



# CHINESE ENGAGEMENT GUIDE



# CHINESE ENGAGEMENT GUIDE

## Tennis is down with diversity!

**Tennis is committed to embracing diversity** by making our sport and events welcoming, safe and inclusive for everyone. We believe that inclusion is reflecting the diversity of our local communities. Everyone should have the opportunity to be included and engaged through tennis in a way that is positive and meaningful for them.

Inclusion is about providing choice for people to participate in sport in a way that they feel comfortable. As well as mainstream tennis opportunities, there are a variety of initiatives that people can choose to participate in.

The purpose of this resource is also to equip you with the foundational knowledge and confidence to help your club and coaches connect with a key segment of the Chinese community.

In this guide you will find:

- Information on the Chinese community and why it is important
- Tips on how you can be more inclusive
- Case study on Doncaster Tennis Club
- Contact information for organisations who can provide support to your Club

We have talked with clubs and consulted with Chinese communities to ensure that the information in these guides are real and what clubs need to embark on this exciting journey.

We hope that the information in this guide creates conversations, encourages ideas and action for you and your Club.

A few small changes at your Club can make huge differences that will ensure local community members feel it is a place they feel welcome, safe and included.

**“Tennis Australia proudly live the values of equality, inclusion and diversity”**

**CRAIG TILEY, CEO TENNIS AUSTRALIA**

# CHINESE ENGAGEMENT GUIDE

## What's your clubs culture?

We often don't get the chance to explore what makes up our culture. We all have one made up of key pillars.

- ▶ People
- ▶ Places
- ▶ Special events
- ▶ Communication
- ▶ Values/rules

We'd like you to pause for a moment and consider who and what the above things are for you and your club?

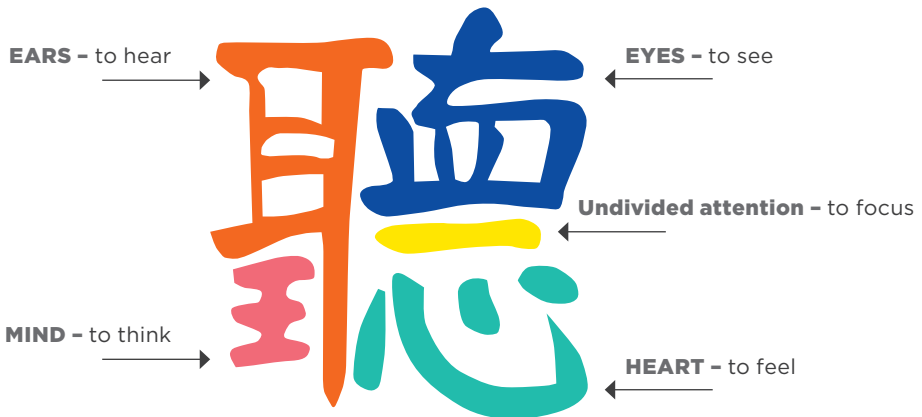
How have these things changed over

the years, what ones have stayed the same? As much as possible think internally as a club.

What's your club's story? How can you tell this story?

If we truly want to move into other people's stories and cultures we need to have explored and understood our own, and give honour to the fact that we all have a rich and deep cultural tale to share.

A great model to think about how we can give respect and dignity to ourselves is the Chinese symbol for listening.



**The colour red in China symbolises good fortune and joy. Red is found everywhere during Chinese New Year and other holiday celebrations and family gatherings.**

# CHINESE ENGAGEMENT GUIDE

## Why Chinese?

- ▶ They are one of the fastest growing communities in Australia
- ▶ They have become very focused on the social aspect of sport over recent years
- ▶ Chinese communities around the world have always been successful at settling in new countries. Playing sport and tennis is a great way to truly create belonging for them in their communities
- ▶ They have the capacity to provide a solid economic and social investment to the game and your club in many ways
- ▶ Each year a significant number of tourists visit Australian Open and China is our biggest market by far.



# CHINESE ENGAGEMENT GUIDE

To assist you in engaging the Chinese community, we identified three key groups: the 'pros', the 'wannabes' and the 'gatekeepers'.

