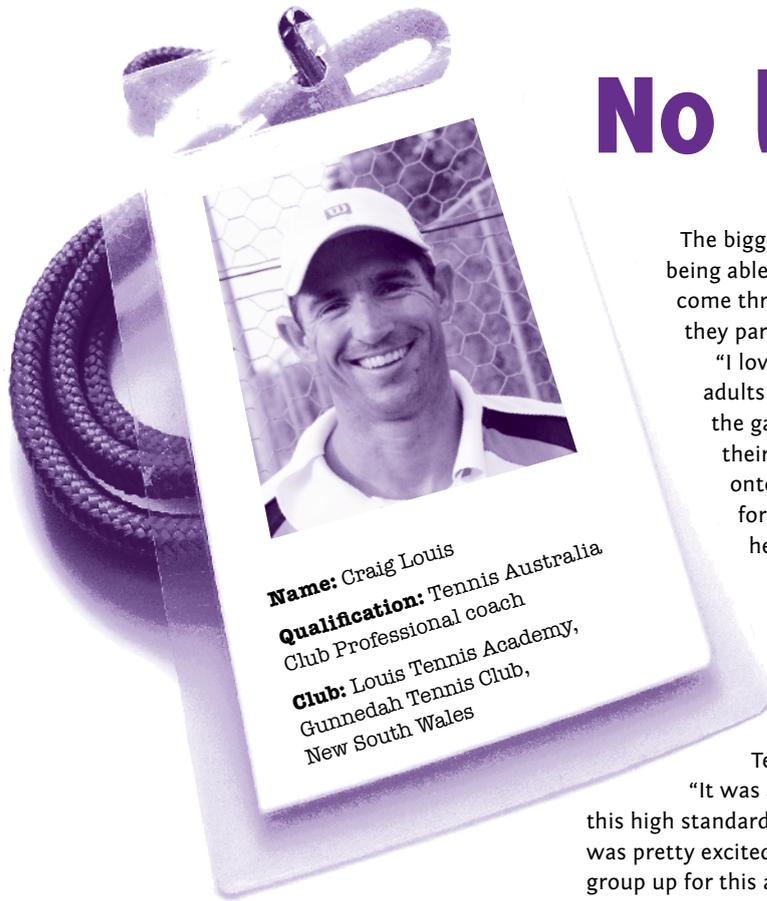


# No limits to success



The biggest reward for Louis is being able to witness the passion come through his athletes while they participate.

“I love watching both kids and adults having the passion for the game of tennis. You see it in their faces every time they step onto the court, whether it’s for training or tournaments,” he says.

In November 2010, Louis was a finalist for a prestigious national title: the Coaching Excellence – Club award at the inaugural Australian Tennis Awards.

“It was a privilege for me to be in this high standard of coaches,” he says. “I was pretty excited. It was great to be in the group up for this award.”

For 18 years, seven of which have been full-time, Louis has been providing quality tennis coaching for all ages and standards in private, group and squad lessons.

“My philosophy has always been to show my participants how to enjoy and love every aspect of the game,” he says.

This is where maintaining a positive coach-player relationship is vital for Louis. When he establishes this with an athlete, that athlete responds to both positive feedback and constructive criticism effectively.

“Although when coaching you need to be working on fixing a players negatives, I always make sure I praise them for their positives and show them my enthusiasm through my coaching,” he says.

“I have always believed that you can train hard and keep your players wanting to learn and reaching their goals by showing them the great goals they have reached but still outlying the goals we are still working towards and the hard work we need to do to reach them.”

Work ethic is another element that needs to be developed, however participants will look to the coach in search of the acceptable behaviour.

“I like to give each student 110 percent of my time and energy. So I expect the same from them. Each player who sets themselves goals knows the hard work needed to get there, but they also know that I am with them every step of the way to reach these goals,” he says.

Louis acknowledges the assistance his academy has received from the tennis governing bodies in New South Wales and Australia.

“We get a lot of support from Tennis Australia and Tennis NSW,” he says. “They know how passionate we are about tennis here and we work in conjunction with them.”

Looking ahead Louis wants to make sure he continues to provide the right pathway for his players so they can reach their highest ability.

“I am really looking forward to working with a lot of other coaches and Tennis New

**Even though Craig Louis was playing a number of sports growing up, tennis became the career path he ultimately followed.**

**C**raig Louis was enrolled in private tennis coaching lessons at eight years of age. During this time he also participated in other sports, but two years later his mum’s involvement in tennis had a lasting impact.

“It definitely started in my family, my mum started coaching athletes when I was 10 and she loved it, she really had a passion for the game and improving players’ tennis skills,” Louis says.

“I had a part-time job once I finished school and then would go and help mum at the courts after that. It didn’t take long at all, and I found I had that same passion.”

Louis completed the Tennis Australia Club Professional coaching qualification in 1999. He became owner of the Louis Tennis Academy at the Gunnedah Tennis Club in New South Wales almost six years ago.

“We do a lot of coaching within the schools as well. We coach at five of the local schools and two surrounding schools in smaller towns,” Louis says.



South Wales to work as a team to achieve a number of possibilities. If all young players have access to the same tennis programming and opportunities we will find their success, passion and enthusiasm will have no limits.”

## Quick fact

Winning his first local Club Championships in Gunnedah is Craig Louis’s most memorable moment as a player. “Although this didn’t happen until late in my 20s, it is a moment that I had worked and trained so hard for, and one I will never forget.”