



TENNIS SA

# PLACES TO PLAY STRATEGIC PLAN

2019-2022





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# ABOUT TENNIS

## SOCIAL RETURN ON INVESTMENT

- **Every dollar invested** in to community tennis **delivers up to \$5.16** in economic, health and social outcomes in communities
- Investment in tennis delivers far beyond infrastructure and participation outcomes to provide lasting positive impacts on local communities
- The benefits include:
  - Increased productivity at work and home
  - Improved health status of participants
  - Enhanced social capital in communities
- Playing **tennis reduces** your chance of **cardiovascular death by 59%**.

## #OPEN4ALL

- **40% of all tennis participants are women**
- **4.1%** of tennis participants are **aged over 55** and **3.5%** are **older than 65**
- Tennis participants are **culturally diverse** – **18%** of the tennis population speaks a language other than English.

## COACHES/DELIVERERS

**2962**

Tennis Australia Coach Members

## AUSTRALIAN TENNIS PARTICIPANTS (FY2017-18)

**543,850**

ANZ Tennis Hot Shots participants

**372,590**

club members

**932,586**

total participants which is **34% increase year-on-year**

## ANZ TENNIS HOT SHOTS

- ANZ Tennis Hot Shots hit a record level of participation in 2017-18 with **543,850 children** aged between three and 12 taking part in Tennis Australia's official development program
- This is a **41% increase year-on-year**
- The program has a **gender split of 44% girls and 56% boys**
- There are currently 574 ANZ Tennis Hot Shots Match Play venues in Australia and 14,412 participants.



## SCHOOLS

- Tennis continues to be **one of the top three sports** delivered as part of the Australian Sport Commission **Sporting Schools initiative**
- **450,548 Primary School students** at 2730 schools around Australia took part in ANZ Tennis Hot Shots
- Tennis for Secondary Schools was launched in 2018 and 117 schools now deliver the program
- **110,000 racquets have been delivered** to first-year primary school students since January 2015 thanks to ANZ – 30,000 of which will be distributed by the end of 2018.

# TENNIS SA STRATEGIC PLAN

**Tennis SA is the governing body of tennis in South Australia and a member of the national peak body, Tennis Australia.**

Tennis SA creates and supports diverse opportunities for more South Australians to play tennis. Tennis SA create ways to support recruitment and retention of participants and assist our affiliated clubs and association to grow and be sustainable.

Developing Champions on and off the Court is also a key function of Tennis SA. Supporting pathways, coaches and competitions to help people be champions that we are proud of, especially supporting opportunities for women and in regional areas which are often limited.

Enhancing the profile of tennis is a key pillar of Tennis SA's Strategic Plan. By being leaders in sport, we build relationships and communicate clearly to deliver our promotion, development and management objectives.

## OUR PURPOSE

Be strong leaders, boldly acting to showcase, promote, develop and manage the game of tennis in South Australia!

## OUR VALUES

Communication | Collaboration | Innovation | Clan

## TENNIS SA STRATEGIC PLAN 2016-2020

### STRATEGIC PILLARS

PARTICIPATION	PERFORMANCE	PROFILE
 <p><b>MORE PEOPLE PLAYING</b></p>	 <p><b>CHAMPIONS ON AND OFF THE COURT</b></p>	 <p><b>LEADERS IN THE SPORT</b></p>
<p>Create ways to recruit new or lapsed players to tennis.</p> <p>Help Associations and Clubs to grow and be sustainable.</p>	<p>Support South Australian players to be the best they can be on and off the court.</p> <p>Help regional affiliates to access quality player development, coach education and competitive play</p>	<p>Provide leadership to continually develop and promote the sport.</p> <p>Collaboration and effective communication through all levels of the sport.</p>