**PROS** are players who are already engaged in tennis and wanting to increase their skills.

- Focusing on meeting and interacting with players of similar skillsets and ability
- A social cultural event where they can meet other participants in their communities and share their interests

**WANNABES** are new to the game and they want the focus to be on the wonderful social aspect of tennis.

- Organise events that encourage trying out the game for free or minimal cost so they get a taste
- Consider ways to make the event inclusive and accessible to them
- Provide a platform for them to find a partner with the same skill set and ability

**GATEKEEPERS** play a key role in collectivist cultures like the Chinese culture. If you want to engage juniors then you **MUST** target the gatekeepers, parents and elders.

- They want their kids to be 'inspired' to maybe become pro's one day
- Provide the kids with something tangible to feel special
- Provide a platform that allows them to meet other tennis kids or Chinese kids they can play with outside of the relationship with their coach



## ACTIVITY

As a group do a local mapping exercise of all the Chinese groups, organisations and local businesses in your area. Also check into your local council 'demographics' page to get a good snapshot on the numbers of Chinese people in your local community. This will be a great base to start off your engagement plan!

# CHINESE ENGAGEMENT GUIDE

## Did you know?

- ▶ **1 in 4** Australians are born overseas
- ▶ **46%** of Australians have at least one parent born overseas
- ▶ According to the 2016 Census:
- ▶ A total of **1.2 million** people of Chinese ancestry reside in Australia
- ▶ **2.2%** of those Australians were born in China – that is 526,000 people!
- ▶ Chinese people will usually prioritise relationship over task. They look at ways to build the relationship as means to engage and consider the whole family not just the individual.

A core value of Chinese families is respecting one's parents and grandparents. Ensuring that they are a key focus of the engagement is vital.

Education is a key priority for Chinese culture and is attached to status. Making a connection to sport and the benefits it has to education will be a great engagement technique.

In China, the family is largely understood through Confucian thought. In Confucian thinking, the family contains the most important relationships for individuals and forms the foundations of all social organisation. For instance, the roles of husband and wife, parent and child, elder brother/sister and younger brother/sister are clearly defined.



## FOOD FOR THOUGHT

In China, given that tennis is considered an elite and expensive sport, this means they carry the same perception when they move to Australia. In order to change their perception, it is ideal for your Club to educate and demonstrate that tennis is an affordable and accessible sport for all.



# CHINESE ENGAGEMENT GUIDE

## ACTIVITY

Consider putting on a Chinese Cultural day at your club such as celebrating a day of significance such as:

- ▶ Lunar New Year
- ▶ Lantern Festival
- ▶ Golden Week

By doing this, you're creating a welcoming, inclusive and educational safe space as well as provide opportunities for all members of your club to socialise in a fun environment!



# CHINESE ENGAGEMENT GUIDE

## CASE STUDY: Doncaster Tennis Club

After finding out that their club was in a high Chinese population area, Doncaster Tennis Club took matters in their own hands to engage with their community. A local coach worked closely with the club to create an inclusive program to recruit participants of Chinese heritage which included setting up a webpage in Mandarin.

The coach also spent time engaging with members of the Chinese community by contracting a translator to obtain information to assist with setting up tennis programs that meet their needs. By doing this, it helped build trust and respect with the Chinese community.

**“We have a participant named ‘Uncle Kevin’ in his late 60’s who is always encouraging, offers to assist with translating Mandarin and welcomes all participants to have a social hit with him. It is one of the reasons that social hitting is so popular as Uncle Kevin is welcoming and inclusive. I can also openly ask him questions about Chinese culture, events or festivals and he is also happy to help educate me. Kevin is valued member of our club.”**

**VICKY LEE, SLAMIN TENNIS AND FITNESS, DONCASTER TENNIS CLUB**

## KEY TAKEAWAYS

- ▶ Created a webpage in Mandarin and contracted a translator to assist with general enquiries
- ▶ Connected with local council and businesses to obtain information and support
- ▶ Promoted events in Mandarin through social media and general public
- ▶ Recruited members who identified as Chinese to be involved with the committee and volunteer to broaden understanding



