

## Vision

*West End Lawn Tennis, Auckland's Western Bay's community-based club of choice*

To achieve this vision, separate key strategic goals have been developed that focus on:

1. **Organisational Excellence**
2. **Membership**
3. **Sustainability**
4. **Game development**

## Mission Statement

*"To be recognised as the best community-based club in Auckland, renowned for the warmth of its hospitality, vibrancy, and members' engagement in club activities, across all ages"*

## Core Values

1. **Sense of community, providing a place for all members of the community**
2. **Family Orientated with a broad age group, social and inviting**
3. **Dedicated to developing the game of tennis at all levels and ages**
4. **Integrity and trust, we always operate with integrity and honesty**

