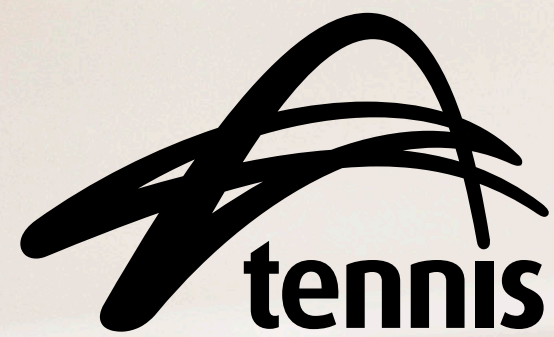
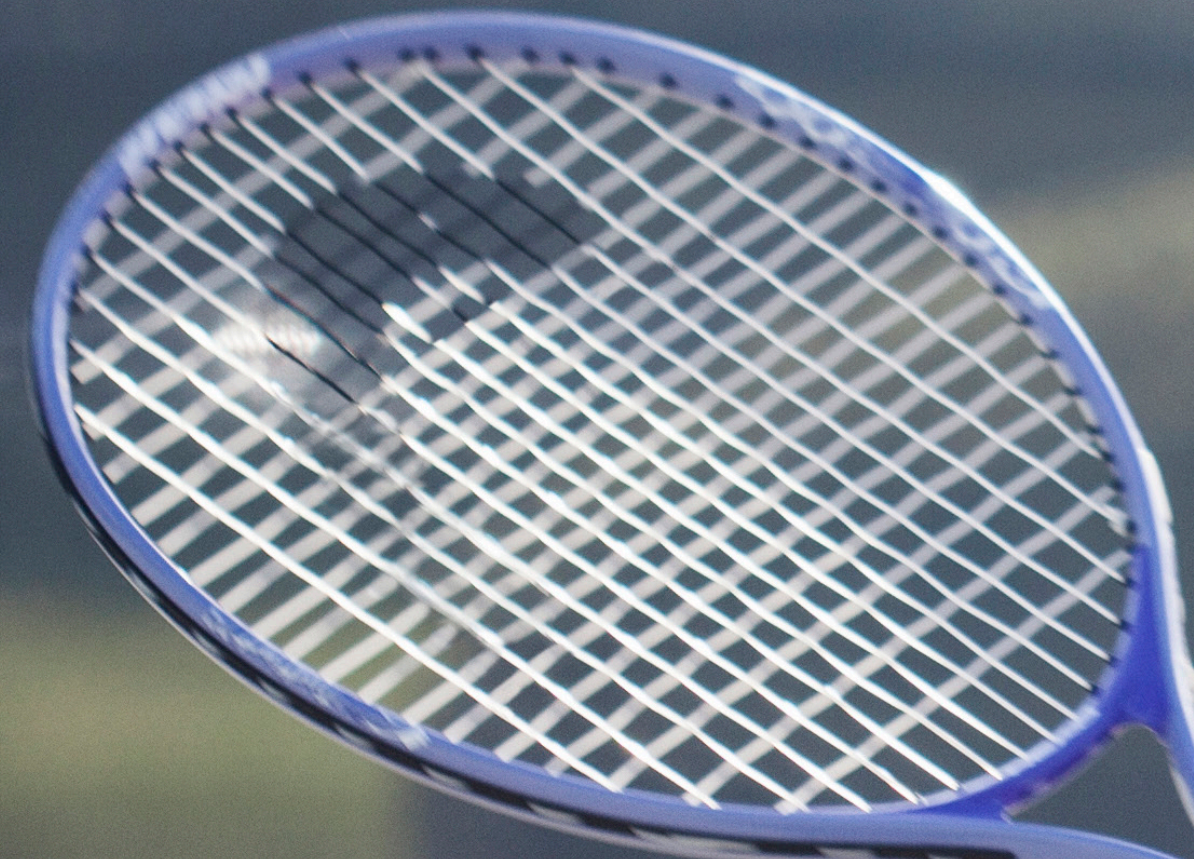


TENNIS AUSTRALIA

VISION PURPOSE VALUES & BEHAVIOURS



**VISION
WHAT WE WANT TO ACHIEVE**

TO CREATE A PLAYFUL WORLD THROUGH TENNIS FOR EVERYONE



This is what we are here to do as
Tennis Australia staff & the tennis family.

