

29 June 2010

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]

Now What? (Changing / applying)

What would you like to learn more about?

How to cater our tennis programs better to modern society

- Commitment, time pressures, needs & desires

Alternate pathways/ programs (not Ath Dev.) to keep more players in the sport

- Middle ground of sport
- Once people decide/ realise they may not become a champion – still keep them in tennis My Tennis
- Database and interaction between members/the club etc
- Newsletters, updates, birthdays, results, customer interests, direct marketing
- Player ratings process and My Tennis interaction (Brendan Sharp)

- Progression of recruitment
- Retaining children
- Advice for licence / lease agreements with schools/ councils
- Permission to use promotional vision, i.e. Alicia Molik for MLC Tennis Hot Shots
- Education of change in last 5 years
- School/coach contract – board of education
- Three way contract TA/ MA – coach association? Club
- Clubs/ Associations prevailing an annual return to TA
- Lack of clubs / associations in attendance at LAG
- How to deal with parents & committees
- Fees paid to clubs e.g. lease court hire
- Consultants specialising in small-medium sized club management: ongoing profitability via change in social trends, e.g. time poor, lack of regular commitment etc.
- Club atmosphere, e.g. Melbourne, Perth – how to replicate this in Qld?
- How do you align social tennis & development tennis within the club?
- Club/ coach relationship – best practices on remuneration
- Best way for coach to influence committee on club and player development/ fixtures decisions

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

- Spread more resources across the various levels of the pathway (currently top heavy)
- Research better what our customers want
- Expand TDC program to provide better framework as to what is best practice models for a coach to provide/ cater for a wider cross section of the development pathway
- TA to communicate to coaches, clubs, members about vision of products like My Tennis – get excited about future projects
- Marketing to new un-affiliated clubs, coaches – recruitment
- Communicating results from this LAG forum
- Listening for new ideas from within and outside Australia
- Guidelines & situational examples of such incidents & possible/ factual positive outcomes
- Examples of fees paid in different areas for coaches to use as a base of negotiation
- List of approved consultants in this area
- Examples provided of successful clubs/ Associations & how they achieved such success e.g. German Clubs, Bowls Clubs etc.
- How a club can provide for the needs of seniors, social & competition players, developing juniors & social juniors with limited conflict
- Education to clubs and councils on the benefits of court selection and court surface. Research on how best practice for maintain clay courts