



Strategic Plan

2026 to 2030



Purpose

Fun, safe, competitive and inclusive spaces to play, tennis for everyone, every day.

Our Values



Imagination
Dare to dream and act differently



Collaboration
Build trust through mutual respect



Humility
Be considerate and understanding of others



Excellence
Never stop striving to be the benchmark



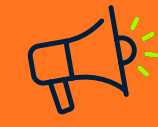
Play
Enhance the player experience by implementing standards that increase participation and support the player journey.



Clubs and Centres
Optimising the use of and access to clubs and centres, thereby creating a sustainable future for delivering tennis.



People
Connect the tennis community to address common challenges and needs through shared learnings and successes.



Profile
Raise the profile and benefits of playing Tennis on the Peninsula through strategic storytelling.

Supported by

- **Partnerships:**
Explore opportunities and work with partners to support the growth and viability of tennis on the Peninsula.
- **Organisational Governance:**
Enhance the operational frameworks and systems that define our roles and responsibilities and support using our leadership and decision-making when delivering tennis.
- **Financial Performance:**
Investment into tennis
- **Digital Enablement:**
Transform the tennis community experiences via technology, digital and social media platforms.

Strategic Pillar 1 Play

Enhance the player experience by implementing standards that increase participation and support the player journey.



1.1 PTA Delivered Playing Opportunities

Provide quality playing opportunities and appropriate formats that meet the needs of the broader Peninsula Tennis Community.

Regular review and research of formats, rules and policies.



1.2 Women and Girls

Empower women and girls with social, fun, and engaging playing environments, while providing leadership and growth opportunities.



1.3 New Participation Products

Collaborate with clubs and providers to deliver alternative participation options such as Pickleball.

Explore the opportunity to have a PTA sanctioned Pickleball League or affiliated team/s represent externally.

Strategic Pillar 2 Clubs

Optimising the use of and access to clubs and centres, thereby creating a sustainable future for delivering tennis.



2.1 Club and Centre Health

Collaborate with affiliated club, committees and coaches to drive the overall performance of clubs and centres.

Metrics such as participation, membership growth, programs, facility/court upgrades and financial performance.

Court, programs and resource sharing amongst clubs.



2.2 Networking and Planning

Use data and insights to inform decisions and identify growth opportunities to create sustainable clubs.

Schedule networking session to identify challenges, gain feedback and engage with Tennis Victoria and LGAs.



2.3 Community and Member Access

Make it easier to participate at the local club by providing options for technology, digital and products.

Strategic Pillar 3 People

Empower the Peninsula tennis community with the tools to foster supportive environments while increasing capacity and capability.



3.1
Recognition

Recognise and celebrate the success of the Peninsula Tennis Community. The people such as players, volunteers, clubs and coaches.



3.2
Supportive
Environments

To better address common challenges and needs through shared learnings, support programs and successes.

Prioritize Child Safety and Integrity, with compliant systems and processes, with improved education.



3.3
Volunteers and
personnel

Identifying the people required to implement optimal outcomes for tennis.

Offer training, courses and development opportunities from various deliverers and stakeholders.

Strategic Pillar 4 Profile

Raise the profile of Tennis on the Peninsula through strategic storytelling.



4.1 Promotion and growth

Promote the PTA, clubs and tennis across the Peninsula, Victoria, broader Australia and International.



4.2 Communication

Engage and communicate effectively with stakeholders to achieve our purpose.



Our Measures of success to 2030

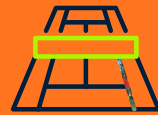


Play

1.1 Number of unique players in all formats of PTA.

1.2 Number of women and girls playing PTA.

1.3 Number of PTA represented teams in external formats, such as regional Teams Events, Tennis Victoria State Grade and more.



Clubs and Centres

2.1 Benchmarking affiliated Peninsula clubs against other Victorian clubs.

2.2 Number of affiliated clubs.

2.3 Number of operational courts for competition play.

2.4 Number of major facility upgrades and court upgrades/resurfacing.



People

3.1 Success of players and the achievements outside of PTA, via pathways, tournaments, rankings and high-performance programs.

3.2 Recognition of time and contribution of volunteers within PTA, clubs and broader tennis.



Profile

4.1 Number of nominations, awards or recognitions across Victoria, Australia for PTA and clubs.

4.2 Number of followers and interactions on social media platforms.

4.3 Website traffic and page views.



Our 2026 Actuals Vs 2030 Targets

Measure	2026 Actual	2030 Target
Unique players in all PTA competition formats (Inc base and reserve players)	1941	2232 (15% increase)
% women and girls V men and boys playing PTA sanctioned competitions	25%:75%	30%:70% (5% shift in ratio)
Eveness of results in all formats (eveness = average score of 6/3 as a minimum)	43%	48% (5% increase)
- Affiliated PTA clubs - Number of courts available for competition play (all clubs)	36 199	38 (5.5% increase) 204 (2.5% increase)
Social media followers on PTA platforms as avg	603	1206 (100% increase)