# CHINESE ENGAGEMENT GUIDE

## How will my club benefit?

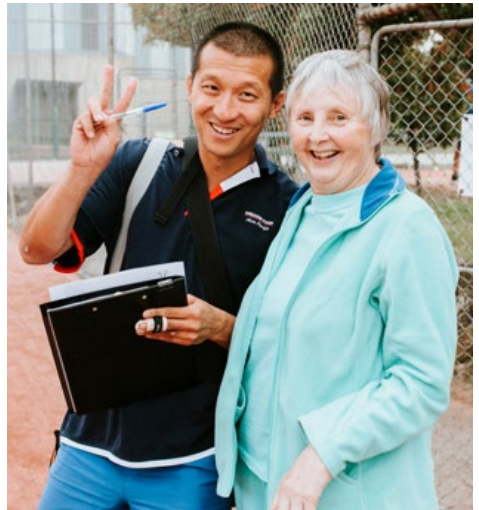
- ▶ Exploring your club's culture and story will be a means to engage your whole club on this exciting journey.
- ▶ Opening up your club and members to new ways of being will create a greater sense of belonging and inclusion for all.
- ▶ There is significant potential for social players if done well. More members means more funds to reinvest back into your club.
- ▶ Other clubs, councils, sporting associations will take notice and start exploring ways they can support your club and tell your club's story.
- ▶ If they know they are part of a club that is willing to be innovative, creative and respectful they will stay!
- ▶ Your club will have the potential to be a community hub.
- ▶ This will build your club's capacity to consider other communities or groups to engage with.
- ▶ It will be a fun, fulfilling and wonderful learning journey if you really get into it.



# CHINESE ENGAGEMENT GUIDE

## TOP 10 TIPS ON HOW TO BE INCLUSIVE

1. Understand your local demographics. Your council can help with this information.
2. Discuss as a team what all the benefits of engaging the Chinese communities would be for your club.
3. Reach out to groups or organisations that work with Chinese communities to expand your network.
4. Locate other clubs which may not necessarily be tennis clubs that have been successful in engaging with Chinese communities, and gather some tips on how they did this.
5. Find local Chinese people in your community to better understand your local area and support with translation of flyers.
6. Don't be afraid to ask questions, if done with genuine curiosity and respect this is always a great way to engage.
7. Look at ways how your whole club can get behind this initiative. Identify opportunities how your club can help create a sense of belonging and community.
8. Share positive stories about your club's successes and achievements as an inclusive community.
9. Consider having some simple signs in Mandarin around your club.
10. Encourage club members to learn some Mandarin!



# CHINESE ENGAGEMENT GUIDE

## ACTIVITY

To ensure your participants are feeling included, find out what they enjoyed the most:

- ▶ Was it being together?
- ▶ Were the formats easy to play?
- ▶ How did it feel to help others?

Use this feedback to evolve your programs and social activities into something that the community can participate in.

Take small steps and play the long game!



# CHINESE ENGAGEMENT GUIDE

## LANGUAGE GLOSSARY

### HELLO

你好  
Nǐ hǎo

### HOW ARE YOU?

你好吗?  
Nǐ hǎo ma?

### TENNIS CLUB

网球俱乐部  
Wǎngqiú jùlèbù

### GOOD SHOT

好球  
Hǎo qiú

### KEEP TRYING

继续尝试  
Jìxù chángshì

### WELCOME

欢迎  
Huānyíng

### WELCOME TO OUR CLUB

欢迎来到我们的俱乐部  
Huānyíng lái dào  
wǒmen de jùlèbù

### RACQUET

球拍  
Qiúpāi

### HAVE FUN

玩得开心  
Wán dé kāixīn

### BALL

球  
Qiú

### NET

网  
Jīng

### FOREHAND

正手  
Zhèng shǒu

### SINGLES

单打  
Dāndǎ

### SET POINT

设定点  
Shè dìng diǎn

### POINT

点  
Diǎn

### WATER

水  
Shuǐ

### BACKHAND

反手  
Fǎnshǒu

### DOUBLES

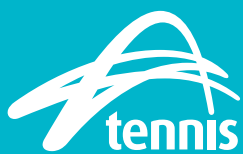
双打  
Shuāngdǎ

### MATCH POINT

匹配点  
Pǐpèi diǎn

### GOODBYE

再见  
Zàijiàn



Diversity & Inclusion Team  
[inclusion@tennis.com.au](mailto:inclusion@tennis.com.au)