

Tennis Australia coaching census fact sheet

Sitting at the heart of tennis communities throughout Australia, professional coaches are the sport's most influential ambassadors.

The sustainability of tennis depends on your coaching activities week-in week-out as you introduce beginners to the game and guide them through the developmental stages, producing more active players and creating champions.

Your knowledge about, and insight into, the game is critical to the development of the sport in Australia.

In 2008, Tennis Australia distributed a coaching census that was completed by 680 coaches nationwide. The census provided a mouthpiece for Australian coaches, highlighting your key role, your activities at tennis facilities and schools, your professional development needs and your requirements of a coach membership program.

Tennis Australia's goal is to attract, develop and retain the best coaches globally. Gathering your feedback and acting on it is the first step towards achieving this goal, allowing Tennis Australia to establish a firm direction and decisive strategy for the coaching industry.

Part I of the Tennis Australia coaching census fact sheet provides statistical information about tennis coaches and the coaching industry and identifies some next steps for development. Part II of the Tennis Australia coaching census fact sheet will be available in the next issue.

Tennis Australia coaching census methodology

Tennis Australia distributed 2000 electronic or hard copy versions of the census which contained 100 questions across 24 topics. A total 680 coaches responded (a 34 per cent response rate). The responses formed the basis of a 170 page report drawing 80 research conclusions.



About the Australian tennis coach

The Tennis Australia coaching census identified the following attributes of the average or 'Terry Typical' Australian tennis coach:

Age: 42–45.

Gender: 81% are males (19% females).

Years of experience: 15.

Membership:

Tennis Australia coach member.

Qualification level:

Club Professional.

Last coaching qualification completed:

1995–1998.

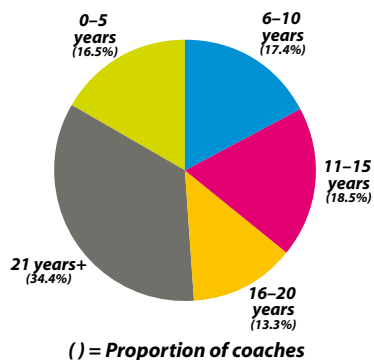
Coaching arrangement: own business.



Left to right: Kelvin Maclean, Glenn Hamilton, Richard Bruce-Smith and Michael Whiter fit the 'Terry Typical' coach profile.

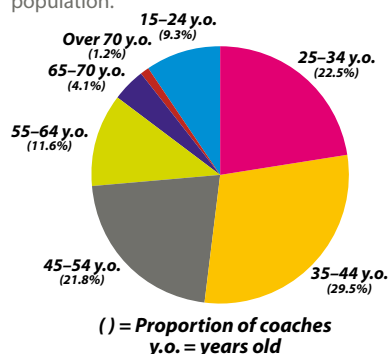
Years of coaching experience

Australian coaches have a wealth of experience behind them with 83.6 per cent having a minimum of five years' experience and 34.4 per cent having more than 21 years' experience.



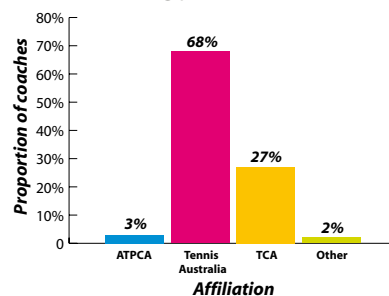
Proportion of coaches per age group

With 68 per cent of coaches aged 35 years or over, Australia has an ageing coaching population.



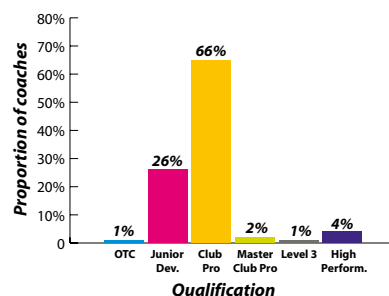
Coach Membership affiliation

The majority (67 per cent) of Australian coaches are Tennis Australia coach members meaning they are qualified, hold public liability and professional indemnity insurance, and have undergone the relevant screening procedures.



