

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



5 June 2010 – Hisense Arena

66 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?

Your Tennis toolkit – coaching templates + + + (we haven't got one and want one!)

The importance of the club & coach relationship +

Club & coach contracts +

Think creatively and positively – think, feel, act +

Shining eyes

National Competitions planner

Penetration in schools

CTOs

### So What? (Reflective)

We liked –

Your tennis toolkit + + + (great resource, lots of valuable information)

Moving in the right direction +

Club and coach contracts – because changing committees

CTOs educating clubs and committees

We disliked –

Not having access to the toolkit at the moment

Bias is coming from coaches, not clubs and volunteers

Poor quality of assistant coaches

Be careful putting figures on website, i.e. coaching rates, court hire fees etc

More needs to be done to make clubs and committees more professional and accountable

### Now What? (Changing / Applying)

What would you like to learn more about?

Club & coach contracts + +

How TA/TV can help us deal with clubs – beyond the tool kit...

CTOs and support available from them

CTO strategy

Case studies of success stories of clubs and coaches

T12 strategy

How TA train coaches

More team competition opportunities – keep kids in the game, as opposed to just lessons

How TA is going to understand community club views

Player pathway

More education on how to work with schools

Access to grant applications, i.e. generic template

Court surfaces – do players care? Do coaches care?

From a club perspective, resource limitation to run all the programs – same old volunteers

Email the [tennis.com.au/yourcoach](mailto:tennis.com.au/yourcoach) link to participants (would have been good to receive prior to the forum)

Club committees – is there performance reviews for the committee, is the coach consulted upon appointment of committee members?

## Vic LAG forum summary of outcomes – marketing activity



5 June 2010 – Hisense Arena  
66 participants

The summaries of outcomes below have been collated verbatim from the activity worksheets following the marketing presentation. Liz Smith, Tennis Brand Manager 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?

Web based templates + +

Locked logos +

Marketing to specific targets/catering for variety of groups needs

Tennis Australia research

### So What? (Reflective)

We liked –

User-friendly Templates with the ability to customise +

That there is local area marketing assistance available

Use of humor in PGA advertising +

It was simple

Locked logos

Being informed

We disliked –

Brandstation is not available yet

Not involving clubs as an important stakeholder as part of the development of the club & coach contract

Printing and logo costs

User pays system

Unknown costs of brandstation

### Now What? (Changing / Applying)

What would you like to learn about?

How to change attitudes/importance of putting people in the right environment

Advise of what mediums to use for the various target groups

Ability to research the needs of our own market and then ability to use the right form of communication, i.e. email, text to promote the right product

How do we develop a marketing campaign (please provide examples/templates)

Marketing the club

Networking between clubs and clubs and coaches

What does it mean to clubs and what role are the clubs expected to play

How can you apply this learning?

Use of templates to market the sport +

Put a marketing plan together based on ideas from Shoestring Marketing

Just do it!

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

Access to Shoestring Marketing ideas

Great job to the marketing team, the templates are fantastic – well done

Share some case studies and best practices – success stories

Provide a step-by-step marketing process that would work for us, i.e. like the shoestring marketing cards several years ago

Sessions on database management, mail-merge, software for text and email

Improve the google search for tennis clubs and coaches

Greater focus of Find-A-Coach and Find-A-Club on TA website

More local area marketing

How can you apply this learning?

How T12 impacts me as a coach

Access the Your tennis toolkit and website

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

**Pro-active visits from CTOs to coach and club – important + + + +**

Having the Your tennis toolkit available soon

Clubs more aware of the benefits of the club coach

Examples of best practice for committees/clubs

Bringing clubs and coaches goals together

Stress the importance of club & coach contracts

Club committees need to be aligned with TA strategic direction

Engaging the council

Personal contact with clubs & committees to share information and objectives

Make it easier for clubs and coaches to find the contract (improve search with key words)

Simplified version of the club & coach contract

More mentoring players, clubs, coaches, volunteers, officials

More coach recognition

Need for more visibility of high profile tennis and TA personnel with club and coach, e.g. Chris Kachel visited NW region – it was very successful.

Training in cold calling – use member lists

More quality assistant coaches

Colour code the states on the website

Formalised guidelines for committees, roles, responsibilities etc

Regional LAG forums

More communication

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 through CTOs.

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.