

TENNIS VICTORIA STRATEGY 2024



TENNIS AUSTRALIA PURPOSE

Create a playful world through tennis, because we believe playing makes life better.

TENNIS VICTORIA PURPOSE

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



OUR VALUES

- ▶ COLLABORATION
- ▶ HUMILITY
- ▶ IMAGINATION
- ▶ EXCELLENCE



PLACES

Optimising the use, management and access to facilities, thereby creating a sustainable future for venues

STRATEGIC PROJECTS

- 1.1. Venue Performance
- 1.2. Environmental Sustainability
- 1.3. Community Access
- 1.4. Operating Models



PLAY

Provide opportunities to ensure everyone can play more often, how and when they want

STRATEGIC PROJECTS

- 2.1. Attract
- 2.2. Delivery
- 2.3. Inter-Club Competition
- 2.4. Pathways
- 2.5. Innovation



PEOPLE

To provide the tennis community with the leadership and support to empower them to succeed

STRATEGIC PROJECTS

- 3.1. Industry Growth
- 3.2. Personal Growth
- 3.3. Culture



PROFILE

Raise the profile of Tennis in Victoria through strategic storytelling

STRATEGIC PROJECTS

- 4.1. Promotion
- 4.2. Local Area Marketing
- 4.3. Communications
- 4.4. Recognition

ENABLED BY

- ▶ DIGITAL ENABLEMENT
- ▶ PARTNERSHIPS
- ▶ ORGANISATIONAL GOVERNANCE

