

MY COACH

A SECTION DEDICATED TO TENNIS AUSTRALIA COACH MEMBERS



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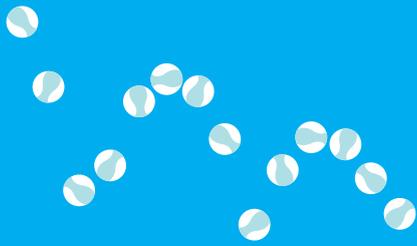
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Tennis Australia Coach Membership T: 03 9914 4191 F: 03 9650 1040
Email: coachmembership@tennis.com.au Website: www.tennis.com.au/membership



Network to excel

Networking can take place in a variety of ways, from social, online to face-to-face interactions. As many tennis coaches are one person businesses, effective networking has never been more important. By DANIELA TOLESKI

Connect with others

Although networking can mean different things to different people, the over-arching aim of networking is to interact with others.

Everyone has a reason for networking but as tennis coaches, being able to do this properly has the potential to help your business prosper even further.

Life experience cannot be underestimated and you can learn from the successes of others and in many instances these connections provide a new perspective on everyday life, whether that relates to you personally or professionally.

Networking is a necessary component to achieve success in your career and being exposed to new ideas and strategies will help you to decide which path you want to take.

Sure, not everyone's experience is going to be useful for you or be able to solve a problem you may be having as a tennis coach, but being flexible and willing to listen to others, will only assist with your professional development.

Move out of your comfort zone

To build on your existing networks which may currently include business suppliers, family, and school or university friends takes more effort.

It's easier to stay within the same circle of acquaintances, but by moving out of your comfort zone, you will be exposed to a vast array of people with different personalities and make new connections that could be beneficial for you.

You may find it difficult to enter a conversation with strangers, especially at a networking event, but with the use of open-ended questions you can keep the conversation flowing.

Sharing knowledge

Informal conversations, either during breaks or after an event, will also assist with the sharing of information and hearing about specific expertise.

You may be surprised at how much you can achieve with a little bit of extra knowledge and in most cases it's more than you would ever achieve on your own accord.

With the rise of social media, another avenue is available for people to network. Everyone can have global reach through social networking sites including but not limited to LinkedIn, Facebook, Twitter and forums.

Facilitating networking

Networking events help to facilitate this process and from 12-14 January the 2012 Australian Grand Slam Coaches'

Conference, themed 'Building a bigger, better base', will be held at Hisense Arena, Melbourne Park.

Participants will have the option of two streams as part of their afternoon session which include presentations around Talent Development, Places to Play, MLC Tennis Hot Shots and Cardio Tennis allowing the conference to be tailored to an individual's preference and interest.

A record of more than 260 tennis coaches from right around Australia and some parts of the world descended upon Melbourne Park in January 2011 for the event and once again strong numbers are attending in 2012.

With some of the most respected tennis professionals in the world presenting at the conference, coaches can learn from the best in the business.

A dinner function will be held at Kooyong Lawn Tennis Club and host former Essendon footballer and current Essendon Football Club coach James Hird, with a strong focus placed on networking.

An additional workshop for 80 participants will also be held at Maribyrnong Tennis Centre on Sunday 15 January, involving small intimate workshops where participants can interact with selected speakers on court.

Get the most out of networking

Start to build a relationship

Networking is the initial stage of building a professional relationship.

Know what networking is

It's connecting with others, while also sharing knowledge and contacts with others.

Step out of your comfort zone

It takes effort and shifting away from your comfort zone to extend your current network.

First impressions count

A first impression can have lasting repercussions. Try to portray positive body language when meeting people for the first time.

Introduce yourself

A proper introduction will usually promote further discussion and is an essential tool for networking.

Open-ended questions

Ask open-ended questions in networking conversations i.e. who, what, where, when, and how questions.

Exchange business cards

Bring along your business cards – these are an essential tool for networking and assist with follow up enquiries.

Continue the relationship

Make a phone call or send an email to continue the sharing of knowledge.

In addition to this, coaches also have the opportunity to network at other professional development workshops, tournaments, courses and in the not too distant future coaches across the country can connect through Tennis Australia's online education platform Bounce which will have discussion forums.

