



**STRATEGIC PLAN**

**2022-2024**

# MISSION

TO ADVANCE THE SPORT OF TENNIS IN PRINCE EDWARD ISLAND FOR ALL LEVELS OF PLAY



# VISION

ACCESS TO TENNIS FOR ANYONE, ANYWHERE, ANYTIME



# VALUES

## INCLUSION

To ensure all members of the community feel welcomed to participate in the sport of tennis.

## LEADERSHIP

To provide leadership to PEI's tennis community.

## SUSTAINABILITY

To ensure all activities of Tennis PEI contribute to the continuous accessibility and growth of tennis now and in the future.

## TRANSPARENCY

To ensure Tennis PEI communicates openly, effectively, and timely, to stakeholders and to the tennis community.

# TENNIS PEI STRATEGIC PRIORITIES



# GROW COMPETITIVE PLAY

## **Enhance U6/U10/U12/U14/U16 programming**

- Expand and aggressively promote Rogers Rookie Cup events
- Incentivise long-term tennis commitment through events and training

## **Expand the provincial pool of competitive players**

- Create an Athlete Assistance program
- Provide more competitive playing and training opportunities
- Support holistic athlete development

## **Enhance opportunities for adult competitive play**

- Create an inventory of current adult competitive events
- Enhance, support, and provide more opportunity for adult competitive events



# GROW RECREATIONAL PLAY

## **Create pathways for recreational to competitive play and encourage participation through events**

- Create an inventory of current events and assess gaps
- Create, implement, and market, pathways from recreational to competitive play for all ages (e.g. rankings and easily understandable level systems)
- Provide resources for new events and enhance current events
- Enhance marketing of events

## **Support accessible tennis programming for underrepresented groups**

- Support opportunities for other underrepresented groups including women and newcomers to PEI
- Support parasport opportunities including wheelchair tennis/First Nations/Special Olympics

## **Support and promote informal matchmaking**

- Select an approach to encourage informal matchmaking province wide
- Market the selected informal matchmaking system to new and existing tennis players

## **Enhance school programming**

- Enhance connections with community programs



# IMPROVE ACCESS TO RESOURCES, SPACES, AND COURTS

## **Create or enhance access to resources at new and existing tennis clubs and areas with tennis courts**

- Assess access to resources at new and existing tennis clubs and areas with tennis courts
- Assist with providing necessary resources at new and existing tennis clubs and areas with tennis courts

## **Enhance existing tennis courts throughout PEI**

- Annually update and publicize a detailed inventory of existing tennis courts
- Facilitate the resurfacing of PEI's current indoor tennis facility
- Provide advice and resources for court maintenance and enhancement
- Investigate establishing additional outdoor courts

## **Establish a multi-court indoor tennis facility**

- Create an indoor tennis sub-committee
- Refine and develop facility concept
- Create a business plan or feasibility study
- Solicit funding
- Break ground



# IMPROVE ACCESS TO RESOURCES, SPACES, AND COURTS

## **Improve coaching capacity**

- Create an inventory of Tennis Professionals Association (TPA) members
- Increase the number of active coaches with up-to-date certifications and increase the number of high-level certified coaches
- Provide ongoing professional development for existing coaches





# IMPROVE ORGANIZATIONAL EFFECTIVENESS

## **Enhance strategic relevance and timeliness**

- Update strategic plan
- Ensure stakeholder awareness of strategic plan
- Monitor timelines and milestones set forth in strategic plan and evaluate board effectiveness
- Establish schedule for interim status reports on strategic plan progress

## **Assess and improve the organization's board governance with an emphasis on transparent accountability and fiscal responsibility**

- Assess current board governance structure
- Develop or enhance board governance structure following current best practices for not-for-profit sport organizations

## **Grow Tennis PEI membership base**

- Define and communicate the value of a Tennis PEI membership
- Continually update the membership database
- Work with stakeholders to grow Tennis PEI memberships
- Develop a marketing/communications framework for Tennis PEI member engagement



# STRENGTHEN STAKEHOLDER RELATIONSHIPS

## **Identify, engage, and build relationships with all PEI tennis communities and clubs**

- Meet with the tennis communities and clubs and develop a mutually agreeable communications framework
- Identify the priorities and objectives of tennis communities and clubs
- Assist tennis communities and clubs with accomplishing their priorities and objectives

## **Identify, engage, and build relationships with all other key stakeholders**

- Identify and create an inventory of all stakeholders with an emphasis on key stakeholders
- Create and implement a communications framework for key stakeholders

