



# **Business & Venue Management Course**

**2026**

Group 1 VIC – Melbourne Park – Tennis Headquarters

Group 2 NSW – Sydney Olympic Park Tennis Centre

Commencing February 2026 – one hour online session, then one workshop in March for 4 days and second workshop in August for 4 days.

## BUSINESS & VENUE MANAGEMENT COURSE

### Background

The Business & Venue Management Course formerly known as *Master Club Professional* is designed to provide coaches with a competitive advantage in dealing with issues related to managing tennis businesses or facilities.

Topics include business management, customer service, budgeting and planning for the future. The course uses a project-based learning approach which contextualises the learning experience, allowing participants to apply their studies to the challenges faced in their day-to-day work environments.

During 2025 the course has undergone a full redesign to incorporate more tennis specific projects and content.

Module #	Name
Module 1	Assessing a Venue's potential
Module 2	Leadership
Module 3	Prepare to manage a business
Module 4	Business Operations & Customer Service
Module 5	Coaching program design & management
Module 6	IT Solutions by Venue Tier
Module 7	Succession Planning
Module 8	Promoting your Business Online
Module 9	Knowing & Engaging with your community (DEI)
Module 10	Women & Girls in Tennis
Module 11	Tournaments & Special Events
Module 12	Complementary Formats
Module 13	Competitions & Social Tennis
Module 14	Human Resources & Employment Innovation

## Course entry criteria and application checklist

### Eligibility criteria for course application:

- To enrol in this course, applicants must meet the following criteria based on their role within the tennis industry

### Coaches (Tennis, Padel or Pickleball)

#### Coaching applicants must:

- Hold a Tennis Australia Coach Membership
- Meet one of the following criteria:
  - Be a Head Coach operating their own coaching business and hold a Tennis Australia coaching qualification
  - Be a Club Professional qualified coach
  - If you hold a qualification below Club Professional and don't own your own business, must provide written approval or sponsorship from your employer to participate and be actively involved in the business operations.

Coaches at the Development Coach level who are employed as coaching staff only (without business or management responsibilities) and do not have employer support, will be recommended to complete the Club Professional course as their next step before enrolling in the course.

Applicants may be required to participate in an interview with the Course Coordinator, Scott Rawlins.

### Non-Coaches

#### Non coaching applicants must:

- Hold a Tennis Australia Trainee Coach Membership (this will ensure you meet screening requirements)
- Meet one of the following criteria:
  - Business owner or part owner involved in operation management of the business.
  - Be employed in an operations-focused role (eg Administrator, Operations Manager) with a club or venue for a minimum of 15 hours per week.
  - Be an active club committee member (eg President or Secretary) who is directly involved in the strategic growth of the club and contributes a minimum of 15 hours per week.

Applicants may be required to participate in an interview with the Course Coordinator, Scott Rawlins.

### Number of course participants

Maximum number of participants is 16 per group. This ensures quality in delivery and learning experiences.

### Compulsory Attendance

If accepted into the course, you must agree to attend all of the face to face, virtual sessions and complete the online modules. In the event of non-attendance you will be required to make up the sessions missed and there will be a cost involved. If you are unable to attend due to illness a medical certificate is required.

### Recognition of Current Competence (RCC), Recognition of Prior Learning (RPL) and Credit Transfer (CT).

Applicants are expected to complete all units. Applicants who believe they have current competence, credit transfers or prior learning in any unit may apply to the Course Coordinator. This process should be completed

prior to beginning the course. If you required more information, contact the Course Coordinator.

### **Course Completion**

Course participants will have 12 months from the start date to complete all units to a competent standard. If this is not achieved, then an administration fee of \$350 (incl.gst) will be incurred by the course participant. Following receipt of payment a further 12mths will be available, but not exceeding a total of 24mths from the start of the course.

### **Tennis Australia Refund Policy**

Upon acceptance into the course, participants will be expected to pay the full course fee of \$5,500 incl.gst by 14 December 2025. Fees paid may be refunded if the withdrawal is received in writing prior to the first day of the course 11 February 2026. For withdrawals after the start of the course, payments will not be refunded.

