

CLUB COACH ‘WIN WIN’ RELATIONSHIP

A strong club and coach relationship is integral to the success of your club. Together you can drive participation and engagement, and add value for your members and potential members. Coaches are an integral element of successful tennis club operations.

Coaches are an integral element of successful tennis club operations. The coach, often autonomous and self-employed, comes at no cost to the club, yet has the capacity to be one of the club’s most important assets. Coaches bring many potential members to clubs through their professional marketing, advertising and networks. The club then has the opportunity to convert players introduced to them by coaches into members, by offering a variety of programs and services.

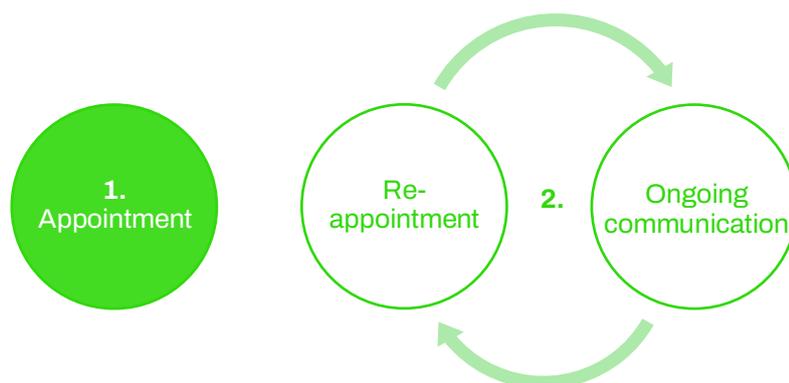
How strong is the relationship between your club and your coach? Are you ‘on the same page’?



To ensure a strong club coach relationship, start by doing a health check:

- ✓ Do you have a shared vision and goals?
- ✓ Do you have a written agreement?
- ✓ Are the vision and goals recorded as part of your written agreement?
- ✓ Do you have regular, ongoing communication – both formal and informal?

Follow these steps for a strong, ongoing club coach relationship:



For tips on managing each step, please see next page.

Tips for the ongoing relationship

Appointment

- ✓ Form a sub-committee with club committee members and people with specific expertise. Your Tennis Development Officer may assist as a non-voting member.
- ✓ Consider what the club's vision and objectives are
- ✓ Prepare a clear outline of what the agreement will include
- ✓ Consider whether there needs to be a particular focus for the coaching position
- ✓ Consider what fee arrangements are appropriate. This can be complex, with many factors influencing the decision.
- ✓ Consider the length of term of the agreement
- ✓ Consider this in relation to the duration of the club's rights to occupy the facility (lease)
- ✓ Set tangible and auditable KPIs so that performance expectations and success measures are clear. This assessment should be a core instrument in assessing contract renewal.
- ✓ Establish a clear agreement that includes items for which both the club and coach are responsible
- ✓ The contract should outline:
 - a position description
 - targets in services offered
 - any option period and how this will be exercised
 - any additional duties or expectations
 - any additional services to be provided
 - any costs relating to court access and lighting
 - clear guidelines around the re-appointment process
 - dispute resolution and termination process
 - Tennis Victoria can provide a Coach Agreement template
 - If your venue is leased from council, be aware of any service obligations which may be part of the lease which your coach may assist you in meeting, or whether council needs to be informed of any coaching appointment.
 - Does the coach have the skills, experience or capacity to provide additional management services to the club

Re-appointment

- ✓ Handle the re-appointment process in a timely manner, giving plenty of notice to the coach
- ✓ Appoint a small sub-committee to handle the re-appointment discussions
- ✓ Utilise achievement of KPIs as a basis for establishment of a new agreement
- ✓ Discuss any changes required in advance of the expiry of the current term
- ✓ Seek feedback from the coach as to possible changes for the future agreement
- ✓ Seek input/advice/support from Tennis Victoria as required

Ongoing communication

- ✓ Appoint one person from the club to be the designated contact person for the coach
- ✓ Set up a process for open, regular two-way communication
- ✓ On a quarterly basis, a written report should be supplied to club committee members with details of programming and progress against KPIs
- ✓ Invite your coach to be an 'ex-officio' non-voting member of the club committee
- ✓ Establish a formal review process (at least annually)



How can Tennis Victoria help?

Get us involved early in the process of appointing a coach to your club. We can assist with the appointment process, support and general advice at any stage of the relationship.

Find your Coaching Leader and Tennis Development Officer at tennis.com.au/vic/about/staff.