



Queensland
Government

BUSINESS COACH SUMMIT

TENNIS QUEENSLAND - BUSINESS COACH SUMMIT

2026



WHAT WAS IT?

Tennis Queensland delivered the fourth Business Coach Summit on 22-24 June 2026, building on the success of previous years with a more interactive and outcomes-focused format. The summit brought together coaches from across the state for professional development, networking, and practical workshops centred on a single unifying theme: Marketing and Customer Acquisition.

This focused approach allowed each session to build on the last, with team-based activities integrated throughout to reinforce learning, encourage collaboration, and give attendees the opportunity to apply new skills in real time. An approach designed to improve knowledge retention and translate directly into stronger business outcomes for the sector.

By the end of the summit, coaches left with actionable plans and renewed enthusiasm to implement fresh marketing initiatives and drive growth in their communities.

With the success of this year's event, Tennis Queensland is already looking forward to next year's summit, with plans to introduce even more dynamic content and opportunities for professional growth.

BUSINESS COACH SUMMIT

by the numbers

by the numbers



55
attendees

30

hours of professional
development

13

presentations

20

regional coaches



Coaches by the region

2

Far North

2

South

3

Central

7

Sunshine Coast

10

Metro

6

Gold Coast

15

Melbourne

Itinerary

22nd June

Croatian Sport Centre Gold Coast
Gold Coast Suns - People First Stadium
Top Golf

23rd June

Croatian Sport Centre Gold Coast
Maniax
Padel Gold Coast

24th June

Atora Burleigh
Croatian Sport Centre Gold Coast

BUSINESS COACH SUMMIT PLATFORMS

This year, we proudly introduced a brand-new Canva website that became the central hub for information for our coaches during the summit. The site included details about speakers, bus schedules, and much more.

