

**GET
COURT
UP**

**Tennis West
Clubs Forum
2015**

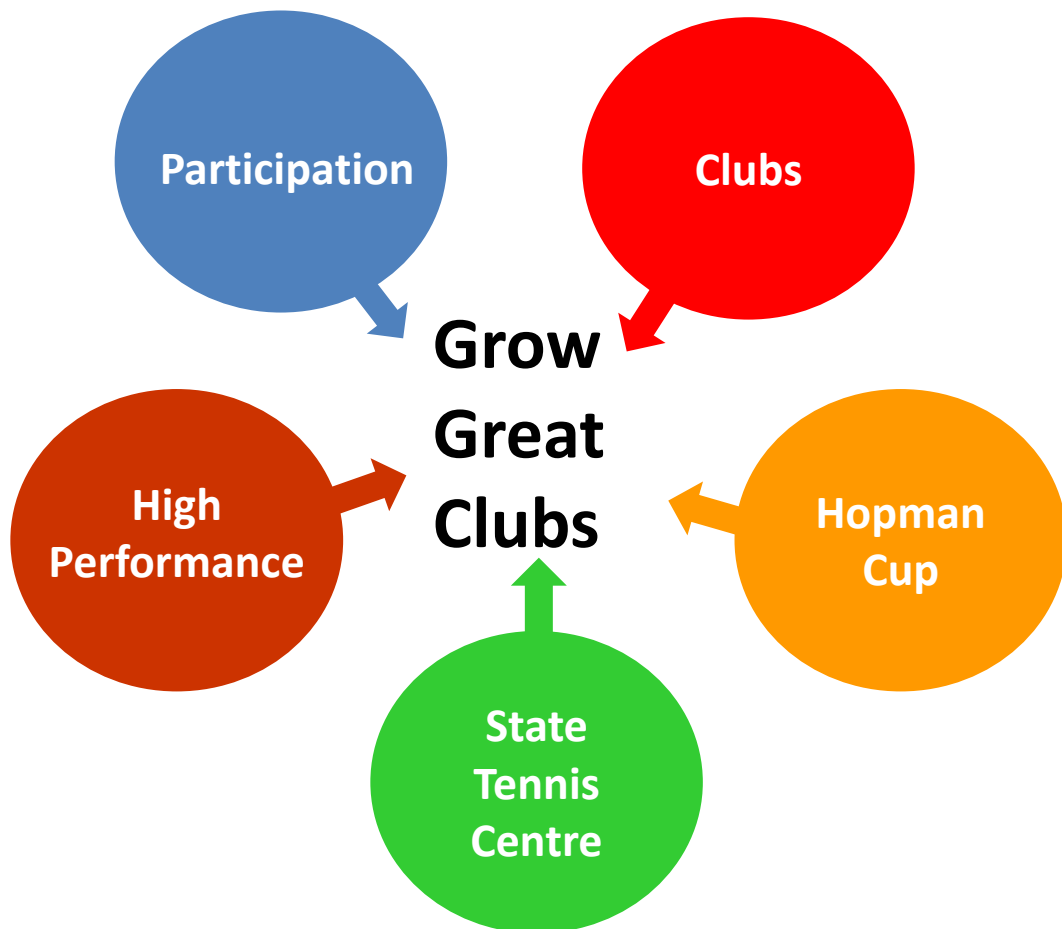
Grow Great Clubs

Tennis West

Strategic Plan



FOCUS AREAS

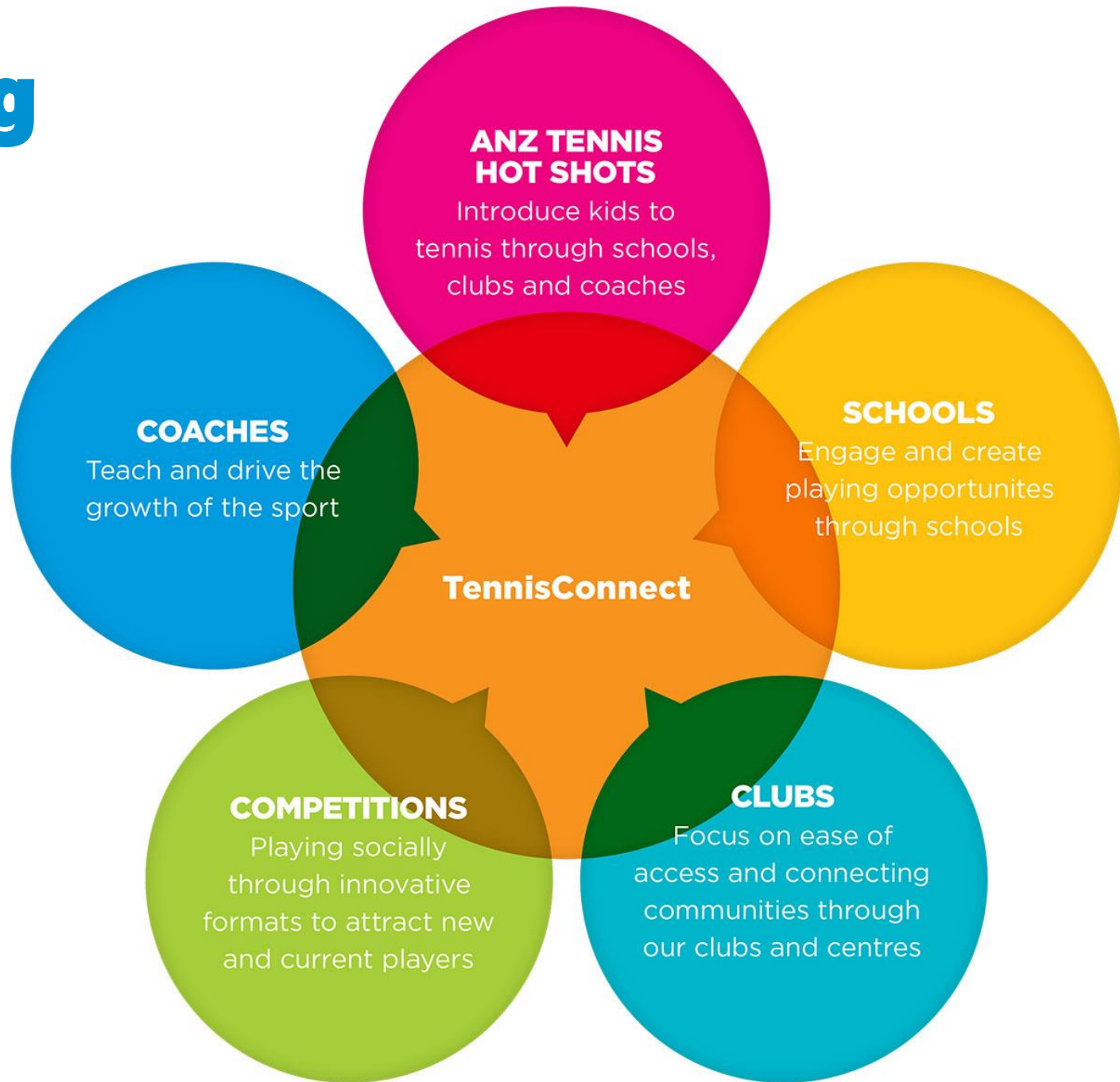


Objective

Tennis West will lead the sport of tennis in Western Australia through:

- Increased **Participation** via Hot Shots, tennis in our schools, at our clubs, playing our competitions and taught by our coaches.
- A highly focused effort on our **Clubs** via affiliation reform, Tennis Connect, increased access via innovation like online court booking systems and improved facility management.
- A **High Performance** pathway that engages our passionate network of Talent Development Coaches (TDC's), the State programs and the National Academy.
- Leverage the **Hopman Cup**, the biggest sporting event in WA to generate even more interest in tennis and convert fans into players.
- Secure the home of tennis in WA at the **State Tennis Centre** via leveraging the new Perth Stadium and the opportunities that exist in the Burswood Peninsula precinct.

Growing Great Clubs



Focus Area One Participation

Key Drivers

- **ANZ Tennis Hot Shots**
- **Schools**
- **Club Membership**
- **Competitions – Fast 4**
- **Coaches**



A SPORT THEY CAN PLAY FOREVER



Focus Area Two Clubs

Key Drivers

- **Affiliation Reform**
- **Tennis Connect**
- **Facilities –**
 Access (Online court bookings)
- **Facility Management**



Focus Area Three Performance

Key Drivers

- Talent Development Coaches
- Talent Development Squads
- State Squads
- Camps
- National Academy



TDC's

State
Squads

Camps

Talent
Dev
Squads

National
Academy

Focus Area Four

Hopman Cup

Key Drivers

- **Best Players**
- **Ticketing pre-sales**
- **Innovation opportunities – non Tour event**
- **Fan Engagement**
- **Sponsorship**