### **Presidents Women in Tennis Scholarship**

Tennis Australia is committed to increasing the number and quality of women tennis coaches in Australia. To achieve this aim, Tennis Australia is providing an opportunity for female coaches to access funding to support their completion of a Tennis Australia qualification. Complete the Scholarship application form available on the Tennis Australia website - Coach Education Calendar. All applications will be assessed to determine if applicants meet the scholarship criteria.

### **Procedure for appeals and complaints**

Tennis Australia actively encourages feedback and communication with our course participants and Coach Developers as part of our continuous improvement philosophy. We have established an equitable and transparent process for encouraging and dealing with feedback, complaints, grievances and appeals.

Our policy is governed by the following principles and values:

- All course participants shall have a clear opportunity to express their view on their learning experiences, whether positive or negative.
- The process shall be transparent and no course participant shall perceive any disadvantage by expressing their views.
- The complaint shall be dealt with at the level of occurrence with opportunity for escalation to hasten resolve.
- Participant feedback shall be dealt with in a timely, confidential and open manner and the participant shall be kept informed of progress.
- Course participant feedback will be analysed and trends built into the company's continuous improvement process so all course participants benefit from the learning of the feedback.

### **Course details**

The Business & Venue Management course will formally commence on 11 & 12 February 2026 with a virtual call for all course participants.

There is sufficient interest to conduct the course over two states, with Group 1 being delivered in Melbourne, Victoria and Group 2 being delivered in Sydney NSW. Successful applicants will be placed into the closest geographical group to their home state and be selected by TA to ensure an appropriate balance of numbers in both groups. If you have a preference for either Melbourne or Sydney with a valid reason we will try and accommodate your request.

## Costs

- Full cost of the course is \$5,500 incl.gst.
- Flights and Accommodation costs are to be incurred by the course participants.
- Lunch will be provided by TA on each day of the two face to face workshops.
- A travel subsidy will be available, up to \$800 for those travelling further than 2 hours from their home to the course venue. The travel grant is not available if you receive funding from another source.
- The President's Women in Tennis Scholarship program will be available to eligible women applicants, complete the form available on the Coach Education Calendar below the link to apply for the course.

\*Tennis NSW is offering a subsidy to those who meet the criteria, contact Tennis NSW for more information

## Course Coordinator

Scott Rawlins e: [srawlins@tennis.com.au](mailto:srawlins@tennis.com.au) m: 0401 126 048

## Course Administrator

Karen Annear e: [kannear@tennis.com.au](mailto:kannear@tennis.com.au) m: 0408 395 235

Timeline	
<b>17 November 2025</b>	Applications close
<b>1 December 2025</b>	Applicants notified
<b>14 December 2025</b>	Successful applicants to pay full course fee \$5,500 incl.gst

Group 1 - Melbourne	Melbourne Park – Tennis Headquarters Entrance D – Olympic Boulevard
<b>11 February 2026 – 9-10am</b>	Virtual Classroom - introduction
	Online module to be completed prior to block 1 – Venue Assessment Potential
<b>Block 1 10-13 March 2026</b>	Leadership module delivered by Shannon Cooper Prepare to manage a business
<b>Block 2 17-20 August 2026</b>	Coaching program design & management Promoting your Business online Competitions & Social Tennis Women & Girls in Tennis Human Resources & Employment Innovation Complementary Formats
<b>Course completion</b>	12 February 2027

Group 2 - Sydney	
<b>12 February 2026 – 9-10am</b>	Virtual Classroom - introduction
	Online module to be completed prior to block 1 – Venue Assessment Potential
<b>Block 1 23-26 March 2026</b>	Leadership module Prepare to manage a business
<b>Block 2 17-20 August 2026</b>	Coaching program design & management Promoting your Business online Competitions & Social Tennis Women & Girls in Tennis Human Resources & Employment Innovation Complementary Formats
<b>Course Completion</b>	12 February 2027



Tennis acknowledges the Traditional Custodians of the land on which we work, rest and play, and pay our respect to Elders past and present.