

Priority Initiatives for 2023-24

Brand Tennis

Suite of TA Programmes

Ensure all TA programmes meet market demand and are achieving targeted outcomes (i.e. participation, revenue, retention, brand outcomes), including investigating partnering opportunities with adjacent sports i.e. Pickleball and Padel.

Social Media

Promote tennis through social media to shift the perception of tennis to an attractive, fun and inclusive sport to participate in.

Participation

Segmented Participants

Understand the pool of current and potential participants to enable TA and clubs to tailor conversations with participants and identify which segments to focus on.

Places to Play Development

Support clubs to plan and carry out venue investment; re-development of Stanley St and Merton Road Tennis Centre; and development of selected public / council courts to improve accessibility.