Additional platforms

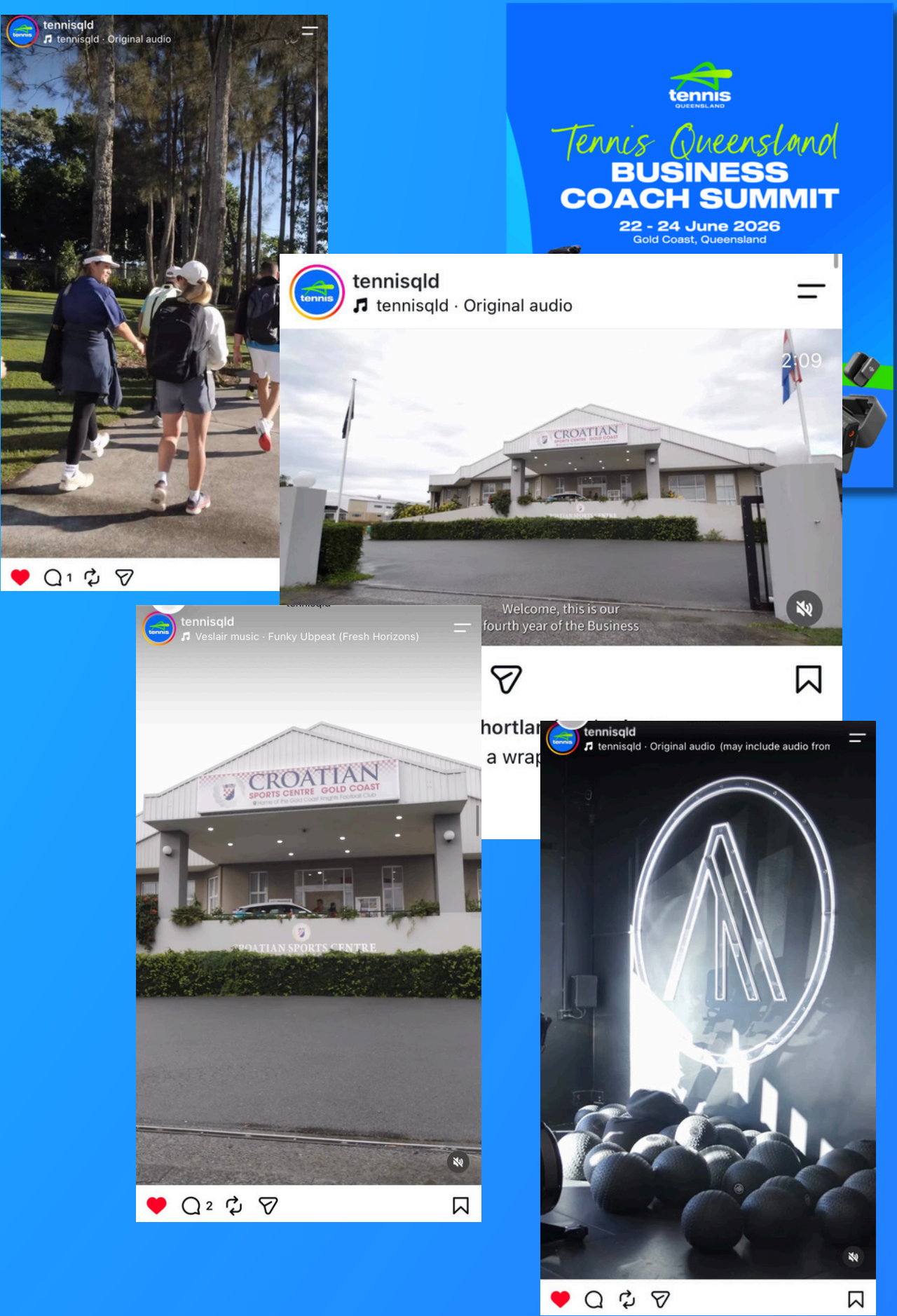
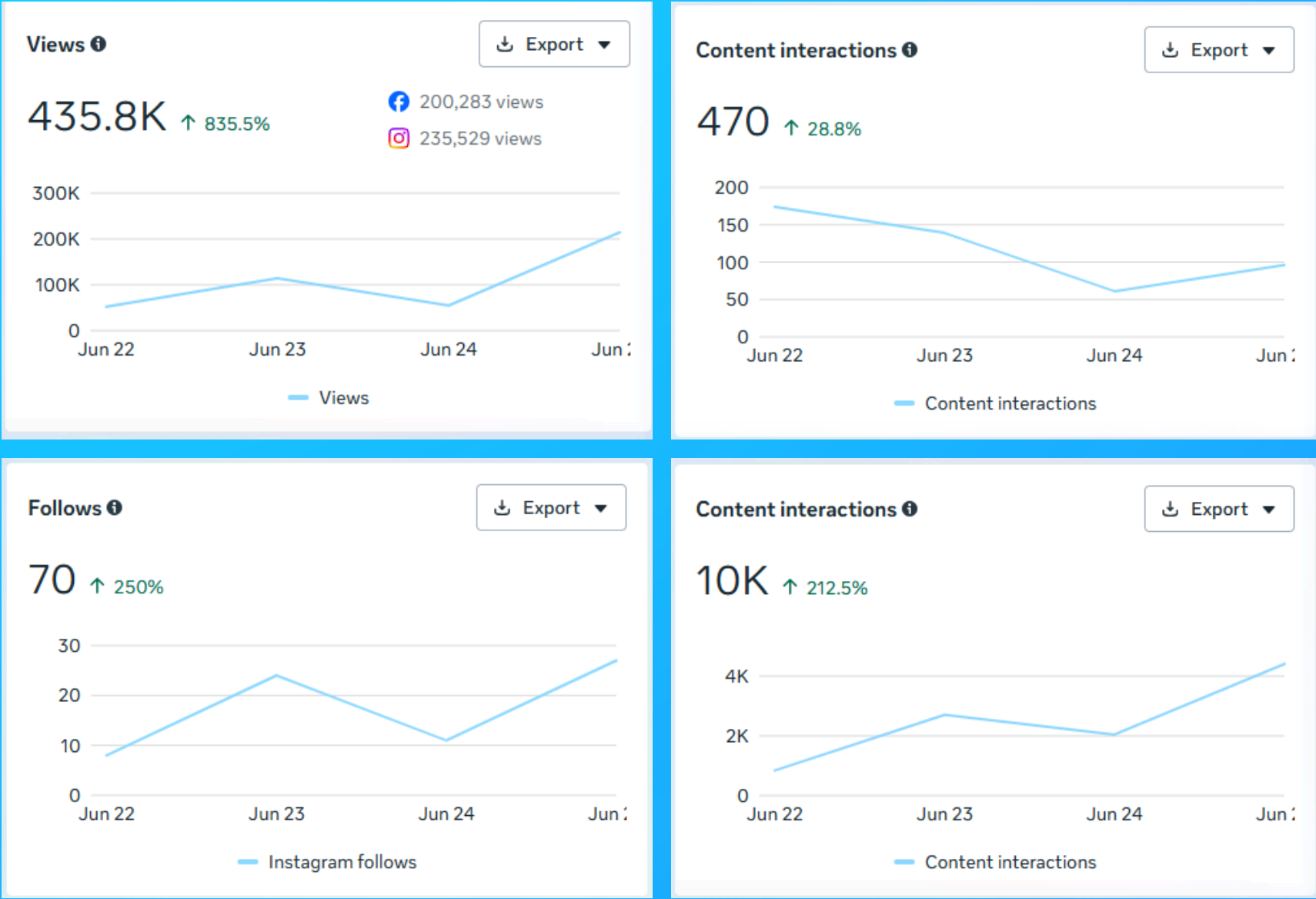
Over the course of three days, we utilised a variety of platforms to promote and highlight the event, including Facebook, Instagram, LinkedIn and Youtube.



