

Tennis Australia coaching census fact sheet

Tennis Australia's goal is to attract, develop and retain the best coaches globally.

In 2008, Tennis Australia distributed a coaching census that was completed by 680 coaches around the country.

The census provided a mouthpiece for Aussie coaches, your responses providing critical feedback about the sport and helping Tennis Australia to establish a firm direction and decisive strategy for the coaching industry.

Part I of the Tennis Australia coaching census fact sheet (published in the May issue) identified the 'typical' Australian tennis coach and provided statistical information about the tennis industry and the Tennis Australia Coach Membership program. Part II focuses on head coaches, their activities, career development and the programs they conduct from modified to elite level.

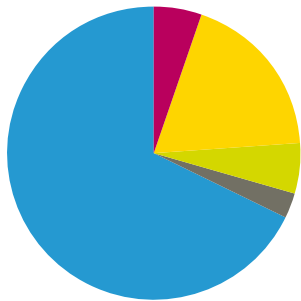


Tennis Australia coaching census methodology

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.

The head coach

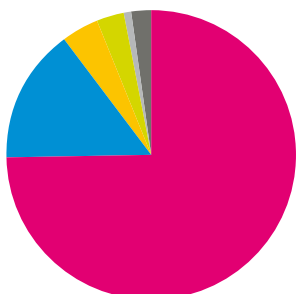
How coaches work



The majority of head coaches are sole business operators, 65 per cent of respondents working full-time (more than 25 hours per week) and 70 per cent of respondents deriving their main source of income from coaching.

- Of those coaches leasing a facility, the average length of lease is 4.5 years.
- A total 51 per cent of respondents employ assistant coaches.
- Head coaches spend most of their time in on-court delivery of tennis, 56 per cent spending fewer than 10.

Roles and responsibilities



Key	Number of hours	Percentage %
0-2		74
3-5		15
6-8		4
9-11		3
12-14		1
15-17		0
18-20		0
20+		2

In addition to on-court coaching, Australian coaches spend between up to five hours a week undertaking off-court duties; serving as committee members, organising club competitions, maintaining courts, directing or officiating tournaments and promoting the club and its services. One of coaches most common additional roles is increasing club membership with a total 74 per cent of respondents spending up to two hours per week trying to attract new members.

- 20 per cent of coaches indicated they are interested in attaining qualifications that will assist them to undertake additional roles at their facilities.
- 55 per cent of respondent coaches indicated they would like to manage memberships at their facilities for a 'fee-for-service'.
- The three areas of skill development most commonly identified as being of use to a coach in managing a facility were:
 - Business planning (69 per cent of respondents).
 - Financial management (62 per cent of respondents).
 - Marketing (60 per cent of respondents).

Next steps:

Tennis Australia's Master Club Professional course trains experienced tennis coaches and volunteer administrators in the skills required for the effective management and administration of tennis facilities. The course provides an educational pathway for coaches and existing club administrators to gain core business competencies that equip them to take up tennis club management roles and it provides a vocational Diploma or Business qualification.

Career development

A total 60 per cent of coaches are interested in expanding their businesses beyond coaching services into total club environments and more than 80 per cent would like to offer coaching services at more than one club.

The top five professional development topics of interest to respondents are:

- Technical and tactical fundamentals (65 per cent).
- Squad training (50 per cent).
- Maximising participation in coaching lessons (48 per cent).
- Physical training (42 per cent).
- Sport psychology (41 per cent).

Next steps:

Tennis Australia Coach Development will develop specific and relevant workshop modules for coaches and deliver the following topics around Australia in 2009-2010:

- technical/tactical fundamentals
- squad training
- maximising participation in lessons.

The AGSCC

Tennis Australia conducts an Australian Grand Slam Coaches Conference (AGSCC) during the Australian Open. The conference is Tennis Australia's major annual professional development event attracting more than 250 participants.

The top five reasons coaches attend the conference are:

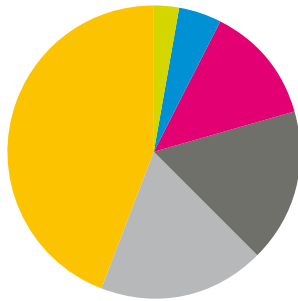
1. Access to tennis coaching-related speakers (74.1 per cent).
2. Access to high profile sport speakers (61.4 per cent).
3. Networking opportunities with other coaches (51.6 per cent).
4. Linking professional development activity with a visit to the Australian Open (37.8 per cent).
5. Access to current ATP/WTA players and coaches (47.4 per cent).

Approximately 40 per cent of coaches say they will attend the conference at least once every two years.

Next steps:

Tennis Australia is committed to conducting a world class, annual, coach development event.

The coach online



Key	Frequency	Percentage %
Light green	Monthly	3
Blue	Don't use	4.7
Pink	Infrequently	13.1
Grey	Weekly	16.8
Light grey	Every 2-3 days	18.5
Yellow	Daily	43.9

Nearly all Australian coaches (98 per cent) have internet and email access with 60.4 per cent checking their email daily and nearly 20 per cent checking their email more than five times a day. A total 89.9 per cent of coaches have broadband with just 1.4 per cent having no internet access.

25.8 per cent of coaches have a website for their business while 58 per cent of those who don't already have a website would like to develop one.

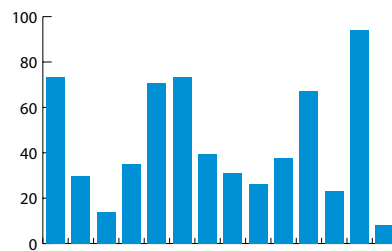
A total 53 per cent of respondents indicated that technical and content management support would be of use to them in developing a website for their business.

