

Our Values & Behaviour

VALUES

EMBRACE *your Cymru*

We believe in opening up tennis in Wales by valuing the diverse communities that make us who we are. We want everyone to feel welcome, included, and able to participate.

PROGRESS *together*

We believe progress is a team effort. United, we work together to help people achieve their best. Our collaborative approach empowers success at every level.

GROW *through tennis*

We believe tennis helps us grow and lead healthier lives. Inspired by our love of the game, we make positive connections, build friendships, and create lasting memories.

FAIR *play*

We believe fair play gives everyone an equal shot at success. We earn trust by being honest, fair, and respectful, on and off the court. Integrity is a clear line we never cross.

BEHAVIOUR

WHAT WE DO WANT TO SEE

- Creating opportunities for everyone to play
- Giving a warm welcome to all
- Making sure everyone feels valued and included
- Sharing our skills and knowledge with others
- Recognising diverse achievements, skills and contributions

WHAT WE DO WANT TO SEE

- Working well with others
- Defining your personal best, and striving to achieve it
- Encouraging and supporting others
- Stepping forward to share your ideas
- Listening well, and using feedback to improve
- Celebrating progress

WHAT WE DO WANT TO SEE

- Enjoying tennis, and making it fun for all
- Sharing your love of the game with others
- Promoting lifelong play (“Get out and play!”)
- Contributing to a healthy, caring culture
- Challenging yourself to keep learning and growing

WHAT WE DO WANT TO SEE

- Doing the right thing
- Leading by example
- Treating others the way we wish to be treated – i.e., with decency, fairness, respect, dignity, compassion
- Being open, honest, and true to your word
- Taking responsibility for your actions and behaviour

WHAT WE DON'T WANT TO SEE

- Tolerating bias, prejudice or discrimination
- Making people feel isolated or excluded (“Never shut the door!”)
- Creating barriers to others taking part
- Reinforcing divisions (North and South Wales, club cliques, elite players vs others)

WHAT WE DON'T WANT TO SEE

- Acting in a selfish, individualistic manner
- Talking down to people
- Ignoring or failing to act on feedback
- Being closed to change and unwilling to adapt
- Having unrealistic expectations

WHAT WE DON'T WANT TO SEE

- Being negative
- Having an unhealthy mindset (e.g., disengaged, cynical, closed, “win at all costs”)
- Taking the fun out of tennis
- Feeding anxiety (“Suppress the stress!”)
- No desire to keep improving

WHAT WE DON'T WANT TO SEE

- Treating others in an unfair or disrespectful way
- Behaving in an irresponsible way
- Lacking compassion
- Failing to own and learn from our mistakes
- Inconsistency, i.e., one rule for one person and a different rule for everyone else