



Strategy 2024-2027

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



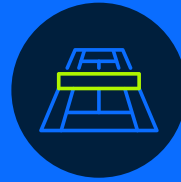
Humility

Put others ahead of yourself



Excellence

Never stop striving to be the benchmark



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



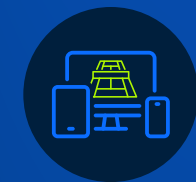
Partnerships

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.