



Strategy 2024-2028

Create safe and inclusive thriving Victorian tennis communities, enabling more people to play more often.

Our Values



Excellence

We raise the game through continuous improvement



Passion

We bring energy and pride to every moment



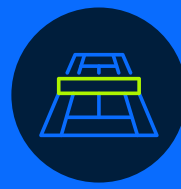
Imagination

We innovate with purpose and creativity



Collaboration

We rally together with trust and respect



Places

Optimising the use of and access to facilities, thereby creating a sustainable future for delivering tennis.

1.1 Venue Health

Collaborate with affiliates and government to drive the overall performance of Victorian tennis venues.

1.2 Network Planning

Use data and insights to inform decisions and identify growth opportunities to create sustainable venues.

1.3 Community Access

Make it easier to participate at the local venue.

1.4 Advocacy

Advocate the benefits and needs of tennis to drive increased investment and positive outcomes for the sport in Victoria.



People

Empower the tennis community with the tools to foster supportive environments while increasing capacity and capability.

3.1 Tennis Toolkit

Provide the tennis workforce access to appropriate resources, education and courses that empower them to deliver quality outcomes.

3.2 Supportive Environments

Connect the tennis community to address common challenges and needs through sharing learnings and successes.

3.3 Operators

Support stakeholders in identifying the people required to implement optimal operating models at a venue.



Play

Enhance the player experience by implementing standards that increase participation and support the player journey.

2.1 Attract

Create inclusive and accessible opportunities that enable more Victorians to pick up a racquet.

2.2 Transition

Build clear and supported pathways that help players move from first-time participation to regular, meaningful engagement.

2.3 Retain

Deliver high-quality, engaging experiences that keep players active, connected, and coming back to play more often.



Profile

Raise the profile of tennis in Victoria through strategic storytelling.

4.1 Promotion

Promote tennis across Victoria.

4.2 Communication

Engage and communicate effectively with stakeholders to achieve our purpose.

4.3 Recognition

Recognise and celebrate the success of the Victorian tennis community.

Supported

by



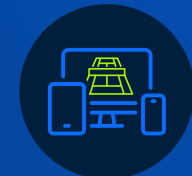
Partnerships

Explore opportunities and work with partners to support the growth and viability of tennis in Victoria.



Organisational Governance

Enhance the operational frameworks and systems that define our roles and responsibilities, and support us in our leadership and decision-making when delivering the sport.



Digital Enablement

Transform how the tennis community experiences and accesses tennis across Victoria.