

2017 Brisbane International Masterclass



**GET
COURT
UP**

Planning for tennis

A shared approach between Tennis and
Local Government

The importance of Local Government to Tennis

80%

Tennis venues
owned or
managed
by Local
Government


LOCAL GOVERNMENT are one of TQ's
Key Investors in tennis and stakeholders
in growing participation in QLD

- Local Government Engagement is a key Strategic Direction for Tennis Queensland and is a national priority for Tennis
- A Local Government Strategic Plan is developed for Queensland.

This outlines:

- Short to Long term actions
- Priority on participation growth, facilities and tennis management

What have we learnt so far?

- **Tennis projects not aligning with Council Budget Cycles**
 - Between 60% and 80% of councils don't have a budget item in place for tennis infrastructure renewal each FY.
 - **Tennis Investment and Planning**
 - Between 9% and 25% of councils said nothing was driving their investment decisions in tennis.
 - **Tennis Strategies**
 - Approximately 45% of councils who don't already have a current tennis (or general sports) strategy want to work with Tennis to develop one.
- 

Tennis Queensland's Strategic Plan

FACILITIES

More welcoming and sustainable places to play

STRATEGIC OBJECTIVES

G2.S1

Promote a variety of sustainable operating models

G2.S2

Target areas for facility growth and consolidation

G2.S3

Identify and build five priority projects based on need

G2.S4

Develop better relationships with all levels of government

IMMEDIATE PRIORITIES

**Commercial
(sustainable)
operators**

**Facilities in South
East
Queensland**

**LGA and State
Government
engagement**

Volunteer
Committee
Club

Volunteer
Committee
Management
Overlay

Private/
Professional
Operator

Community
Activity
Hub

Tennis
World

Private/
Public
Partnerships

How Tennis has Serviced Local Government in Queensland



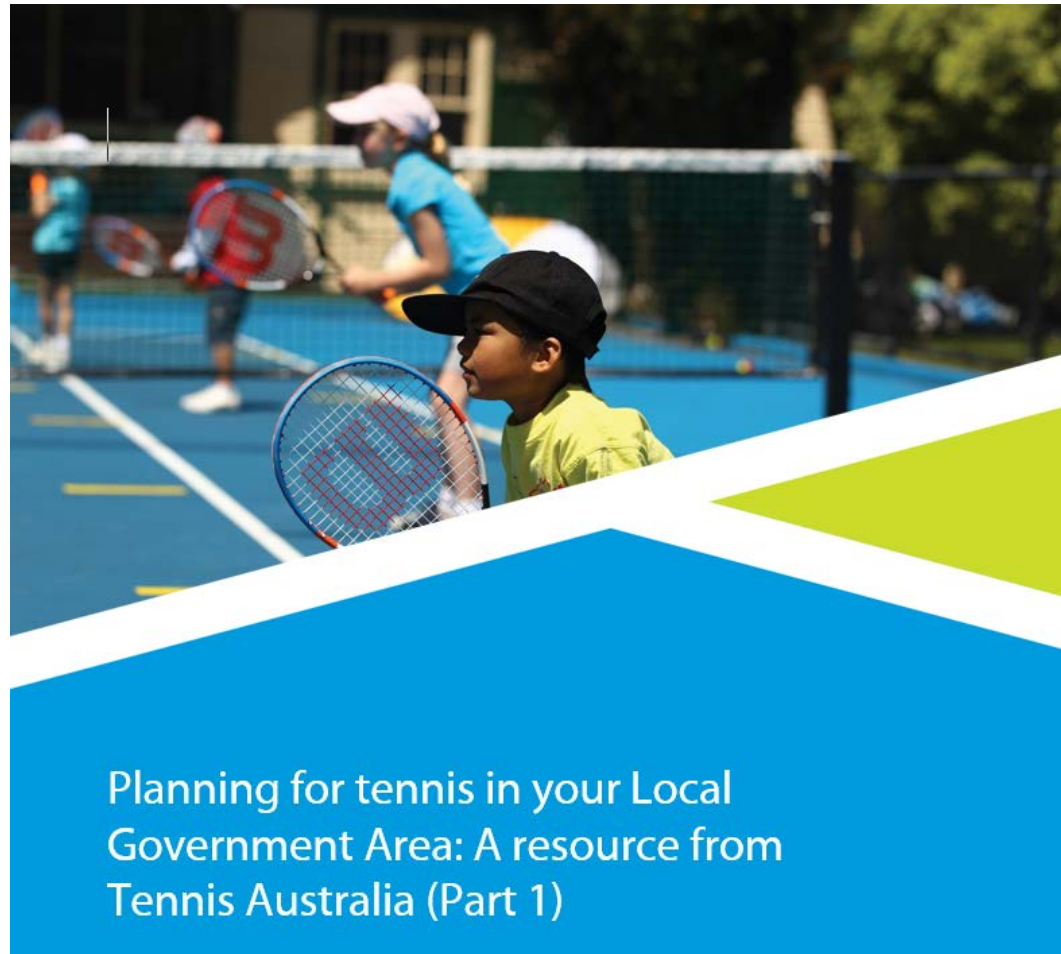




**KEY TAKEAWAY – THE NEED TO STRATEGICALLY
PLAN AND DEVELOP LGA PARTNERSHIPS**



How are we going to do this?



Facilitating the right type of planning with your LGA

Successful project pathway



What's next?

1. Communication and consultation with clubs, venues and operators
2. Developing the evidence and supporting information
 - *Operational Health Checks*
 - *State of Play templates*
 - *Facility Audits*



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Club Coach Relationships

The background features a solid teal upper half and a lower half composed of geometric shapes in a darker blue and a very light blue. A prominent white line runs diagonally from the bottom left towards the center right. Another white line branches off from this, extending towards the top right corner. A small, light blue triangular shape is positioned near the top right, partially enclosed by the white lines.

A platform for success



Key considerations

Shared goals

- Attracting new players
- Retaining existing players
- More people playing more often
- Great facilities
- Positive culture and experience
