



# Tennis in Tasmania

Strategic Plan for Growth  
2020-2024

## OUR VISION

To create a playful world through tennis

## OUR PURPOSE

We believe playing tennis makes life better

## OUR VALUES

- IMAGINATION** Dare to think differently
- EXCELLENCE** Never stop striving
- COLLABORATION** Build trust through mutual respect
- HUMILITY** Put others ahead of yourself

## OUR STAKEHOLDERS

### CUSTOMER

- Clubs
- Schools
- Coaches
- Government
- Industry
- Tennis Australia

### CONSUMER

- Participant
- Player
- Parent
- Fan

## OUR PILLARS



### PEOPLE

*Invest in people that support and deliver tennis*

- Women & Girls
- Customer Development
- Inclusion and Diversity



### PLACES

*Create and maintain quality places to play tennis*

- Southern Hub
- Venue Sustainability
- Facility Development



### PARTICIPATION

*Create and maintain great tennis experiences*

- Team Tennis
- Social Tennis



### PROMOTION

*Ensure people are aware and talking about tennis*

- Digital
- Communications
- Major Events