We want others to see how powerful our game and
culture is in creating such a playful and inclusive way
of life.

Our impact on the world is through our events and
through every experience with a tennis ball – we invite
everyone to enjoy their time with tennis.

It demands the game itself becomes more self-aware
of what it is nurturing and what needs to change to
ensure we all feel included, playing the way we want
to play.

From the youngest of ages such playfulness promotes
growth and development but then at the oldest of
ages it still maintains fun & wellbeing.

WHY DO WE EXIST?

**WE BELIEVE
PLAYING
MAKES LIFE
BETTER**



VISION, PURPOSE, VALUES & BEHAVIOURS

VALUES

IMAGINATION

BELIEVE IN THINGS YOU NEVER THOUGHT POSSIBLE

The ability to continually see things in a new light makes our lives better and those the game touches.

Bringing a growth mindset to new ideas and having enthusiasm for positive change.

The ability to conceive of new possibilities by understanding their value to the world, from the day-to-day to the more ambitious goal.

Imagine what could be better with a restlessness against any complacency and a push against the way things have always been done, just for the sake of it.



DARE TO BE DIFFERENT

BEHAVIOURS

- Be willing to take risks to solve real problems.
- Remove fear and believe in things you never thought possible.
- Find inspiration in unique or unexpected people and places (be curious).
- Be more amazing this year than last year.



VALUES

COLLABORATION

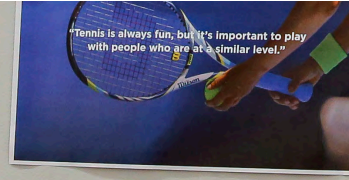
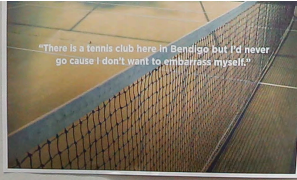
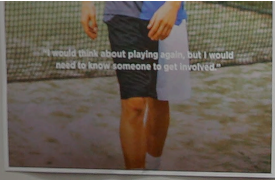
TOGETHER WE CAN DO SO MUCH

It's one thing to bring people together but quite another for them to work together towards a common goal.

When you invite those with expertise to be part of your work, they can add enormous value.

Sustained success really does come from people trusting one another, and although we might each be different, it is by valuing our collective diversity that we can deliver the greatest value.

This starts internally by asking "who needs to be a part of this?" and through welcoming other perspectives. After all we may be different but that's an advantage.



BUILD TRUST THROUGH MUTUAL RESPECT

BEHAVIOURS

- Show respect for the rules and for fair play.
- Be honest and share what you know.
- Ask for what you need and talk straight, calling out disrespect and exclusion (not outside the meeting or behind people's backs).
- Listen to others, and actively seek out diverse points of view and skillsets (don't work in a silo).
- Empower others to speak up, be an inclusive role model.

VALUES

EXCELLENCE

NEVER STOP STRIVING TO BE THE BENCHMARK

We set the standard for world-class delivery – lead by example and set the benchmark to which others aspire, inspire others to achieve more.

Understanding a high performance culture needs to pace itself and know when to sprint and when to breathe, but always keep looking forward.

Keep learning along the way because to be the benchmark requires constant progress.

Grand Slam achievement on the tennis court serves as an inspiring example for excellence, but excellence can be displayed by anyone, from elite athletes to unsung heroes, every day.

That 'never' is a word we don't hear or acknowledge.



NEVER STOP STRIVING TO BE THE BENCHMARK

BEHAVIOURS

- Set the global standard.
- Help others achieve their potential.
- Always look for ways to be better.
- Applaud when others are great.



VALUES

HUMILITY

PUT OTHERS AHEAD OF YOURSELF

Generosity in victory and graciousness in defeat.

Remain grounded following success – keep asking “how could I be better?”

Demonstrating kindness and humility is a responsibility that comes naturally when what you are doing isn't just enjoyable but fulfilling too. Humility allows you to look beyond yourself.

Crucially, humility boosts diversity through its fostering of inclusivity and acceptance.



PUT OTHERS AHEAD OF YOURSELF

BEHAVIOURS

- Listen with an open mind. Don't assume you have all the answers.
- Be open about your vulnerabilities and your mistakes.
- See the good in others and seek to learn from them.
- Seek opportunities to do good - for others and the world.



BRINGING IT ALL TOGETHER



VISION, PURPOSE, VALUES & BEHAVIOURS