



Tennis Queensland Business Coach Summit

8 - 10 JULY 2025



Queensland
Government

BUSINESS COACH SUMMIT

What was it?

Tennis Queensland held the third installment of the Business Coach Summit on 8-10 July 2025. Coaches from across the state were offered a valuable opportunity for business professional development, networking, and workshops. Over the course of three days, attendees had the opportunity to hear presentations that provided valuable insights into industry-specific business topics, in addition to networking and connecting with each other.

- Day one commenced at the Queensland Tennis Centre in Brisbane. The day's theme was events, competitions and community engagement. A hugely important topic, which directly links to the success of every tennis business.
- Day two was a full day of venue visits across the Brisbane, each offering valuable insights and learnings from some of the region's leading sports facilities.
- The third and final day of the Business Coach Summit was packed full of presentations and workshops designed to turn the knowledge gained across the last three-days into actionable plans.



Business Coach Summit

2025

by the numbers



106
attendees

13

hours of professional
development

16

presentations

38

regional coaches



Coaches by the region

2

Far North

8

North

5

Central

11

Sunshine Coast

33

Metro

10

Gold Coast

2

South

12

Melbourne

Itinerary

8 July

Queensland Tennis Centre

9 - 10 July

Chermside Bowls Club

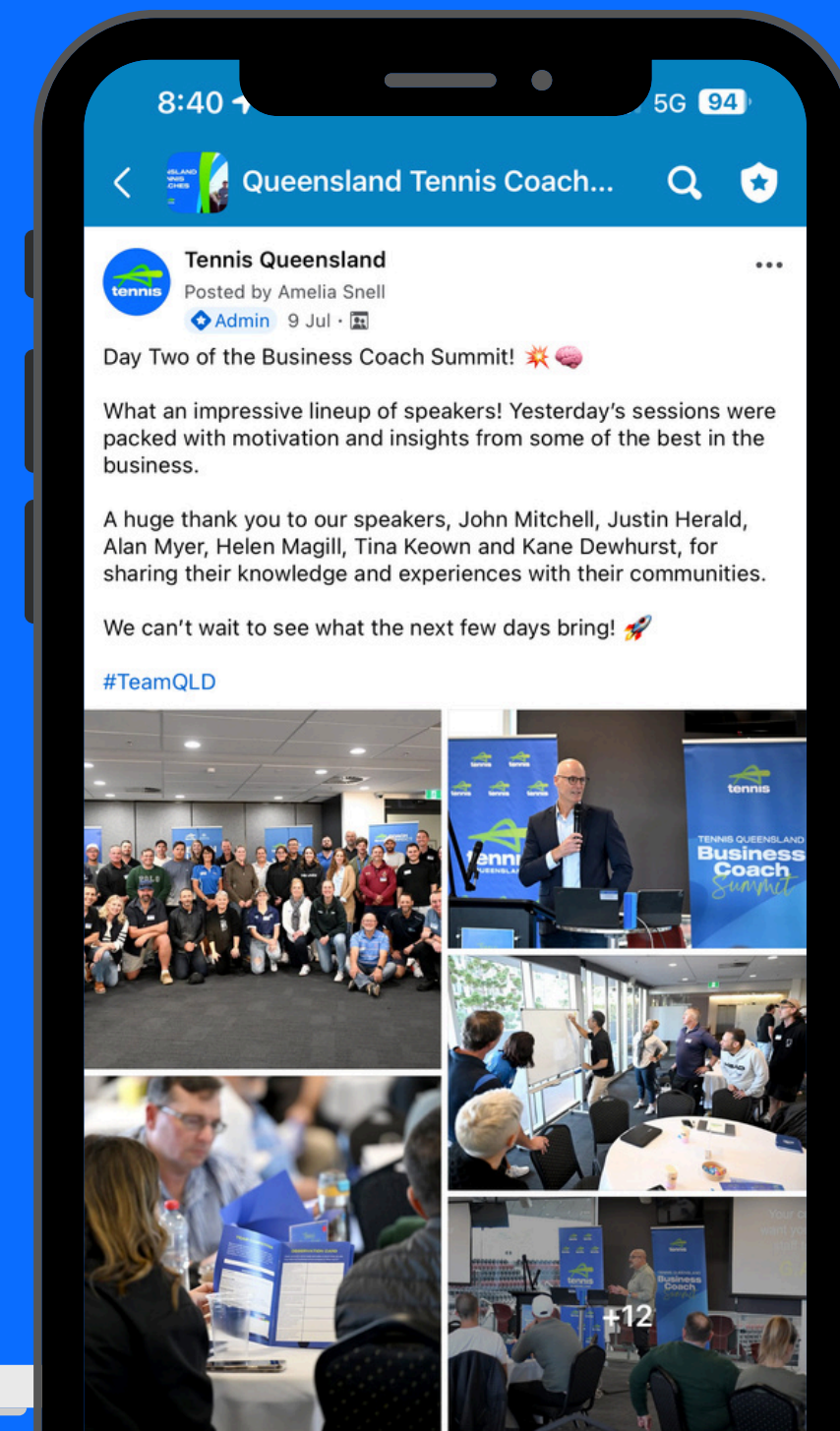
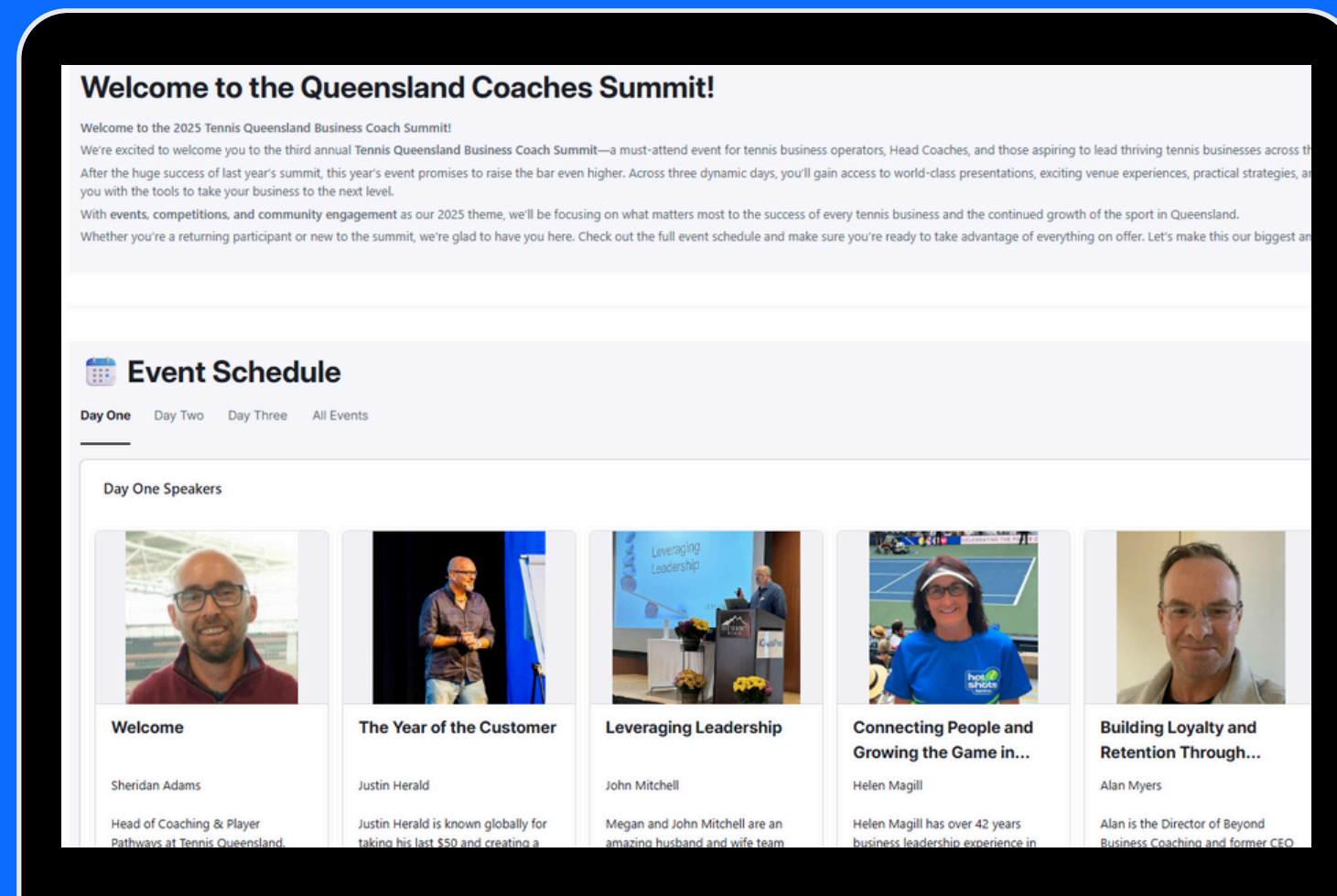
Urban Climb West End