Inevitably people who network effectively will achieve more when compared to people who don't venture out from their businesses surroundings. Through networking social connections can be formed with people who aren't normally within your local area. So go out, put your best foot forward and make new connections.

Australian Grand Slam Coaches' Conference speakers

Some of the confirmed speakers include:

Aaron Kellett, Australia

Kellett is the Strength and Conditioning Coach at Tennis Australia. He has 15 years experience in the industry across a variety of different levels and including AFL, cricket and tennis.

Anthony Richardson, Australia

Richardson is the National Academy Coach – Brisbane for Tennis Australia and is a Tennis Australia High Performance coach. Richardson is a former Tennis Queensland state coach.

Frank Giampaolo, United States of America

Director of Mental/Emotional Tennis Workshops, Author of *Tennis Parents Bible* Giampaolo is a tennis industry veteran specialising in high performance training.

Butch Staples, United States of America

Staples is a former head tennis professional at Midtown Tennis Club, Chicago. He was recognised as 2010 PTR Pro of the Year and honoured as the 2006 and 2009 USTA Recreational Coach Workshop Trainer of the year.

Craig Jones, United States of America

Jones is Director of Youth Play and

Competition, United States Tennis Association. He is a former director of tennis and club owner, Jones has earned his reputation as one of the top junior developers across the USA and is considered an industry leader in 10/u tennis.

James Hird, Australia

Hird played for the Essendon Football Club from 1992–2007 captaining the club from 1998–2006. Career highlights include two premierships and a Brownlow medal. Since his retirement Hird has been a partner of Sports Marketing company Gemba Group. In 2010 Hird was appointed the Senior Coach of Essendon Football Club.

Judy Murray, Scotland

Murray is one of the best know tennis parents in the world and is the mother of current world No. 3 Andy Murray. She is a former national Scottish coach with over 20 years experience with both junior and senior players from a club to a world-class level.

Ken Barton, Australia

Barton has been Manager at the Geelong Lawn Tennis Club since 2007 and obtained his Tennis Australia Master Club Professional coach qualification in the same year. He

has more than 30 years experience in tennis coaching and various management roles.

Kenneth Bastiaens, Belgium

Physical trainer at the Flemish Tennis Federation Belgium, Bastiaens has coached players including Kristof Vliegen, Kirsten Flipkens and Niels Desein.

Leisa Brennan, Australia

Sports Development and Recreation Coordinator, Eurobodalla Shire Council, New South Wales.

Mario Bravo, Argentina

Director of School of Tennis of the Club Independiente de Tandil, Argentina who has coached players including Mariano Zabaleta, Juan Mónaco, Machi González and Juan Martin del Potro.

Mike Barrell, United Kingdom

Director of evolve9 United Kingdom.

Robby Sukhdeo, United Kingdom

Manager – Pavilion Sports Club and Cafe, London Shire Council, New South Wales.

For an up-to-date schedule and speakers please visit tennis.com.au/coachesconference.

COACHES' CORNER

Search for Talent

Rod Laver, Pat Rafter, Sam Stosur and Bernard Tomic are some of the tennis stars to hail from the sunshine state. With leading 12/u athletes being identified in Queensland each year, this is sure to increase.



On-court 'Q and A' session with National Academy Brisbane coach Troy Ayres and National Academy Brisbane athletes, Priscilla Hon and Rachel Tredeoux.

Tennis Australia's Project Talent program forms the base of the Athlete Development Pathway, with the goal of improving the quality and quantity of athletes under the age of 12. As part of this pathway, Talent Development Camps are being delivered Australia-wide, and are becoming more nationalised with a framework of key messages.

In 2010–2011, 26 Talent Development Camps were held across regional and metropolitan Australia, along with further initiatives involving more than 2000 parents and athletes.

Each year Tennis Queensland in conjunction with Tennis Australia conducts two Talent Development Camps for leading 12/u athletes who reside in Queensland.

The Talent Development camps are designed to cater to coaches, athletes and parents.

Coaches:

As a part of the Project Talent national strategy, the private coaches associated with these selected athletes are also invited to the camp to assist in the camps delivery and to engage in professional development activities with other leading coaches from Queensland. The camps provide great opportunities for the coaches to share their knowledge, workshop key themes and provide feedback on each other's athletes. In addition to the Talent Development Coaches, Tennis Australia has appointed Talent Development Coach Mentors.

