



Operational Plan

**Diversity, Equity
and Inclusion**

2024-2027





From our CEO

At Tennis West, we are committed to fostering an inclusive and diverse environment that reflects the vibrant and varied community of Western Australia. Our Diversity, Equity, and Inclusion (DEI) Operational Plan is a comprehensive strategy designed to create meaningful impact across all levels of our organisation and the communities we serve, over a three-year period.

Our vision is to ensure that tennis is accessible to everyone, regardless of their background, ability, or identity. The plan reflects our current Tennis West Strategic Plan that calls for a Sport to be Enjoyed by All. We are dedicated to breaking down barriers, promoting equality, and celebrating diversity in every aspect of the sport. This plan aligns with Tennis West's core values, reinforcing our commitment to inclusivity as a driving force behind everything we do. Being our first DEI Operational Plan, the DEI team and the wider workforce will continue to establish an understanding of the current landscape to expand, grow and thrive.

The DEI Operational Plan is more than just a plan on a page, it is a firm commitment, from the whole workforce, to make tennis in Western Australia a sport where everyone feels welcome and included. By embracing diversity and striving for equity, we will not only enrich the game of tennis but also contribute to a more inclusive society. We are excited to embark on this journey and look forward to working with our community, partners, and stakeholders to bring this vision to life.

OLIVIA BIRKETT





The Purpose

To address and achieve the Focus Area highlighted on the previous page, Tennis West's Diversity Equity and Inclusion (DEI) team has created Tennis West's first DEI Operational Plan (DEIOP) (2024 – 2027). The DEIOP aims to provide depth and tangible goals to ensure tennis truly is a sport for all. The DEIOP show Tennis West being adaptable, collaborative and respecting with our diverse WA community.

From the moment you walk through the Tennis West office doors to every WA border and coastline, Tennis West's DEIOP's objective is to strengthen and grow our WA tennis community at a grassroots, high performance and administrative levels, on and off the court.

This Tennis West Board and CEO endorsed document ensures that the Tennis West workforce is equipped and resourced to deliver on the 3-year plan. Objectives and actions include empowering the workforce to have a comprehensive understanding on the need for DEI projects, language, and analyses, to ensure a sustainable delivery of all DEI initiatives and to embed a DEI mindset across the workforce. Tennis West's DEI Team will support all Head of Departments to achieve DEIOP deliverables within their own teams.

This being Tennis West's first DEI orientated plan, it is important that baseline data collection is embedded to track our starting point and our progress over the three years. The first year, in particular is designed to support our existing initiatives and lay the groundwork for growth in new and existing areas.

Tennis West's network should reflect the values that Tennis West upholds: Excellence, Loyalty, Humility & Teamwork. Investing in Diverse, Equitable and Inclusive practices elevates our values and reminds us of the whole WA community of which we work to serve. This DEIOP holds Tennis West accountable to working with the communities, demographics and peoples that we are elevating in our DEIOP.



Achieving Tennis West Strategic Plan Objectives Under:

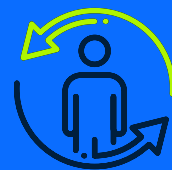


Strategic Pillar:

People



A sport to be enjoyed by all



Focus Area:

Excellence in the delivery of a comprehensive diversity and inclusion plan

Portfolios and intersectionality

Tennis West's Diversity, Equity, and Inclusion Operational Plan will cover the below portfolios to be truly intersectional. Tennis West understands that various portfolios may apply to any one person and that our projects and activities may, and should overlap into multiple communities:



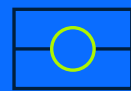
**Blind/
Low Vision**



**LGBTQIA+
(Pride)**



**Deaf/Hard
of Hearing**



**First
Nations**



**Intellectual
Impairment
& Autism**



**Women
& Girls**



**Para Standing/
Adaptive Tennis**



**Wheelchair
Tennis**



**Culturally
& Racially
Marginalised**

Pillars and structure

There are 4 pillars that create the first branches of our DEIOP:



Lead



Educate



Promote



Activate

The four pillars are designed to comprehensively address all aspects of business to ensure sustainability in the delivery of DEI initiatives.



