



Regional Coach Activation & Retention Program

Funding Guidelines

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The Regional Coach Activation & Retention Program aims to support initiatives that strengthen the tennis coaching workforce in regional NSW. With \$90,000 available in funding, the program seeks to empower Tennis Australia member coaches, Tennis NSW member venues, and Local Councils to develop sustainable, impactful initiatives that meet the program objectives of increasing the number of qualified coaches within regional NSW; supporting their retention; and enhancing venue sustainability. This program is intended to address the shortage of qualified coaches in regional areas, enhancing the quality and availability of tennis programs, and driving long-term growth in regional tennis communities.

Program Objectives:

- 1. Increase the Number of Qualified Coaches in Regional NSW**
Expand the pool of trained and accredited tennis coaches in regional NSW via targeted training, incentives and support
 - 2. Support Coach Employability and Retention in Regional NSW**
Encourage initiatives that provide meaningful and sustainable employment opportunities for regional tennis coaches while addressing barriers to retention
 - 3. Improve Venue Activation and Sustainability in Regional NSW**
Enhance the diversity of programming and operational efficiency of regional tennis venues to support long-term sustainability through improved coaching initiatives
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Eligibility Criteria:

Eligible applicants include:

- **Tennis Australia Coach Members**
- **Tennis NSW Members**
- **Local Councils**

Funding may also be directed to Tennis NSW-led initiatives or projects where they align to the objects of the fund and directly contribute to the development of regional coaches.

Projects must:

- Directly align with the program's objectives stated above.
- Be implemented in regional areas of NSW. For the purposes of this program, 'regional NSW' is to include venues within the scope of the six Regional Matchplay Committee regions (North-East; North-West; Northumberland; Central West; South-East; South-West).

Funding Parameters:

- Maximum funding for any single project or venue is **\$10,000**.
- Applicants must demonstrate:
 - a minimum **50% co-contribution** where applications include request for wage subsidy
- Funding may be allocated to support:
 - Operational and business establishment costs directly related to coaching (e.g. coaching equipment, subscriptions, software)
 - Training and Development initiatives
 - Marketing and promotion of coach delivered activities (e.g. website development, advertising, promotional events)

Eligible Projects:

Examples of projects or programs eligible for funding include, but are not limited to:

1. **Coach Employability & Retention**
 - Initiatives that promote career pathways and professional development for regional tennis coaches.
2. **Coach Training & Qualifications**
 - Subsidies for regional coaches to undertake higher accreditation (e.g., Level 2 or 3 coaching qualifications); subsidies for accommodation costs for out-of-area coaches where multiple days on-site are required (minimum Level 1 course)
 - Workshops and mentorship programs to upskill and support existing coaches.
3. **Relocation and Attraction Incentives**
 - Projects offering relocation packages or benefits to attract qualified coaches to regional tennis centres, such as business startup costs, etc (excluding direct costs of moving or costs associated with sponsoring international coaches).
 - Marketing campaigns promoting regional coaching opportunities.

4. Venue Activation Initiatives

- Initiatives designed to diversify venue programming (e.g., junior tennis leagues, adult beginner classes, community outreach, inclusion initiatives) where these programs can clearly develop and/or enhance coaching provision at the venue, or where there is a clear demonstration of how this programming will assist with attraction and/or retention of coaches.
- Projects that will significantly enhance exposure and accessibility to coaching

Exclusions:

Funding will not support:

- Projects outside regional NSW
- Ongoing operational costs unrelated to the program's objectives
- Initiatives already funded by other Tennis NSW or Tennis Australia programs
- Projects lacking demonstrated community or stakeholder benefit
- Direct costs associated with moving/relocation (e.g. removalist / transportation)
- Coaching courses not delivered by Tennis Australia

Assessment Criteria:

Applications will be assessed on:

- 1. Alignment with Objectives**
 - How well the project supports the program's objectives.
 - 2. Community Impact**
 - The potential for long-term benefits to regional tennis communities and sustainability of coaching roles.
 - 3. Feasibility and Value for Money**
 - Clear and realistic project plans, budgets, and outcomes.
 - 4. Stakeholder Engagement**
 - Evidence of support from local communities, clubs, or councils.
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Application Process:

1. Submission

Complete the [online application form](#), providing:

- Detailed project proposal
- Budget breakdown (including co-contribution where applicable)

2. Timeline

- Applications open: **16 September 2025**
- Applications close: **19 October 2025 (First Round)**. Applications will be assessed on a rolling basis and therefore available funding may be exhausted prior to advised cutoff date.
- Successful applicants notified: **Within four weeks of application**
- A second round of funding may be invited pending budget availability: **November-December 2025**

Important Notes:

- Funding decisions are final and at the discretion of the assessment panel.
 - Incomplete or late applications will not be considered.
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Reporting Requirements:

Successful applicants are required to provide reports to demonstrate accountability and the impact of the funded project. The reporting requirements include:

1. Mid-Project Progress Report

- **Due Date:** Midway through the project or as specified in the funding agreement.
- **Content:**
 - Overview of project activities completed to date.
 - Progress against stated objectives and milestones.
 - Financial report detailing expenditure of funds to date.
 - Any challenges encountered and proposed solutions.

2. Final Report

- **Due Date:** Within one month of project completion.
- **Content:**
 - Comprehensive summary of the project, including activities and outcomes.
 - Evaluation of the project's success in achieving its objectives.
 - Evidence of community and stakeholder impact (e.g., testimonials, participation data, photos).
 - Financial acquittal showing how funds were spent, including receipts or invoices for key expenditures.

3. Optional Feedback Session

- **Format:** Applicants may be invited to participate in a post-project debrief (via meeting or survey) to provide feedback on the program and discuss lessons learned.

Failure to Report:

Failure to submit the required reports may:

- Result in the applicant being ineligible for future funding opportunities.
- Require repayment of unaccounted funds.

Adherence to these reporting requirements ensures transparency and supports the continued success of the Regional Coach Activation & Retention Program.

Contacts:

For questions or assistance with your application, contact your relevant Regional Manager:

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