

TENNIS NSW INCLUSION AND DIVERSITY PLAN 2021-2025



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EXECUTIVE SUMMARY

Tennis NSW is the largest of Tennis Australia's Member Associations. We support more than 450 Clubs, Associations and Court Operators, as well as 100,000 registered participants across the state.

Our organisation's purpose is to foster a LOVE of tennis in every NSW community.

The Tennis NSW Vision 2025 Strategic Plan highlights Inclusion and Diversity in Tennis as a priority, and the role of Tennis NSW to inspire, empower and engage the NSW tennis family to help grow the sport.

Tennis NSW is committed to embracing diversity by ensuring our sport and events are welcoming, safe and inclusive for everyone.

We believe that to be inclusive, we must reflect the diversity of our local tennis communities and that everyone should have the opportunity to be included and engaged in a way that is positive and meaningful for them.

Consultation with stakeholders' representative of our diverse tennis community has shaped our strategy for the next four years and we thank those contributors for your valuable time and input.

OUR
STRATEGIC
OBJECTIVE

**TO MAKE TENNIS
THE MOST WELCOMING,
SAFE AND INCLUSIVE
SPORTING OPPORTUNITY
FOR PEOPLE FROM DIVERSE
BACKGROUNDS IN NSW**



DIVERSITY IN NSW



27.6%
of NSW population were born overseas



25.1%
of people speak a language other than English at home



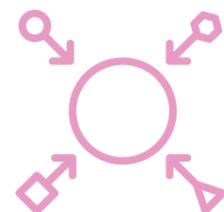
Between **10-20%** of Australian's may be of diverse sexual orientation, sex, or gender identity



3.4%
of NSW population are Aboriginal and/or Torres Strait Islander peoples



18.34%
of NSW population live with a disability



Aus Play data suggests that people from diverse backgrounds are currently underrepresented in tennis participation

Sources: 1. Sport Australia. 2021. Diversity in Australia. 2. Pride in Sport Australia. 3. aboriginalaffairs.nsw.gov.au

INCLUSION IN SPORT

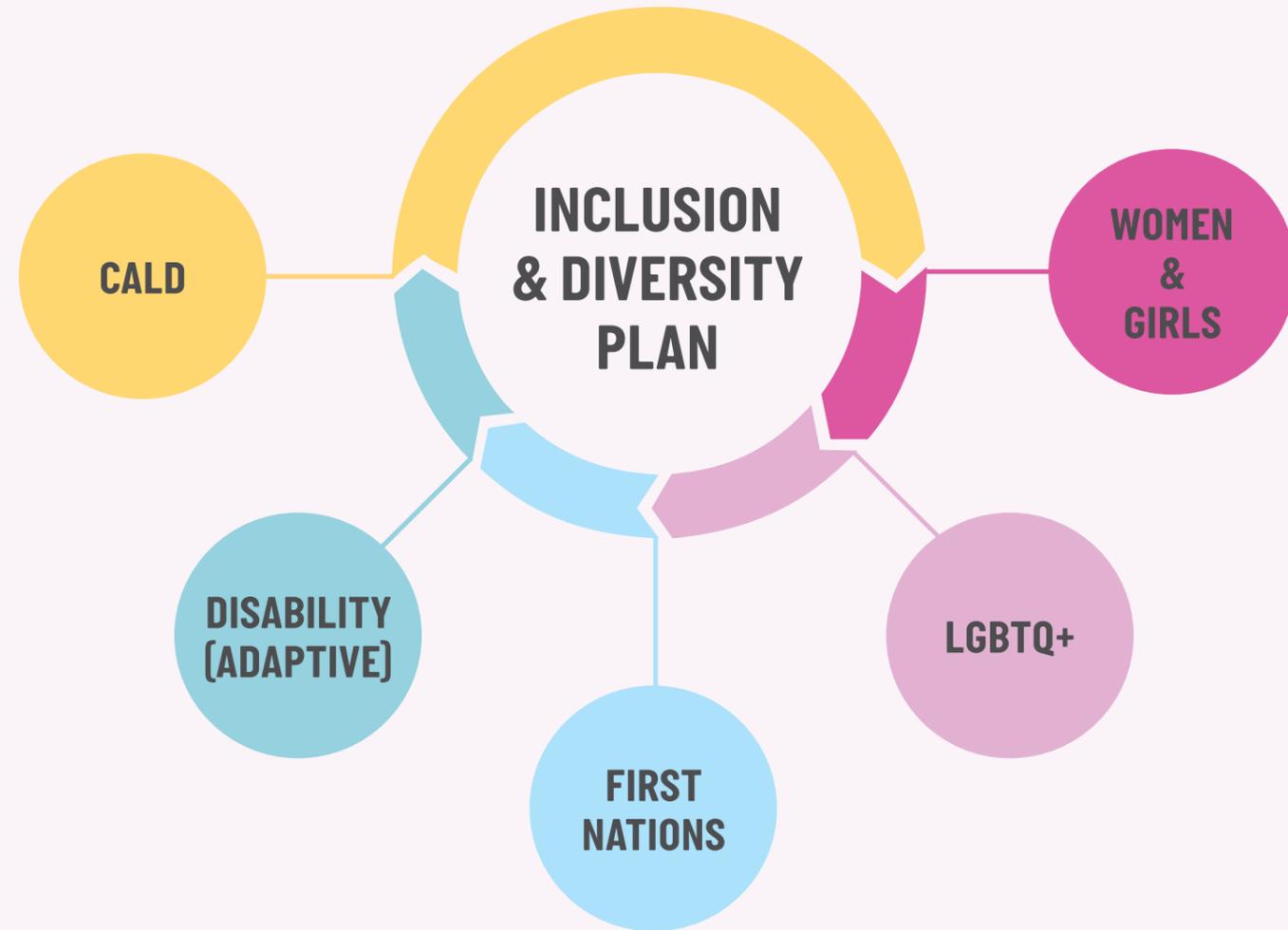
A range of research, surveys and reports on the challenges and opportunities of inclusive practices in sport provide clear evidence that:

- Sport will continue to play an important role in promoting social inclusion, community health and well-being, values and anti-discrimination.
- Sports that will thrive in the future are those that best cater for diverse communities.
- People are making decisions on which sport/club to join based on based on those who celebrate diversity and promote inclusion, have safe practices and display integrity in all their actions and decisions.
- All the inclusion benefits of sport are not automatic; they require constant work by dedicated people throughout sport.

Sources: 1. Sport Australia. 2021. Diversity in Australia.



DIVERSITY FOCUS SEGMENTS



STRATEGIC PILLARS



STRATEGIC FOCUS

LEAD

BUILD AN INCLUSIVE AND DIVERSE ORGANISATION AND WORKFORCE



LEAD		
FOCUS AREA	OBJECTIVE	ACTIVITIES
TENNIS NSW	Increase the diversity within the Tennis NSW organisation and ensure that the work environment is attractive for people from diverse backgrounds	<ul style="list-style-type: none"> • Measure diversity of Tennis NSW workforce (Staff, Board, Sub-committees) • Implement inclusive environmental changes within Tennis NSW workplace • Deliver Reflect Reconciliation Action Plan (RAP) and continue RAP journey • Participate in Pride In Sport Index annually • Conduct an inclusion audit of Tennis NSW operations annually
VOLUNTEERS	Increase the number of volunteers from diverse backgrounds involved in tennis	<ul style="list-style-type: none"> • Measure diversity of volunteer workforce (club committees) • Population proportionate representation for diversity in Tennis NSW leadership programming (Sheroes, Future Leaders, Youth Advisory Group) • Establish Inclusion and Diversity Advisory Group with representation from each of our diversity focus segments
PAID ROLES	Increase the number of coaches and officials from diverse backgrounds across NSW	<ul style="list-style-type: none"> • Support targeted initiatives and programming for the development of people from diverse backgrounds in coaching and officiating
FUNDING	Secure internal and external investment into tennis to increase participation of people from diverse backgrounds	<ul style="list-style-type: none"> • Secure investment to support our I&D strategy