These mentors include some of Australia's former greats and will assist with the work of the Talent Development Coaches in each state. Queensland's Talent Development Coach Mentor, and program advocate, Gary Stickler says "Tennis Australia's Talent Development Program has allowed motivated coaches to meet and share information which will provide best practice for the development of our next generation of champions."

Athletes:

Twelve and under athletes from all over Queensland are invited to attend these camps based on tournament results or nominations provided by the coach. By providing a quality training and competitive experience, the

camps give up-and-coming athletes a chance to train with a large group of athletes from their peer group as well as giving them the opportunity to experience the Queensland Tennis Centre. In an effort to provide a holistic training experience, athletes participate in a range of on and off-court sessions, including physical testing, drilling, match play, video analysis and psychology. At the completion of the camp, athletes are provided with their testing results which provide measurable targets for subsequent testing.

Parents:

The Talent Development Camps also include sessions designed specifically for parents. Session content covers a range of topics including training and competition recommendations.

Talent Development Camp, Queensland:

On 15–17 October, Tennis Queensland conducted its second Talent Development Camp for 2011. More than 30 athletes and over 20 coaches attended the weekend, themed ‘Serve and Return’.

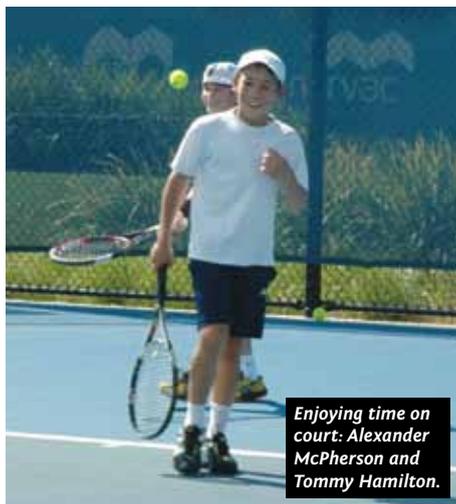
Previously in 2010 and 2011, camp themes included:

- Developing Racquet Head Speed
- Movement Mechanics
- Differences in Training Boys and Girls

Throughout the weekend, athletes and coaches were briefed by a range of experts in their respective fields, including National Academy Brisbane Strength and Conditioning Coach Grant Jenkins, National Academy Brisbane Sports Psychologist Jonah Oliver and Graeme Neville, former State Coach of South Australia, and most notably, involved in the early developmental years of Lleyton Hewitt and Alicia Molik.

Day 1:

Before the athletes arrived, Talent Development Coaches met to debrief on previous camps, workshop themes and



Enjoying time on court: Alexander McPherson and Tommy Hamilton.

proceedings for the camp. They listened to Anthony Richardson (National Academy Brisbane) present on ‘Serve Mechanics’.

After their arrival and introduction, athletes were on court completing rotations on physical testing, drilling and match play, with coaches both leading and observing these sessions. During lunch, David Hodge presented on ‘Serve/Return Activities’.

Parents attended information sessions on ‘Training and Competition and Introductory Psychology’ with Oliver in the morning, and a combined coach and parent session in the afternoon.

Day 2:

Athletes kicked off day two with an off-court session from Oliver on ‘Developing Routines’. This was followed by match play and drilling rotations on court. In the afternoon, athletes continued with match play and drilling, with a special ‘Question and Answer’ session for the boys with Oliver Anderson, National Academy Brisbane athlete. They were then thrilled to spend some time with Anderson on court for the rest of the afternoons rotations. Coaches had the opportunity to once again lead and



Talent Development Camp attendees (left to right): Shannyn Flynn, Chelsea Groundwater, Megan Smith and Hillary Tjandramulia.

observe athlete rotations, before undergoing a session with Neville presenting on ‘Return of Serve’. Throughout the day, parents gathered in small groups with Oliver to discuss topics of choice.

Day 3:

Rain forced a change of schedule for coaches and athletes on the final day of the camp. Athletes were able to complete the majority of the morning session; including the highlight of the day, a ‘Question and Answer’ session with up and coming National Academy Brisbane athletes, Rachel Tredoux and Priscilla Hon. When rain forced the activities inside, Troy Ayres led a video analysis session with the athletes, while the coaches were able to review player footage taken during the camp. After lunch, athletes had one final on-court session before the camp concluded.

