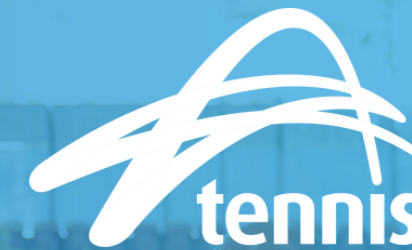




Queensland
Government

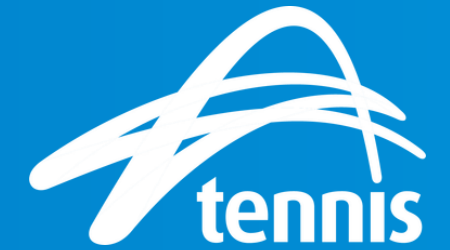


REGIONAL BUSINESS COACH SUMMIT

18-20 JUNE

REPORT

REGIONAL BUSINESS COACH SUMMIT



What was it?

Tennis coaches across Queensland highlighted their desire, and need, for more professional development opportunities related to their businesses.

With support from Queensland Department of Tourism, Innovation and Sport, on building the capability and capacity of our regional coach delivery network across the state. We were delighted to offer Queensland tennis coaches this unique three-day professional development opportunity on 18-20 June 2023.

The event brought regional coaches together for the first time, to learn, share and collaborate, on a range of relevant industry specific business topics.

- Day One, at the Queensland Tennis Centre showcased nine presentations from industry leaders across the country
- Day Two on the Sunshine Coast, brought three fantastic presentations from private coaches at their venues across the region
- Day Three, concluded with eight presentations, both on and off the tennis court at Mooloolaba Tennis Club

CAMPAIGN AT A GLANCE



ATTENDANCE



52

PRESENTATIONS



20

HOURS OF PROFESSIONAL DEVELOPMENT



14

REGIONAL COACHES



25

COACH COLLABORATION

Major highlight was watching 8 presentations from private coaches in Queensland, who were willing to share some of the amazing things they do!

Where were we?

DAY 1

Queensland Tennis Centre

DAY 2 & 3

Mooloolaba Tennis Club

Coolum Tennis Club

Caloundra Tennis Centre

Coaches from...