MARKETING AND PROMOTION

This year, we attained impressive promotional results and analytics thanks to improved materials for the Queensland Coaches Business Summit. This success was bolstered by the contributions of a professional photographer and videographer present during the event.

DATE RANGE 22 JUNE - 25 JUNE ONLY



PRESENTATIONS DAY ONE



RHYS DE DEUGD
Tennis Australia
Social Media & Content
Producer

Content That Connects – Creating
Digital Campaigns That Resonate

THOMAS BEVERLEY
GOLD COAST SUNS
GM of Media,
Communications and Digital

Q&A with GM of Media,
Communications and Digital - GC
Suns



CARLY DUNCAN
Tennis Australia
Head of Tennis Brand
Marketing

From Post to Performance –
Leveraging Social the Right Way



MITCH BROOM
VILLAGE ROAD SHOW
Senior Brand Manager

Inside Elite Digital Strategy – How
Village Roadshow Drives Traffic
& Revenue



MATT KENNEDY
MKL Media

From Court to Camera – Creating
Video Content That Converts +
Live content creation on court

TOP GOLF EXPERIENCE
Team Tournament



Recap video

PRESENTATIONS DAY TWO



JOHN MITCHELL
Delta Gymnastics
CEO & Director

Community as a Growth Strategy
– Lessons from Delta Gymnastics



STEWART REEVE
MANIAX

Building Tribal Loyalty – How
MANIAX Turns Experiences Into
Community

CHRIS WOODLAND
Tennis NSW
General Manager - Tennis
Development

NSW Growth Fund Project



JESS WINCH
EssenceMediaCom
SEO Director

Organic Optimization for
Success



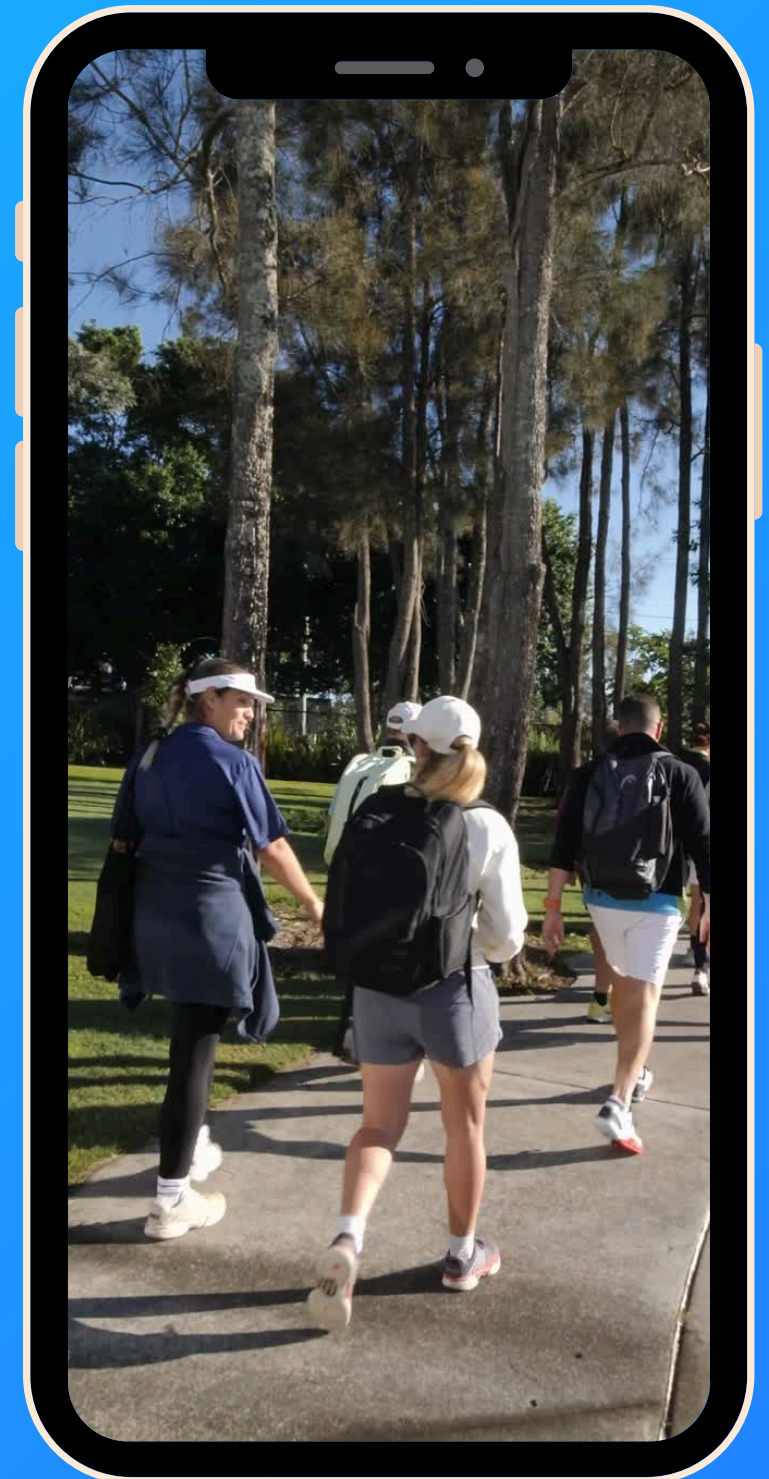
ANTHONY NAPOLI
Tennis NSW
Tennis Development
Lead

NSW Growth Fund Project



TONY PI
Padel Gold Coast
Head Coach & Club
Manager

Experience, Competition &
Commercial Insight



Recap video

PRESENTATIONS DAY THREE



ALAN MYERS
Beyond Business
Coaching
CEO & Director

Sales in Action – Inside Aora Gym



Open Day Team
Challenge

Coaches used everything they learnt over the three days to create a marketing plan from pre, during and post event.

