

A STRATEGIC FRAMEWORK FOR TENNIS IN NZ

OUR VISION

Tennis is accessible
and thriving

OUR PURPOSE

Building community
through tennis

STRATEGIC PILLARS



GROW

Support stakeholders
to deliver quality and
accessible experiences



CONNECT

New and diverse
communities to tennis



WIN

On the international stage



ENABLE

The tennis community to
support growth

KEY TARGETS

60%

of clubs with 50 or more
members achieve minimum
standard in the Club
Recognition Programme

65,000

Tennis Hot Shots
participants

Top 100

NZ professional players
will be ranked in the top
100 singles and top 10
doubles

6%

combined growth of
national participation and
membership year on year by
2028