

# Reflecting our Diverse Communities

Five steps to get started



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 create new opportunities from our communities' requests?
- ⊗ Do we offer choice in participation and a range of programs?

2



## 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?
- ⊗ Are our participants the same as the people we see in our local supermarket?

3



## 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
- ⊗ Could we partner with key organisations that support local diverse community groups e.g. CMY or Proud2Play

4



## 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?

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?