
The ITF Board of Directors gathered at the Davis Cup Finals in Malaga for its fourth in person meeting of the year where they covered strategic and operational matters.

ITF STRATEGIC UPDATE

Regulation Changes

The Board approved changes to the 2025 Regulations for the World Tennis Tour, Juniors, Masters, and Wheelchair Tennis. The Board received a thorough presentation on all the 2025 Davis Cup and Billie Jean King Cup Regulations following which they duly approved the regulations with the matter of home ties for champion nations and naming of rounds to be reviewed for the 2026 regulations. The final drafting changes to the 2025 Constitution were also approved.

Finance

The Board reviewed the financial performance of the organization, including revenue, expenses, and budget allocations. They discussed strategies to improve financial stability and growth.

The Board tasked the Executive and the Finance Committee the responsibility of exploring ways to achieve a break-even budget for 2025. They proposed several cost-saving measures, including potential adjustments to team competitions and the World Tennis Tour (WTT), transitioning committee and commission meetings to virtual formats instead of in-person gatherings, and implementing central cost-saving strategies

The Board and Finance Committee established guiding principles for achieving a revised 2025 break-even budget to bring back to the board for final approval.

Strategic Initiatives

The meeting covered various strategic initiatives aimed at enhancing the organization's operations and services. This included discussions on new projects, partnerships, and potential areas for revenue generation and expansion.

Digital Update

The Board received an update on the progress of the digital strategy efforts, including the development of new digital platforms and tools to improve customer engagement and streamline internal processes. and the revenue potential of the project.

There has been considerable momentum and positive feedback since the strategy was presented to the nations at the 2024 AGM in Hong Kong with many countries expressing interest. There will be further digital sessions and engagement meetings held in 2025 as the strategy continues to evolve and be implemented.

The technical requirements were laid out that must be in place for launch delivery and the World Tennis App system architecture were outlined along with the business principles that will govern the relationships between the different stakeholders around data retrieval and revenue sharing.

Development

The Board received an update and provided input on the direction of travel of the Development strategy and how growth in development, player development, and talent identification can be best supported. They reviewed critical paths of projects and their timelines for completion.

Following on-going work there are plans to present specific recommendations on priorities, focus, resources, and budgeting for tennis development at the June 2025 Board meeting. This will include new initiatives and ideas for developing more and better players, along with a related critical path timeline.

One area that is being focussed on is the branding architecture which it is anticipated will create a unified identity system to raise the profile of tennis development. The Board received a presentation on the challenges of the ITF Development's large scope and remit and the possibility of uniting development initiatives into one identity in line with the ITF master branding project. Significant work remains and it was noted that everything is driven by the master brand strategy that is being reviewed which ties into the ITF Strategy and positioning.

Dave Haggerty
President