### SERVICES

<p><b>PARTICIPATION</b></p>  <p>Engage more people to play tennis</p>	<p><b>PLACES TO PLAY</b></p>  <p>Develop the best possible venues</p>	<p><b>TOURNAMENTS &amp; COMPETITIONS</b></p>  <p>Provide quality and innovative playing opportunities</p>	<p><b>TALENT DEVELOPMENT</b></p>  <p>Provide the right environment to produce excellence</p>	<p><b>MARKETING, MEDIA &amp; PROFILE</b></p>  <p>Create interest in Tennis by creating exposure</p>	<p><b>MAJOR EVENTS</b></p>  <p>Leverage elite tennis to grow grassroots participation</p>
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# TENNIS SA PLACES TO PLAY STRATEGIC PLAN IN CONTEXT

The 2016-2020 Tennis SA Strategic Plan considers the aims and needs of a wide range of stakeholders, including players, affiliates, coaches, officials, volunteers, key industry bodies and Tennis SA staff. The plan provides direction for the development and implementation of Tennis SA's priorities and aligns with the Tennis Australia Strategic Plan.

Tennis is played at over 300 venues across Adelaide and South Australia, all offering a variety of facilities and services. The Tennis SA Places to Play Strategic Plan has been developed to guide the accountable provision and sustainable management of places where tennis is accessible so to benefit the whole community.

The Plan delivers a set of broad expectations for Tennis SA affiliated bodies, all levels of Government and other key stakeholders to work collaboratively and clearly communicate on proven and innovative actions that will:

- Improve the quality of existing facilities
- Enhance our partnerships
- Ensure an appropriate spread of quality venues across the state
- Plan and develop new facilities in major growth areas, schools and community spaces

To be developed beyond the Tennis SA Places to Play Strategic Plan are the Tennis Australia Places to Play Framework and Tennis Australia Facility Guidelines and Standards, which will support specific projects.

