

## ACT LAG forum summary of outcomes – club & coach relationship activity



27 May 2010 – State Tennis Centre - 20 participants

The summary of outcomes below have been collated verbatim from the activity worksheets from the club & coach relationship session, whereby aspects of club & coach relationship were highlighted and the *Your Tennis toolkit* was presented. The LAG forum delegates worked in small groups to identify the outcomes summarised below.  
[+ indicates the additional groups who mentioned the same or similar view point]

### What? (Impartial)

What were the main points covered?

Listen to concerns, actions being taken and addressing coaches and club problems  
A lot of work still to be done with club & committee relationship  
*Your tennis toolkit* USB +  
Importance of Club & coach relationship – communication, contractual arrangements +  
Education of the club committee

### So What? (Reflective)

We liked –

Good information on website +  
Ease with presentation of information on website through *Your tennis toolkit* USB +  
*Your tennis toolkit* USB +  
Use of professionals for advertising

We disliked –

Very poor club/committee representation  
Relationship between club coach and academy coach  
Sometimes an overload of information  
Hard to get everyone together – committees are time poor

### Now What? (Changing / Applying)

What would you like to learn more about?

Competitions Management system +  
Seemed to have covered it pretty well in the *Your tennis toolkit* USB  
New governing structure as committees are time poor  
Club & coach synergies

How can you apply this learning?

Make people aware of Tennis Australia *Your tennis toolkit* USB

What follow-up is required to address your needs or challenges?

Try to get committee to more representative  
Continual learning environments like this

Interpretation and recommendation of the summary of feedback and outcomes

To develop a comprehensive club & coach relationship strategy, whereby both Coach Development and Community Tennis deliver in an integrated approach.

Implementation of a club & coach relationship educational program needs to be developed, utilising the *Your tennis toolkit* as a key learning tool, opportunity to share best practice, case studies, understand needs of both parties etc. Delivering at the local level.

Provide additional resources to the *Your tennis toolkit*, such as best practice, case studies, FAQs regarding contract management, club & coach relationships, etc

Based on feedback, the next ACT LAG forum topic to cover:

Competition Management system

## ACT LAG forum summary of outcomes – marketing activity



27 May 2010 – State Tennis Centre  
20 participants

The summary of outcomes below have been collated verbatim from the activity worksheets following the marketing presentation. Karen Clydesdale on behalf of Tennis Australia Marketing personnel. The presentation included a brief update on Tennis Australia commissioning of the consumer research, proposed initiatives including MLC Tennis Hot Shots activation campaign and the Local Area Marketing brandstation demonstration. The LAG forum delegates worked in small groups to identify the outcomes summarised below.

[+ indicates the additional groups who mentioned the same or similar view point]

### What? (Impartial)

What were the main points covered?

Marketing strategy and direction

Streamlining of the system, user friendly – one stop shop

Brandstation

Customise your marketing material to your needs

Marketing is so important in this internet age

### So What? (Reflective)

We liked –

Brandstation is great

There is a marketing strategy

Opportunity to generate marketing material (e.g. newsletters)

Gives the coach more time to work on the business not in the business

We disliked –

Lack of all year round marketing of tennis

### Now What? (Changing / Applying)

What follow-up is required to address your needs or challenges?

More high profile players in marketing (good opportunity to promote Sam Stosur)

More marketing throughout the year

Promote the message game for life, use Wally Masur, Pat Rafter etc still enjoying the game

Template for a brochure (membership application)