



TABLE TENNIS NEW SOUTH WALES

2023-2025 STRATEGIC PLAN

VISION

To connect all in New South Wales with table tennis.

PURPOSE

To get more communities engaging with table tennis in more ways, more places, and more often.

VALUES

COLLABORATE

All entities within the table tennis community will work together in an honest, respectful and transparent manner, for the benefit of our sport.

CREATIVE and COURAGEOUS

We embrace new ideas and different ways of thinking which advance our sport. We are willing to experiment and to be innovative to achieve our vision.

HAVE FUN

We are all involved in table tennis because we love it. Table Tennis should always be fun, and we need to always remember this.

INCLUSIVE

We welcome all members of the community into our sport. We support participation from all walks of life, backgrounds, ages and ability levels. We are a sport for all and a sport for life.

STRATEGIC PILLARS

PARTICIPATION

"A sport for all"

Flexible offerings, programs and events catering for people of all ages, abilities and backgrounds

PROFILE

"Lifting the lid on the best kept secret in New South Wales sport"

Recognised as an emerging New South Wales sport with untapped potential

PERFORMANCE

"Exceptional achievement on the national stage"

New South Wales Teams that make the New South Wales table tennis community proud

UNITY

"One sport, one community"

Working together to reach a common goal

PEOPLE

"Capable and integrated workforce and volunteers"

People are at the heart of everything we do

“A SPORT FOR ALL”

FLEXIBLE OFFERINGS, PROGRAMS AND EVENTS CATERING FOR PEOPLE OF ALL AGES, ABILITIES AND BACKGROUNDS

KPI	MEASURES
1. Develop joint National and New South Wales strategies to grow participation in key target groups, especially young children, and women.	1. Grow female participation by 10% annually. 2. Grow junior participation by 10% annually. 3. Grow membership by at least 8% annually. 4. Build on school associations – public, private & independent - TT Club initiative to establish similar clubs – and Active Schools via Spinneroos by end of 2024.
2. Increase the capability of the sector to create fair, safe, and inclusive environments for everyone.	1. Implement the new Table Tennis Australia National Integrity Framework by the end of 2023.
3. Increase participation, including under-represented groups. Unaffiliated – non-members playing table tennis.	1. Unaffiliated Participation Strategy developed by end of 2023. 2. Unaffiliated participation strategy to be embedded and rolled out by the end of 2025.
4. Develop a strategy in cooperation with Table Tennis Australia to support clubs to access appropriate facilities.	1. Strategy developed by the end of 2023 to achieve upgraded facilities and replace aging equipment.
5. Employ a Development Officer to work with clubs to increase participation. Targeting under-represented groups including indigenous, women and girls, multicultural communities, LGBTIQL and veterans.	1. Develop pathways for the under-represented groups into our programs.



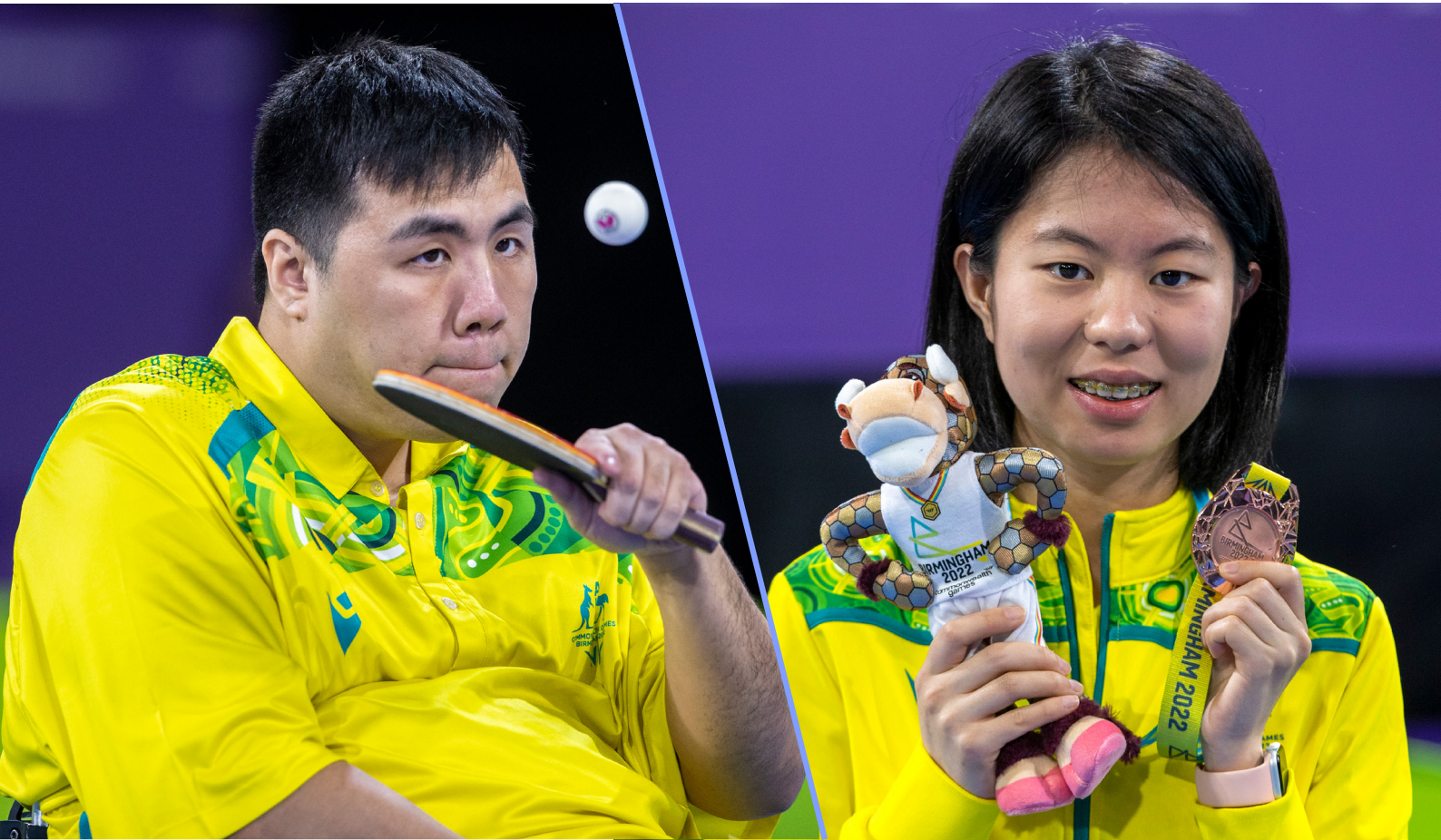
“LIFTING THE LID ON THE BEST KEPT SECRET IN NEW SOUTH WALES SPORT”
RECOGNISED AS AN EMERGING NEW SOUTH WALES SPORT WITH UNTAPPED POTENTIAL