To all those involved, the camp was an overwhelming success. Derek Burden, Tennis Australia Coach and Talent Development Coordinator was pleased with the weekend, saying “It (the camp) has been our best camp yet. It is so encouraging to see coaches and athletes come together from all over Queensland in a positive environment and share ideas, information and experiences in an open forum.”

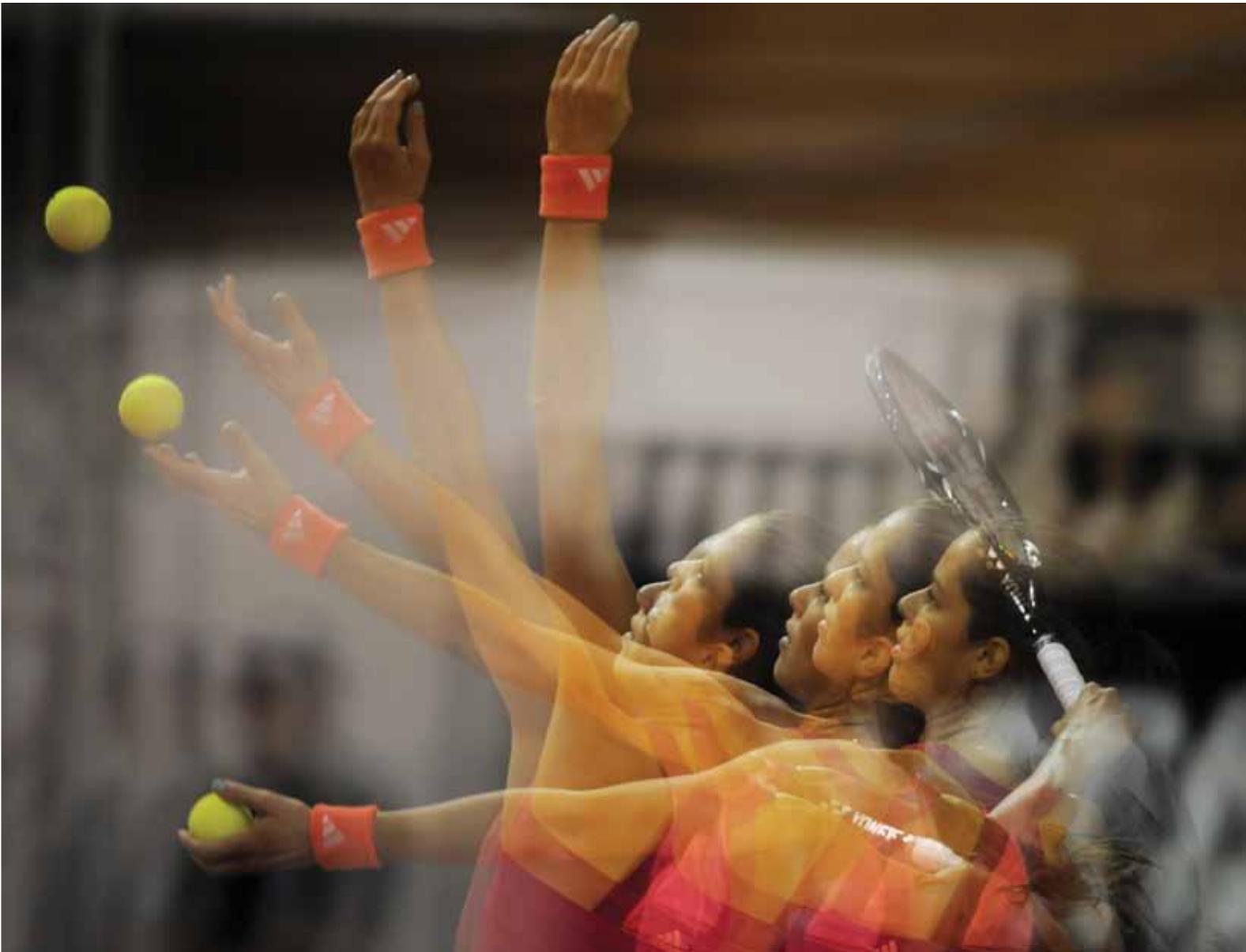
Looking to get involved?