Tennis Australia Strategic Plan

Tennis SA Strategic Plan

Tennis Australia Places to Play Framework

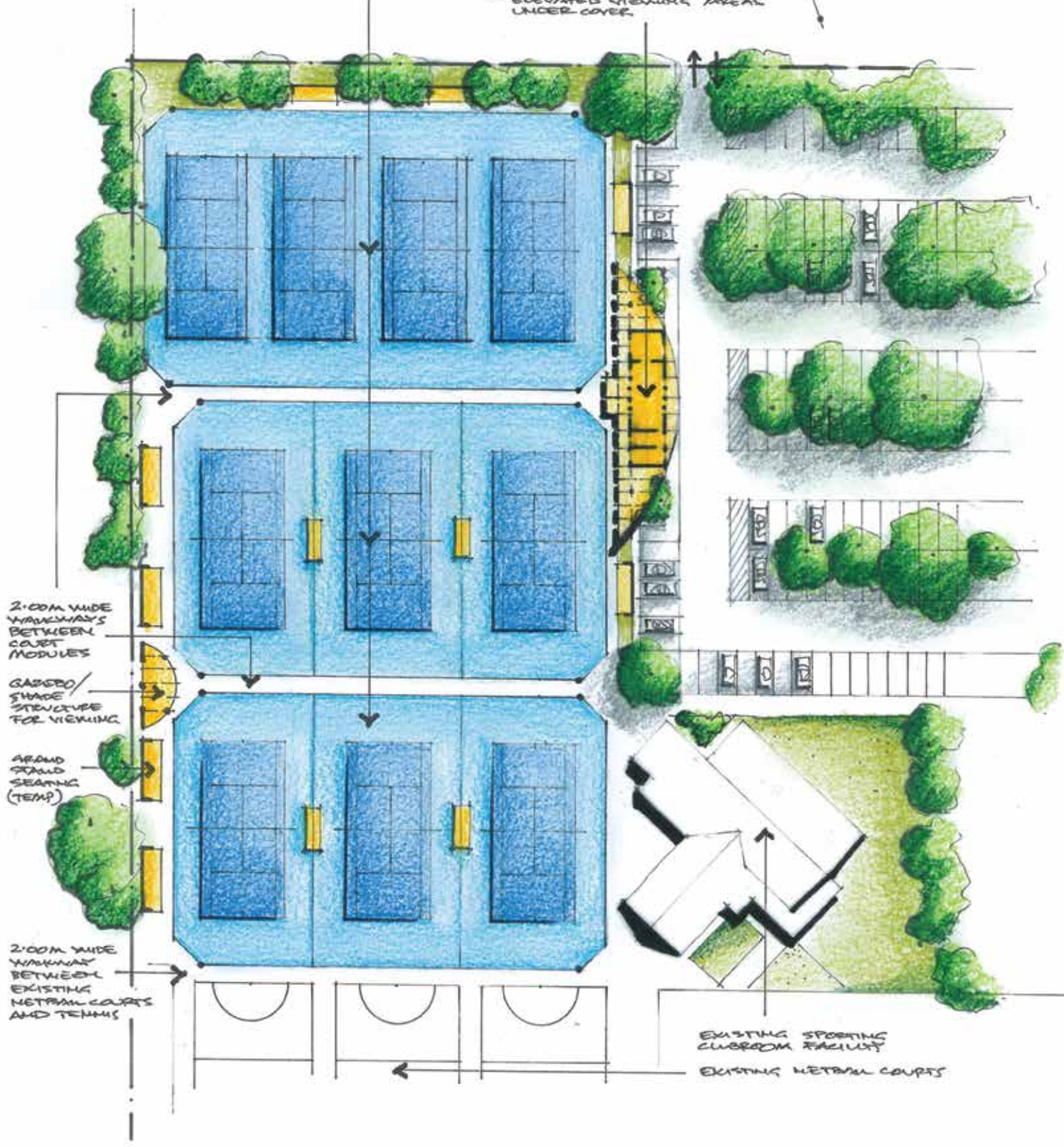
Tennis SA Places to Play Strategic Plan

Tennis Australia Facility Guidelines and Standards



PROPOSED 10 ACRYLIC COATED FULL SIZE HARDCOURTS FULLY UP TO AUSTRALIAN STANDARDS

PROPOSED TENNIS AMENITIES BUILDING WITH:  
 - CLUBROOM SPACE  
 - SMALL KIOSK  
 - STORAGE  
 - TENNIS OFFICE SPACE  
 - ELEVATED VIEWING AREAS UNDER COVER



