



TENNIS VICTORIA
STRATEGY
2024





JOURNEY TO 2024! PLACES! PLAY! PEOPLE! PROFILE!

Tennis. We're a proud sport with a great community, a sport played by many and a sport that can be played from a local level here in Victoria through to the international stage!

This is why we're so excited to present you our Tennis Victoria Strategy 2024. We acknowledge and thank all of Tennis Victoria's affiliated clubs, centres, associations together with coaches, Local Government, State Government and Tennis Australia who have contributed to the development of this plan in many varied and valuable ways. Our strategy closely aligns with the priorities of Tennis Australia and compliments the Victorian State Governments Active Victoria Framework.

Our purpose at Tennis Victoria is to create safe and inclusive thriving Victorian tennis communities, enabling more people to play more often.

To achieve this purpose, the new strategy, focuses on four important pillars to take our sport forward:

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

We'll continue to create thriving tennis communities, partnering with local stakeholders to foster safe, inclusive, and playful clubs that thrive in their local community.

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

We'll work together with the Tennis community to enable more people to play more often. To play this great game of ours in the morning, afternoon or evening, singles and doubles, in teams and individually,

socially and competitively, in Regional Victoria and Metropolitan Melbourne.

People - To provide the tennis community with the leadership and support to empower them to succeed. We're committed to being a safe and inclusive sport. We want all people that play our sport to feel safe and included and to enjoy themselves and their experience at a Club, an event on and off the court.

Profile - Raise the profile of Tennis in Victoria through strategic story telling.

We want to show the Victorian community how great it is to play Tennis by telling the stories that make our sport great.

And we're able to deliver these outcomes enabled by digital enablement, partnerships and organisational governance. Core to our strategy are our values of Collaboration, Humility, Imagination and Excellence. We are committed to continue to represent all that is great about Victorian tennis, which will always be better together.

Jacqui Pirone
President

Adam Crameri
Acting CEO

June 2021

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



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



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



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



STRATEGIC PILLAR 1 PLACES



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

1.1 VENUE PERFORMANCE

Work with affiliates and Local Government Authorities (LGAs) to drive the overall health of Victorian tennis venues.

1.2 ENVIRONMENTAL SUSTAINABILITY

Support venues to decrease energy usage.

1.3 COMMUNITY ACCESS

Making it easier to participate at the local venue to increase usage

1.4 OPERATING MODELS

Support stakeholders to implement viable operating models



MEASURES:

1. A positive shift in the club health check dial
2. 65% of affiliates actively using a ClubSpark module



STRATEGIC PILLAR 2 **PLAY**



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

2.1 ATTRACT

The playing opportunities that are offered at a venue reflect the needs of the local community

2.2 DELIVERY

Supporting deliverers to provide social, fun & innovative playing environments to retain players

2.3 INTER-CLUB COMPETITION

Partner with associations and administer Tennis Victoria inter-club competition

2.4 PATHWAYS

To provide the opportunities to support the player pathway in Victoria

2.5 INNOVATION

Identify the opportunities and gaps in the playing market and pilot delivery solutions



MEASURES:

1. Number of registered participants
 - I. Number of unique registered participants in ClubSpark and League Manager
 - II. Number of new versus existing profiles in ClubSpark and League Manager on yearly basis
 - III. Number of National Program participants collected via survey
 - IV. Number of Victorian participants recorded in AusPlay
2. Increase the profitability of Tennis Victoria delivered events.



STRATEGIC PILLAR 3 PEOPLE



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

3.1 INDUSTRY GROWTH

To provide the education opportunities that meet the needs of the tennis community.

3.2 PERSONAL GROWTH

Identify, attract & retain diverse talented people.

3.3 CULTURE

To create welcoming, safe and inclusive tennis communities.



MEASURES:

1. Number of attendees at education and development sessions
2. Number of affiliates that review and evaluate their organisational culture.



STRATEGIC PILLAR 4 PROFILE



Raise the profile of Tennis in Victoria through strategic storytelling

4.1 PROMOTION

Promote tennis across Victoria

4.2 LOCAL AREA MARKETING

Provide the tools and resources to our stakeholders to promote the sport locally

4.3 COMMUNICATIONS

Inform and empower stakeholders on the opportunities available to them

4.4 RECOGNITION

Recognise and celebrate the successes of the Victorian Tennis Community

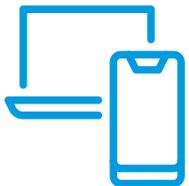


MEASURES:

1. Increase social media following and reach
2. Produce and promote tennis stories on our digital platforms
3. Increase visits to Play.Tennis website
4. Produce relevant, timely and informative affiliate communications.



ENABLED BY



DIGITAL ENABLEMENT

Driving the support and adoption of the digital tools, products and services making it easier to access, participate in and administer tennis.



PARTNERSHIPS

Working together in creating and delivering opportunities to make a safer, healthier and more inclusive Victorian tennis community.



ORGANISATIONAL GOVERNANCE

To provide a solid foundation of strong leadership and financial management, with a clear and innovative strategic direction.

OUR VALUES



IMAGINATION

Dare to act differently.



COLLABORATION

Build trust through mutual respect.



HUMILITY

Put others ahead of yourself.



EXCELLENCE

Never stop striving.





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