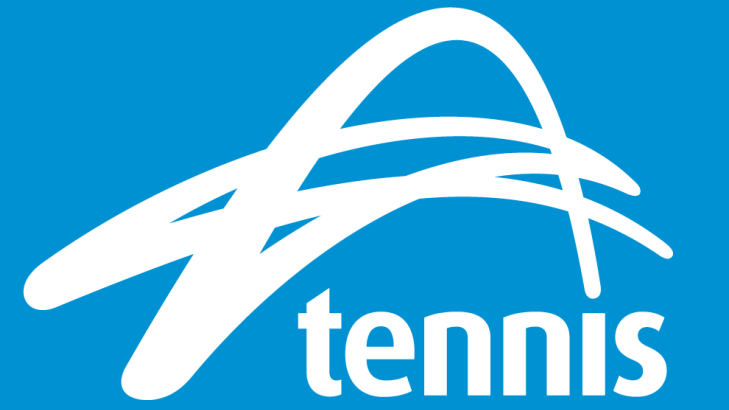


# REFLECTING OUR DIVERSE COMMUNITIES - 5 STEPS TO GET STARTED



## Understand your community

### Reflect on your community

- ✓ Have I spoken to my local council to understand my community demographic?
- ✓ Have I researched and understood my local schools?
- ✓ Does my club look like my local supermarket - diverse?

1



## Get your house in order

### Reflect on your business / club and your own behaviours

- ✓ Am I an inviting and welcoming coach/club, are we engaging and safe?
- ✓ Are we adaptable and curious?
- ✓ Do we have diversity of thinking in our team?
- ✓ Do we offer choice in participation and a range of programs?

2



## Partner up

### Reflect on who can help you in your community

- ✓ Have I spoken to council about service providers in my community?
- ✓ Who are the service providers in my community? i.e. SCOPE or CMY
- ✓ How many schools do I have in my community?

3

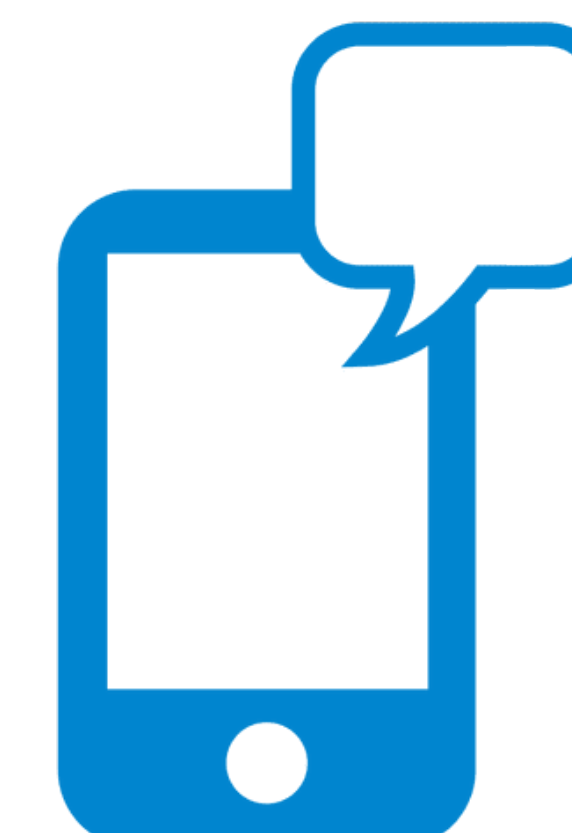


## Promotion

### Review your promotional / marketing material

- ✓ Is it easy to read and understand?
- ✓ Do your images reflect your audience?
- ✓ Can your community see themselves in your marketing / promotional material?

4



5



## Ask questions

### Be curious

- ✓ Everyone is different. When people arrive, ask them questions and treat them as individuals
- ✓ What do they like?
- ✓ How do they want to play?
- ✓ How can you make their tennis experience more enjoyable?