

Tennis Manitoba

Strategic Plan 2025–2029



Vision

To be a nation-leading tennis province.

Mission

To lead the growth, development, and promotion of tennis in Manitoba.

Strategic Pillars

1. Sport Initiation

Rallying Communities as Key Partners

We will succeed by rallying communities as key partners who advance tennis alongside us.

- Operate two outdoor tennis facilities

- Continue to pursue opportunities to develop a year-round facility at West St. Paul
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Youth Learning and Playing Tennis in Schools

We will succeed by increasing youth participation through school-based tennis initiatives.

- Increase the number of school programs
 - Provide tools and resources to physical education teachers
 - Participate in professional development (PD) day events
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Community-Based Programming for All Ages and Stages

We will succeed by expanding inclusive programming on public courts for youth and adults.

- Increase the number of programs offered at community centres
- Pursue Community Tennis Leagues (CTLs) at clubs and community centres in partnership with Tennis Canada

Community Tennis Leagues (CTLs):

Community Tennis Leagues are designed for players looking to connect and organize friendly matches with similarly skilled players in their community. The CTL online platform allows players to track matches, scores, and progress, while offering opportunities to win prizes.

- Promote Tennis Month
 - Deliver Girls Set Match and First Set programs
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Empowering Coaches and Community Tennis Champions

We will succeed by equipping coaches and community leaders to deliver high-quality programs.

- Increase the number of certified coaches
 - Invest in coaching clinics, professional development, and improved resources and tools
 - Strengthen partnerships with communities as key contributors to tennis development
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2. Performance Pathway

Developing Players Through Strong Partnerships

We will succeed by supporting youth and older adults through partnerships with tennis providers.

- Align programs with Tennis Canada's Whole Player Development Pathway (WPDP)
 - Increase the hosting of junior tournaments
 - Maintain the Junior Provincial Team and Developmental Team Programs
 - Maintain adult tournaments
 - Maintain the Senior Provincial Team Program
 - Focus on official recruitment and retention
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3. Organizational Effectiveness

Governance

- Create and update policies as needed
- Align policies with Tennis Canada and Sport Manitoba
- Create a safe sport environment through partnerships with Tennis Canada and Sport Manitoba

Safe Sport Commitment:

Safe sport means that every athlete, official, coach, and administrator is safe, supported, and empowered through tennis. Tennis Manitoba is committed to providing a safe, equitable, and inclusive environment where participants can train and compete free from bullying, harassment, or abuse. This commitment is upheld through ongoing collaboration with Tennis Canada and Sport Manitoba to ensure tennis remains a fun and positive experience for all.

Fund Development

- Pursue available grant opportunities
 - Seek donors to support the development of a year-round facility
 - Develop sponsorship opportunities
 - Secure funding to support youth, junior high-performance programs, and court development
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Data & Technology

- Commit to increased data collection to better understand performance and strengthen community engagement
- Improve and modernize Tennis Manitoba's digital presence