- Sustainable operations

Club

- Lease/Occupancy responsibilities
- Capacity of the committee


Coach

- Coaching and program pathway
- Business sustainability


Accountability



Agreements

- Club Coach Agreement template (Licence Agreement)
 - Standard template including terms and conditions
 - 'Special Conditions' to address site specific elements
 - Schedules to assign clear roles and responsibilities
 - Coaching and Programs
 - Competitions and Tournaments
 - Administration
 - Maintenance
- 

The 'working' relationship

- Managing your contract
 - Breaking down and removing barriers to success
 - Regular discussions, meetings and reviews
 - Joint planning for your ongoing success
 - Encouraging and supporting innovation and drive
 - Maintaining mutual interest and goals
- 

Leagues and Comps

2017, the year ahead

LEAGUES AND COMPS

- Introduction
 - TQ Staff
- Products news
 - Hot Shots Match Play
 - Fast4 Tennis
 - School Competitions and Inter-School Cup
- Leagues Creation and Administration
 - RallyKit
 - Internal leagues
 - Inter-club leagues
 - League Manager



HOT SHOTS MATCH PLAY



- Changes
 - Evolve umbrella brand
 - Flexibility of competitions
 - Progression from “Learn how to play” to “Playing the Game”
 - Aim for competitions
 - Generate weekly commitment
 - Create team tennis experience
 - Create sense of belonging
 - Use National Competition Software to display results online
- RETENTION

HOT SHOTS MATCH PLAY



- What does that mean for your club
 - Free Sign-Up
 - Free deliverer pack
 - Leverage buzz of summer of Tennis and Hot Shots marketing
 - Free access to templates (flyers, scoresheets, certificates, etc.)
 - Access to AO Series “Money can’t buy” Experiences
 - Set-up and Support for League Manager
 - Your competition on Hot Shots website
 - Access to new regional Hot Shots Gala Days
- <http://tennisaustralia polldaddy.com/s/anz-tennis-hot-shots-leagues-registration>

FAST4 TENNIS

- Changes
 - New free sign-up option
 - Flexibility for your preferred format
 - Target social, occasional and lapsed tennis player
- What does that mean for your club
 - Free Sign-Up
 - deliverer pack option for only \$149
 - Leverage FAST4 Showdown AUS vs World on January 9
 - Free access to templates (flyers, scoresheets, certificates, etc.)
 - Access to AO Series “Money can’t buy” Experiences
 - Set-up and Support for League Manager
 - Your competition on FAST4.com

A promotional flyer for FAST4 Tennis. The background is dark blue. At the top, the text 'REGISTER YOUR VENUE FOR FAST4 TENNIS TODAY!' is written in white and yellow. Below this, a yellow tennis ball is shown. The text 'FAST4 IS TENNIS WITH A TWIST!' is written in white. To the right, a list of four basic rules is provided. Below the rules, the text 'SOME EXTRA TWISTS IF YOU'RE GAME' is written in yellow, followed by a list of three extra twists. At the bottom, the text 'BENEFITS' is written in yellow, followed by a list of benefits. A tennis racket is shown on the left side of the flyer.

