





## Tennis Auckland: Domestic Plan on a Page (FY25-28)

OUR PURPOSE	<b>CONNECT AUCKLAND'S COMMUNITY THROUGH THE LOVE OF TENNIS</b> KEI TE TŪHONOA NGĀ HĀPORI Ō TĀMAKI MAKĀURAU MĀ TE AROHA O TE TĒNIHI			
OUR AMBITION	<p>Be the best at what our participants value the most...</p> <div> Fun</div> <div> Fitness</div> <div> Friendships</div> <div> Challenge</div>			
OUR STRATEGY	<b>Play</b> We will diversify our tennis formats (flex leagues, group coaching, casual play) to meet the needs of time-poor, challenge-focused or casual players, while strengthening clubs to improve retention and grow participation		<b>Places</b> We will enhance our facilities accessibility and utilisation through technology and partnerships, and support clubs to diversify the use of their facilities	
	<b>Profile</b> We will create social media content and deliver the ASB Classic to increase the visibility of tennis		<b>Financial Stability</b> We will embrace innovation (technology, partnerships, new racquet variants) to create alternative revenue streams, reduce churn, and build sustainable reserves for the game's future	
OUR CULTURE	<b>Be Courageous</b> We push the boundaries, are forward focused, challenge the status quo, and have the courage to take on new things	<b>Enable Others</b> We have each other's backs by supporting, collaborating and helping others to achieve their best	<b>Strive to Excel</b> We are true leaders who deliver above and beyond what we say we will. It's about being proud of what we do	<b>Inspire Passion</b> We are infectiously enthusiastic about tennis and our energy and positivity inspires others to love this sport. We go the extra mile