



# TENNIS NEW ZEALAND YOUTH ADVISORY GROUP



# MEET THE TEAM



**ELLA**



**BEN**



**ORENIA**



**SADHEERA**



**HARRY**



**HANA**



**TANYA**



**ANNIE**

# SHAPING THE FUTURE OF TENNIS

## WHO ARE WE?

- YAG supports young tennis players by understanding their needs
- YAG aims to drive positive change in the sport
- Provide a platform for young people to share their voices and be heard across New Zealand

## WE AIM TO EMPOWER YOUNG PEOPLE TO:

- Take the lead in shaping the future of tennis.
- Initiate action and contribute meaningful ideas.
- Actively participate in decision-making at all levels: club, regional, and national.

# STRATEGIC FRAMEWORK 2024-2027

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



# FOCUS AREAS

## TECHNOLOGY AND INNOVATION

### Key Goals

- Use market research to find better ways to engage youth on their platforms
- Grow YAG Instagram and highlight tennis as fun and social
- Promote court accessibility and easy booking for youth

## PARTICIPATION AND DEVELOPMENT

### Key Goals

- Gathering data and information
- Annual Accessibility Survey
- Love Tennis annual surveys
- ASB classic annual surveys

# KEY INITIATIVES FOR 2025

Promoting book-a-court and free courts

Collaborate with youth players/influencers

Connect with local schools and universities

Promote social tennis through media channels

Create opportunities for students to attend and engage in the ASB Classic.

Engage with a Love Tennis Youth Ambassador

Identify and utilise youth on club boards

Promote survey insights