

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