

18 April 2010 – Sydney International Tennis Centre

50 participants

The summary of outcomes below have been collated verbatim from the activity worksheets from the club & coach relationship session, whereby aspects of club/centre/council/school & 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?

Contract with club – strengthening relationships

Developing club and coach relationships in order to benefit tennis as a whole, rather than the individual ++

Taking a more positive approach to developing students ++

Your tennis toolkit ++

There has been progress since the last LAG (10 months) – Your tennis toolkit +

What Tennis Australia is doing to help coaches +

What did you take particular notice of?

Your tennis toolkit +++ excellent idea, useful in developing partnerships between coaches and clubs – same page

Benjamin Zander video on positive approach to getting the best out of your students

Access to information is paramount to success

Coach contract – lack of contracts in some clubs

How contracts will fit for the various different stakeholders/relationships, i.e. council land, crown land etc

So What? (Reflective)

We liked –

Your tennis toolkit +++

That there has been some specific action based on the issues raised at the last LAG meeting

Tailored to suit individual needs approach

Different approach to teaching

The contract and a more in depth partnership with the clubs and coaches

MLC Tennis Hot Shots development pathway

Positive direction

More recognition for coaches working with juniors at the grass roots - success stories

We disliked –

How the contract maybe a disadvantage for some coaches

Too many website addresses – coaches do not have enough “off-court” time

Too much information – difficult to comprehend the IT/computer/web information

Providing a safe answer in a public forum

Information in first hour was too broad for the purpose of this forum

Now What? (Changing / Applying)

What have you learnt?

Resources available via Your tennis toolkit ++

Contracts between clubs and coaches and their importance ++

Communication is getting better – still a long way to go

Stronger relationships with coach, club, parents and students is very important for development of the sport

TA has an interest in the club/coach relationship and contracts

Positive new programs being offered

AASC good initiative for young coaches

What would you like to learn more about?

TA and TNSW can assist with local group workshops in clusters of clubs/coaches

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The summary of outcomes below have been collated verbatim from the activity worksheets from the marketing session, whereby the Tennis Australia marketing of tennis direction was presented by Karen Clydesdale on behalf of TA Marketing personnel. The presentation was a brief update on Tennis Australia commissioning of the consumer research, proposed initiatives such as: Open tennis days, 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?

The ability to personalise Tennis branded marketing collateral via pilot software + + +
Locked up logos shows alignment with Tennis Australia + +
Tennis Australia research
Open Days +
Overview of TA coach marketing plan

So What? (Reflective)

We liked –

Local Area Marketing initiatives
More emphasis on marketing
Being recognised and aligned with peak body through locked logos + +
Consistent messages/professional artwork/design – branding opportunities + +
Tennis Australia's commitment to marketing tennis all year round
Ease of creating brochure, marketing material

We disliked –

Simply more tennis on TV
Is there generic advertising for major metro areas?
We would have liked a TA marketing representative to be present
The fee to having to pay for locked logo. Why? We already pay a membership fee and we feel this should be included. +
Info on the front of the promotional post card
Too short, no detail and too general

Now What? (Changing / Applying)

What would you like to learn more about?

What are all the marketing tools for coaches, one contact in TA for coach/centre marketing.
Guidelines to be established on how to use Local Area Marketing and effectively linked to a national campaign
Personalising marketing collateral
Networking and cross promotion to benefit business
Marketing advice, i.e. Marketing Angels
TA and TNSW marketing strategies
How can we get involved in pilot trials
What marketing collateral is available for coaches, i.e. shirts, logos to present professionally
How to make more money
How to work for yourself
Templates for radio
Pooling coaches resources to market tennis locally
National Marketing plan – what is it?
Has Tennis Australia go a marketing strategy to develop the sport through the schools. What is the strategy and how can coaches increase participation in developing the sport?

How can you apply this learning?

Clustering especially in metro areas, such as TCI, i.e. Illawarra coaches
How can we tap into Tennis Sydney
Talk to association about logos
Show general public that linked to TA
Use resources available to coaches, i.e. flyers, post cards, facebook etc
Participate in brand station pilot

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

Clear list of marketing tools which are available to coaches
More awareness of coach qualifications
More education on programs, (i.e. MLC Tennis Hot Shots) to general public
More promotion of up and coming players
Tennis Australia make the research available to coaches to assist with their business and getting more active players, playing more often for longer
Need a follow-up marketing session
TA to promote qualified coaches, similar to the PGA advertisements
A TA representative to come with the coach to physically approach the schools, i.e. TA supports the approach.

Interpretation and recommendation of the summary of feedback and outcomes

That Coach Development, Community Tennis and Marketing personnel develop a local area marketing program through brand station, with the intent for clubs and coaches to work together on their marketing strategies.

Inform the LAG participants and TA coach members on the research outcomes and keep them abreast of the National Marketing Plan for tennis and how coaches are part of that plan.

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TNSW reps to present to coaches how to deliver MLC Tennis Hot Shots in schools + (how to make it happen)
More in depth strategies on developing strong relationships with club committees and councils +
Assistance with how to negotiate contracts + +
Talent Development Coaches
More effective marketing techniques – local and state
Tools to communicate to the public and parents about coaching qualifications
Benchmarking of venue charges, coaching charges etc

How can you apply this learning?

Creating a more positive environment for students

Approaching councils and trying to getting on the same page
Disseminate info to councils, boards and committees
Go to the website as there is a lot of useful information there
Talk to clubs more – meet on common ground
We need to be more pro-active and look into information which is available

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

Access to Your tennis toolkit – provide feedback on toolkit
MLC Tennis Hot Shots in schools
Greater awareness of coaching as a career and encouraging people to be coaches
Written strategies or guidelines on how to approach schools, committees etc
Tennis Australia and TNSW assist with entry into educational sectors
Recognition of successful coach – what is success?
Continue with forum format
Have one coach presentation and one TA presentation
More TNSW and TA reporting back on best practise models in the field
More case studies
We need to receive regular “progress updates” actions and results from the LAG forums to hear that things are happening and making progress
A clear MOU between TA, coaches, clubs and councils of the financial viability/impact requirements for good business operations
One-on-one assistance in local area/environment

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

That Coach Development, Community Tennis and Marketing personnel develop a local area marketing program through brand station, with the intent for clubs and coaches to work together on their marketing strategies.

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

MLC Tennis Hot Shots in schools – a practical approach – presenter from TNSW or coach or LAG rep who has implemented a successful MLC Tennis Hot Shots in schools program.

Marketing – external presenter, i.e. Marketing Angels

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