



G21 REGIONAL TENNIS STRATEGY

KEY HIGHLIGHTS:

- Extensive research and consultation with local, regional and state level stakeholders that represent government, tennis and community organisations,
- Over 300 community, school, club and coach surveys completed and analysed
- 112 tennis facilities visited and audited using *insideEDGE's* Sport Facility Audit or tool.

PROJECT COMPLETED: DECEMBER 2014
CLIENT: G21 REGION LGA'S AND TENNIS AUSTRALIA
PROJECT VALUE: \$78,000

The G21 region comprises a diverse range of communities, with a number of rural townships mixed with high growth areas creating demand for a clear vision for facilities, services and support for tennis across a wide-ranging regional community.

Five Local Government Authorities comprise the G21 Geelong Region Alliance, including the City of Greater Geelong, Shires of Surf Coast, Golden Plains, Colac Otway and the Borough of Queenscliffe.

The G21 Regional Tennis Strategy investigates the issues and opportunities facing tennis on a regional scale, utilising the knowledge and resources from each of the five represented LGAs of the G21 region. Further support was provided by Tennis Australia, Tennis Victoria, local clubs, coaches and associations.

The G21 Regional Tennis Strategy aims to improve tennis participation in the region, and guide future development, service provision and investment in the sport. The G21 Regional Tennis Strategy provides clear strategic direction on five priority areas including; participation, structure of tennis, facility provision and renewal, club support and development and servicing and delivery.