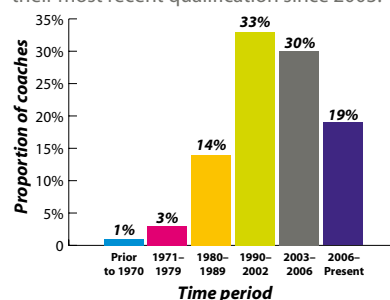
Level/type of qualification

The majority (66 per cent) of Australian coaches are qualified to Club Professional standard and the same proportion are full time professional coaches.



Year of most recent qualification

Nearly half of all active coaches obtained their most recent qualification since 2003.



Mapinfo Tennis Australia tools

Tennis Australia has added value to the data gathered during the coaching census with the development of Mapinfo Tennis Australia tools – a geographical information system that can capture, store, analyse and display map data. Tennis Australia tools allows the user to ask questions about coaching and demographical information and view the responses as a map or in database format. Tennis Australia tools provides access to geographical features and coaching census data, and has the ability to integrate 2006 Australian Bureau of Statistics (ABS) data.

Mapinfo Tennis Australia tools' accurate information provision will enable coaches to make better-informed strategic planning and to execute more targeted marketing.



Sydney CBD map showing parts, major arterials, railways and train stations.

The Mapinfo Tennis Australia tools software also shows the location of tennis clubs/facilities, location of tennis coaches overlaid with Australian Bureau of Statistics data – which can show population density through shading for specific age groups.

About the tennis coaching industry

The 2008 census highlighted some key areas for improvement within the tennis coaching industry and identified some steps to address these areas.

Assistant coaches

With a highly skilled and experienced but ageing coaching population, the development of the next generation of coaches is critical to the sport.

Employment of the assistant coach

- 51 per cent of coaches employ assistant coaches (the majority employ more than one).
- Only 25 per cent of assistant coaches have formal written agreements with head coaches.

Next steps

- Tennis Australia will develop a template for an assistant coach contract.
- Tennis Australia has published an article: 'Maximising the benefits of assistant coaching' on tennis.com.au (which will also appear in the next issue).

Professional development of the assistant coach

- 56 per cent of assistant coaches are employed for fewer than 10 hours per week, 80 per cent for fewer than 20 hours a week.
- 43 per cent of assistant coaches have a coaching qualification.
- According to head coaches, 55 per cent of assistant coaches want to pursue a professional coaching career.

Next steps

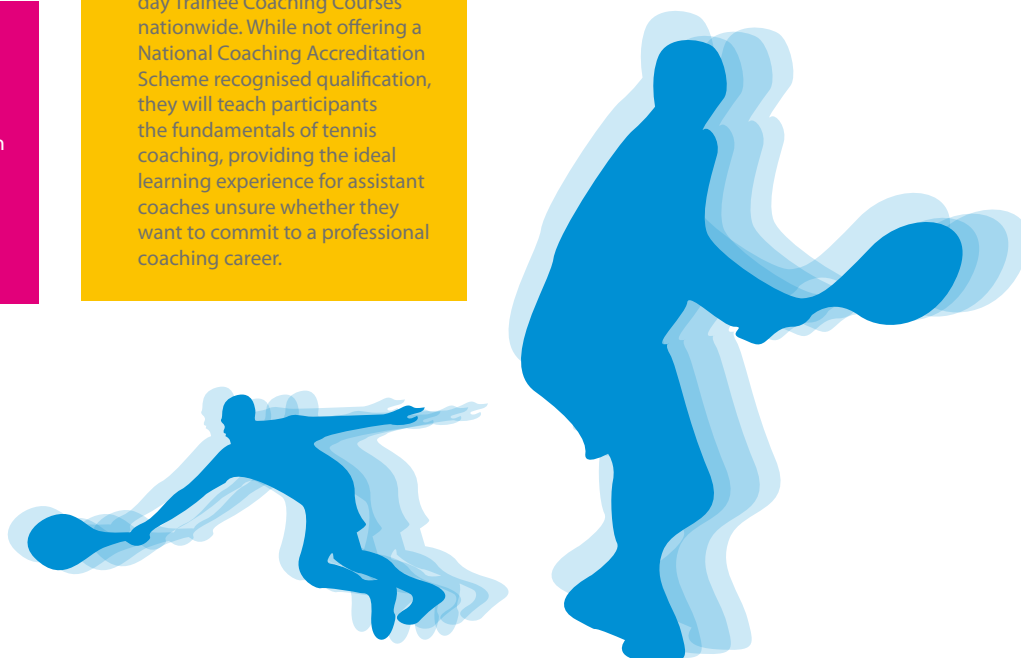
- Tennis Australia's Coach Development department has increased the number of coaching courses by 20 per cent (to date there has been a 20–30 per cent increase in course enrolments) and is targeting assistant coaches to further their qualifications. In 2009 at least one junior development course will be conducted in each state/territory.
- Tennis Australia will be conducting on-demand four-day Trainee Coaching Courses nationwide. While not offering a National Coaching Accreditation Scheme recognised qualification, they will teach participants the fundamentals of tennis coaching, providing the ideal learning experience for assistant coaches unsure whether they want to commit to a professional coaching career.

