

TENNIS IN NEW ZEALAND

Youth Advisory Group
2024-2027 Strategy Plan



VISION	TENNIS - ACCESSIBLE AND THRIVING		
PURPOSE	INFLUENCE THE FUTURE OF TENNIS IN NEW ZEALAND		
PILLARS	ACCESSIBILITY	FUN & SOCIAL	ENGAGE
	Increase the overall accessibility of tennis	Ensure tennis is a positive and enjoyable experience for all	Attract and retain tamariki and rangatahi members
TARGET	The annual survey seeks to achieve a 75% comprehension rate among rangatahi regarding court availability and accessibility.	The annual survey findings aim for a minimum average enjoyment and satisfaction rating of 85% in tennis by 2027.	Through data-driven insights, 500 new tamariki members (12-18 years) will be tracked as of 2023, and 80% of these members will be retained, with 10% depreciation over the next 3 years.
FOCUS AREAS			
PARTICIPATION & DEVELOPMENT	<ul style="list-style-type: none"> Collaborate with local schools to advocate for partnerships between schools and local tennis clubs, as well as the inclusion of tennis in physical education programs. Influence the creation of inclusive initiatives such as subsidised memberships, equipment lending programs, and transportation aid for marginalised communities through the Tennis NZ regions. 	<ul style="list-style-type: none"> Facilitate rangatahi engagement through fun activities such as touch tennis, hot shots and love tennis. Rangatahi to promote a culture of sportsmanship, respect, and inclusivity within the tennis community through educational campaigns and workshops. Establishing a rangatahi-friendly environment at the ASB Classic, ensuring this is welcoming, inclusive and fun for all young attendees. 	<ul style="list-style-type: none"> Encouraging and advocating for rangatahi organised and delivered tournaments / fun days. Assess the retention rates and investigate the factors contributing to any fluctuations in increase or decrease.

TECHNOLOGY & INNOVATION	<ul style="list-style-type: none">• To grow the YAG Instagram account outreach and influence to maximum participation levels.	<ul style="list-style-type: none">• Collaborate and engage with rangatahi influencers in NZ on YAG social media to promote the fun & social aspects of tennis.	<ul style="list-style-type: none">• Expand the social aspect beyond tennis-related content on the YAG social media.
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PURPOSE	INFLUENCE THE FUTURE OF TENNIS IN NEW ZEALAND	
PILLARS	ACCESSIBILITY	
	Increase the overall accessibility of tennis	
TARGET	The annual survey seeks to achieve a 75% comprehension rate among rangatahi regarding accessible court availability.	
FOCUS AREAS		
HOW TO ACHIEVE		MEASURES OF SUCCESS
PARTICIPATION & DEVELOPMENT	<ul style="list-style-type: none">Collaborate with local schools to advocate for partnerships between schools and local tennis clubs, as well as the inclusion of tennis in physical education programs.Influence the creation of inclusive initiatives such as subsidised memberships, equipment lending programs, and transportation aid for marginalised communities, through the Tennis NZ Regions.	<ul style="list-style-type: none">80% of survey participants will report better accessibility in these areas: environmental, physical, financial and inclusivity factors to tennis.Barriers to accessibility will be identified, and clubs and regional tennis bodies notified of found information, allowing for the development of future initiatives and programmes.
TECHNOLOGY & INNOVATION	<ul style="list-style-type: none">To grow the YAG Instagram account outreach and influence to maximum participation levels.	<ul style="list-style-type: none">10% of YAG's Instagram followers are utilising the #YAGbookacourt hashtag.Promote and offer instructional videos on how and where to access and book courts.

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PURPOSE	INFLUENCE THE FUTURE OF TENNIS IN NEW ZEALAND	
PILLARS	FUN & SOCIAL	
	Ensure tennis is a positive and enjoyable experience for all	
TARGET	Rangatahi attendance of Love Tennis and ASB Classic events increases by 5% p.a.	
FOCUS AREAS		
HOW TO ACHIEVE		MEASURES OF SUCCESS
PARTICIPATION & DEVELOPMENT	<ul style="list-style-type: none">Ensure that the ASB Classic is welcoming, inclusive and fun to all young attendees.Increase rangatahi engagement in tennis through tournaments and events such as Love Tennis, ASB Classic	<ul style="list-style-type: none">Conduct a pre-event and post-event survey among young attendees to gauge their overall satisfaction with the ASB Classic, specifically focusing on aspects related to inclusivity, welcoming atmosphere and enjoyment in rangatahi.Increased rangatahi attendance at Love Tennis and ASB Classic events of 5% per year
TECHNOLOGY & INNOVATION	<ul style="list-style-type: none">Collaborate and engage with rangatahi influencers in NZ on YAG social media to promote the fun & social aspects of tennis.	<ul style="list-style-type: none">Monitor the metrics of engagement on the YAG social media platform such as likes, shares, comments, and reposts specifically related to tennis content promoted by the influencers.

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PURPOSE	INFLUENCE THE FUTURE OF TENNIS IN NEW ZEALAND	
PILLARS	ENGAGE	
	Attract and retain tamariki and rangatahi members	
TARGET	We are seeing a 6% annual increase in participation rates among rangatahi aged 12-18 years.	
FOCUS AREAS		
HOW TO ACHIEVE		MEASURES OF SUCCESS
PARTICIPATION & DEVELOPMENT	<ul style="list-style-type: none">Through data-driven insights track 500 new tamariki members as of 2023.Encouraging and advocating for rangatahi organised and delivered tournaments / fun days.Assess the retention rates and investigate the factors contributing to any fluctuations in increase or decrease.	<ul style="list-style-type: none">Retain 80% of tamariki with 10% depreciation over the 3 years.4 rangatahi organised and delivered tournaments / fun days across the nation by 2027.To track and identify the retention rates in different regions, through Tennis NZ statistics and data.

TECHNOLOGY & INNOVATION	<ul style="list-style-type: none">● Expand the social aspect beyond tennis-related content on the YAG social media.	<ul style="list-style-type: none">● Increased engagement and followers by 25% which will be monitored through social media metrics such as likes, shares, comments and reposts.
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