

TABLE TENNIS IN AUSTRALIA

2023-2025 STRATEGIC PLAN

VISION

To connect all Australians with table tennis.

PURPOSE

For the Australian table tennis community to collectively get more Australians engaging with table tennis in more ways, more places, and more often.

VALUES

COLLABORATE

All entities within the Australian 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 Australian 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 Australian sport”

Recognised as an emerging Australian sport with untapped commercial potential

PERFORMANCE

“Exceptional achievement on the international stage”

National Teams that make the Australian 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
<ol style="list-style-type: none"> Develop joint National and State/Territory strategies to grow participation in key target groups, especially young children and women. 	<ol style="list-style-type: none"> Develop joint strategies with States/Territories to grow participation in key target groups. Participation of at least 150,000 participants achieved annually. Membership growth of at least 5% achieved annually.
<ol style="list-style-type: none"> Research and develop a value proposition for the estimated 1 million participants who play table tennis but are not members and for the estimated 100 clubs/associations who are unaffiliated. 	<ol style="list-style-type: none"> Unaffiliated Participation Strategy developed by the end of 2023. Unaffiliated Participation Strategy fully embedded and rolled out throughout 2024-2025.
<ol style="list-style-type: none"> Develop a strategy in cooperation with States/Territories to support clubs to access appropriate facilities. 	<ol style="list-style-type: none"> Facilities Strategy completed by the end of 2023 in collaboration with States/Territories. Provide ongoing non-financial assistance to States/Territories and clubs/associations for facilities upgrades. Ensure the National Equipment and Facilities Grant Program is rolled out annually.



“LIFTING THE LID ON THE BEST KEPT SECRET IN AUSTRALIAN SPORT”

RECOGNISED AS AN EMERGING AUSTRALIAN SPORT WITH UNTAPPED COMMERCIAL POTENTIAL

KPI	MEASURES
1. Broaden and grow the commercial revenue base, which can be distributed to sustainably grow the sport.	1. Commercial revenue growth of at least 10% achieved annually.
2. Develop and implement 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.
3. Better promote the success of our athletes to raise awareness of table tennis.	1. Consistent improvement in the quality and quantity of 'mainstream media' and social media coverage for our athletes.
4. Explore & trial ways to get table tennis more "in the public eye", including through creative partnerships.	1. Minimum of one new trial each year.



“EXCEPTIONAL ACHIEVEMENT ON THE INTERNATIONAL STAGE”

NATIONAL TEAMS THAT MAKE THE AUSTRALIAN TABLE TENNIS COMMUNITY PROUD

KPI	MEASURES
<ol style="list-style-type: none"> 1. Review, modify and implement the High Performance and Pathway program to ensure it meets best practice recommendations and is integrated across the whole sport. 	<ol style="list-style-type: none"> 1. Consistently demonstrating improved results at international benchmark events and consistently winning medals at international events. 2. Consistently achieving players being ranked in the top 50 in the world (men’s, women’s), top 10 in the world (para) and top 10 in the world (junior). 3. Ongoing daily training environments and training camps fully embedded throughout Australia.
<ol style="list-style-type: none"> 2. Strengthen and make sustainable the current national tournament offering. 	<ol style="list-style-type: none"> 1. National Squad and pathways athletes have access to a consistent and robust series of national events on an annual basis, consisting of: <ol style="list-style-type: none"> a) National Championships b) Multiple TTA Tour events c) National Hopes Week & Challenge and associated State/Territory activities
<ol style="list-style-type: none"> 3. Plan a “runway” of events leading to the 2026 Commonwealth Games and 2032 Olympic and Paralympic Games. 	<ol style="list-style-type: none"> 1. National Squad athletes consistently competing at international benchmark events and other international events.



“ONE SPORT, ONE COMMUNITY”

WORKING TOGETHER TO REACH A COMMON GOAL

KPI	MEASURES
<ol style="list-style-type: none"> Undertake a feasibility study to identify areas of alignment across TTA and States/Territories to minimise duplication and maximise resources and services to sustainably grow the sport. 	<ol style="list-style-type: none"> Feasibility study completed by the end of 2023 in collaboration with States/Territories. Findings from feasibility study implemented throughout 2024-25.
<ol style="list-style-type: none"> Undertake a 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"> Membership model review completed by the end of 2023 in collaboration with States/Territories. Findings from membership model review implemented throughout 2024-2025.



“CAPABLE AND INTEGRATED WORKFORCE AND VOLUNTEERS”

PEOPLE ARE AT THE HEART OF EVERYTHING WE DO

KPI	MEASURES
<ol style="list-style-type: none"> 1. Identify and invest in developing the capabilities, competencies and leadership required across the sport to grow the sport (workforce and volunteers). 	<ol style="list-style-type: none"> 1. Annual rolling people development plan produced in consultation with States/Territories.
<ol style="list-style-type: none"> 2. Invest in coach and official education and development programs that meet the sport’s needs for coaches and officials and provides pathways for development. 	<ol style="list-style-type: none"> 1. Ensure that all Coaching and Officiating courses are reviewed and refreshed by the end of 2024. 2. Provide ongoing opportunities for Coaches to progress through the pathway and to be exposed to higher level education and experience opportunities. 3. Provide ongoing opportunities for Officials to progress through the pathway and to be exposed to higher level education and experience opportunities. 4. Establish the number of coaches and officials required to meet the sport’s needs and work with States/Territories to ensure that Coaching and Officiating courses are planned and run annually on a needs basis.
<ol style="list-style-type: none"> 3. Investigate a shared workforce model across TTA and States/Territories to increase the capacity and capability of the sport. 	<ol style="list-style-type: none"> 1. Shared workforce model review completed by the end of 2023. 2. Findings from shared workforce model review implemented throughout 2024-2025.