The Ballpark Portside

Club Coops

PLATFORMS

FACEBOOK | INSTAGRAM | LINKEDIN | WEBSITE | AIRTABLE



SUMMIT PACKS

Coaches received a Summit pack with:

- Delegate Booklet
- Coach Summit Workbook
- Coach Summit Pen
- Coach Summit Cap
- Venue observation cards



DAY ONE



Justin Herald
Managing Director at Major Motivation

The year of the customer



John Mitchell
Director of Delta Gymnastics

Leveraging Leadership



Helen Magill
Director of Parkes Tennis Club

Connecting People and Growing the Game in Regional Towns



Alan Myers
Director of Beyond Business Coaching

Building Loyalty and Retention Through Connection



Tina Keown
Director of the Victorian Tennis Academy (VTA)

Building Competitive Pathways and Leveraging Community Engagement



Kane Dewhurst
Director of Vida

How to Systemize Marketing, Promotions and Engagement for Events

DAY TWO



[Recap here!](#)



Alan Myers and Kane Dewhurst

Retaining and Growing Senior Team Members as Your Business Expands



Hugh Piper

Club Manager at Urban Climb West End

Q&A Session



Ash Johnson

Owner of The Ballpark Portside

Q&A Session



Ben Cooper

Owner of Club Coops

A 360 Degree View of Customer Experience Excellence



[Recap here!](#)

DAY THREE



Sheridan Adams
General Manager, Coaching and
Competitive Play

Enhancing Event Experiences Workshop



Alan Myers
Director of Beyond Business
Coaching

Navigating Success: Crafting an Effective Business Strategy

TEAMS COMPETITION

This year we implemented the idea of a Teams Competition over the three days, to gamify the professional development experience. Each individual was put on either the Blue, Red, Green or Yellow team.

The competitions were based off five activities:

- Pictionary
- Urban Climb
- The Ballpark
- Pop Tennis
- Scissors, Paper, Rock

There was also a bonus points category, built around coaches completing their venue Observation Cards and Action Plans.

Congratulations to the YELLOW TEAM for taking out the victory!

Tennis Queensland BUSINESS COACH SUMMIT TEAM COMPETITION

COMPETITION	BLUE TEAM	RED TEAM	GREEN TEAM	YELLOW TEAM
DAY 1 PICTIONARY				
DAY 2 URBAN CLIMB				
DAY 2 THE BALL PARK				
DAY 2 POP TENNIS				
DAY 3 SCISSORS, PAPER, ROCK				
BONUS POINTS				
TOTAL				



FEEDBACK

“Fantastic event to bring coaches and operators together, the sharing amongst each other has once again been fantastic”

Tim Low

“Honestly team, it really was a great conference! Congratulations to the TQ team for a job VERY well done”

Wayne Fielder

“I was very satisfied with the overall event, it was a fantastic experience. It was a really valuable experience that strengthened my connection within the tennis community and left me feeling inspired! ”

Tina Keown

**HOW SATISFIED WERE
YOU WITH THE OVERALL
EVENT?**

4.8 ★

**HOW SATISFIED WERE YOU
WITH THE INFORMATION
PRESENTED AT THE
EVENT?**

4.7 ★

**HOW SATISFIED WERE
YOU WITH VENUE
VISITS ON DAY 2?**

5 ★

**HOW CONFIDENT ARE YOU
THAT YOU WILL FOLLOW
THROUGH WITH ACTIONS
DISCUSSED?**

5 ★

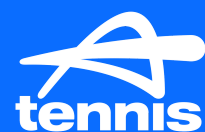
THANK YOU

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!

Watch the recap video here



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