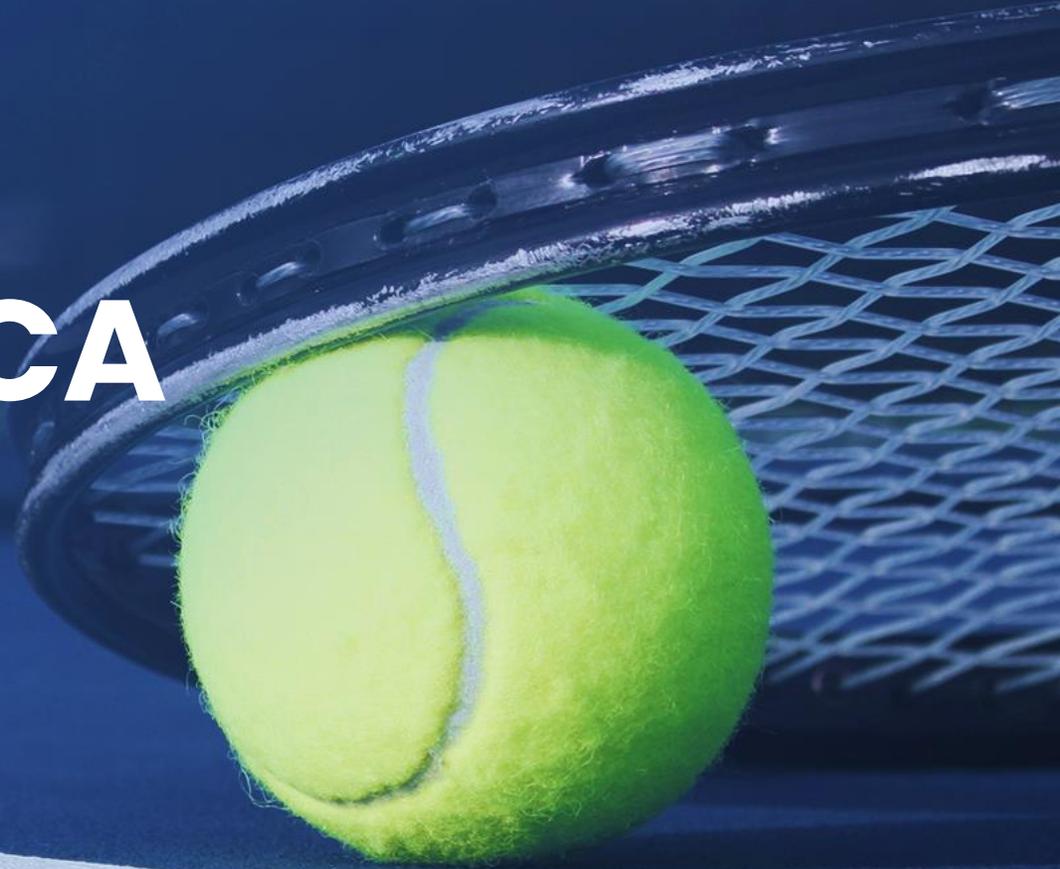




TENNIS SOUTH AFRICA

STRATEGIC PLAN

2025 – 2028



TENNIS STRATEGY MAP



Vision: To be the leading sports federation in South Africa.

Mission: Tennis South Africa enhances the lives of South Africans through growing the sport, fostering inclusivity, excellence, and accessibility, while uniting communities and nurturing talent to build a sustainable, world class tennis environment.

