



NT Local Coaching Advisory Group forum

Summary report – October 2009

Compiled by Tennis Australia's Coach Development Department

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Section 1 – Introduction

The key objectives of LAGs (in each state/territory) are to:

- *Provide a forum for coaches to discuss the coaching issues / challenges (and recommended solutions) within their catchment area;*
- *Make recommendations on possible solutions to consider regarding current challenges faced by coaches and the coaching industry*
- *Focus on the “coal-face” coach and coaching issues*
- *Report on any other coach / coaching issues affecting coaching*

The following *summary report* is designed to highlight the key findings and recommendations to come from the NT Local Coaching Advisory Group (LAG) Forum held in Darwin on 25 October 2009. The structure of the forums being held across Australia is outlined below:

- § LAG forum (open discussion to identify relevant coach / coaching issues and challenges, as well as relevant improvement strategies);
- § Networking break;
- § LAG meeting (targeting a limited number of key issues / challenges to come from the forum and developing a more detailed action plan to address these).

Section 2 – Background

Tennis Australia (TA) contracted McLaughlin Sports Consultancy (MSC), to assist in the planning and facilitation of the first round of LAG forums in 2009 (not including Northern Territory and Tasmania). MSC's contract also includes the preparation of a series of *summary reports*, guided by the feedback gathered in each of the forums.

This *summary report* has been designed to provide succinct information which is a true and accurate record of input from forum delegates, and it is hoped this will assist TA (Coach Development Department), the National Coach Advisory Group (NCAG) and Tennis NT, to continue to improve the support services provided to the NT Tennis Coaching community.

Section 3 – Summary of key findings

Based on information provided by the delegates of the NT LAG forum held on 25 October 2009, a series of key findings have been outlined in the following sections:

- *Section 3.1 – Force analysis summary*
- *Section 3.2 – Action plan*




Section 3.1 – Force analysis summary

The 65 delegates who attended the inaugural NT LAG forum were divided into nine small groups to have open and frank discussions within these groups to identify key issues affecting the Tennis Coaching industry in NT. They were also asked to provide possible solutions / strategies that they felt may address the issues they identified.

Based on the information provided by each of the nine groups within the forum, a summary of the forces currently driving the performance of Tennis coaching in NT, along with the blocking forces slowing the progress of world class Tennis coaching in NT, are presented in Table 1, following.

TABLE 1 – FORCE ANALYSIS SUMMARY

Please note: that this section is a summary of all the thoughts and ideas collated from the coaches participating in the LAG brainstorm session

TENNIS AUSTRALIA FUNCTIONAL AREA	IDENTIFIED DRIVING FORCES 	Issues & challenges Where we are now 	IDENTIFIED STRATEGIES  (To address blocking forces & to maintain driving forces) Where we want to be
MARKETING	<ul style="list-style-type: none"> • Being recognised as Australian's <i>number 1 sport of interest</i> • Highly visible sport (TV coverage of major events) • The Australian Open creates lots of interest in the sport • Love of the game and passionate coaches 	<ul style="list-style-type: none"> • Competition from other sports (team sports) • Lack of "year round" marketing • Accessibility of the sport (high cost) • Crowded marketplace 	<ul style="list-style-type: none"> • Make tennis attractive • Free to air TV coverage • Highlight champions to increase attractiveness of sport • Create an exciting product • Need a TA lead all year round marketing approach focusing on Tennis' points of difference from other sports • Promote May – Aug for NT, not January • Make tennis affordable
COACH DEVELOPMENT	<ul style="list-style-type: none"> • Passion to provide opportunity and work with children • Employment opportunities • Personal Growth (Skill development, Confidence) • Pathways from player to coach • Quality coaches and viable coaching businesses • Improved coach recognition • Quality coach development program (coaching courses, professional development and membership) 	<ul style="list-style-type: none"> • Time (coach availability, course length, course opportunities, other commitments) • Lack of assistance during transition between athlete to coach • Lack of resources (courts/facilities, coaches, equipment) • Difficult to complete enough hours due to climate • In capable coaches • Perception of the role of the coach as a career 	<ul style="list-style-type: none"> • Need for more coaches • Increase communication to coaches on timing of courses • Longer blocks of courses, with less interruption to school. • Take advantage of networking opportunities • Develop coaches from within clubs • Screen coaches to ensure performing at their best • Creating career pathways - scholarships • Provide continual pathways for improvement • Incorporate IT aspects in JDC

TENNIS AUSTRALIA T12 AREA	IDENTIFIED DRIVING FORCES	Issues & challenges Where we are now	IDENTIFIED BLOCKING FORCES	IDENTIFIED STRATEGIES (To address blocking forces & to maintain driving forces)	Where we want to be
GRASS ROOTS & TENNIS IN SCHOOLS	<ul style="list-style-type: none"> Increase in participation 				
INFRASTRUCTURE		<ul style="list-style-type: none"> Lack of resources (courts, facilities, equipment) Councils don't support facility maintenance (councils need to be educated) High cost of land for facility development High cost of leases / coaching rights 		<ul style="list-style-type: none"> Manage facilities to maximize capacity, Identify other areas of use Mini parks in courts 	
ATHLETE DEVELOPMENT	<ul style="list-style-type: none"> Producing Elite Players Pathways for NT athletes Increased athlete participation 	<ul style="list-style-type: none"> Large expenses involved in the sport Athlete commitment "Ugly parent syndrome" 		<ul style="list-style-type: none"> Provision of grants Provide incentives 	
TOURNAMENTS & COMPETITION		<ul style="list-style-type: none"> Availability of more competition due to distance 			
COMMUNICATION/IT	<ul style="list-style-type: none"> Maintaining positive relationships 	<ul style="list-style-type: none"> Ineffective information and communications technology systems in place due to assumed knowledge 		<ul style="list-style-type: none"> Include IT relevant classes in courses 	
Other:	<ul style="list-style-type: none"> Lifestyle Climate Respect for Tennis NT 	<ul style="list-style-type: none"> Parents- socioeconomic status Transient nature of population, financial costs Motivation/lack of motivation Resources, courts, coaches, time, location/isolation Weather 		<ul style="list-style-type: none"> Apply for grants to aid in some expenses Introduce indoor stadiums Support coaches when clubs no longer require their services 	