STRATEGIC FOCUS

EDUCATE

EDUCATE AND EMPOWER
THE TENNIS FAMILY TO EMBRACE
INCLUSION AND DIVERSITY



EDUCATE

FOCUS AREA	OBJECTIVE	ACTIVITIES
TENNIS NSW	Upskill Tennis NSW staff to better support and serve the tennis community	<ul style="list-style-type: none"> • Provide internal education opportunities for Tennis NSW team • Embedding I&D in Tennis NSW internal communications and culture • Embed I&D strategy activities into organisational workplans and support leaders to deliver
CLUBS	Support clubs to be welcoming, safe and inclusive	<ul style="list-style-type: none"> • Support the development of I&D action plans for tennis clubs and venues • Deliver calendar of education opportunities for tennis clubs and venues • Support clubs to access participation and infrastructure grants to support inclusion tennis
COACHES	Support coaching workforce to be more diverse and inclusive	<ul style="list-style-type: none"> • Support coaches to build capability in delivery of tennis to people from diverse backgrounds • Grow the number of qualified Tennis Australia coaches from diverse backgrounds
RECEIVERS	Provide players, parents, and support networks with relevant and clear information on accessing tennis	<ul style="list-style-type: none"> • Restructure of Inclusion and Diversity section of the Tennis NSW website with monthly reviews and updates • Provide clear guidance and relevant information on pathways and opportunities

STRATEGIC FOCUS

PROMOTE

PROMOTE AND CELEBRATE OUR DIVERSE TENNIS COMMUNITY



PROMOTE

FOCUS AREA	OBJECTIVE	ACTIVITIES
CELEBRATE AND RECOGNISE	Recognise and reward people, programs and initiatives that promote inclusion and diversity in tennis	<ul style="list-style-type: none"> • Execute a communications calendar that celebrates days/weeks of significance • Recognition of inclusion categories at Tennis NSW Awards • Build and promote case studies for clubs and operators on the value proposition of being inclusive and diverse • Showcase diverse role models in tennis across NSW channels
PR & MARKETING	Increase the awareness of opportunities for diverse communities inspiring tennis participation through increased marketing efforts	<ul style="list-style-type: none"> • Build I&D marketing resources, assets and support for clubs and venues • Promote the Active Kids Voucher Program to diverse communities • Set content imagery measures to ensure that we showcase people from diverse backgrounds across Tennis NSW publications and platforms • Create procedures for inclusive communications across Tennis NSW platforms and publications • Engagement of Inclusion Ambassadors to support Tennis NSW initiatives
EVENTS	Leverage events across NSW to help promote inclusion tennis	<ul style="list-style-type: none"> • Supporting annual events in NSW across the areas of inclusion • Inclusion activation at the ATP Cup and major events • Participating in partner events (e.g. Award nominations, Tennis NSW representation at partner events)

STRATEGIC FOCUS

ACTIVATE

PROVIDE PATHWAYS AND ACCESS TO TENNIS FOR PLAYERS FROM DIVERSE BACKGROUNDS



ACTIVATE

FOCUS AREA	OBJECTIVE	ACTIVITIES
PROGRAMMING AND EVENTS	To ensure people from diverse backgrounds are provided with opportunities to access tennis as their true self	<ul style="list-style-type: none"> • Develop and support programming in strategic locations for inclusion tennis (venues, schools) • Build calendar of inclusive tournament and competition opportunities in NSW (venues and schools) • Support clubs and partner organisations to deliver inclusion tournaments and competitions across NSW
PARTNERSHIPS	Leverage and support the work of partners in inclusion to provide more opportunities for people to engage in tennis	<ul style="list-style-type: none"> • Build partnerships with organisations working directly with diverse groups in sport/tennis • Build inclusion partnerships with education sector • Leverage the Active Kids Voucher Program
TALENT DEVELOPMENT	Provide players with the opportunity to reach their full potential	<ul style="list-style-type: none"> • Increase awareness of pathway opportunities within tennis clubs and coaching programs • Support talent identification initiatives • Support the delivery of state and national inclusion tournaments
FACILITIES	Ensure that our tennis venues are accessible and safe for all people	<ul style="list-style-type: none"> • Support tennis clubs and venues to improve access to facilities and programs for people from diverse backgrounds • Engage Council partners to support the needs of diverse groups in tennis