Far North x 2

North x 6

Central x 3

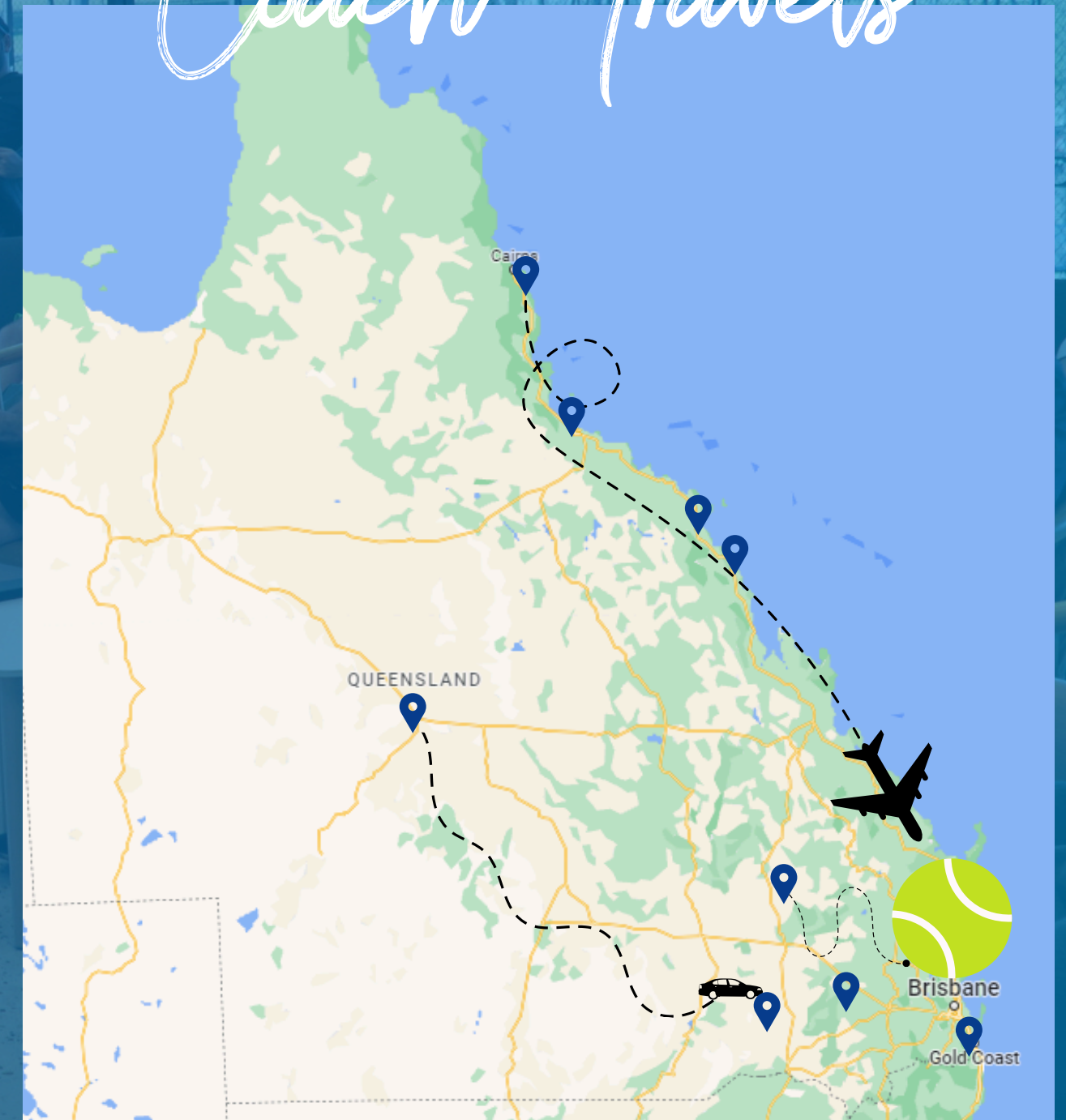
Sunshine Coast x 8

Metro x 17

Gold Coast x 3

South x 2

Coach Travels



Coach Showcases

A few examples of our fantastic coaches!



MICHAEL LLOYD Longreach Tennis Club

Head Coach

Drove over 2200km from Longreach and back to attend the Summit!



WAYNE FIELDER Baseline Tennis

Owner

Flew down from Cairns with his companies tournament director to attend.



TIM LOW Bayside Tennis Coaching

Owner

Willing to invest significant time into sharing the amazing schools transition events he does.



