



Tennis New Zealand **Youth Advisory Group** **Y.A.G**



Ella



Ben



Annie



Meet the Team

Tanya



Harry



Hana



Sadheera



How Y.A.G came to be

- Tennis NZ identified the concern of declining participation in youth tennis (aged 12-22) high-school + early 20's
- Youth didn't have a direct voice and impact on the decision making and wanted to come up with a strategy/system to better cater tennis to youth
- YAG members joined out of our personal passion to make a difference, give back and improve the sport for youth
- Recognised that as a nso the best way to cater to the youth is to connect with them and hear their voice
- YAG allows youth to connect with other youth to share their insights and perspective on Tennis in NZ

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

Our Two Focus Areas

Technology and Innovation

- Market research - discover new ways to connect and engage with youth, allowing us & regions to connect through platforms youth utilise regularly.
- Grow the YAG Instagram account outreach & promote the fun and social aspects of tennis.
- Promote court accessibility and book a court for youth

Measures of success

- Monitor engagement metrics through social media
- Increased engagement and followers by 25%,
- Future development opportunities = work with Tennis NZ to create engaging content beyond tennis via tik tok

Participation and Development

- Working on surveys/gathering data and information
- Annual survey on Accessibility
- Love Tennis annual surveys
- ASB classic annual surveys

Measures of success

- Achieve 75% comprehension rate among rangatahi regarding court availability and accessibility
- 80% of survey participants report better accessibility in key areas (environmental, physical, financial, inclusivity)
- Identification and communication of barriers to accessibility to reliant clubs and bodies for action.

Main Goals for 2024

- Increase marketing - gain more awareness of what “YAG” is and our objectives
- Build a strong relationship with the Tennis NZ Board & provide surveys/resources for regions to pass on to clubs
- Create and conduct an annual participation survey
- Involvement with Love Tennis - Interact with youth at the events
- Develop & begin to implement our 3 year strategic plan
- Further focus on internal focus areas and the longevity of YAG as a youth body
- Share and expand the YAG strategy with region and association boards, aim to get it down to club level

How Can YAG and Regions Support One Another?

By you...	Sharing our surveys with regional boards, clubs, and players	Sharing our YAG Instagram	Encouraging clubs to start/continue to engage with youth	Encouraging clubs to start their own social media pages
YAG can...	<ul style="list-style-type: none">- Collect useful data- Provide regions and TNZ with this data, work together to digest and respond to it	<ul style="list-style-type: none">- Connect with youth across NZ- Promote tennis as a sport to our audience- Share and promote our work and get youth engaged with it	<ul style="list-style-type: none">- Provide ideas and insight about how clubs can best go about this (from a youth perspective)- Help get more youth connected with regions and with YAG	<ul style="list-style-type: none">- Provide them with templates/ideas on how to do this- Share examples of successful club social media pages

Any Questions ?

Follow us on Instagram
@tennisnz_yag

