

# REGIONAL BUSINESS COACH SUMMIT



## **RECRUITMENT**

ANNELIESE CROSS



## **MARKETING**

Christine Turnbull



## **COMMERCIAL**

Andrew McShea



## **GALA DAYS**

Tim Low

## **3 DAY EVENT 18-20 JUNE**

 **BUSINESS OPERATIONS**

 **COMP DEVELOPMENT**

 **INDUSTRY EXCURSION**

Tennis Queensland are thrilled to offer this 3-Day event on 18-20 June, which will be a fantastic opportunity for our coaches across the state.

A unique event that will provide relevant coaching business education, club/operator visits and an opportunity to network and collaborate through a range of topics.

**DEVELOPMENT**

**EXPERIENCE**

**COLLABORATION**



Queensland  
Government





# SCHEDULE



## 18th June

Queensland Tennis Centre

We are delighted to offer this event, with support from Queensland Sport and Recreation, on building the capability and capacity of our regional coach delivery network across Queensland.

### WHAT IS INCLUDED?

- 2 nights accommodation on Sunday & Monday (if residing 100km+ of Mooloolaba)
- 3 set meals per day
- Transport from Queensland Tennis Centre to Sunshine Coast and back
- Transport between venues during the event
- Professional development on a range of relevant topics both on and off the tennis court

## SPEAKERS



**LILY GRAY**  
RDK Sports International  
Branding & Partnerships Manager

**Creating valuable and sustainable partnerships for your club and community**

**TIM LOW**  
Bayside Tennis Coaching  
Director

**Creating successful school to club transition events with Gala Days**



**ADAM MANTELL**  
Rudd Mantell Accountants  
Director

**How to create a tennis coaching business that is saleable**

**GARY STICKLER**  
LifeTime Tennis  
Director

**Team recruitment and development**



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

**Implementing an integrated marketing strategy**

## Sunday 18th June

Queensland Tennis Centre

### WHAT TO EXPECT ON DAY 1

- 8:30 - 3:45pm event held in the River Terrace room at the QTC in Brisbane
- Nine 30min presentations
- Lunch and soft drinks
- Networking opportunity 3:45-4:30pm
- Complimentary access for coaches working at TQ affiliated venues.
- Day 1 open to all coaches from every region across Queensland

### **AT CONCLUSION:**

(FOR COACHES BASED OUTSIDE OF METRO BRISBANE REGION ONLY)

- Transport to Mooloolaba
- Dinner
- Accommodation in Mooloolaba

## SPEAKERS



**ANNELIESE CROSS**  
Employment Innovations  
HR Connect Manager

**Recruiting and onboarding from a compliance perspective**

**ANDREW McSHEA**  
Play Sport Marketing  
Director

**A holistic approach to revenue growth and diversification**



**SARAH THAPA**  
The Migration Agency  
Managing Director

**International coach recruitment assistance**

**CHLOE STEWART**  
SParms  
Business Development Manager

**Discussing SParms products and how they can benefit our coaching community**





# SCHEDULE



## Monday 19th June

Mooloolaba Tennis Club

### WHAT TO EXPECT ON DAY 2

- 8am start with pickleball experience and discussion
- 3 club visits on the Sunshine Coast, with presentations from each of the operators
- Wheelchair tennis education
- 3 set meals per day
- Transport between venues during the event
- Networking & project development
- Opportunity to observe and reflect on live coaching programs and competition

## SPEAKERS



**ADON KRONK**  
KT Tennis Academy  
Director

**Implementing a positive team culture for staff retention**

**ANDREW ASH**  
Ash Tennis  
Director

**Incorporating wheelchair programs into your business**



**MATHEW DEVERSON**  
Elite Tennis International  
Director

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

# SCHEDULE

## Tuesday 20th June

Mooloolaba Tennis Club

### WHAT TO EXPECT ON DAY 3

- 8am start on court with Gary & Brett
- Off-court sessions on Tournament Planner, Leagues Manager and ClubSpark for Coaches
- Breakfast & lunch
- Four 30min on-court workshops
- 4pm finish at Mooloolaba Tennis Club
- Bus transport to Mooloolaba Airport - Brisbane Airport (6pm) - QTC (6:30pm)

## SPEAKERS



**GARY STICKLER**  
LifeTime Tennis  
Director



**BRETT LENNARD**  
Tennis Australia  
Coach Relationship & Education Manager

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

**EMMA CREIGHTON**  
Tennis Queensland  
Head of Competitive Play

**Fundamentals for using Tournament Planner software**



**ADON KRONK**  
KT Tennis Academy  
Director

**Programming planning and team development**

**SHERIDAN ADAMS**  
Tennis Queensland  
Head of Coaching & Player Pathways

**Next steps & future opportunities**



## MORE INFORMATION



Queensland  
Government

