

GUIDE TO MANAGING COACHING SERVICES AT YOUR CLUB

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 grow each other's player base. The key to success is to ace the three phases in managing your coaching services arrangement at your club and creating a win-win partnership with your coaching services team.

Tender and appointment

Get your team together

- ✓ For tender and review get a small group together from the club and create a sub-committee to manage the process
- ✓ Engage with your Tennis Development Officer or Coaching Leader for some starting advice

What are you looking for in a coach?

- ✓ Understand what you are looking for in a coach and ensure it aligns with your clubs goals and objectives

TIP: Write a list of key roles, services and programs you would like the coach to bring or work towards. This services description will shape your advertisement and appointment criteria.

Go to market

- ✓ If you are searching for a coach, it is important to advertise it on the Tennis Australia Coach Membership website [here](#). This will extend the reach of the advert.

TIP: Sell the potential of your club and what it offers, ask coaches applying to address criteria and why they would be a good fit for the club

Interview and make the big call

- ✓ Select candidates for interview, and get your team together to be the interview panel.
- ✓ Ask relevant questions linked to the criteria and services description.

TIP: [Link in a scoring system to help judgement.](#)

Create a win-win relationship

- ✓ The club-coach agreement will set up the framework for the relationship and coaching services which will be delivered.
- ✓ Set key terms, fees, responsibilities and service requirements of both club and coach.

TIP: Ask your Tennis Development Officer for advice and use the [Tennis Australia Coach Agreement Template](#) for guidance.

Ongoing relationship

Coach Liaison & Communication

- ✓ Appoint a coach liaison, usually the President and/or Junior Coordinator to manage the relationship with the coach.
- ✓ Implement processes for members to put forward requests

Be on the same page

- ✓ It is important to take the agreed framework forward and build a positive working relationship with constant communication and support for each other.

Coach and Committee Positions

- ✓ It is important that coaches act as a 'service provider' for the club, and does not have a governance or formal role on the committee, particularly in executive positions as it is a conflict of interest.

TIP: Invite the coach as an 'invited guest' to each committee meeting, this way the coach can provide handy information and feedback without being involved in final decisions.

Know your stuff and provide reports

- ✓ As part of good communication and maintaining a good relationship, it is important that the coach provides quarterly reports on the progress of the coaching services in relation to the KPIs and objectives outlined in the agreement.
- ✓ The club should also provide a copy of its meeting minutes to the coach as well as any relevant correspondence.

Review and renewal

- ✓ It is important at the end of the financial year or around the club's AGM that the coach provides their own basic annual report addressing the annual goals, targets, highlights and challenges of the coaching services.
- ✓ This provides a good opportunity to discuss how the relationship is going, understanding progress and areas for improvement on both sides.

TIP: Table the annual report at a suitable committee meeting with coach in attendance, allow the coach to talk through the report and take any questions. This is a chance for both parties to discuss ideas for future improvements or changes.

Revise your club and coaching plans and targets annually

- ✓ Following the annual report and review meeting with your coach, the club should work with the coach to ensure both parties understand where they are at and adjust any goals and targets or even areas of the relationship that needs tweaking.

TIP: It is important that the Coach Liaison sits down with the coach to mutually agree upon any adjustments to KPIs and objectives to ensure they are realistic and fair.

Renew or tender? The big question

- ✓ Get your sub-committee back together at least three months before the end of the contract term to assess whether the relationship for coaching services should continue or should the club go to market and tender?
- ✓ It is vital to be professional and act in the best interest of the club and take personalities out of it. The preference should always lean towards renewal first, but only if both the club and coach businesses are growing.

TIP: Have a scoring system with the sub-committee to rate the coaching services in relation to KPIs and objectives. Ask the coach to do the same, and then meet altogether and compare scores and feedback. It is important to provide the coach the opportunity to pitch for the renewal.



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.

