



STRATEGIC PLAN



**GET
COURT
UP**



THE STATE OF PLAY OF TENNIS

1.

2.

3.

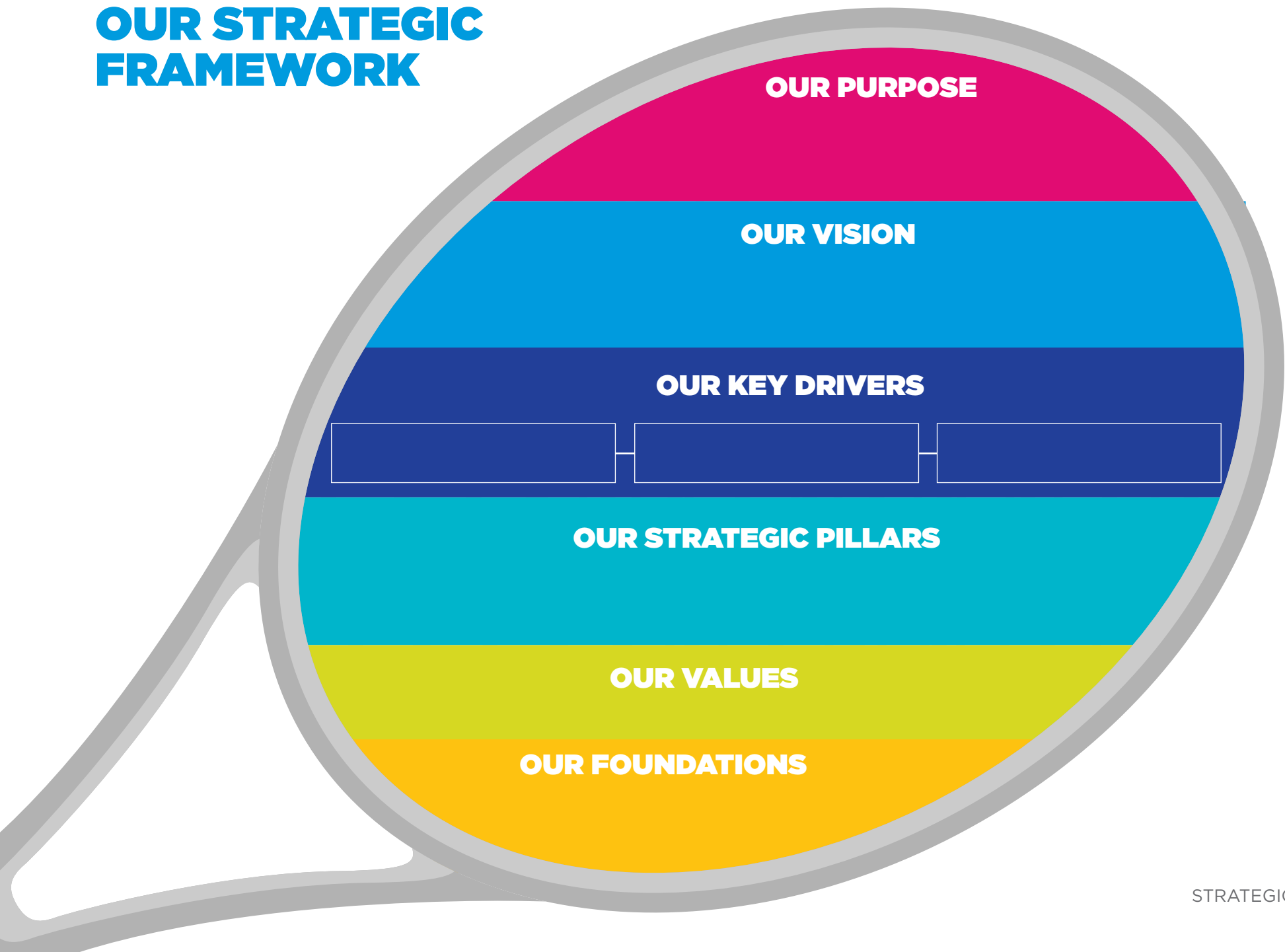
4.

5.

