



Table Tennis Victoria **STRATEGIC PLAN** 2024

Table Tennis Victoria

STRATEGIC PLAN

2024

INTRODUCTION

Table Tennis Victoria (TTV) is pleased to share our Strategic Plan for 2024 which builds on the plan established in 2023. This period continues to be an important and challenging time for our community as we build back after COVID-19 and accept that Victoria is no longer planning to host a regional Commonwealth Games in 2026.

TTV continues to recognise that the sport ecosystem requires a streamlined, agile and focused approach that responds to enhanced industry requirements and supports traditional, new and emerging participation trends. Leadership and personnel changes across the sport will provide opportunities to capitalise on new ideas and shape the sport's long-term future.

Our 2024 Strategic Plan will seek to position table tennis to take advantage of involvement in the Paris 2024 Olympics and Paralympics. With appropriate strategies in place, this can lead to commercial opportunities, increased profile for the sport, investment, and generations of Victorians inspired to participate.

Central to our Strategic Plan is our commitment to support members (affiliated clubs and associations) and the people of table tennis. To ensure our strategy represents all table tennis stakeholders, a collaborative approach was adopted to develop the foundations of this plan. The process included affiliate forums (in-person and online), member and participant surveys and reviews of industry research, as well as aligning with Table Tennis Australia and other State and Territory Bodies.

This Strategic Plan will guide TTV's operational goals for 2024 and subsequently inform medium term direction, driven by Key Performance Indicators to benchmark our success. We look forward to working with our community to bring this plan to life and build on it into the future.

VALUES

COLLABORATIVE

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

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.

INNOVATIVE

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.

PASSIONATE

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

PURPOSE & VISION

PURPOSE:

Table Tennis Victoria will lead, support and enable opportunities for all Victorians, whilst driving the success and profile of the sport.

VISION:

To build a community for all Victorians where anyone is able to participate and achieve their aspirations through table tennis.



STRATEGIC PLAN 2024

OUR PARTICIPATION

CONNECTING PEOPLE WITH TABLE TENNIS

Develop strategies to grow participation in key target groups with a focus on underrepresented groups including juniors and females.

Support Table Tennis Australia with the development of a value proposition for the estimated 1 million participants who play table tennis but are not members and 100 unaffiliated clubs/associations.

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Develop strategies to grow affiliated facility footprint, venue capacity, and operational sustainability.

OUR PATHWAYS

CONNECTING PEOPLE WITH TABLE TENNIS

Implement a high-performance pathway for Victorian Table Tennis that supports success at club, state and national level.

Invest in recruiting, developing and retaining our coaches, officials, volunteers and administrators to recognise and grow the capacity and capability of the workforce.

Strengthen state tournaments and competitions to ensure they are fit-for-purpose, sustainable, and meet the evolving needs of our community.

Create direct avenues for young people to support the design of formats and competitions that they want to play in.

OUR PROFILE

INCREASING AWARENESS OF TABLE TENNIS

Diversify and grow commercial revenue which can help sustainably grow the sport.

Implement a contemporary marketing strategy to promote table tennis as a sport for all, played across various facilities and spaces.

Expand awareness across all markets using a range of profiles specifically leveraging the 2024 Olympics (e.g. high performance athletes, social players, club participants and celebrities).

Explore and pilot ways to increase the profile of table tennis, including via creative partnerships.

OUR POTENTIAL

INCREASING AWARENESS OF TABLE TENNIS

Create and implement a revenue diversification and growth strategy that supports the financial security of table tennis in Victoria.

Clearly communicate the value and importance of being affiliated with TTV to increase the number of affiliated clubs across Victoria.

Continuously challenge and grow understanding of child safeguarding and governance policies and procedures across the sport.

Participate in a feasibility study to identify areas of alignment across table tennis nationally to optimise resources and services to deliver the sport.

OPERATIONAL PLAN 2024

OUR PARTICIPATION

CONNECTING PEOPLE WITH TABLE TENNIS

1. Annual participation growth of 10%.
2. Annual membership growth of 5%
3. Support the development of the Table Tennis Australia Participation Strategy.
4. Membership model review considered for implementation in collaboration with Table Tennis Australia.
5. Contribute to the National Facilities Strategy.
6. Increase the number of recognised table tennis venues by 5% and grow capacity of existing sites to correlate with demand as required.

OUR PATHWAYS

CONNECTING PEOPLE WITH TABLE TENNIS

1. Continue to refine a fit-for-purpose State Pathways Program.
2. Maintain strong presence of athlete national squad representation.
3. Promote and further develop programs to recruit, empower and retain the next generation of volunteers and administrators to increase by 5%.
4. Establish the number of coaches and officials required to meet the sport's needs and ensure education courses are delivered on a needs basis.
5. Athletes have access to a consistent and robust State Tournament Circuit of at least 10 events across Victoria.
6. Creation of junior leadership opportunities for young people to provide input and influence TTV.

OUR PROFILE

INCREASING AWARENESS OF TABLE TENNIS

1. Commercial revenue growth of at least 10% achieved.
2. Marketing strategy for table tennis in Victoria implemented and expanded.
3. Measure and increase the number of media mentions of table tennis, TTV and our athletes.
4. Increase the number of interactions across TTV digital platforms by 15%.
5. Conduct profile-building pilots.
6. Position table tennis as the leading inclusive sport.

OUR POTENTIAL

INCREASING AWARENESS OF TABLE TENNIS

1. Pursue flexible, alternative and new revenue diversification and growth strategies.
2. Increased number of affiliated clubs by 5% and associated benefits.
3. Four formal affiliate opportunities provided each year for knowledge sharing and club development.
4. All TTV Affiliates agreeing to adopt and adhere to the National Integrity Framework policies.
5. Contribute to Alignment Feasibility Study with Table Tennis Australia.
6. Contribute to a shared workforce model review with Table Tennis Australia.