2021/22 ACTIONS WITH A SEGMENT LENS

	LEAD	EDUCATE	PROMOTE	ACTIVATE
	Build an inclusive and diverse organisation and workforce	Educate and empower the tennis family to embrace Inclusion & Diversity	Promote and celebrate our diverse tennis community	Provide pathways and access to tennis for players from diverse backgrounds
CULTURALLY AND LINGUISTICALLY DIVERSE (CALD)	Population proportionate representation in Tennis NSW leadership programming	Provide targeted support and education to clubs that are located in areas with high CALD populations	Develop translated marketing database to support clubs promotion to CALD communities	Support CALD participation programming
DISABILITY (ADAPTIVE)	Ensure population proportionate representation in Tennis NSW leadership programming	Provide education for clubs, coaches and staff to grow opportunities for people with a disability to play tennis	Promote awareness of eligibility for disability tennis Create procedures for inclusive communications	Support delivery of tournaments for people with a disability
FIRST NATIONS	Deliver Reflect RAP and continue progress	Embed internal education in organisation	Promote and recognise days/weeks of significance for First Nations peoples	Support First Nations Participation Programming State Indigenous Tennis Carnival
LGBTQ+	Complete Pride in Sport Index and Pride in Sport Survey	Provide ongoing education to staff, clubs and coaches on LGBTQ+ inclusion	Promote and recognise days/weeks of significance for the LGBTQ+ community	Support NSW LGBTQ+ tournaments and events
WOMEN AND GIRLS	Minimum 50% shortlist for Tennis NSW roles Grow Heroes Network and opportunities	Gender Equity pilot program	Showcase stories of women and girls in tennis across platforms	Delivery of participation events and programs for girls

GLOSSARY

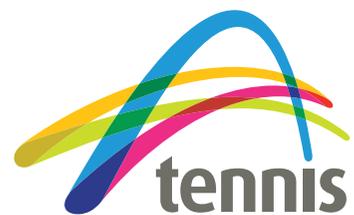
TERM	MEANING
INCLUSION	Inclusion is the how (the behaviours and social norms that ensure people feel welcome)
DIVERSITY	Diversity is the what (the characteristics of the people such as gender identity, ethnicity, sexual orientation, disability and culture)
I&D	I&D stands for “inclusion and diversity”
LGBTQ+	LGBTQ+ is an acronym for lesbian, gay, bisexual, transgender, and queer (or questioning). The “+” signifies a number of other identities and is used to keep the abbreviation brief when written out
CALD	CALD is the acronym for “culturally and linguistically diverse”
FIRST NATIONS	The term ‘First Nations’ is used to encompass the diversity of Aboriginal and Torres Strait Islander cultures and identities
INDIGENOUS	The term ‘Indigenous’ refers to Aboriginal and/or Torres Strait Islander peoples The use of Indigenous may also be accepted in shorter documents, which require the repeated use of the term Aboriginal and Torres Strait Islander or if an organisation has appropriately referred to a program or job title (e.g. “Indigenous Programs Unit” or “Indigenous Programs Manager”)
RECONCILIATION ACTION PLAN (RAP)	The Reconciliation Action Plan (RAP) program provides a framework for organisations to support the national reconciliation movement. The terms ‘Reconciliation Action Plan’ and ‘RAP’ are valued trademarks of Reconciliation Australia
DISABILITY	The Disability Discrimination Act 1992 (Cth) defines disability as: <ul style="list-style-type: none"> • total or partial loss of the person’s bodily or mental functions • total or partial loss of a part of the body • the presence in the body of organisms causing disease or illness • the malfunction, malformation or disfigurement of a part of the person’s body • a disorder or malfunction that results in the person learning differently from a person without the disorder or malfunction • a disorder, illness or disease that affects a person’s thought processes, perception of reality, emotions or judgment, or that results in disturbed behaviour
ADAPTIVE TENNIS	Tennis can be adapted so that everyone can participate in the sport. People of any age, environment, social, intellectual or physical ability are able to enjoy the game

ACKNOWLEDGEMENT OF COUNTRY

Tennis NSW acknowledges the Traditional Owners of the land, The Wangal people of the Eora Nation and the Burrumattagal people of the Darug Nation, the land on which our head office is based.

We pay our respects to elders, past, present and emerging.





FOR MORE INFORMATION

Email: tennis@tennisnsw.com.au

Visit: www.tennis.com.au/nsw/

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