Next steps:

The coach development team is examining a range of ways to enhance its relationship with coaches through advanced information technology services. These may include offering individual 'coach' pages on tennis.com.au and customised website templates for individual coaching businesses.

Promotions and marketing

Australian coaches promote themselves in a wide range of ways, the most commonly used and successful of which are word of mouth (94.3 per cent), brochures and flyers (73.4 per cent) and outdoor signage (73.2 per cent).

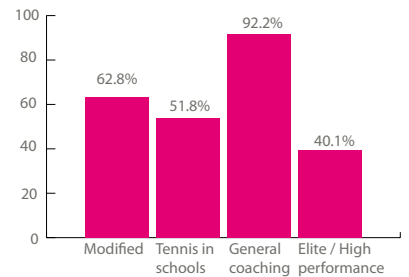


Method	Percentage %
Brochure/flyer	73.4
Website	29.7
Email signature	14
Certificates	35.2
Business cards	70.8
Signage	73.2
Free lesson promo	39.4
Gift vouchers	30.9
Letter box drop	26.1
Local newspaper advertising	37.8
School newsletter advertising	67.2
Yellow Pages	23
Word of mouth	94.3
SMS messaging	8.3

Next steps:

Coach Membership provides marketing tools to assist Tennis Australia coach members including Tennis Australia branded promotional postcards, fun day flyers, and customised business cards and signage. Coach Membership is investigating the feasibility of branded brochures, flyers and newsletter templates for Tennis Australia coach members.

Coaching programs



Australian coaches offer a wide range of programs to suit players of all abilities and ambitions.

Modified coaching programs

More than half of coaches (63 per cent) offer some kind of modified coaching program, these generally focusing on gross motor skill development.

Participation in modified programs is highest between the ages of five and 12 with an average 60 children within that age bracket participating in these programs.

A total 80 per cent of coaches use modified racquets, courts and nets with 43 per cent using modified balls.

Next steps:

Aviva Tennis Hot Shots provides a progressive pathway for childhood development, and resources to enhance existing coaching programs. It's based on kids having fun and achieving in clear, progressive levels from fundamental motor skills to open play situations. The marketing formally links independent coaching businesses with the Tennis Australia brand, providing a widespread and collective campaign to join tennis. Tennis Australia has secured Aviva Australia as a long-term sponsor for the program providing direct benefits for local coach programs.

Tennis in schools

More than half of coaches (52 per cent) in the current workforce offer a tennis in schools program, 78 per cent of which are independent to the Member Associations' tennis in schools programs.

Participation in tennis in schools programs is strongest at primary school age with coaches averaging 80 primary school student participants in comparison to 26 secondary school-aged participants.

The transition rate between tennis in schools programs and club coaching programs is low with 70 per cent of coaches reporting that fewer than 20 per cent of their tennis in schools participants enrol in a club coaching program. Only five per cent of coaches report a greater than 60 per cent enrolment in club coaching programs.

A total 79 per cent of coaches would like to be able to deliver the Aviva Tennis Hot Shots program in schools.

General coaching programs

The majority of Australian coaches (92 per cent) offer general coaching as part of their business.

Participation rates for general coaching are highest in the five to 14 year old age group with coaches working with an average 110 students. The 15 to 24 year old age group is the next most likely to access general coaching programs with coaches working with an average 32 students.

A total 70 per cent of coaches report that 50 per cent or fewer of their coaching students join a tennis club.

Next steps:

Aviva Tennis Hot Shots has been extended from club-based programs to include a revised schools program to begin in Term 4, 2009.

The Aviva Tennis Hot Shots schools program uses modified equipment and lessons designed to allow kids to experiment with rallying, piloted successfully recruitment to club programs.

Tennis Australia introduced a 'learning to play' pathway poster detailing fundamental motor skill (FMS), red, orange and green stages of Aviva Tennis Hot Shots to achieve between the ages of three and 12.

Wilson PeeWee redeveloped its FMS program to ensure children achieve the required competencies before graduating to Aviva Tennis Hot Shots.

The Aviva Tennis Hot Shots program includes lessons to support the coach/deliverer at the red, orange and green stage.

Modified balls (red, orange and green) are now available through tennis.com.au at a discount to registered Aviva Tennis Hot Shots coaches.

Elite/high performance coaching programs

Fewer coaches (40 per cent) offer elite or high performance coaching programs than any other program. Coaches operating high performance programs personally deliver tournament scheduling, strength and conditioning, sport psychology and nutrition to their athletes. Generally they outsource the medical screening, physiology and physiotherapy components of their high performance programs.

- Male and female participation in these programs is balanced equally.
- Elite/high performance on-court programs are 55 per cent private coaching and 44 per cent squad coaching.
- A total 67 per cent of coaches working with elite athletes use video analysis as a coaching tool, 58 per cent of those using video analysis on a monthly basis.

Next steps:

Tennis Australia continues to address the video analysis needs of coaches through provision of a range of Coach Membership benefits such as a discount on DartFish software and provision of Australian Open player movies.

Factors perceived as threats

The coaching census identified a number of areas that coaches perceived as threats to the sport in Australia. These included:

- smaller clubs feeling vulnerable and less equipped for growth and long-term survival
- a lack of large clubs around large population areas to grow tennis and offer greater depth of programs.

Next steps:

- Tennis Australia has provided a 'facility blueprint' to all local governments to highlight facility issues and encourage greater investment in large venues.

- Since 2007, Tennis Australia's National Court Rebate Scheme has assisted in the development and redevelopment of more than 600 courts.

- Tennis Australia's infrastructure strategy provides resources to Member Association development staff to assist clubs with contract and business plan template, helping to improve the processes and professionalism of community tennis clubs.

