Welcome and Introduction

ITF President David Haggerty and Executive Director of Development, ITF Luca Santilli
DAVID HAGGERTY
ITF President

TRANFORMING
TENNIS
LUCA SANTILLI
ITF Executive Director, Tennis Development

DEVELOPMENT IN ACTION
GLOBAL BUDGET

SIGNIFICANT GROWTH

+10.75M
INCREASED INVESTMENT
2017-2019
WORKING TOGETHER

6 REGIONAL ASSOCIATIONS

10 ITF DEVELOPMENT OFFICERS

210 MEMBER NATIONAL ASSOCIATIONS

ITF DEVELOPMENT TEAM
OUR KEY PROGRAMMES
ANNUAL INVESTMENT

$1.5M USD
46 JTI NATIONS
1st NATIONAL JTI COORDINATOR
GLOBAL WORKSHOP
BANGKOK, THAILAND
IMPORTANCE

➢ DATA DRIVEN KPIs
➢ EFFICIENT AND EFFECTIVE INVESTMENT
➢ CUSTOMISED APPROACH FOR NAs
➢ GOAL-SETTING TO INCREASE PARTICIPATION
➢ INSIGHT TO MEASURE RETENTION IN TENNIS
HOW CAN ITF USE THESE RESULTS?

- IDENTIFY PRIORITIES
- SUPPORT NATIONAL DEVELOPMENT STRATEGIES
- SUPPORT RELIABLE DATA CAPTURE
GROWTH

120 MILLION

87 MILLION
23 National Associations have shared data

85 nations engaged
Heather Hawkes
USTA - Senior Manager of Events & Ratings
GLOBAL BENEFITS

A modern digital Partner Portal for all NAs and RAs, improving efficiency, data collection, data sharing, data analysis

Generates a global view of the sport
Provides insight into development opportunities

Increases opportunity for recreational play
NEW DIGITALISED PLATFORM

NEW ONLINE EDUCATION SECTION

10 MULTI-LINGUAL SHORT COURSES

15,000 USERS FROM 150 NATIONS