ADON KRONK KT Tennis Academy

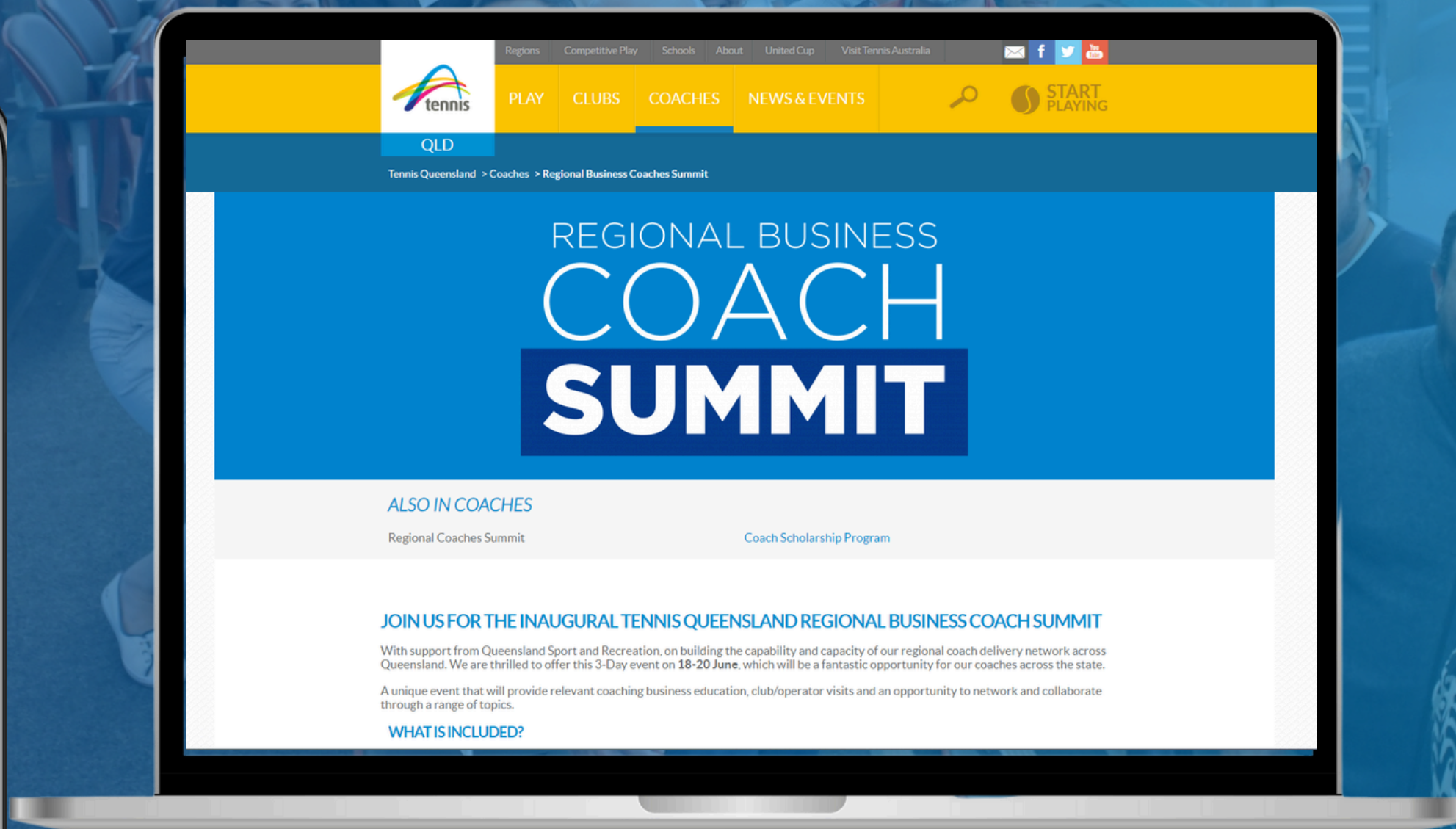
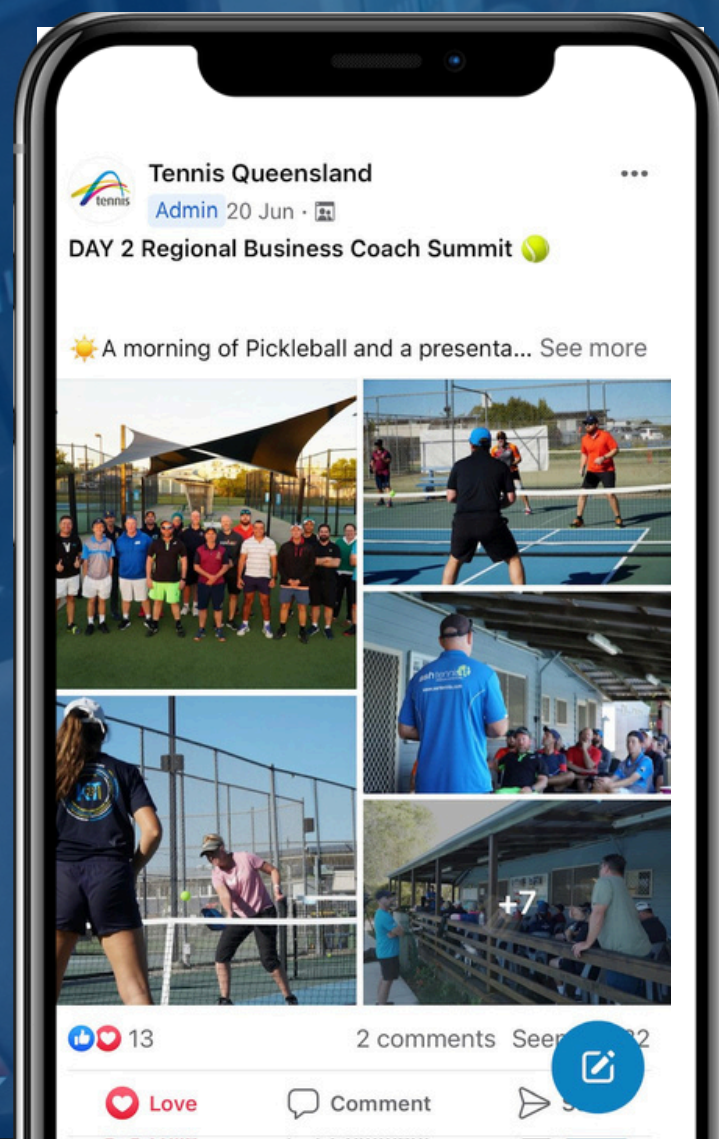
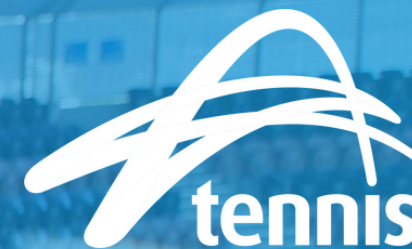
Owner