The business of coaching

- 58 per cent of coaches would like to develop their own websites.
- 53 per cent would like to use a content management system to manage their own website.
- 62 per cent of coaches do not use computer software but would use a product specifically designed for their business.
- 66 per cent of coaches indicated that they would use an SMS product to communicate with clients.

Next steps

- Coach Membership is researching software solutions for Tennis Australia coach members.



Tennis Australia Coach Membership

Top 10 Coach Membership benefits

Coaches rated the following as the top 10 benefits of Tennis Australia Coach Membership:

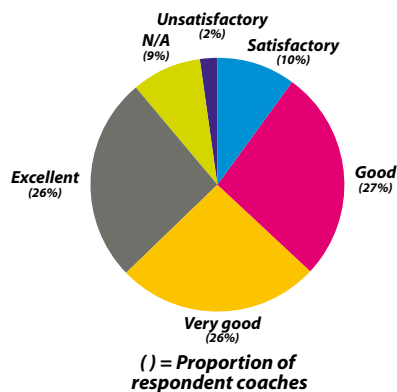
1. Public liability and professional indemnity insurance
 2. Tennis iCoach
 3. Business Entity Insurance
 4. CoachesWorld newsletters/magazine
 5. Exclusive downloads
 6. DVDs
 7. Discounted workshops
 8. Outdoor signage
 9. Member packs
 10. Websites
- The majority of respondents wanted a greater internet presence for their business.

Next steps

- Tennis Australia Coach Membership plans to expand the CoachesWorld newsletter and is investigating customised websites for Tennis Australia coach members.
- The new Tennis Australia tactical DVD consists of more than 150 points played by Australian Open competitors. A resource for both players and coaches, the DVD builds tactical awareness by studying the decisions made by professional players in match play situations. Narrated by former tour pro and Australian Davis Cup coach Wally Masur, the DVD is divided into chapters based on the Tennis Australia tactical fundamentals and is supported by animation and special effects.

Coach Membership servicing

- 80 per cent of coaches rated the Tennis Australia Coach Membership service as "good, very good or excellent".



Rating Coach Membership benefits

- 81 per cent of coaches rated the overall benefits and services of Coach Membership as "good, very good or excellent."



- Coaches requested greater year-round promotion of coach members by Tennis Australia.

Next steps

- Tennis Australia is developing a marketing initiative incorporating a coach awareness campaign that will promote Tennis Australia coach members as qualified, screened and insured.

- Coaches are ready and willing to work with Tennis Australia to present the sport through an integrated tennis marketing campaign.
- Tennis Australia coach members would like branded Tennis Australia merchandise and products to give to clients.

Next steps

- Coach Membership provides a range of Tennis Australia branded merchandise including: Nike Tennis Australia branded tracksuits, polo shirts, Tennis Australia branded water bottles, caps, signage, business cards and promotional postcards.

Look out for Part II of Tennis Australia's coaching census fact sheet in the next issue.