2.00M WIDE WALKWAYS BETWEEN COURT MODULES

GRASSED SHADE STRUCTURE FOR VIEWING

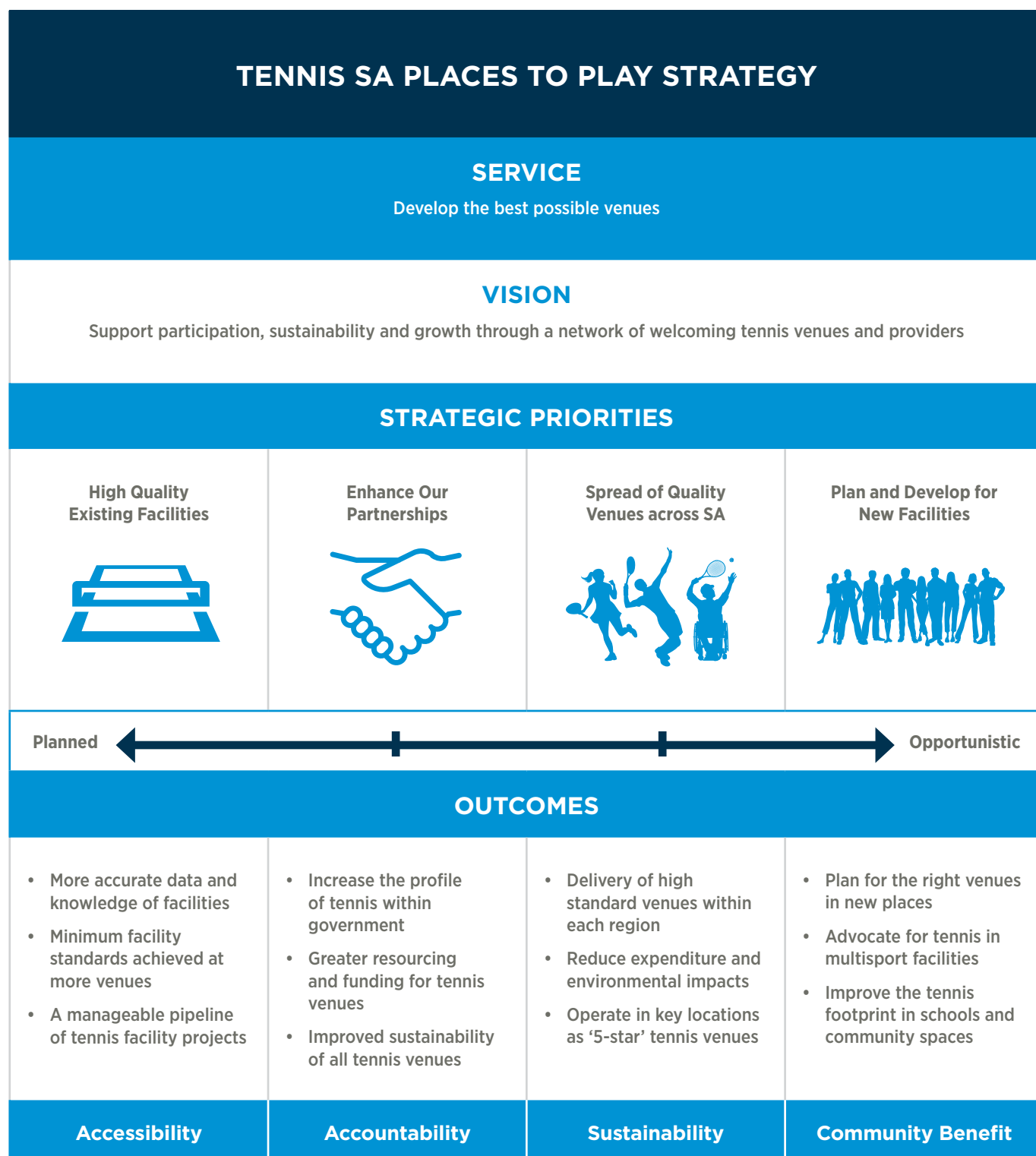
GRASS STAND SEATING (TEMP)

2.00M WIDE WALKWAY BETWEEN EXISTING NETBALL COURTS AND TENNIS

EXISTING SPORTING CLUBROOM FACILITY  
 EXISTING NETBALL COURTS

# STRATEGIC PRIORITIES

Tennis SA has developed the following strategic priorities to direct the provision of tennis facilities in South Australia.





## STRATEGIC PRIORITY 1

### Aim

Locate and improve the quality of existing facilities.

### Why

To understand facility provision gaps and identify urgent priorities for upgrade.

### Outcomes

- More accurate data and knowledge of facilities across the state
- Minimum standards achieved at more venues
- A manageable pipeline of tennis facility projects.

### Key Initiatives

- Complete a state facility audit to identify infrastructure gaps across South Australia
- Develop a list of Local Council and regional strategies featuring tennis to monitor facility provision
- Identify courts that do not meet minimum tennis court standards and assess requirement to upgrade
- Identify levels of accessibility at all venues to explore opportunities to open up venues for greater access
- Identify venues that do not meet minimum lighting standards and seek to improve by offering a broader range of services and programs for community benefit
- Establish a plan to gradually upgrade tennis courts to deliver accountable provision of tennis projects.

## STRATEGIC PRIORITY 2

### Aim

Enhance our relationship with government & stakeholders.

### Why

To work in harmonious partnership with the biggest sponsors of tennis facilities.

### Outcomes

- Increase the profile of tennis within government
- Greater resourcing for tennis venues through all funding sources
- Improve sustainability of all tennis venues.

### Key Initiatives

- Establish a Local Councils contact database to ensure Tennis engages with the right people
- Promote the state facility audit results with landowners, users and key funding groups to assist in their planning
- Continue to advocate the National Court Rebate to leverage partner funding from tenants and government for the provision of new and existing facilities
- Facilitate Forums and other engagement strategies across the state to inform, educate, support and listen
- Promote the benefits of the Operational Health Check surveys and results to assess and support future action plans to enhance facility sustainability and community benefit.