Hosted the coaches for two days, and willing to share some of his fantastic business practices and programs.



PLATFORMS

Facebook | Instagram | LinkedIn | Website

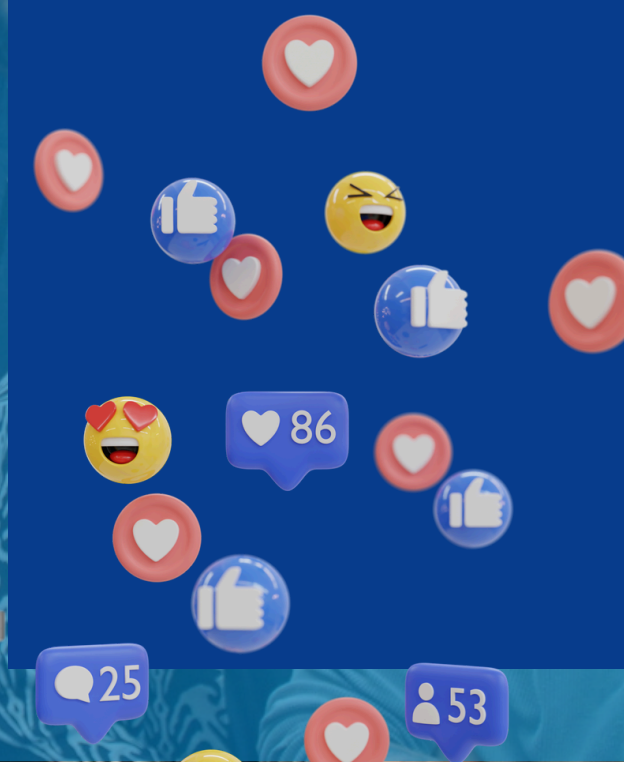


Engagement

Posts : 33

Reach : 8.7k+

Likes/Comments: 775



PROMOTIONAL VIDEOS



To raise awareness of this incredible opportunity for regional coaches, we created a marketing campaign focused on promotional videos across social media channels. Sharing important details such as:

- Event schedules
- Speaker updates
- Registration information

PLAY ▶

VIEW PROMO



Summit Packs

Coaches received a Summit pack with:

- Delegate Booklet
- SwingVision fence clamp
- SParm voucher for complimentary sleeve
- USB
 - Copy of Summit presentations
 - Employment Innovations templates
 - Local area marketing toolkit
 - SwingVision presentation
 - Urgency & Commitment (Gary Stickler)
- Tennis Australia Coach Member benefits brochure
- Coach Connect workbook
- Tennis Australia pen
- Venue observation cards