There are a wide range of benefits exclusively available to Talent Development Coaches. If successful, you will become part of a passionate and committed team of coaches from across the country who are helping to develop a new generation of internationally competitive tennis athletes. These athletes will become Australia’s future champions. Each state and territory has a unique set of programs in place to achieve these goals.

To find out more about Project Talent, read the article on page 58 or visit tennis.com.au/play-tennis/talent-search.



Queensland’s Talent Development Coach Mentor, Gary Stickler with Meagan Smith.



Where Science Meets Art

EVER WONDER ...

Why virtually every television broadcast or professional tournament features the radar gun (and reporting of serve speed), yet they rarely seem to appear on the practice court?

The obvious first answer is cost. But in ranging from \$300 to \$2000, they require a similar outlay to other forms of technology that has been embraced by coaches.

A second reason might lie in them being cumbersome to set up. However, in a practical sense they're not really any different to a video camera ... tripod +/- power cord and you're away.

So with the perceived barriers to the use of radar guns perhaps not being as

significant as first thought; it's timely to reflect on recent research that has highlighted their utility for the tennis coach (*Moran et al.* in press). Using a really simple yet clever design, researchers have been able to show that:

- a) Tennis players are unable to accurately detect or sense differences in the speed of their first serves. Granted the differences between consecutive serves may be subtle but given that serve practice is so often structured around trying to improve serve speed, it would seem counterintuitive that so little explicit feedback is provided.

Yes, we can ask players to pay attention to the height or length of the ball's bounce off the court but is that really as effective as providing players with the consistent, reliable and objective insights offered by a radar gun?

- b) The researchers then set out to answer that very question – they split players in to two groups: one group with access to a radar gun to monitor the speed of their serves and the other group with no access to the radar gun.

There was no mention of increased knee flexion or upper arm internal rotation; no feedback beyond the

information that came out of the radar gun. The two groups of players then participated in serve practice three times per week for six weeks with the simple aim to improve their first serve speed.

The conclusion? Players that were provided feedback on the speed of each serve (via the radar gun) significantly improved their first serve speed over the six week period, while there was no

change in the first serve speed of the players that were provided no feedback. An interesting result and a great example of how not to over-complicate the coaching process.

References and recommended reading

- (1) MORAN, K. et al (in press). The Need and Benefit of Augmented Feedback on Service Speed in Tennis. *Medicine and science in sports and exercise*.
- (2) ROGOWSKI et al. (2011). Trunk and Upper

Limb Muscle Activation During Flat and Topspin Forehand Drives in Young Tennis Players. *Journal of Applied Biomechanics*, 27, 15-21.

- (3) SEELEY M, et al. (in press). Tennis forehand kinematics change as post-impact ball speed is altered. *Sports Biomechanics*.

Author

MACHAR REID (High Performance Manager, Tennis Australia)

RESEARCH CORNER

The role of the wrist ... is the jury still out?

There is no shortage of research outlining the important contributions of the legs, trunk and upper arm to the development of racquet speed in the serve and forehand.

This is both logical and understandable as they are the key drivers of the kinematic chain that comprises both strokes. Comparatively less attention however, has been afforded to the role of the wrist, which represents a paradox of sorts given that rotation about this joint continues to be emphasised by coaches.

Importantly though, a growing number of research designs are beginning to shed light on the sometimes subtle role of the wrist, particularly in the production of the forehand stroke.

For example, Rogowski et al. (2011) recently highlighted the important role of the wrist in developing vertical racquet speed and therefore topspin among players aged between nine to 14 (note: depending on a child's grip, the type or direction of wrist flexion that contributes to forward and upward racquet speed will vary), while Seeley et al. (in press) has also reported

that increased wrist flexion angular velocity was among the variables most associated with increases in ball speed among older and more advanced players.

So while there is more work required to fully understand the nuance of wrist mechanics in stroke production, coaches should continue to propound its importance (in all three directions) but not lose sight of its inextricable link to a player's grip nor the fact that as the most distal (and smallest) joint it's affected by what's gone on beforehand or further up the kinematic chain.



COACH TALK



A new, high-energy way to enjoy tennis

We all want more people playing tennis more often, and the latest research tells us there is a big demand for a fitness based program ... just like Cardio Tennis.

Cardio Tennis is a fun and social, group tennis-fitness program for people of all ages and abilities, and is currently recognised in over 30 countries. Cardio Tennis is a Tennis Australia key strategic priority.