## STRATEGIC PRIORITY 3

### Aim

Ensure appropriate spread of quality venues across the state.

### Why

To provide outstanding tennis experiences for everyone across the state.

### Outcomes

- Enable high standard regional venues, programs and services to be within easy reach
- Reduce expenditure and environmental impacts
- Operate key tennis locations as '5-star' tennis venues.

### Key Initiatives

- Establish planning zones that strategically align with government planning and tennis participation to deliver concise plans and partner funding
- Align each planning zone with an appropriate Regional or District level venue, supported by a range of club and community facilities to meet a range of participation levels
- Partner with each level of government to maximise investment to plan for the delivery of significant projects
- Advocate for environmental sustainability and cost saving considerations in all future projects, including LED lighting, solar power systems, water storage, and efficient irrigation
- Advocate that all Regional and District level facilities be managed under Minimum Operating Standards to ensure suitable programs are supported in a safe and welcoming environment.

## STRATEGIC PRIORITY 4

### Aim

Plan for, and develop, new facilities in major growth areas, schools and community spaces.

### Why

To maximise new opportunities where tennis currently does not have a strong footprint.

### Outcomes

- To plan for the right venues in new places
- Advocate for tennis in multi-sport environments
- Improve tennis footprint in schools and community spaces.

### Key Initiatives

- Coordinate for new clubs and facilities in designated growth areas through planning with government, planners and developers
- Coordinate and advocate for tennis for new multi-use facilities, especially in regional areas using partnerships with government and other sports (e.g. Community Hubs)
- Advocate for the provision of 10+ court facilities in green space sites to support the establishment of strong sustainable clubs
- Investigate and undertake opportunities for school-tennis club links and shared use of facilities and resources
- Plan for ANZ Tennis Hot Shots courts in community parks and playgrounds with Local Councils to broaden the engagement in passive tennis participation.



## SCHEDULE FOR KEY INITIATIVES

### Strategic Priority 1 – Locate and improve the quality of existing facilities

	2019/20	2020/21	2021/22
Complete a state facility audit	Complete		
Develop a list of LGA strategies featuring tennis	Complete		
Identify courts that do not meet minimum standards		Complete	
Identify the accessibility of all tennis venues		Complete	
Identify venues that do not meet minimum lighting standards		Complete	
Establish a plan to gradually upgrade venues			Plan/Commence

### Strategic Priority 2 – Enhance our relationship with government & stakeholders

	2019/20	2020/21	2021/22
Establish a Local Government contact database	Complete		
Promote state facility audit results		Ongoing	Ongoing
Continue to advocate the National Court Rebate	Ongoing	Ongoing	Ongoing
Facilitate information and learning Forums	Ongoing	Ongoing	Ongoing
Promote benefits of the Operational Health Checks	Ongoing	Ongoing	Ongoing

■ Plan/Commence   
 ■ Complete   
 ■ Ongoing



**Strategic Priority 3 – Deliver an appropriate spread of quality venues across the state**

	2019/20	2020/21	2021/22
Establish planning zones that strategically align			
Align the planning zones with an appropriate mix of facilities			
Partner with government to maximise financial support			
Advocate for environment sustainability and cost saving			
Advocate that all regional and district facilities operate MOS			

**Strategic Priority 4 – Plan and develop new facilities in major growth areas, schools and community spaces**

	2019/20	2020/21	2021/22
Coordinate for new clubs and facilities in growth areas			
Coordinate for new multi-use facilities			
Advocate for the provision of 10+ court facilities in green space sites			
Investigate opportunities for school-club linkages			
Plans for Hot Shots courts in community parks and playgrounds			

**Tennis SA**

Memorial Drive Park, War Memorial Drive,  
North Adelaide, SA 5006

PO Box 43, North Adelaide, SA 5006

(08) 7224 8100

[tennis.com.au/sa](http://tennis.com.au/sa)