Please note: that this section is a summary of all the thoughts and ideas collated from the coaches participating in the LAG brainstorm session

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PLEASE NOTE: TENNIS AUSTRALIA HAS ALREADY DEVELOPED SOME INITIATIVES, WHICH ARE IN VARIOUS STAGES OF DEVELOPMENT (PRIOR TO THE LAG FORUM PROCESS) TO ADDRESS SOME OF THESE IDENTIFIED DRIVING AND BLOCKING FORCES. TENNIS AUSTRALIA WILL SHARE THESE INITIATIVES WITH COACHES THROUGH VARIOUS COMMUNICATION MEDIUMS, I.E. LAG FORUMS, COACH COMMUNICATION MEDIUMS ETC.

3.2 – Action Plan

TABLE 2 – OCTOBER 2009 LAG POST FORUM ACTION PLAN

TENNIS AUSTRALIA FUNCTIONAL AREA	Key Issue	Aim	Strategy	Resp	Time
MARKETING	Lack of a nationally coordinated, year-round marketing approach	Provide an opportunity for all people to play tennis	Provide an update to TA coach members through a range of mediums re: proposed by the Tennis Australia Marketing Department.	TAMD	2010
COACH DEVELOPMENT	Coaching courses to meet the needs of NT personnel	Flexible coaching structure to meet the needs of NT personnel	Liaise with NT LAG re: coaching course modifications and changes to best meet the needs of tennis in NT in the future – develop coaching career pathways -Incorporate IT elements in JDC	TACD	2010
COACH DEVELOPMENT	Increase the quality of coaching standards	Increase the standard of coaches	Implement a benchmarks for coaching standards	TACD	2010
COACH DEVELOPMENT	Lack of career pathway/direction for coaches	Provide a career pathway for coaches	Provide an update on the TA traineeship / apprenticeship program to provide industry recognition and an enhanced professional coach career pathway.	TACD	2010
COMMUNITY TENNIS	Not maximizing facility capacity	Maximise potential of facilities	Provide support and advise re: maximizing facility capacity	TACTD	2010

Key:

TACD – Tennis Australia Coach Development, TAMD – Tennis Australia Marketing Department, TACTD- Tennis Australia Community Tennis Department

TAT&E – Tennis Australia Tournament and events, TAAD – Tennis Australia Athlete Department

Section 4 – Conclusion

The inaugural NT LAG forum held in Darwin on 25 October 2009 raised a myriad of issues and strategies, all of which, if implemented, would improve Tennis coaching in NT. Although this is the case, “Rome was not built in a day” and the action plan contained within this report is focusing only on the core issues raised by the NT LAG forum delegates, which can realistically be progressed between now and the next NT LAG forum. The action plan within this report will provide invaluable information to Tennis Australia and in the next NT LAG forum; delegates will be informed as to the progress made in relation to the plan.

Tennis NT and Tennis Australia take this initiative very seriously and we hope you will continue to proactively support the development of tennis coaches through your positive involvement in the next LAG Forum.

Acknowledgments

Tennis Australia would like to thank the NT LAG members and forum participants who gave of their time to share a wide range of views and experiences in an attempt to provide relevance to the process at all times. This dedicated group will have a large impact on the implementation of the action plan within this report and on the future development of the tennis coaching industry, both in NT and throughout Australia.

Special thanks must go to Belinda Colaneri from Tennis Australia for her professional and passionate work, which ensured the success of the inaugural NT LAG forum.

25 October, 2009

NT LAG representatives (Pat Coburn, Nicky Mayer and Benita Bittner) provided the following feedback to Tennis Australia

NT LAG

1. Format – questionable on relevance to the NT

- § The LAG forum did not allow for coaches to express what was good in their region and share that with other coaches.
- § Required more of an open forum to discuss strategies and direction of Tennis Australia – how they have been implemented and discuss the results – both positive and negative.
- § More time to network with other coaches and assist if having problems.
- § The format brought forward individual coaching problems. It didn't look at industry problems. How do we grow the industry together?

2. Tennis Australia coaching courses

- § Too expensive and too long. Not effective for regional areas –
 - Eg: for the 2009 JDC, one person having to fly in three times to attend course at \$400 to \$500 a trip, plus accommodation if required and JDC course fees.
- § Presentation was not targeting feedback about the role of Tennis Australia. Tennis NT is quite positive about a few things, especially our player development pathway.

3. Tennis Australia need feedback on programs and direction from the Member Associations on how they are going.