PRESENTATIONS

18 June



LILY GRAY
RDK Sports International
Branding & Partnerships Manager

Creating valuable and sustainable partnerships for your club and community



ANNELIESE CROSS
Employment Innovations
HR Connect Manager

Recruiting and onboarding from a compliance perspective

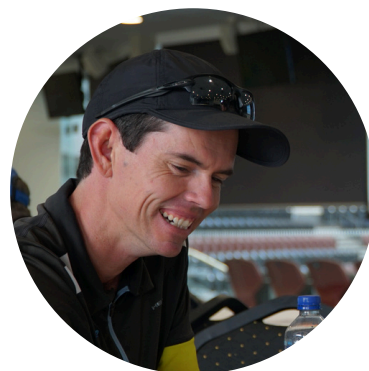


SHAYNE TABB
Tennis Plus
Performance coach/Junior Development

How to create pathways & opportunities for coloured ball play

TIM LOW
Bayside Tennis Coaching
Director

Creating successful school to club transition events with Gala Days



LYLY MACH
The Migration Agency
Immigration Business Partner

International coach recruitment assistance



GARY STICKLER
LifeTime Tennis
Director

Team recruitment and development



PRISCILLA TASSO
The Migration Agency
Senior Immigration Consultant

International coach recruitment assistance

CHLOE STEWART
SParms
Business Development Manager

Discussing SParms products and how they can benefit our coaching community



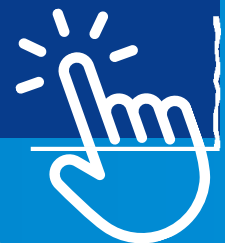
CHRISTINE TURNBULL
Tennis Queensland/Tennis Australia
Head of Marketing, Digital & Communications

Implementing an integrated marketing strategy



PLAY ►

WATCH DAY ONE



PRESENTATIONS

19 June



ADON KRONK
KT Tennis Academy
Director

**Complementary formats that can
enhance your business**

ANDREW ASH
Ash Tennis
Director

**Incorporating wheelchair
programs into your business**



MATHEW DEVERSON
Elite Tennis International
Director

**Importance of creating community
connections & competitive
opportunities**

PLAY ►

WATCH DAY TWO



PRESENTATIONS

20 June



GARY STICKLER
LifeTime Tennis
Director

**Establishing a strong foundation
in U12s, for long-term player
development**



SAM BRADSHAW
Tennis Australia
Coach Education Specialist

Coach Education Pathways

EMMA CREIGHTON
Tennis Queensland
Head of Competitive Play



**Fundamentals for using
Tournament Planner software**

ADAM SPENCE
Tennis Queensland
League Operations Lead



Leagues Manager foundations



SHERIDAN ADAMS
Tennis Queensland
Head of Coaching & Player Pathways

ClubSpark for Coaches



BRETT LENNARD
Tennis Australia
Coach Relationship & Education
Manager

Coach Exchanges

ADON KRONK
KT Tennis Academy
Director



**Building a Team and Maintaining
Culture**



WATCH DAY THREE



Feedback

"Great job by the whole team, the feeling amongst all the coaches is that we have a lot more of a voice and elements we are asking for is being addressed and delivered"

Tim Robinson - Owner of Tennis Blast Kalynda Chase



[VIEW VIDEOS HERE](#)

Coach Survey Feedback (1-5 stars)



Would you recommend the Summit to a colleague?

100%

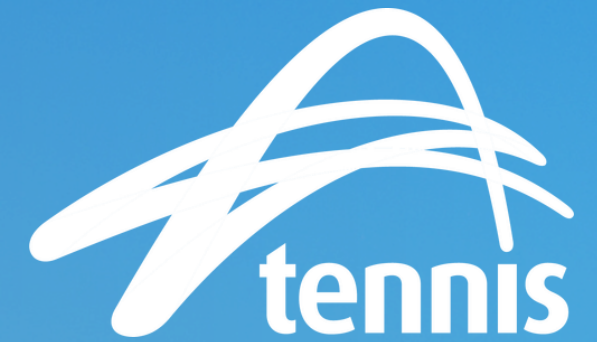
Thank you

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!

GOLD COAST



REGIONAL BUSINESS
COACH
SUMMIT

24-26 JUNE 2024

REGISTER YOUR
INTEREST

