



Tennis Nova Scotia Strategic Priorities 2021

Tennis in Nova Scotia is entering an exciting new period as we look to increase tennis participation across the province. With the new Atlantic Tennis Center and a new CEO joining the TNS team we are poised for growth. Using input from our 2020 survey, the staff and Board have identified the following 2021 strategic priorities. We wanted to share these with you as we strive to engage with more providers and players of all ages and abilities, including new audiences and players with special needs.

- **Increase Tennis Participation across NS**
 - Pilot and offer *new player programs* at ATC for all ages/abilities
 - Collaborate on late Spring/Summer grassroots effort at participating facilities throughout NS
 - Use ATC Coaches to deliver quality summer programming at select HRM Municipal Courts
 - Host more junior & adult events at ATC and at member clubs throughout Nova Scotia

Make tennis available to all

- **Increase number of qualified tennis coaches, officials & providers across NS**
 - Use ATC as a hub for tennis training & education
 - Build ATC offerings in order to become a school of tennis
 - Offer face to face and Virtual Workshops/Conferences
 - Offer Coach Internships at ATC with long term goal of filling provider pipeline throughout NS

Develop more female and diverse coaches

- **Launch IDEA Strategy – Inclusiveness, Diversity, Equity and Access**
 - Promote & bring this strategy to life across Nova Scotia
 - Low cost/no cost entry level programs for youth and adults
 - Need based scholarships

Bring tennis to new audiences & underserved populations

- **Partnerships & Funding Opportunities**
 - Develop new partnerships both inside and outside of sport that will drive funding and/or bring new player groups to tennis

Share how tennis changes lives