VALUES

Transparency

Accountability

Sportsmanship

Integrity

KEY FOCUS AREAS

Membership

Financial Sustainability

Reputation

Competitive Pathways

Employee Satisfaction

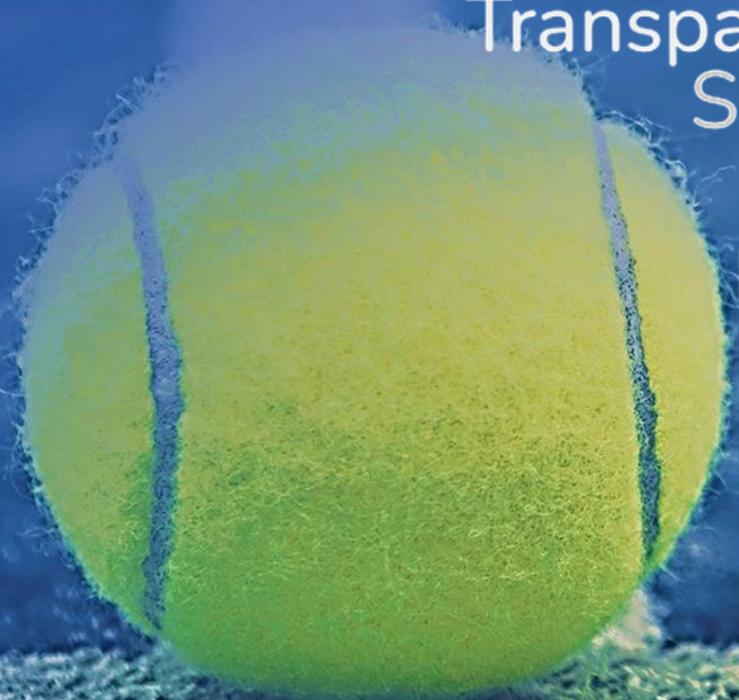


TSA IDENTITY STATEMENTS



This word-cloud is a representation of how TSA would like to be perceived by stakeholders

Excellence Trustworthy
game Reliability
Good the recognition reputation
Strong Global champions
Transparent Professional of
Sports diversity Inclusive for tennis
provider Commitment
Passion Success Service
Home
Brand transformation
leader governance Consistent
Successful Leading



TENNIS SA VALUES



TSA VALUES

DESCRIPTION OF IDEAL BEHAVIOURS

Transparency

We are open, honest, and clear in all our actions, decisions, and processes. We share information freely to foster trust and confidence.

Accountability

We take ownership of our actions and are responsible for the outcome. We hold ourselves and each other to the highest standards of integrity and delivery.

Sportsmanship

We promote fairness, respect, and integrity on and off the court. We celebrate humility in victory and grace in defeat.

Integrity

We act consistently with our values and uphold the highest ethical standards, even when no one is watching.

SUMMARY OF STRATEGIC PLAN PRIORITIES



1. GROW TENNIS PARTICIPATION & ENGAGEMENT

- **Player Base Growth** – Increase number of paying members to 20 000.
- **Retention & Experience** – Achieve 85% member retention; enhance value proposition and digital engagement (e.g., TSA app, tiered membership).
- **Visibility** – Boost media coverage, social media presence, and community outreach.

2. DEVELOP COMPETITIVE TALENT

- **Pathway to Pro** – Grow South African representation in global rankings (50+ Juniors in top 250, 4+ Pros in top 100).
- **Grassroots to Elite** – Strengthen schools/club programmes, talent ID, and coaching development.
- **Events** – Host ITF tournaments, national championships, and training camps.

SUMMARY OF STRATEGIC PLAN PRIORITIES



3. FINANCIAL SUSTAINABILITY

- **Revenue Diversification** – Reduce dependency on few income sources; increase sponsorships by 50% and grants.
- **Reserves** – Maintain a 6-month operational reserve fund (R8M over 4 years).
- **Monetisation** – Branded merchandise, partner packages, and donor campaigns.

4. STRENGTHEN GOVERNANCE & STAKEHOLDER TRUST

- **Alignment** – Ensure provincial compliance with TSA MOI.
- **Transparency** – Modernize governance, audits, and proactive communication.
- **Inclusivity** – Improve representation across regions/demographics.

SUMMARY OF STRATEGIC PLAN PRIORITIES



5. EMPLOYEE & ORGANIZATIONAL EXCELLENCE

- **Staff Satisfaction** – 90% employee satisfaction; reduce turnover by 50%.
- **Capacity Building** – Invest in staff development, policies, and communication.

6. REPUTATION & BRAND MODERNISATION

- **Rebranding** – Reflect inclusive values; highlight success stories.
- **Media & PR** – Proactive campaigns and community engagement.



THANK YOU