

Community Engagement Examples

Pathway Initiatives

A strong pathway leads to higher retention rates and more engagement in the sport. Therefore, it is important to think outside the box when creating links between key participation pillars (*schools, the local community, coaching and the club*). Please see below for examples of previous initiatives that created engaging transitions through the tennis pathway.

Hyden Tennis Club & Hyden Primary School :

Hyden Primary School registered to have tennis delivered through the Sporting Schools Program (available to all schools). Hyden Tennis Club capitalized on the tennis exposure and through the Community Play Program (available to all regional clubs), was able to attract those same students & their families to the club to participate in coaching and other club social events. They have seen a number of resulting memberships, but more importantly, regular engagement in club activities.

Manning Tennis Club & School Wind Up :

Manning Tennis Club leveraged their relationship with a local school to host an 'End of Term Wind Up' at the tennis club. With the exclusive use of the clubhouse and facilities, the school made the most of the opportunity and invited all students, staff and their families to take part. With a sea of people enjoying the facility and tennis courts, the club was able to establish itself as an inviting & welcoming environment for the local community.



Inclusion

Provide opportunities to ensure underrepresented groups (including but not limited to; people with a disability, culturally and linguistically diverse communities, older adults (65+), people who identify as LGBTI, Aboriginal or Torres Strait Islanders) are engaged in tennis.

We aim to break down barriers and create environments where every person feels confident to pick up a racquet and have a go no matter what their ability. After all, small changes in attitude on a community level can lead to huge steps in social attitudes all over the world.

<https://www.tennis.com.au/play/inclusion-and-diversity>



Accessing Tennis Australia Coach Members (for Clubs without a TA Coach Member)

As a Tennis West Affiliate, you have the ability to access one of over 250 Tennis Australia Coach Members in WA to help deliver tennis coaching at your club. For more information, please contact your Participation Leader to find an available coach.

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<https://www.tennis.com.au/wa/coaches>

Hot Shots Community Play program (clubs without a TA Coach Member)

ANZ Tennis Hot Shots Community Play is a program designed to be delivered by club volunteers. It aims to give an excellent first tennis experience in a fun, friendly and welcoming environment, for young players that would not normally be able to access the program as their local club does not have a qualified tennis coach.

Holt Rock Tennis Club signed up for the ANZ Tennis Hot Shots Program in 2015 and for the past 2 years have continued to deliver an annual program for children in the local area. To launch the program, the club requested Tennis West staff to conduct an Introduction to Hot Shots Workshop prior to the first session, to provide the club volunteers (parents) the knowledge and confidence to deliver the term program. Following the workshop the Tennis West team and volunteers ran the first session of the 6 week block of the program. This launched a great 6 week program which continues to be a success.

<https://www.tennis.com.au/clubs/community-play>



🎾 **Still not sure where to start?**

🎾 **Got an idea you want to bounce off someone?**

Contact your Participation Leader to discuss your event and ideas.