

# 2024+4 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.

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

## OBJECTIVES

### INCREASE PARTICIPATION

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

### DEVELOP TALENTED PLAYERS

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

## STRATEGIC PRINCIPLES

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

## PILLARS & KEY PROJECTS

### PARTICIPATION

WORLD TENNIS NUMBER  
DIGITALISATION PROGRAMME  
WORLD PARTICIPATION CONFERENCE  
GLOBAL TENNIS REPORT  
NATIONAL ASSOCIATION DEVELOPMENT PLAN  
JUNIOR TENNIS INITIATIVE  
TENNIS FESTIVALS  
TENNISPLAY AND STAY CAMPAIGN  
TENNIS VARIATIONS

### EVENTS

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

### EDUCATION

ACADEMY (ONLINE)  
OLYMPIC SOLIDARITY PROGRAMMES  
COACHES CONFERENCES (WCC/RCCs)  
COACHING COURSES  
RECOGNITION OF COACH EDUCATION SYSTEMS  
DUAL CAREER (PLAYER & COACH) (2021-2023)  
PUBLICATIONS & EBOOKS APP

### FACILITIES

FACILITY GRANT PROGRAMME  
NATIONAL TRAINING CENTRE PROGRAMMES

### ADMINISTRATION & RESOURCES

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

### PERFORMANCE

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