



Tennis, Everyone!

TNS is on a
journey of change
that will raise our
profile and increase
the impact we
have on the game
we love.

#TNS Tennis Everyone

TNSTennisEveryone.com (web)
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OUR MISSION

To improve lives through tennis.

OUR ROLE

To lead the growth of tennis and make tennis **available** and **accessible** to all.

SOBEYS ATC ROLE

To deliver tennis for future generations by modelling **accessibility** and **inclusiveness**.



OUR STRATEGIC GOALS

Participation

Attract, engage and retain new generations of diverse players.

Organizational Effectiveness

Develop a responsive, efficient, visionary and "best in class" Provincial organization.

Coaching and officiating

Improve the player experience by providing training for coaches, officials and tennis providers.

Excellence

Inspire and facilitate excellence for all players with a special emphasis on junior athletes.

Community and facility development

Improve the tennis infrastructure to ensure all players have access to year-round tennis play.

Collaboration

Partner with Tennis Canada, Sport Nova Scotia and others to improve the tennis ecosystem.



OUR VALUES

Innovation

We encourage creative approaches to deliver tennis programs and services.

Passion

Tennis changes lives in positive ways and everyone should have the opportunity to play.

Excellence

We create environments that inspire excellence in players, coaches, staff and volunteers.

Inclusiveness

The participation of all people who desire to be engaged in tennis.



OUR GUIDING PRINCIPLES

Engagement • Accountability • Self-sustainability • Trust and transparency