

Tennis Ireland

Strategy 2028





TENNIS
IRELAND

Tennis Ireland

TO SUSTAIN & GROW THE GAME

STRATEGY 2028

OUR VISION

Tennis to be the most accessible, welcoming and played individual sport in Ireland

OUR PURPOSE

To give everyone the game of their life



Our Values & Behaviours

01

Integrity

Our guiding virtue for how we operate, collaborate and behave.

On or off the court, at every level of our sport, we pursue excellence led by our strong values which we demonstrate through the way we act, play & behave.

Behaviour:
LEADERSHIP

02

Inclusiveness

The key to building a truly accessible sport.

The game of tennis is for everyone. The role we play in helping to build on our legacy must be shared and attributed to all who have contributed.
#TheGameOfYourLife

Behaviour:
RESPECT

03

Community

Our all-island tennis community is what sustains us.

They are the foundation for all our future success. This is why we must always value, nurture and give back to our community.

Behaviour:
NURTURE

04

Excellence

Inspiring ambitious plans, powerful partnerships and alignment across tennis in Ireland.

We set the standards for every level of our sport. We always look to learn from the best and our standards are then benchmarked against the best.

Behaviour:
STANDARDS



#TheGameOfYourLife

Our Strategy



VISION
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PURPOSE
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To Give Everyone The Game of Their Life

PILLARS
↑

Community, Clubs &
Competitions

Participation



Performance
Development

Performance



National Facilities &
Resources

Facilities



Finance, Commercial
& Communications

Core



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VALUES

Culture

People & Culture

Governance & People

Capability

Integrity

Inclusiveness

Community

Excellence

Our Strategy



VISION
↑

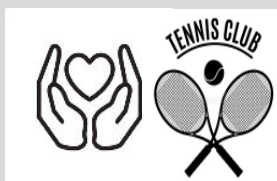
Tennis to be the most accessible, welcoming
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PURPOSE
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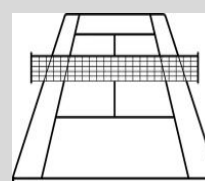
Community, Clubs &
Competitions



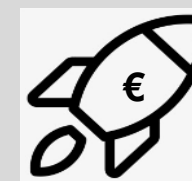
Performance
Development



National Facilities &
Resources



Finance, Commercial
& Communications



↓

Culture

Capability

VALUES
↓



Governance & People

Integrity

Inclusiveness

Community

Excellence

Our Shared KPIs 2028

Access & Inclusion



Enjoy Tennis – 75% clubs;
Access Tennis – 20
Council/LSP Partnerships
Women in Tennis– 75% clubs
Hire programme coordinators
Develop strategy to bring tennis
to disadvantaged communities
with Councils

Charity Partners each year
Outreach Programmes –
international links with the LTA
or USTA (Inspiring Children
Foundation)

Community & Clubs



50% increase in reg. players
Schools: Activate 250 schools
Clubs: 25% increase aff. Clubs
Parks: 25,000+ participants pa
TI Junior Kids activate 100 Clubs
Safeguarding: 100% -10 reqs.
Coaching: 50% increase;
New coaching CPD pathway
NEW Volunteering activators X60
NEW National Awards Ceremony

Competitions; All Open comps
aligned & agreed Autumn
National Clubs Finals Day; WTN;
NEW Accredited Officials: 50
Off-court Umpires; 25 Nat Refs;
7 Umpires; 4 White Badge Refs

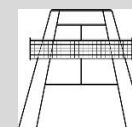
Perf. Development



Hire Nat. Tennis Coordinator;
Relaunch new player focused
Nat Perf. Dev. Prog. all ages;
Increase no. of ATP/WTA
ranked players to 10; Junior
rank ITF top 100; 5 players to
Junior Grand Slams;
Increased travel with players;
Medical Programme;
Consider transition
programme for players;

Competitions; Bring back
professional tournaments PA;
Host as many ITFs & TE
events PA as possible

Facilities & Resources



Invest in & Upgrade the NTC;
Identify and plan Centre of
Excellence in each province;
Get tennis courts at SI Campus
Generate operational budget to
support national coaches and
equipment to support new
centres of excellence & NPDP
commensurate with similar size
Nat. Federations
Promote performance surfaces
throughout Clubs

Fundraising options for Irish
Tennis – key funding initiative
for Facilities & Performance
Tennis Programmes

Fin,Commerce & Comms



Grow revenues by 25%;
New Comms/Marketing Role;
Define and launch a new
comms strategy & content
calendar to cover internal &
external stakeholder
communications;
Build members database
Build stakeholders database

Finance: Cost Management
Focus; Modest profitability to
allow for future investment; Mid
Year audit & SI Budgeting; Full
Governance and KOSI Pulse
Reviews Compliance

Culture

Capability



Governance & People

Governance, People, Culture & Capability

Continued Governance excellence; Restructure organization to better support new strategy; clear role definition and reporting structures – Executive, Board and branches; clear objectives and KPI's; Digital Transformation – data informed decisions; launch new strategy based on values/behaviours; Dedicated budget for people and culture development annually; Promote staff development through Sport Ireland pathways

Tennis Ireland

Brand Update



Tennis is a game for everyone.

All abilities. All ages. All over Ireland.

From the five year old who just wants to hit the ball over the net.

The 75 year old who just wants the craic with their friends.

Or the 25 year old who just wants that place at the Wimbledon qualifier.

There is a unique cocktail of energy and ambition that buzzes through everyone who
picks up a racket.

So from young to old.

From Mizen to Malin.

From grass roots to grand slams.

We're here to give everyone the game of their life.





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