AMELIA SNELL
Tennis QLD
Marketing & Content Lead

Smart Content Systems –
Canva, AI & Automation in
Action

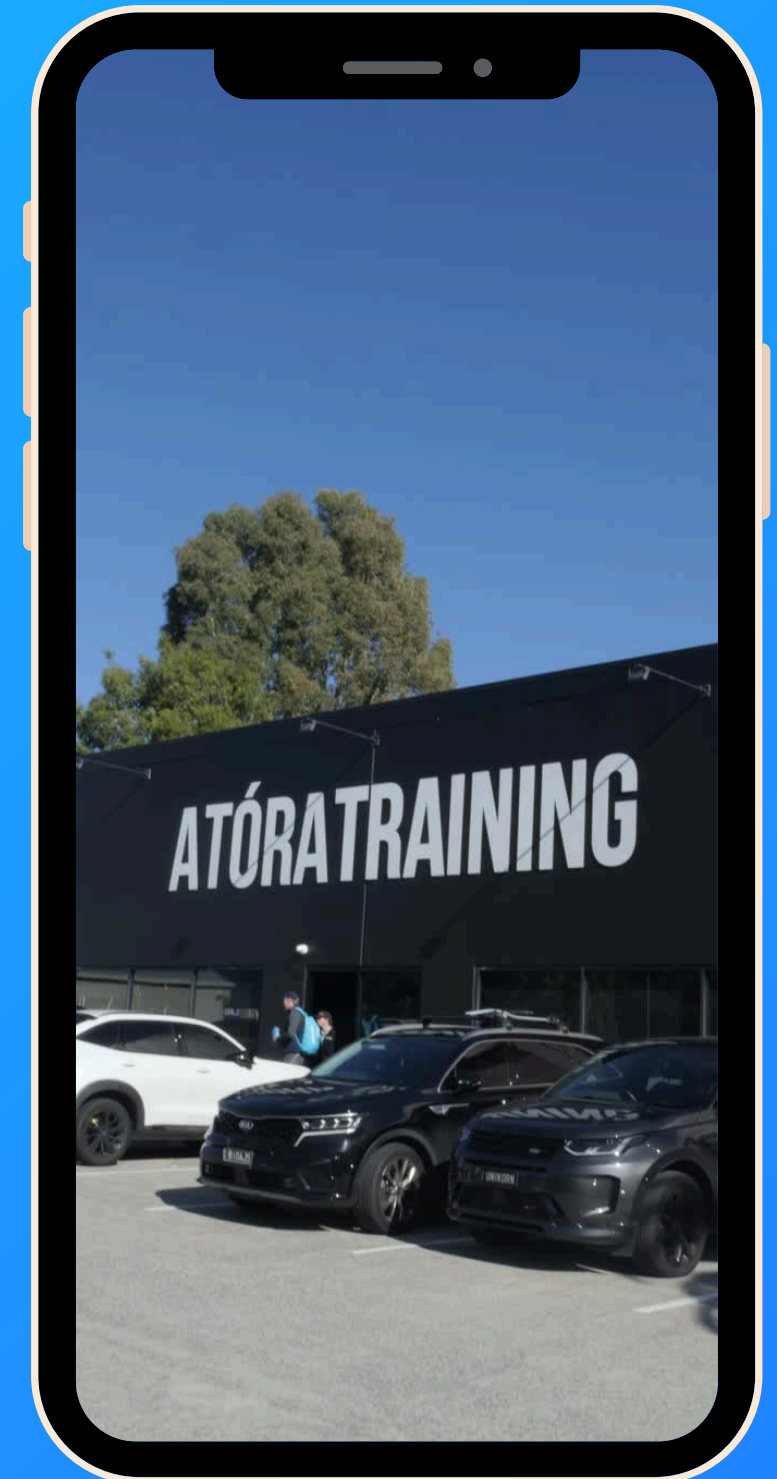


Wrap up and Closing
of the Summit



MICHELLE KAPSALIS
Tennis Australia
Senior Digital Product
Manager - Tennis

How to leverage AI



Recap video

TEAMS COMPETITION

This year, we continued the concept of a Teams Competition spanning three days to make the professional development experience more engaging. Each participant was assigned to one of four teams: Blue, Red, Green, or Yellow.

The competitions included seven activities:

- Top Golf
- Kahoot
- Maniax
- Google Rating Sprint
- Padel
- Open Day Challenge
- Scissors, Paper, Rock

Additionally, there was a bonus points category focused on coaches completing their Action Plans and demonstrating their understanding of the material.

Congratulations to the BLUE TEAM for emerging victorious!



MVP AWARD

For the first time, we introduced an MVP Award. This award was voted for by peers and given to the coach who showed exceptional leadership, brought the energy, shared valuable insights, and made a real impact across the three days. Whether through big ideas, collaboration, or simply lifting the room, the MVP Award highlights an individual who truly embodied the spirit of the Business Summit.

This year's winner was Calum Bennett, who received a signed racket used by Rafael Nadal during his matches at the 2024 Brisbane International.





FEEDBACK

01

“Exceptional experience! The presenters were fantastic, the information was very relevant, I am taking so much away from this summit! ”
Annie Oros-Donaldson

02

“Great presentations overall and another awesome event to come to. Being the 4th year I have attended I am always impressed with the level of new presenters & content delivered. Well done Tqld team”
David Bunn

03

“All areas covered in presentations were exactly what i was after and having some real example of how to do things and what platforms to use (Canva Pro) was great”
Jake Dunn

4.7 ★ **SATISFACTION**

4.7 ★ **CONTENT**

5 ★ **VENUE VISITS**

5 ★ **ACTION**



Business Coach Summit 2026

Tennis Queensland



Watch on  YouTube

WRAP UP VIDEO

BUSINESS COACH SUMMIT

THANK YOU

The purpose of the event was to create a unique business-focused experience for our regional coaching operators across the state. An opportunity for them to share ideas and build lasting relationships for future collaboration.

Thanks to the amazing work from the team we were able to accomplish that.

Huge thank you to the coaches who attended and collaborated as a team, the presenters that shared their fantastic knowledge, and ultimately to the Queensland Department of Tourism, Innovation and Sport for their incredible support with this event. And finally to the Tennis Queensland Regional Assemblies who supported their coaches continual professional development, thank you!