



STRATEGIC PLAN – 2023 TO 2027



PURPOSE

To champion positive tennis experiences



MISSION

To lead the growth, development, and promotion of tennis in Canada



VISION

To be a world-leading tennis nation

MEASURES OF A WORLD-LEADING TENNIS NATION

Sustained high-performance outcomes
Equitable, safe and inclusive tennis
Growth of participant and fan base
Profile of the National Bank Opens
Strengthened capacity

KEY PRIORITIES

Raise the bar on winning

Support the best players in Canada to become the best in the world and expand our high-performance pipeline.

Lead equitable, safe, and inclusive tennis

Attract more youth and families across Canada to play tennis through experiences that meet their needs and wants.

Accelerate capacity build

Expand access to year-round court facilities that support the tennis community to enable the high-performance pipeline and participation growth.

Turbocharge the engine

Enhance the National Bank Opens experience, expand to 12-day tournaments, and achieve equal prize money, while driving revenue growth.

Digital-first organization

Expand digital and data capabilities that strengthen our brand, drive incremental revenue and accelerate the achievement of our mission.

Deliver ancillary revenues

Expand resources through Donors, public funding, and new business development that leverages our venues.

CORE ENABLERS

Finance, IT, People & Culture, Project Management Office, Governance and Brand

Modernize support systems and processes; Foster an inclusive and winning culture; Ensure Governance best practices; Invest in our brand.



VALUES

We value teamwork, passion, integrity, innovation, excellence, and accountability.