



# WHEELCHAIR TENNIS ROADMAP 50



In the 42 years since Brad Parks first hit a tennis ball from his wheelchair, players from around the world have been inspired to pick up a racket and play regardless of their age, circumstance, background or means.

From the Paralympics, BNP Paribas World Team Cup, Grand Slams and UNIQLO Wheelchair Tennis Tour to grassroots initiatives and programmes, our mission at the ITF is to create opportunities for wheelchair athletes to play and compete at all levels of the game.

As we approach the 50th anniversary of Wheelchair Tennis our ambition is to become the world's most popular and inspiring wheelchair sport, a bold vision for our sport that is underpinned by a new long term strategic plan – ITF Wheelchair Tennis Roadmap 50.

Roadmap 50 will look to support all levels of Wheelchair Tennis by focussing on six key areas:

Optimum Competition  
Structure

Investment

Good  
Governance

Grassroots  
Development

Brand

Strong Player and National  
Association Partnerships



# Optimum Competition Structure

It is vital that wheelchair tennis has the right competition structure in place to showcase our elite athletes and support our emerging talent.

This will require ensuring that we have:

- The correct elite event structure incorporating the BNP Paribas World Team Cup, Grand Slams, Masters and the rest of the UNIQLO Wheelchair Tennis Tour
- A professional calendar that enhances the sport by creating a viable player schedule and showcasing our major events
- The correct ranking points structure
- Increased prize money levels that reward our elite athletes
- The correct pathway from Juniors to the elite game so that we can attract and retain the very best future talent

# Good Governance

To ensure the success of our long term plan for the sport it is vital that we uphold the highest levels of integrity.

That will require us to have an effective and fit for purpose:

- Classification system
- Athlete/Player Welfare programme
- Anti-doping programme
- Integrity programme
- Rules & regulations
- Education programme for all players



# Strong Player and National Association Partnerships

Our current strength and future growth as a sport depends on strong partnerships, first and foremost with the player community as well as with all those stakeholders that invest in our sport, its initiatives and our competitions.

These include:

- Players (specifically through a new player council)
- National Associations
- Tournaments
- Sponsors & broadcasters
- IPC and NPCs
- NGOs and Government



# Grassroots Development

The future growth of wheelchair tennis depends upon strong development programmes that attract new players into our sport and demonstrate the ability of wheelchair tennis to inspire people and affect positive change.

We will achieve this through:

- Creation of an effective ITF wheelchair tennis development and investment plan
- Wider partnerships with third parties from public and private sectors
- A new integrated coach education and development programme
- Continued and effective NA engagement
- Integration with existing ITF development and broader able-bodied tennis frameworks

# Investment

Underpinning this new long term strategy for the sport is a sound and robust approach to investment which will focus upon:

- ITF commercial support for existing commercial partners and the exploration of new opportunities
- New Partners – IPC / NGOs / Government / 3rd parties / private sector



# Brand

Wheelchair Tennis has a unique and inspirational story to tell, from our elite athletes to those at grassroots level who are changing lives through the power of our sport. It is imperative that we tell these stories in a way that markets our sport effectively to new investors and participants.

That will require us to:

- Create a new marketing and communications strategy that tells our story to new and existing players, fans and partners
- Ensure we are equipped to protect and enhance the reputation of the sport



# Roadmap 50 will look to deliver:

01

MORE WHEELCHAIR TENNIS PLAYERS

Measurement: IPIN / ranking

02

INCREASED NUMBER AND SPREAD OF NATIONAL ASSOCIATIONS OFFERING WHEELCHAIR TENNIS (PLAYING AND NON-PLAYING) PARTICIPATION INITIATIVES AND EVENTS

Measurement: number of nations [including non-ITF member related activity]

03

HIGHER PRIZE MONEY LEVELS ON THE UNIQLO WHEELCHAIR TENNIS TOUR

Measurement: prize money levels

04

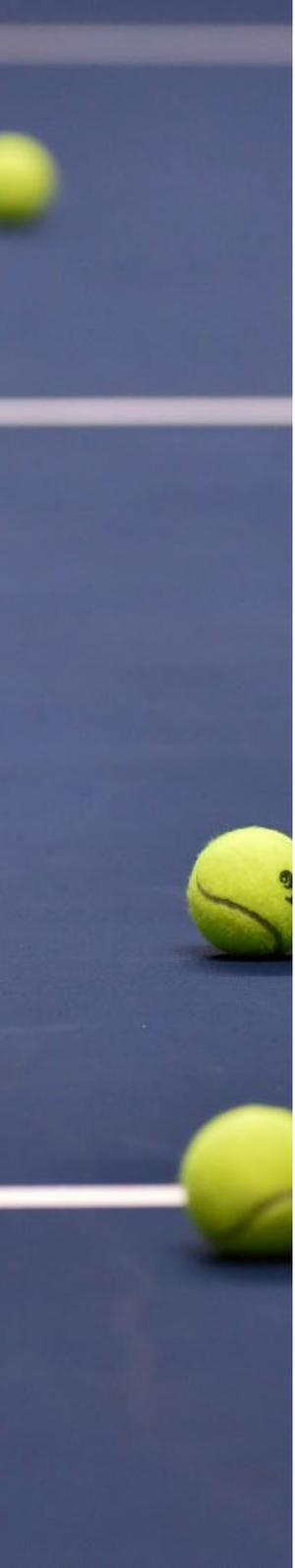
GREATER LEVELS OF FUNDING FOR WHEELCHAIR TENNIS

Measurement: ITF & partner grants

05

WHEELCHAIR TENNIS FANS AROUND THE WORLD ONLINE, AT HOME AND AT EVENT

Measurement: ITF & partner grants



The ITF Wheelchair Tennis Roadmap is an ambitious vision for the future of our sport that will be achieved by harnessing our community's collective spirit, expertise and efforts.

We would like to thank everyone involved in our sport from volunteers and first-time players to promoters, coaches and the player community. Without you the sport could not flourish.

We welcome any comments, feedback or questions about the new plan for Wheelchair Tennis, to be received by 31<sup>st</sup> May 2018 and emailed to: [wheelchair@itftennis.com](mailto:wheelchair@itftennis.com)