

# 2026-2028

## Strategic Plan



**Serving Up the Future:  
Growth. Excellence. Belonging.**





# A Bold Vision for Tennis in Nova Scotia

2026-2028

## VISION

To make tennis the most accessible,  
inclusive, and celebrated sport in Nova  
Scotia.

## MISSION

To grow, promote, and support the sport of  
tennis across Nova Scotia by providing  
inclusive opportunities for participation,  
development, and excellence.

# More Players, More Places, More Pathways

- Tennis Canada First Set program expanded to all regions with 300+ youth in Year 1
- Adult orange ball events and new regional leagues
- Increase Girls' participation through Game, Set Equity
- Introduce a new school tennis program, & Tennis Month celebrations





# Stronger Clubs, Smarter Operations

- Club Automation rollout to member clubs and online club development hub
- Introduce club summit, annual policy reviews, and branding strategy
- Develop new revenue model to make TNS financially sustainable
- Broader provincial input from individuals with experience in key operational areas





# Quality Coaching for Every Region

- Mentorship program in new regions
- All clubs with certified instructors
- Coach summits and a digital recognition program
- Officials' development outside HRM and online learning
- Annual coach PD Opportunities throughout NS

“

Dedicated & trained coaches are the most important ingredient in developing athletes and growing the game

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# From Local Courts to National Success

- Develop tennis academy system
- Develop HP coach mentorship program
- Integrate Sport science, NCAA/ITF transitions, and elite performance camps into programming
- Develop female role models and alumni network





# Places to Play, Train, and Compete

- More accessible clubs
- Upgrades to existing infrastructure
- New infrastructure opportunities throughout NS
- Sustainability-focused operations manual for member clubs
- Facility access goal: 75% regional coverage
- Infrastructure mapping and gap analysis





# Working Together for Tennis in NS

- Creating new corporate partners & sponsorship deck
- Lobbying all levels of government strong Tennis advocacy
- Pickleball NS joint events & “Friends of Tennis NS” donor network
- Outreach partnerships with schools and universities

Want to support the game? Let's talk!





# Join the Movement: A Rally for Our Community

Be a part of this journey as a player, coach, parent, volunteer, or partner.

How to get involved:

- Join a club or league
- Volunteer at an event
- Sponsor or donate
- Share our story