REGISTER YOUR VENUE FOR FAST4 TENNIS TODAY!

FAST4 IS TENNIS WITH A TWIST!

The twist is that it's really simple with four basic rules to follow:

1. Play Lets
2. No Ad Scoring
3. Tiebreaker at 3 games all (first to 5 points)
4. First to 4 games wins the set

SOME EXTRA TWISTS IF YOU'RE GAME

1, 2, 3 scoring instead of 15, 30, 40.
Power Play - two points awarded to the winner of the point when used. Each player can only use once per set when serving.

BENEFITS

FAST4 Tennis Deliverers can sign up for FREE! You can also choose to purchase a pack for \$149 (inc. GST) if you wish. The pack contains:

- 1 x box of balls (FAST4 branded)
- 2 x Tennis Deliverer caps
- 6 x FAST4 Tennis net banners
- 10 x FAST4 Tennis A3 posters for promotion

FAST4 TENNIS



- <http://tennisaustralia polldaddy.com/s/fast4-tennis-registration>
- FAST.com

SCHOOL COMPETITIONS

- BI Schools Challenge
- Queensland Secondary Schools Team Tennis
- Inter-School Cup Concept
- What does that mean for your club
 - Create and nurture relationships with surrounding schools
 - Enter teams into competitions for schools
 - Create pathway for kids
 - Tennis in Curriculum
 - School Competition
 - Club Competition (member)



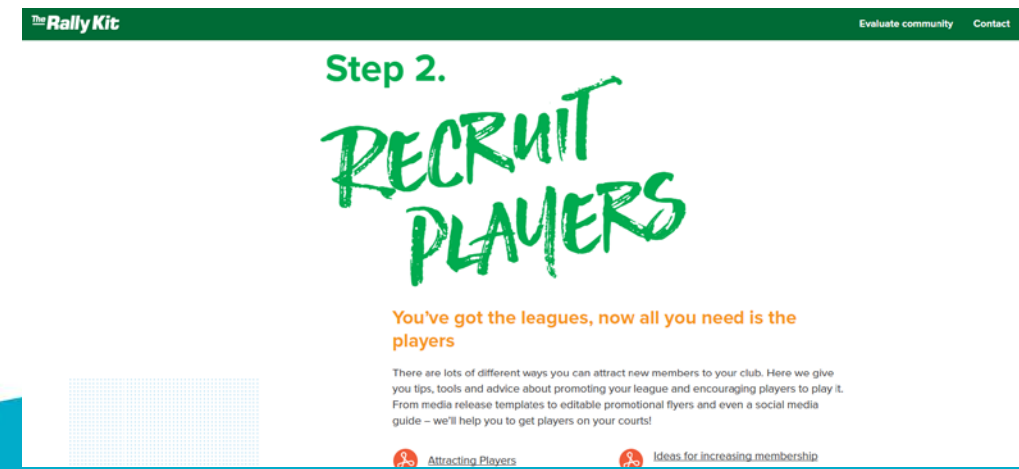
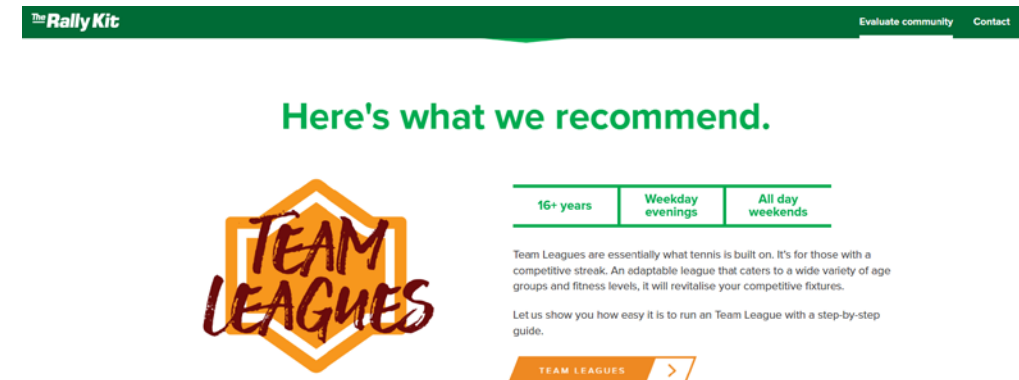
LEAGUES CREATION