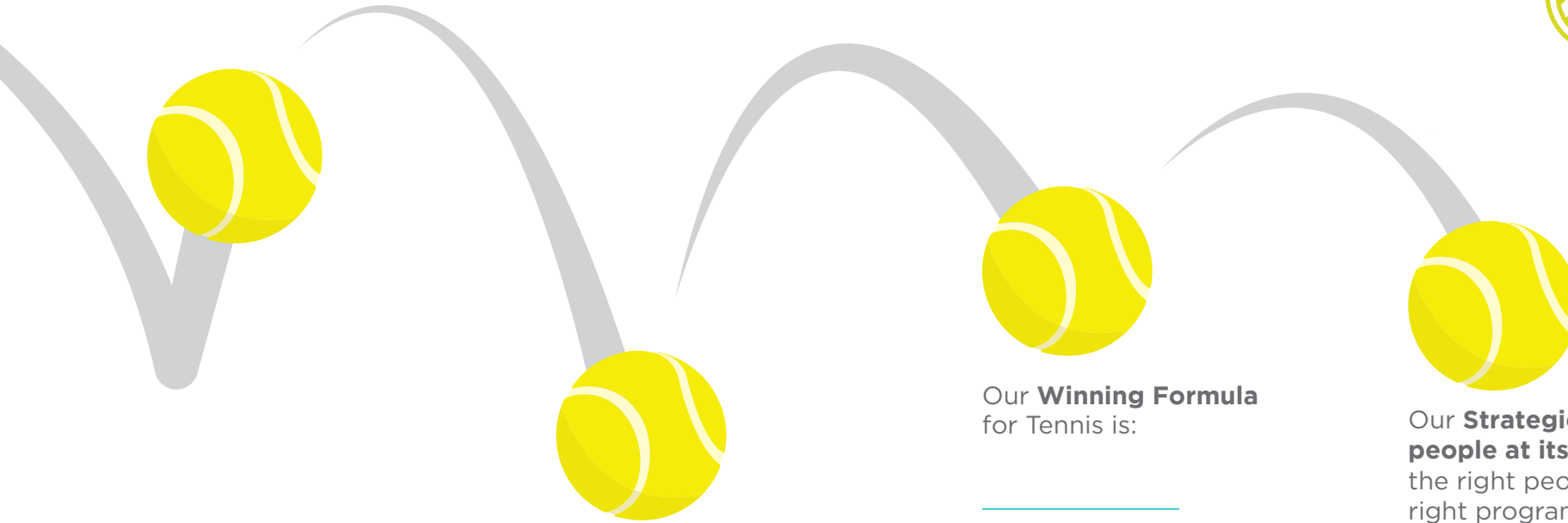
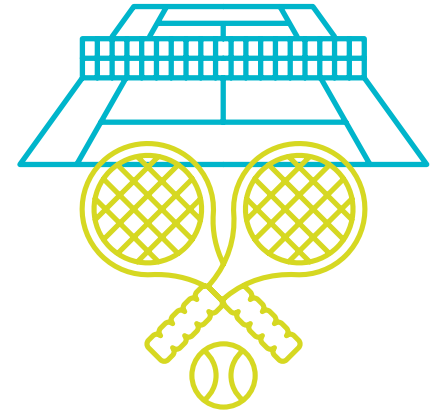
6.



OUR STRATEGIC FRAMEWORK



OUR VISION



Our **Key Drivers** are

Our **Winning Formula**
for Tennis is:

+

= **GREAT TENNIS**

Our **Strategic Plan** puts
people at its heart, supporting
the right people with the
right programs, information
and promotion to help us all
succeed.

STRATEGIC PILLAR 1:

STRATEGIC PURPOSE:

OUR FOCUS AREAS

NEW INITIATIVES WE WILL DELIVER	
	✓
	✓
	✓
	✓
	✓
	✓
	✓
	✓
	✓
	✓
	✓
	✓



STRATEGIC PILLAR 2:

STRATEGIC PURPOSE:

OUR FOCUS AREAS

NEW INITIATIVES WE WILL DELIVER



STRATEGIC PILLAR 3:

STRATEGIC PURPOSE:

OUR FOCUS AREAS

NEW INITIATIVES WE WILL DELIVER	
	✓
	✓
	✓
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	✓



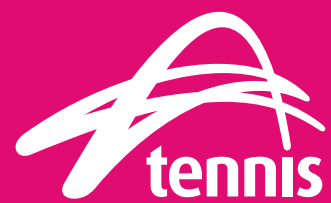
STRATEGIC PILLAR 4:

STRATEGIC PURPOSE:

OUR FOCUS AREAS

NEW INITIATIVES WE WILL DELIVER





**GET
COURT
UP**

FOR ANY QUESTIONS PLEASE CONTACT

Phone

Email