The 45–60 minute workout format provides qualified coaches with the chance to grow their business by putting more people on court therefore bringing in more revenue per hour.

Tennis Australia would like to work with qualified coaches to help deliver and grow Cardio Tennis throughout Australia by targeting existing players, lapsed players and new players.

Please note, to deliver Cardio Tennis you must be a Tennis Australia qualified coach member. Assistant coaches delivering Cardio Tennis must be registered by their head coach and must

also be a Tennis Australia coach member.

Tennis Australia will provide coaches with the tools to re-energise tennis and provide a range of benefits including a Suunto M2 heart rate monitor, extra large personalised fence banner, four CDs with Cardio Tennis playlists, agility ladder, educational support, local area marketing materials, access to the Cardio Tennis brandmark and support through national marketing and public relations.

Valued at over \$650, Cardio Tennis Coaches receive these benefits as part of their upgrade for only \$199, and if coaches register online by 16 December they will only pay \$179.

If you require further information regarding Cardio Tennis then please contact your local state or territory Member Association and ask to speak with the Community Tennis Manager or Community Tennis Officer from your area. Alternatively, you can contact the Tennis Australia Coach Membership team on (03) 9914 4191 or email coachmembership@tennis.com.au.

Go in the draw to win

Tennis Australia is committed to improving the quality of coaches of all levels. To ensure the safety and integrity of our sport, the Coach Development team is in the process of streamlining certification into Coach Membership. This began with the requirement of coach screening in 2009–2010. The next development for coach members will see First Aid introduced as a compulsory requirement of Coach Membership from 1 July 2012. This requirement is applicable to all active coaches.



If you already have a current First Aid certificate, please forward a copy to Tennis Australia Coach Membership, Private Bag 6060, Richmond, Victoria 3121. If you forward a copy of your valid First Aid certificate prior to 15 December 2011 you will go in the draw to win one of five Coach Membership prize packs valued at \$200.

MARKET YOUR BUSINESS WITH OUR DECEMBER DISCOUNT

For the month of December, purchase a banner for \$149 and you will receive a website upgrade for FREE, a total saving of \$49.

Go to tennis.com.au/coaches/login, enter My Tennis ID and password to log in. Simply select Purchase to order a banner and Tennis Australia will contact you to arrange the website upgrade.

This offer is strictly valid from 1–31 December 2011.



2012 Australian Grand Slam Coaches' Conference Register online now. Don't miss out!

The 2012 Australian Grand Slam Coaches' Conference will be held from 12–14 January 2012 at Hisense Arena, Melbourne Park just prior to Australian Open 2012.

Join some of your fellow coaches from across Australia and around the world at this premier professional development event. Learn from a range of world-class speakers who will present on the theme of 'Building a bigger, better base'. This conference has something for everyone with a great list of speakers who

will present on topics ranging from the latest tactical training techniques, invaluable business skills and also demonstrate exciting programs like MLC Tennis Hot Shots and Cardio Tennis. The conference will operate with streamed afternoon sessions where you are able to choose your preferred presentations therefore creating your own conference experience. The 2012 conference will also incorporate an Official Conference Dinner with a focus on networking. Also new in 2012,



an additional optional on court workshop will be held on Sunday 15 January where delegates will be able to get on court with the conference's speakers.

Speakers to date include: Butch Staples, Craig Jones, Frank Giampaolo, James Hird, Judy Murray, Kenneth Bastiaens, Mario Bravo, Mike Barrell, Robby Sukhdeo. Please visit the website for a full list of speakers or to register online.

w: tennis.com.au/coachesconference
e: coachesconference@tennis.com.au
t: +61 3 9914 4191

What do you see?

By the Stroke Master

Roger Federer qualified for the 2011 Barclays ATP World Tour Finals for the tenth consecutive year in 2011, joining Ivan Lendl and Pete Sampras in the record books. Below we break down his slice backhand.

Shoulders are aligned to the oncoming ball with slight trunk rotation.

Dominant arm is slightly bent to ensure the swing is generated by the shoulder.

Arms begin to separate. The non-dominant arm will extend backwards while the dominant arm swings high to low.

Wrist remains stable. Racquet head remains above the wrist.

Stable base of support to allow a successful hit and efficient recovery.