KPI	MEASURES
1. Participate with TTA in the development and implementation of a contemporary marketing strategy to position table tennis as a sport for all, played across various facilities and spaces.	1. Marketing strategy developed by the end of 2023. 2. Marketing strategy fully embedded and rolled out throughout 2024-2025.
2. Better promote the success of our New South Wales players via our social media platforms with regular updates and promotions to the awareness of table tennis.	1. Consistent improvement in the quality and quantity of 'mainstream media' and social media coverage for our New South Wales players.
3. Explore and trial ways to get table tennis more “in the public eye”, including through creative partnerships.	1. Minimum of one new trial each year.
4. Actively seek sponsorship and partnerships with commercial organisations.	1. Actively promote sponsors via social media platforms.



“EXCEPTIONAL ACHIEVEMENT ON THE NATIONAL STAGE”
NEW SOUTH WALES PLAYERS THAT MAKE NEW SOUTH WALES COMMUNITY PROUD

KPI	MEASURES
1. Review and modify junior programs to develop a pathway from New South Wales beginner programs through to NSW State Squad and National Squad participation.	1. Review all junior programs and implement findings. 2. Consistently achieving players being ranked in the top 5 in Australian National rankings.
2. Explore options to support greater participation in tournaments by New South Wales juniors.	1. New South Wales State Squad juniors have access to a series of events on an annual basis, consisting of: <div><div>a) National Championships</div><div>b) TTA Tour events</div><div>c) National Hopes Week & Challenge and associated New South Wales activities</div><div>d) New South Wales state level tournaments</div></div>



“ONE SPORT, ONE COMMUNITY”

WORKING TOGETHER TO REACH A COMMON GOAL

KPI	MEASURES
1. Explore areas of alignment with TTA and other States/Territories to minimise duplication and maximise resources and services to sustainably grow the sport.	<ol style="list-style-type: none"> 1. Study completed by the end of 2023 in collaboration with TTA and States/Territories. 2. Findings from feasibility study implemented throughout 2024-25.
2. Participate in a national membership model review to determine a range of membership options and models required to meet current and future consumer needs.	<ol style="list-style-type: none"> 1. Membership model review completed by the end of 2023 in collaboration with TTA and States/Territories. 2. Findings from membership model review implemented throughout 2024-2025.
3. Strive to obtain a Centre of Excellence for Table Tennis in New South Wales.	<ol style="list-style-type: none"> 1. Actively seek sponsorship, partnerships and grants to enable a “NSW Centre of Excellence”.



“CAPABLE AND INTEGRATED WORKFORCE AND VOLUNTEERS”

PEOPLE ARE AT THE HEART OF EVERYTHING WE DO

KPI	MEASURES
1. Promote the role of coaches, especially in the development of juniors and recruit new coaches with the skills and qualities to work with juniors.	1. Conduct at least 2 TOPS coaching courses annually. 2. Conduct at least 1 Level 1 coaching course annually. 3. Conduct at least 1 Level 2 coaching course by the end of 2024.
2. Promote the role of Umpires and Referees and recruit candidates committed to reaching at least National accreditation level.	1. Conduct at least one officiating course annually.
3. Participate in the exploration of a shared workforce model across TTA and States/Territories to increase the capacity and capability of the sport.	1. Shared workforce model review completed by the end of 2023. 2. Findings from shared workforce model review implemented throughout 2024-2025.
4. Explore options for the future of the New South Wales contract role, including a shared development position with other sports.	1. Options considered by Table Tennis New South Wales Board by the end of 2023.
5. Build governance capability for Table Tennis New South Wales and/or sector – keep the Board and Directors up to date with current legislation including Table Tennis Australia programs.	1. Board and Director training – online and/or e-learning modules and New South Wales Office of Sport webinars.
6. Support the function of Table Tennis New South Wales – review or improve the business operating model.	1. Ongoing employment of the Office Manager to oversee the improvements and coordinate programs with Table Tennis Australia.

