



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

### OUR PURPOSE

CONNECT AUCKLAND'S COMMUNITY THROUGH THE LOVE OF TENNIS  
KEI TE TŪHONOA NGĀ HĀPORI Ō TĀMAKI MAKĀURAU MĀ TE AROHA O TE TĒNIHI

### OUR AMBITION

Be the best at what our participants value the most...



Fun



Fitness



Friendships



Challenge

### OUR STRATEGY

#### Play

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

#### Places

We will enhance our facilities accessibility and utilisation through technology and partnerships, and support clubs to diversify the use of their facilities

#### Profile

We will create social media and marketing content and deliver the ASB Classic to increase the visibility of tennis

#### Financial Stability

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

#### Be Courageous

We push the boundaries, are forward focused, challenge the status quo, and have the courage to take on new things

#### Enable Others

We have each other's backs by supporting, collaborating and helping others to achieve their best

#### Strive to Excel

We are true leaders who deliver above and beyond what we say we will. It's about being proud of what we do

#### Inspire Passion

We are infectiously enthusiastic about tennis and our energy and positivity inspires others to love this sport. We go the extra mile