Lead

Internal programs to lead by example

Focus Area	Objective	Activities/Initiatives
Tennis West	Tennis West workforce is representative of the WA community, proactive and strategic in DEI initiatives, and is an attractive place of work for people from diverse backgrounds and accessibility needs.	Measure diversity of Tennis West workforce Measure how team members/ workforce feel valued, respected and heard Deliver Reflect Reconciliation Action Plan (RAP) and continue RAP journey Participate in Pride in Sport (PiS) index annually Conduct an inclusion audit of Tennis West operations annually Complete Diversity@Work Index annually DEI trends and needs are influential of the next Tennis West Strategic Plan
Volunteers	Increase the number of volunteers from diverse backgrounds	Measure diversity of volunteer workforce (club committees) Measure diversity of volunteer workforce (United Cup) Establish First Nations Advisory group Promote diverse community representation within club committees
WA Community	Understand the WA tennis communities DEI programs, interests and needs	Identify and engage a diverse network of advisors Survey WA tennis community's current DEI programs and interests
Paid Roles	Increase the number of coaches, deliverers, club administrators and officials from diverse backgrounds across WA	Develop targeted initiatives and programming for the development of people, and on boarding from diverse backgrounds in coaching, club administration and officiating
Funding	Secure internal and external investment into tennis to increase participation of people from diverse backgrounds	Secure investment to support the delivery of our DEI strategy

Educate & Inform

External initiatives to empower the WA tennis community

Focus Area	Objective	Activities/Initiatives
Tennis West	Upskill Tennis West staff to better understand and serve the tennis community	Provide internal education opportunities for Tennis West workforce
		Embed DEI in Tennis West internal communications and culture
		Embed DEI strategic activities into organisational workplans and work with leaders to deliver
Clubs	Empower clubs to be welcoming, safe and inclusive	Work with the field team to develop DEI action plans for tennis clubs and venues
		Promote DEI education opportunities for tennis clubs and venues
		Share participation and infrastructure grants with clubs to host inclusive tennis
Coaches	Create a more diverse and inclusive coaching workforce	Upskill coaches to build capability in delivery of tennis to people from diverse backgrounds and with all abilities
		Grow the number of qualified Tennis Australia coaches from diverse backgrounds and with all abilities
Receivers	Provide players, parents, and support networks with relevant and clear information on accessing tennis	Restructure the DEI section of the Tennis West website, review and update annually.
		Provide clear guidance and relevant information on pathways and opportunities

Promote

Celebration and representation

Focus Area	Objective	Activities/Initiatives
Celebrate and Recognise	Recognise and celebrate people, programs and initiatives that promote diversity, equity and inclusion in tennis	Execute a communications calendar that celebrates days/weeks of significance
		Inclusion award category/ies at annual Tennis West Award Gala
		Showcase diverse role models in tennis across Tennis West channels
PR and Marketing	Increase the awareness of opportunities for diverse communities inspiring tennis participation through increased marketing efforts	Build DEI marketing assets for clubs, coaches and venues
		Promote the KidSport voucher program to clubs
		Set content imagery measures to ensure we showcase people from diverse backgrounds across Tennis West publications and platforms
		Create procedures for inclusive communications across Tennis West platforms and publications
		Engagement of Inclusion Ambassadors to champion, promote and consult on Tennis West initiatives
Events	Leverage events across WA to help promote inclusive tennis	Supporting external (partners and clubs) inclusion events in WA
		Inclusion initiatives at the United Cup
		Participating in partner events and awards nominations

Activate

Enhancing WA events and supporting our partners to be our best.

Focus Area	Objective	Activities/Initiatives
Programming & Events	To ensure people from diverse backgrounds are provided with opportunities to access tennis as their true self	Develop and implement programming in strategic locations for inclusive tennis (venues, schools, communities)
		Build and promote calendar of inclusive participation and competitive opportunities in WA (venues, schools)
		Work with clubs and partner organisations to deliver inclusive tennis programs and events across WA
Partnerships	Leverage the work of partners in inclusion to provide more opportunities for people to engage in tennis	Build strategic partnerships with organisations and individuals working directly with diverse groups in sport/tennis
		Facilitate partnerships with education sector (ESC) and local coaches
		Build strategic partnerships with Department of Local Government, Sport and Cultural Industries
Talent Development	Provide players with the opportunity to reach their full potential	Establish talent development pathway for DEI portfolios
		Increase awareness of pathway opportunities within tennis clubs and coaching programs
		Establish talent identification initiatives
Facilities	Ensure that our tennis venues are accessible and safe for all people	Empower and collaborate with tennis clubs and venues to improve access to facilities, and programs for people from diverse backgrounds
		Engage government partners to ensure the needs of diverse groups in tennis are accommodated for



Thank you

Tennis West's Diversity, Equity and Inclusion team conducted a wide consultation process in the development of the DEIOP. The team engaged experts, internal and external, and a variety of stakeholders to ensure a productive and relevant DEIOP. These include coaches, players, club administrators, organisations, other Member Associations, Tennis Australia, as well as wider members of our WA community with lived experiences to contribute to the validity, credibility, deliverability and expertise of the DEIOP. Tennis West extends our thanks to all those who contributed to this document.



Tennis West

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