



## WESTSIDE TENNIS CLUB SERVES UP PARTICIPATION PROGRAM FOR INDIGENOUS YOUTH

Harbour Tennis Academy has successfully operated out of Westside Tennis Club (Gumbaynggir land), Coffs Harbour for over 25 years, led by head coach and operator Allan Pade.

Allan has been actively engaged in the tennis community over the years as a player, coach and regional committee member for the North East tennis region. Westside Tennis Club and Harbour Tennis Academy have an unbelievably supportive and inclusive environment with over 200 visitors to the venue per week.

Allan and his wife, Nardia, saw an opportunity to provide more playing opportunities for Aboriginal and Torres Strait Islander youth in the area, and successfully ran a six-week program with support from the NSW ATP Cup Tennis Legacy Fund, a joint initiative by Tennis NSW, NSW Government, Coffs Harbour Council and local elder Uncle Richard Widders. These groups brought the program to life, hosting free tennis coaching for young people in the area.





## INITIATIVES

**The six-week program provided Aboriginal and Torres Strait Islander youth with an opportunity to learn the basics of the game in a friendly and familiar environment.**

With varied experience amongst the group of 18 participants, it didn't take long for the beginners to find their feet.

- The opportunity allowed Westside Tennis Club to connect with the local Council and Indigenous community
- Local Indigenous photographer contracted to capture photo and video during the program
- Support from the ATP Cup Legacy Fund and Tennis NSW for funding and promotion to meet program objectives
- Free racquets and equipment provided to the students for the duration of the program

Uncle Richard Widders was instrumental in communicating to the local community as a Garlambirla Guuyu Girrwa Aboriginal Elder which led to 18 successful students enrolling in the pilot program.

Tennis NSW also supported the program with direct marketing and social media campaigns with Facebook advertising to reach the Coffs Harbour Indigenous and Torres Strait Islander community.

Parents were also delighted to see their kids try a new sport and explore their natural sporting abilities in a sport that can be played for life.



***"I ASKED THE KIDS WHO WANTED TO CONTINUE INTO NEXT TERM, AND THEY ALL CHEERED 'YES', WITH A FEW SAYING THEY WANT TO GO ON AND BECOME THE NEXT ASH BARTY"***

***Uncle Richard Widders.***



## SUCCESS & KEY LEARNINGS

**A paid Facebook campaign reached 3,505 people in the Coffs Harbour area, generating significant engagement including 116 likes, comments and reactions. A great result for a regional community and \$50 marketing budget.**

The program has allowed the idea of tennis to be a fun and accessible sport to play for young kids and families in the area.

The results of paid advertising, connections with the Indigenous community, and the local council allowed Westside Tennis Club to be put on the map and showcase the various offerings at the club outside of the pilot program, including Cardio Tennis, ANZ Tennis Hot Shots and Book a Court.

Harbour Tennis Academy has now attracted eight new students for Term 2 coaching, and families are enquiring about introducing the student's siblings in the near future to participate in a program at the club.

Harbour Tennis Academy are also looking to progress the program offering and allow younger students to get involved, and additionally look at a transition stage for students to continue participation in tennis coaching and weekend competitions.

Allan and Nardia are also exploring the opportunity to install a Welcome to Country plaque in the front garden of the Westside Tennis Club.



## FIND OUT MORE

[Click here](#) to check out the video of the program.

**Filmed by local Indigenous videographer Amber Hamer.**

You can work with us to provide better accessibility and opportunities for Aboriginal and Torres Strait Islanders to participate and engage in Indigenous tennis programs, and provide funding for equipment and coaches.

[Click here](#) to contact your local Tennis Development Officer.

