

Mission statement

Grow Auckland's love of tennis and inspire participation

Strategic Pillars

Brand Tennis

Modernise and raise the profile of tennis to become an attractive, fun and inclusive sport to participate in

Participation

Deliver exciting tennis events and player pathway opportunities to optimise the tennis experience, expand the tennis community and drive participation

Foundation

Places to Play

Data and Insights

Targeted Partnerships

Enablers

Supported by a Sustainable Organisation



Financial Sustainability



Sustainable Business Operations



People and Culture

Priority Initiatives for 2022-23



Brand Tennis	Participation	Sustainable Org.	Targeted Partnerships
Digital presence	Summer & club events	Sustainable financials	Public/private funding
Promote tennis through social media and digital signage to shift the perception of the barriers to playing	Work with clubs and facilities to deliver tennis in the community and Love Tennis (Tennis Hot Shots, Tennis Xpress, Community Play etc) as a way to drive memberships	Ensure the organisation has headroom for both financial sustainability and the capacity to invest in key strategic priorities	Identify funding opportunities from public and private sources and high net worth individuals to sponsor events, court and infrastructure development
Centenary of Stanley St	Suite of TA programmes		
Deliver a year long celebration of the Centenary of Stanley St	Ensure all TA programmes meet market demand (including performance and development players) and are achieving targeted outcomes (i.e. participation, revenue, margin)		