- Weekly competition drives retention and club health
- Connect players to their local clubs and associations
- Build Sense of Belonging by representing clubs and centres and creating a team environment
- Competitions are important for all levels
 - Internal competitions
 - Regional Inter-club leagues
 - Marquee state leagues
- How can we help you:
 - Centrally administered leagues and pathways
 - The Rally Kit



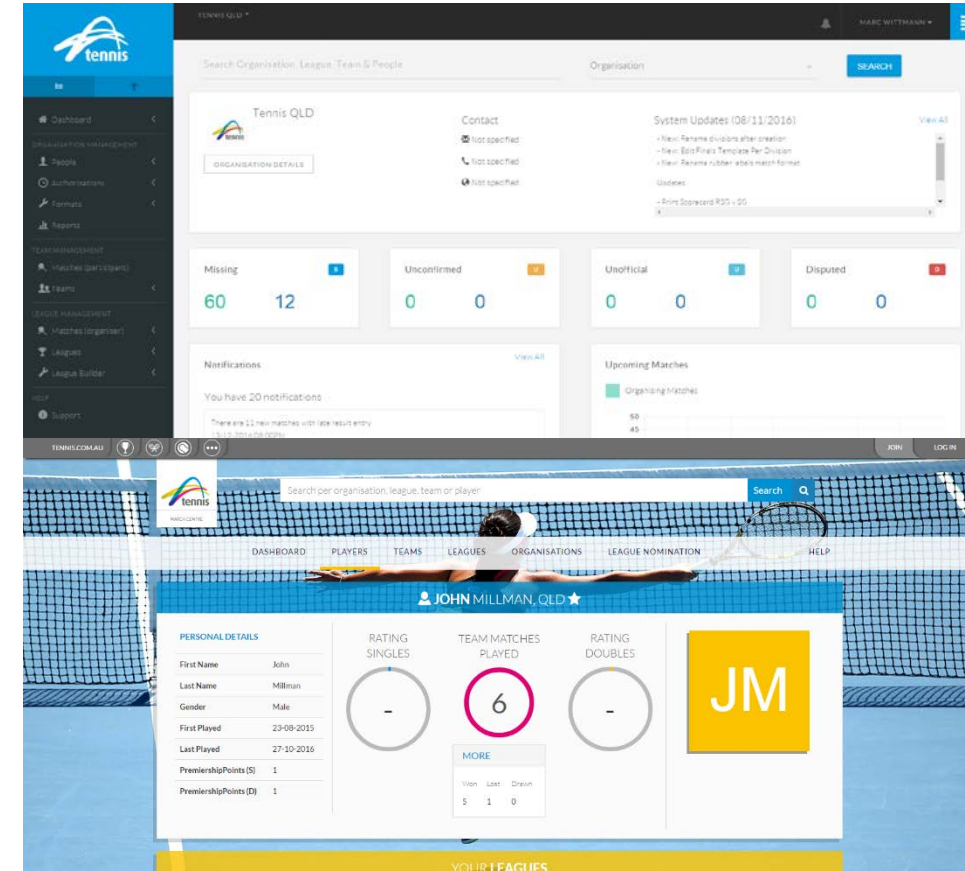
THE RALLY KIT

- Online resource: www.rallykit.com.au
- Easy to access and easy to operate
- Pick and choose your relevant information
- Evaluate your community
- Pick your individual Rally Kit
 - Choose How to Play
 - Recruit Players
 - Get Your Courts Pumping
 - Build for the Future
- Knowledge Base
- Reward System



LEAGUE MANAGER AND MATCH CENTRE

- Free access for all affiliates
- Manage your structured leagues online
- Setup and Support through Tennis Queensland
- Display Scores, Draws, Schedules online
- I-Frame Option to display results and schedules on your club-website
- Players have access to their matches /statistics
- Players can enter their own scores online
- Database connected to MyTennis
- Continuous Development / Next Steps for 2017
 - Players Rating
 - Players App



Engaging Schools

The background features a solid teal upper half and a lower half composed of geometric shapes in a darker blue and a very light blue. A prominent white line runs diagonally from the bottom left towards the right, intersecting with other white lines that form a series of triangles and polygons. A small, light blue triangle is visible on the right side, partially enclosed by white lines.