Best
Players

Ticketing

Fan
Engagement

Focus Area Five

State Tennis Centre

Key Drivers

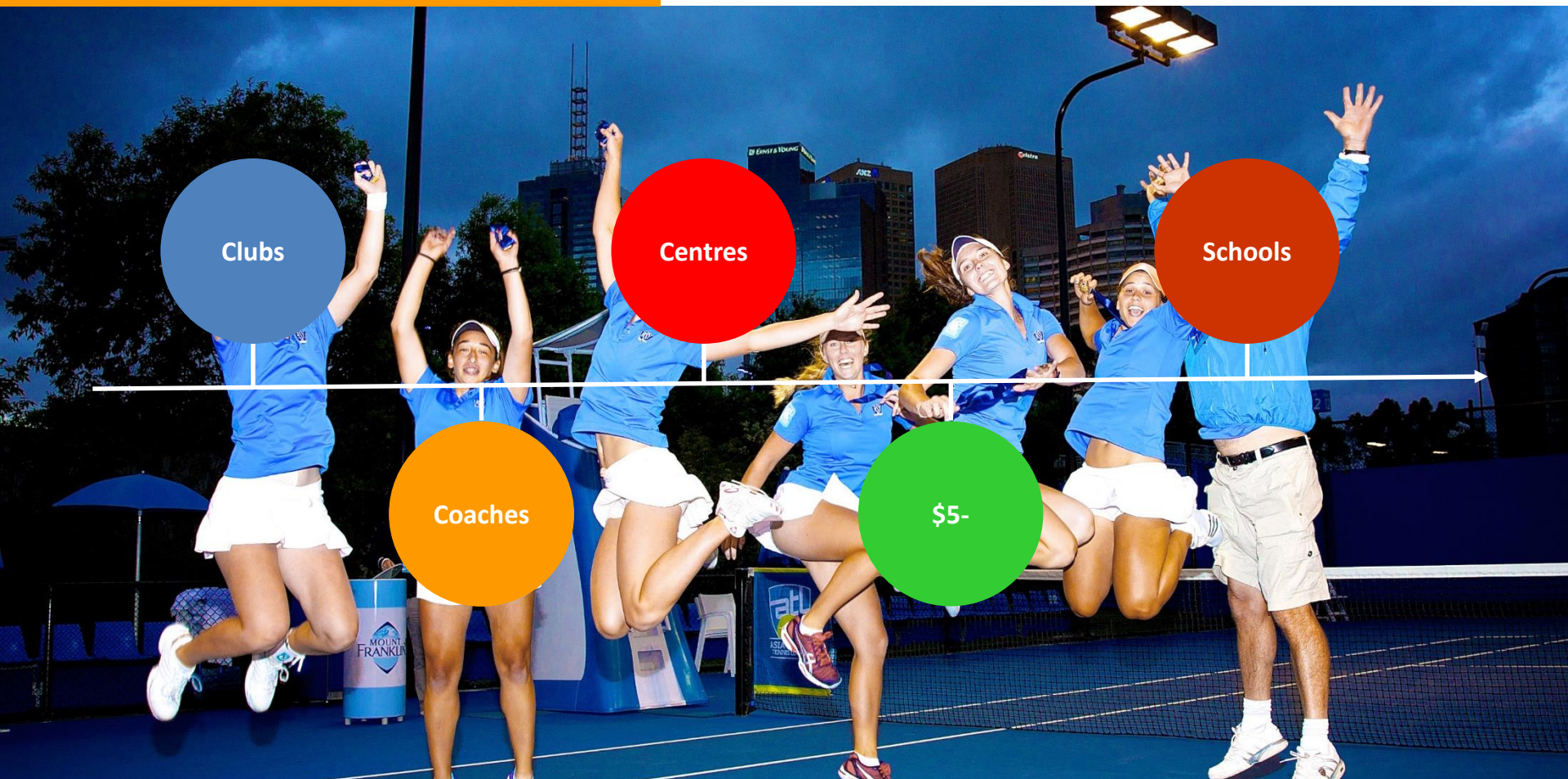
- **Secure the home of tennis in the precinct**
- **Capitalize on the flow on benefits of the Burswood Peninsula development**
- **Provide a world class training facility**
- **Deliver hard, indoor and clay courts accessible to all tennis players**



Tennis Connect

Tennis Connect

- **Reward**
 - **Clubs, Centres, Schools and Coaches**
- **\$5 per registered participant**
- **Inspire more people to play more often**
- **Value Proposition**



Tennis West

Underpinning Functions

Government Relations

To engage Local and State Government related authorities in strong, collaborative partnerships that benefit tennis and secure its future

Clearly advocate the sport, communicating in a positive way the community, social and health benefits

Align tennis' strategies with government strategy

Participate in all relevant government reviews

Work with government to develop appropriate leases for the long term sustainability of courts

Ensure constant communication



Tennis West **Underpinning Functions**

Governance

- Tennis West to be committed to good corporate governance and administration
- Commit to continuous improvement in all areas of business
- Be a high performing team
- Live the values of Humility, Teamwork, Excellence and Loyalty



Tennis West **Underpinning Functions**

Communications

- Effective communication to all stakeholders:
- Affiliates, members, players, parents, sponsors, fans and partners
- Communication to be two-way, clear, consistent, modern and via various channels



Thanks

