Australia.

KEY DRIVERS

- ANZ Tennis Hot Shots
- Schools
- Clubs
- Competitions
- Coaches

ENABLERS

- Build a quality database of tennis participants
- National Value Proposition
- Centralised Tennis Portal through connected systems



FOCUS AREA ONE

ANZ TENNIS HOT SHOTS

Introduce kids to tennis through schools, clubs and coaches

KEY DRIVERS

The key drivers of ANZ Tennis Hot Shots are:

- Hot Shots in Schools
- Hot Shots Coaching
- Hot Shots Community Play
- Hot Shots Competitions

ENABLERS

- Primary School team based competition structure
- Hot Shots Leagues and Tournaments
- Quality assurance program (Hot Shots App aimed at volunteers and coaches)
- Parent engagement program



FOCUS AREA TWO

SCHOOLS

Engage and create playing opportunities through schools

KEY DRIVERS

The key drivers of the schools program are:

- Kindergartens – Learn the basic building blocks
- Primary Schools – Develop the skills for play
- Secondary Schools – Embed the passion through team competition
- Universities – Acquire the skills and knowledge to deliver
- AO Tennis Blitz

ENABLERS

- Primary and Secondary School team based competition structure
- National School Partnership Program for Secondary Schools
- Kindergarten and Parent program to teach pre-schoolers the basic fundamentals
- AO Tennis Blitz Ultimate School Challenge



FOCUS AREA THREE

CLUBS

Focus on ease of access and connecting communities through our clubs and centres

KEY DRIVERS

The key drivers of the clubs program are:

- Affiliation and Membership Reform
- Engaging and building partnerships with the local community
- Promotion of clubs and their tennis events
- Improved club and venue management in partnership with Places to Play
- Greater focus on court access and social play

ENABLERS

- Flexible and modern membership options
- National tennis open day campaigns including the AO Tennis Blitz
- Nationally driven online presence and promotion of clubs
- Central portal for club development program
- Club Management systems including club website, court booking and payment capabilities



FOCUS AREA FOUR

COMPETITIONS

Playing socially through innovative formats to attract new and current players

KEY DRIVERS

The key drivers of competitions are:

- ANZ Tennis Hot Shots Leagues (integrating Super 10s)
- Junior (Teenage) Tennis Leagues
- National School Competitions
- Adult Tennis Leagues
- Asia-Pacific Tennis League

ENABLERS

- National Player Rating System
- National Corporate Challenge
- AO Mixed Doubles Wildcard Playoff
- State and National team based carnivals
- Fast 4



FOCUS AREA FIVE

COACHES

Teach and drive the growth of the sport

KEY DRIVERS

- Quality education for all tennis deliverers
- Continuing Professional Development Program (CPD), including the international Australian Grand Slam Coaches Conference.
- Offer world leading membership benefits
- Talent Development program with a focus on the private coach.

ENABLERS

- Drive coach's clients to register to tennis
- Deliver the Continuing Professional Development (CPD) program via an online learning platform
- Develop and deliver innovative solutions for coaches and deliverers of tennis



GET COURT UP