Primary Schools

WHY:

- 7,590 Primary and P-12 schools in Australia
- 192,000 teachers who can deliver
- 2.56 million students in primary and P-12 schools



OUR ROLE:

- Create opportunities for primary school kids to access and learn tennis in schools through the use of Sporting Schools funding
- Develop brand recognition and awareness of ANZ Hot Shots
- Support teachers to deliver quality programs through providing Professional Development and curriculum resources
- Provide team tennis competitions for students
- Link school students/families to local clubs

Sporting Schools

- Sporting Schools is Australia's largest school-based sports participation program to help children foster a lifelong interest in sport
- Initiative designed to help schools to increase children's participation in sport and connect them with community sport
- Commenced officially in July 2015 and is currently set to finish 2018 – possibility of extending to YR 7,8 (trial currently underway)
- Can be delivered before, during or after school hours but must remain free to children

Sporting Schools aims to:

- connect 860,000 children with NSO endorsed sporting opportunities
- increase children's participation in sport.



Support for Clubs and Coaches

To access a Sporting Schools coaching contract coaches must:

- Be a TA coach member and Hot Shots deliverer
- Registered coach in Sporting Schools
- Hold a current Working with Children check



Additional Information:

- Schools can request coach in the 'notes' section of their Sporting Schools application.
- Coaches will be notified by email and have to accept the request for coaching
- School is required to complete the partnership agreement- equipment will not be sent until all paperwork is finalized
- Schools will invoice coach directly.

Partnership and Play Program

Two programs as part of the Sporting Schools initiative,
based on the ANZ Tennis Hot Shots Program



PARTNERSHIP PROGRAM

- ANZ Tennis Hot Shots run within the Health and Physical Education (HPE) curriculum for a minimum of 4 weeks. Learn while 'playing the game'

BENEFITS

- School equipment pack
- Curriculum resources
- Professional learning for teachers
- Annual Equipment Replenishment Gift
- Free tennis racquet for Prep students
- VIP tennis experiences
- Merchandise
- Discounts on equipment
- On-going support



PLAY PROGRAM

- Supports schools in facilitating structured competition, events or matches either before, during or after school hours.

BENEFITS

- School equipment pack
- IntennisCITY Platform- online competition platform supports teachers in creating intra school events and matches
- New Balance gift for managing teacher- \$150
- New balance year round discount
- Professional learning for teachers
- Discounts on equipment
- National Court Rebate
- On-going support

School Engagement Strategies

The background features a solid teal upper half and a lower half composed of overlapping geometric shapes in a darker blue and a very light blue. White lines define the boundaries between these shapes, creating a modern, architectural feel.

School Engagement - Relationships

Build relationship with school –

- Contact office for HPE teacher contact details
- Request meeting with Head of HPE/HPE teacher to provide information about program options
- Develop awareness of the schools' relevant Queensland School Sport district
- Maintain relationship – it is advised to have one point of contact from your club who checks in once a term offering assistance
- Provide ongoing support – E.g.- free activation morning for new schools



School Engagement – Product Options

Ideal Product for all **new** schools:

- Partnership – coach uses PE time to deliver program based on the curriculum resource to all students while the teacher observes and assesses students
- Culminating event at end of program – at your club or the school

Ideal Product for **renewing** schools:

- Transition school from Partnership to Play– introduce students to participate in structured competition
- Students represent the school at the Brisbane International Schools Challenge

At the initial meeting:

- Assess the need – ask the school what they are looking for; have a range of program options available to offer and identify the best fit for the school
- Ensure the school is aware of how the curriculum resource is explicitly aligned to the Australian Curriculum

Example program options

PE LESSONS – one year level (possibly over whole term), multiple or whole school - minimum 4 weeks

COACHING - before or after school coaching paid for with Sporting Schools Funding

COMPETITION – (Play program)

- lunch time,
- afternoon sport,
- inter-house or interschool,
- hosting/managing a BI red ball comp for any age level based at your club



