

# 2021-2024 ITF DEVELOPMENT STRATEGY

## VISION

A world where ITF development programmes contribute to the consistent global growth and quality of tennis.

## MISSION

To increase the number and standard of players worldwide.

## OBJECTIVES

### INCREASE PARTICIPATION

In tennis worldwide for all ages, genders, playing standard and physical abilities.

To significantly contribute to the growth of the total players population to 120 million by 2030 (ITF2024)

### DEVELOP TALENTED PLAYERS

Particularly those from nations that are both under-resourced and under-represented.

- SIMPLIFY
- TECHNOLOGY
- ENGAGEMENT
- MERIT BASED
- CUSTOMISATION
- MORE TO FEWER
- RETURN OF INVESTMENT
- MONITORING & MEASURING
- INNOVATION & FLEXIBILITY

### PARTICIPATION

WORLD TENNIS NUMBER  
DIGITALISATION PROGRAMME  
WORLD TENNIS NUMBER AMATEUR EVENTS (2022)  
WORLD PARTICIPATION CONFERENCE  
GLOBAL TENNIS REPORT  
NATIONAL ASSOCIATION DEVELOPMENT PLAN  
JUNIOR TENNIS INITIATIVE  
TENNIS FESTIVALS  
TENNIS PLAY AND STAY CAMPAIGN  
PADEL

### EVENTS

REGIONAL TEAMS COMPETITIONS (12/14U PRIORITY)  
REGIONAL CIRCUITS (14U PRIORITY) & TOURNAMENTS  
GSDF/ITF TOURNAMENT GRANTS

### EDUCATION

ACADEMY (ONLINE)  
OLYMPIC SOLIDARITY PROGRAMMES  
COACHES CONFERENCES (WCC/RCCs)  
COACHING COURSES  
RECOGNITION OF COACH EDUCATION SYSTEMS  
DUAL CAREER (PLAYER & COACH) (2022-2023)  
PUBLICATIONS & EBOOKS APP

### FACILITIES

FACILITY GRANT PROGRAMME  
FACILITY ADVOCATING PROGRAMME (2021)  
NATIONAL TRAINING CENTRE PROGRAMMES

### ADMINISTRATION & RESOURCES

DEVELOPMENT ELIGIBILITY  
DEVELOPMENT OFFICERS  
REGIONAL ASSOCIATION ADMIN GRANTS  
NATIONAL ASSOCIATION VISITS  
SUBSCRIPTION REBATE PROGRAMME  
PROJECT SCORECARDS & KPIs

### PERFORMANCE

GSDF/ITF INTERNATIONAL TOURING TEAM PROGRAMME  
GSDF/ITF PLAYER GRANTS  
GSDF/ITF REGIONAL TOURING TEAM PROGRAMME  
REGIONAL TRAINING CENTRES  
REGIONAL TRAINING CAMPS

## STRATEGIC PRINCIPLES

## PILLARS & KEY PROJECTS