



Tennis Victoria

Strategy

2024–2027

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





Journey to 2024!

Places! Play! People! Profile!

Tennis isn't just a sport; it's a passion, a community, and a game that brings people together. From casual rallies at your local club to nail-biting showdowns on the world stage, tennis has something for everyone—and that's why we love it!

We're excited to share our Tennis Victoria Strategy to 2027! We appreciate the input of our clubs, centres, associations, coaches, Local and State Governments, and Tennis Australia for their insight and support in shaping this plan.

At Tennis Victoria, we've got one clear purpose: to create safe and inclusive thriving Victorian tennis communities, enabling more people to play more often.

So, how are we going to make that happen? We are focusing on four key strategic pillars:

1. Places

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

2. Play

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

3. People

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

4. Profile

Raise the profile of Tennis in Victoria through strategic storytelling.

These pillars will be supported by a focus on digital enablement, partnerships and organisational governance. And at the heart of our strategy are our values: Collaboration, Humility, Imagination and Excellence.

Tennis in Victoria is only getting better, and together, we're making sure it's always a sport that brings joy, connection, and energy to everyone who picks up a racquet. Because in tennis, we're always better together!

Jacqui Pirone
President

Kim Kachel
Chief Executive Officer

October 2024

Tennis Victoria Strategy



Tennis Victoria Purpose

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



Our Values



Imagination
Dare to act differently



Collaboration
Build trust through mutual respect

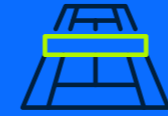


Humility
Put others ahead of yourself



Excellence
Never stop striving to be the benchmark

Strategic Pillars



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.



Play

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

2.1 Tennis Victoria Delivered Playing Opportunities

Provide quality playing opportunities that meet the needs of the Victorian Tennis Community.

2.2 Appropriate Products

Empower deliverers to provide players with social, fun, and engaging playing environments.

2.3 Competitive Play

Collaborate with associations and providers to deliver individual and team tennis opportunities that support the player journey.



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.



Profile

Raise the profile of Tennis in Victoria through strategic storytelling.

4.1 Promotion

Promote tennis across Victoria.

4.2 Advocacy

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

4.3 Communication

Engage and communicate effectively with stakeholders to achieve our purpose.

4.4 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.

Strategic Pillar 1

Places

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Strategic Pillar 2

Play

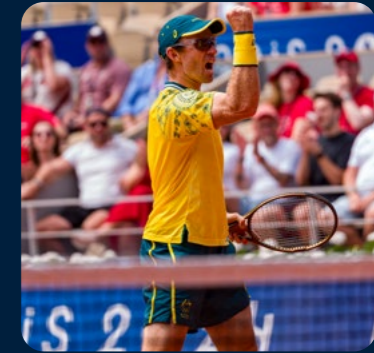
Enhance the player experience by implementing standards that increase participation and support the player journey.



2.1 Tennis Victoria Delivered Playing Opportunities
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2.2 Appropriate Products
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2.3 Competitive Play
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Strategic Pillar 3

People

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Strategic Pillar 4

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Raise the profile of Tennis in Victoria through strategic storytelling



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