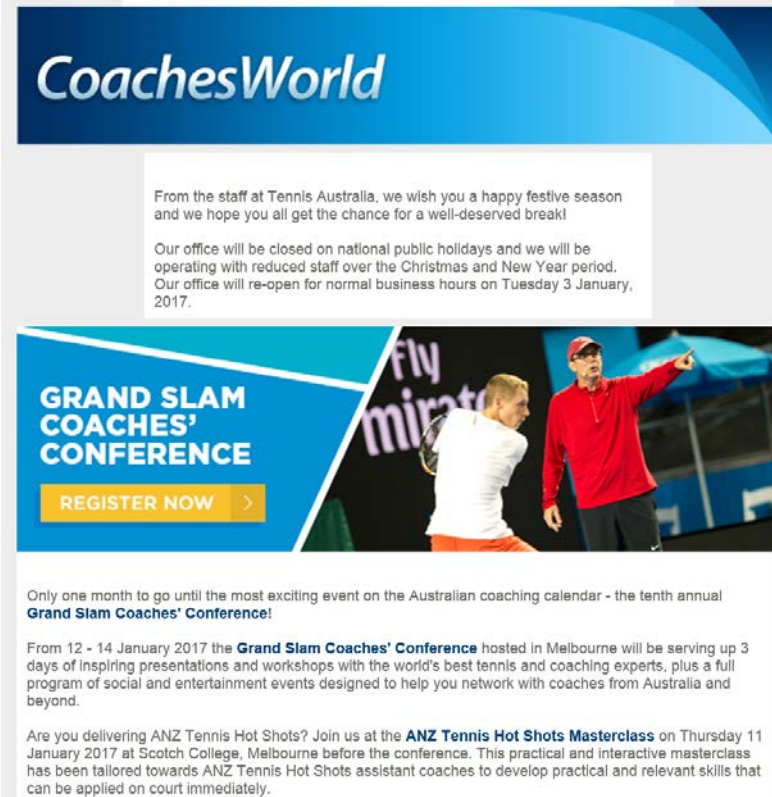
School Engagement - Conversion to Club

- Prepared club flyers ready to distribute at end of the Sporting Schools contract with 'come and try' lessons
- Before or after school coaching paid for by parent (separate from school program)
- Club comps/Hot Shots Leagues based on school teams
- Advertising in newsletter - coaching, holiday program



School Information updates

- National School Competition Guidelines coming for 2017
- Encourage coaches and club members to read communications
- Red ball expansion
- Curriculum resource version 2– a great way to sell tennis to a school unsure of using HPE time
 - Explicitly Aligned with the Australian Curriculum
 - Year level bandings (P, 1/2, 3/4, 5/6) with 10 lesson plans
 - Assessment pieces for teachers to assess and report on



CoachesWorld

From the staff at Tennis Australia, we wish you a happy festive season and we hope you all get the chance for a well-deserved break!

Our office will be closed on national public holidays and we will be operating with reduced staff over the Christmas and New Year period. Our office will re-open for normal business hours on Tuesday 3 January, 2017.

GRAND SLAM COACHES' CONFERENCE

[REGISTER NOW](#)

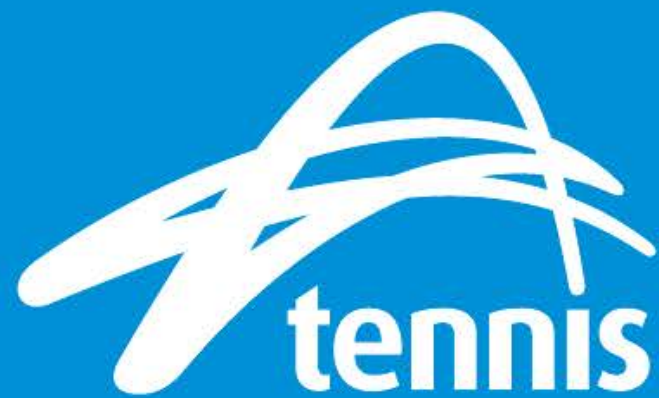
Only one month to go until the most exciting event on the Australian coaching calendar - the tenth annual **Grand Slam Coaches' Conference!**

From 12 - 14 January 2017 the **Grand Slam Coaches' Conference** hosted in Melbourne will be serving up 3 days of inspiring presentations and workshops with the world's best tennis and coaching experts, plus a full program of social and entertainment events designed to help you network with coaches from Australia and beyond.

Are you delivering ANZ Tennis Hot Shots? Join us at the **ANZ Tennis Hot Shots Masterclass** on Thursday 11 January 2017 at Scotch College, Melbourne before the conference. This practical and interactive masterclass has been tailored towards ANZ Tennis Hot Shots assistant coaches to develop practical and relevant skills that can be applied on court immediately.

More info on Tennis in Schools

- [Sporting Schools Tennis Program Packages](#)
 - [Primary Schools Tennis Pathway](#)
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