



Ā tatou whaingā  
**Our Purpose**  
*To grow the love of Tennis and encourage participation.*

Ā tatou matakite  
**Our Vision**  
*Enriching lives through TENNIS.*

Ā tatou kaitoha  
**Our Enablers**

**Leadership**  
Leadership that promotes quality thinking, a united vision, and positive direction for tennis.

**Facilities**  
Suitable facilities which inspire participation and contribute financially.

**Teamwork**  
A strong and capable workforce (paid and voluntary).

**Sustainable Solutions**  
Long-term, sustainable changes and solutions that 'stick'.

**Coaches**  
An inspiring and aligned network of amateur and professional coaches.

**Intergenerational (100+ years)**  
Decisions should be intergenerational (100+ years).

Ā tatou rautaki me ngā tukunga iho  
**Our Strategies & Outcomes**

**1** **Grow the Profile & Visibility of Tennis**  
**Desired Outcome:** an increase in the positive profile and perception of tennis.

**2** **Increase Membership & Participation - Playing, Coaching, Volunteering**  
**Desired Outcome:** an increase in the number of tennis participants.

**3** **Support Clubs & Facilities**  
**Desired Outcome:** a healthy, robust network of tennis clubs and facilities supporting the future demand for tennis in South Canterbury.

**4** **Align Operational Structure, Governance & Finances**  
**Desired Outcome:** a healthy and relevant organisational structure with a robust revenue stream which allows Tennis SC to meet short, medium and long term operational objectives.