





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 partic

LEADERSHIP

- To provide leadership to PEI's tennis

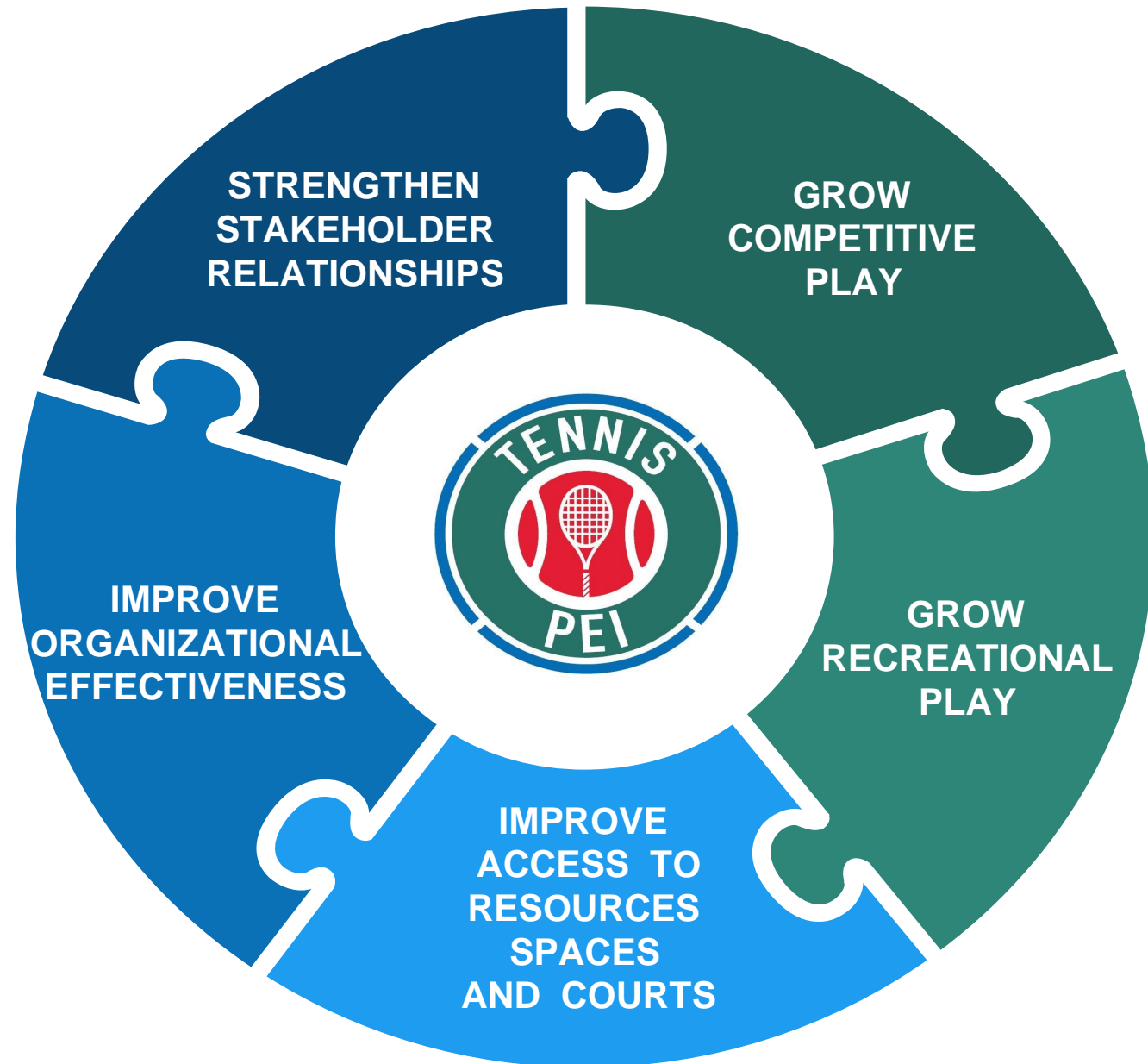
SUSTAINABILITY

- To ensure all activities of Tennis PEI contribute to the continuous tennis now and in the

TRANSPARENCY

- To ensure Tennis PEI communicates openly, effectively, and timely tennis community.

TENNIS PEI STRATEGIC PRIORITIES



GROW COMPETITIVE PLAY

Enhance U10/U12 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 and tournaments and build a 2021 Canada Summer Games team

- 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 parasport opportunities including wheelchair tennis
- Investigate opportunities for supporting and providing opportunities for other underrepresented groups

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



IMPROVE ORGANIZATIONAL EFFECTIVENESS

Enhance strategic relevance and timeliness

- Finalize 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

- 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 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

