

Tennis Canada Strategic Plan 2018-2022 – Revised October 2018

Purpose
To improve the lives of Canadians through tennis

Vision
To become a world-leading tennis nation

Mission
To lead the growth of tennis in Canada

Values
We value teamwork, passion, integrity, innovation, excellence and accountability

FOCUS AREAS

Rogers Cups – “Engine”	Performance – “Inspiration”	Community Facility Development – “Capacity Building”
<ul style="list-style-type: none"> Fan Enhancement Player Services Event Optimization 	<ul style="list-style-type: none"> “Next Gen” Players “Off Court” Excellence “Next Gen” Coaches “Next Gen” Pipeline 	<ul style="list-style-type: none"> Affordable Public Covered Courts PTA Centres Community Retractable Roofs Western Canada Training Centre

ENABLERS

Values	Tennis “Family”	Digital Technology	Commercial	Fundraising	Resource Allocation
<ul style="list-style-type: none"> Desired Behaviours Female Sport Development Succession Planning Safe Sport 	<ul style="list-style-type: none"> Narrative Stakeholder Engagement PTA Partnerships 	<ul style="list-style-type: none"> Strategy Development Capacity Building Canadian HP “Inspiration” Focus Venue Technology 	<ul style="list-style-type: none"> Title Renewals New Inventory Development Rogers Cup ATP Stadium Sales 	<ul style="list-style-type: none"> Government Relations Philanthropy 	<ul style="list-style-type: none"> Financial Stewardship Spend Redeployment Structure to Win



People



Financial Resources