

Tennis Seniors Australia Inc. (TSA)

Strategic Plan – October 2022 to September 2025

Date approved by TSA Executive: 18th
October 2022
Review Date: before 30/09/2024

CULTURE & VALUES:	Fellowship	Inclusiveness	Professionalism	Innovation
	<ul style="list-style-type: none"> • Competitions at state and national level • Social programs & events 	<ul style="list-style-type: none"> • Welcoming events • Involve multi-cultural & disadvantaged players • Value for money 	<ul style="list-style-type: none"> • Value & recognise volunteers • Accountability & Standards 	<ul style="list-style-type: none"> • Focus on continuous improvement • Attract corporate involvement • Create experiences
VISION:	To unify and inspire 30+ people to play tennis for life			
OBJECTIVES:	Attract and retain 30+ player participation in tennis activities	Ensure current and future pathways enable players to reach their potential	Promote understanding of seniors' tennis and foster fellowship amongst tennis seniors	Maintain effective governance and a sustainable operating surplus
STRATEGIES:	<ol style="list-style-type: none"> 1. Embed competitive Masters tennis into the TA competitive tennis framework 2. Delivery of events recognises alignment with differing age/gender needs 3. Ensure safety, wellbeing, & inclusion of under-represented groups in TSA events 4. Work with TA and Divisions to host World Masters Events 	<ol style="list-style-type: none"> 1. Coordinate Australian Masters Championships 2. Support the Oceania MT1000 3. Partner with TA to select and manage Australian Masters Representative Teams and inspire more players to participate at the elite level 4. Assist TSA members to promote pathways and competitive play for 30+ players 5. Provide nationally consistent Masters player ratings/rankings, pending full implementation of UTR 	<ol style="list-style-type: none"> 1. Represent the interests of Masters Tennis in Australia and Maintain good standing with the ITF and good relationships with Tennis Australia and Member Associations 2. Attract corporate involvement and support for Masters tennis events 3. Support our volunteers 4. Enhance digital platforms and communication and information-sharing between TSA Divisions 	<ol style="list-style-type: none"> 1. Manage TSA Strategic Plan & its outcomes 2. Establish effective and competent sub-committees 3. Practice good governance on the Executive 4. Ensure financial sustainability
Key Performance Indicators:	<ul style="list-style-type: none"> ✓ Increased number of players participating in Masters' competitions, carnivals, championships & events. ✓ Increased participation by young Seniors and female players ✓ TA Masters competitive play matrix exists 	<ul style="list-style-type: none"> ✓ Successful delivery of TSA/Division-owned pathway events ✓ Enhanced portfolio of ITF events ✓ Increased success of Masters' players in international events. 	<ul style="list-style-type: none"> ✓ Support/sponsorship received from corporate bodies ✓ TSA website is modernised ✓ Timely communications with members are being provided ✓ TA and Divisional members are supportive of TSA ✓ Formal agreement in place with TA on Roles and Responsibilities ✓ TA/TSA MOU in place 	<ul style="list-style-type: none"> ✓ 3 Year Strategic Plan adopted by Members ✓ Policies, procedures, rules developed & reviewed annually where applicable ✓ TSA Executive meeting attendances > 80% ✓ All statutory requirements are met ✓ Operating surplus maintained after funding model adopted