



BUILDING TENNIS COMMUNITIES STRATEGY

Québec City 2008

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Tennis Canada

- Tennis Canada's **vision** is to be a leading sport and recreational activity nationally, and to consistently rank among the world's top tennis nations.



Change in Canadian Tennis Participation

% Change vs previous year:

n/a

-8%

-6%

-5%

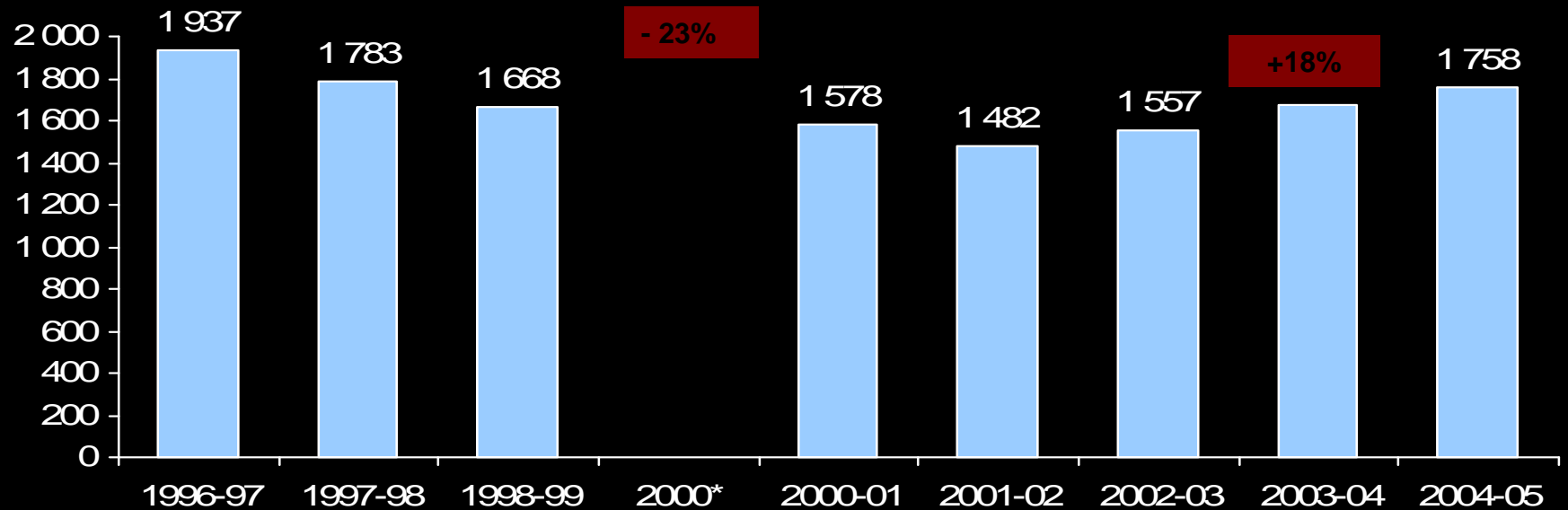
-6%

+5%

+8%

+5%

Canadian Tennis Playing Population



Base: Canada 12+, Play at least one time per year

* Single year data only – not reported

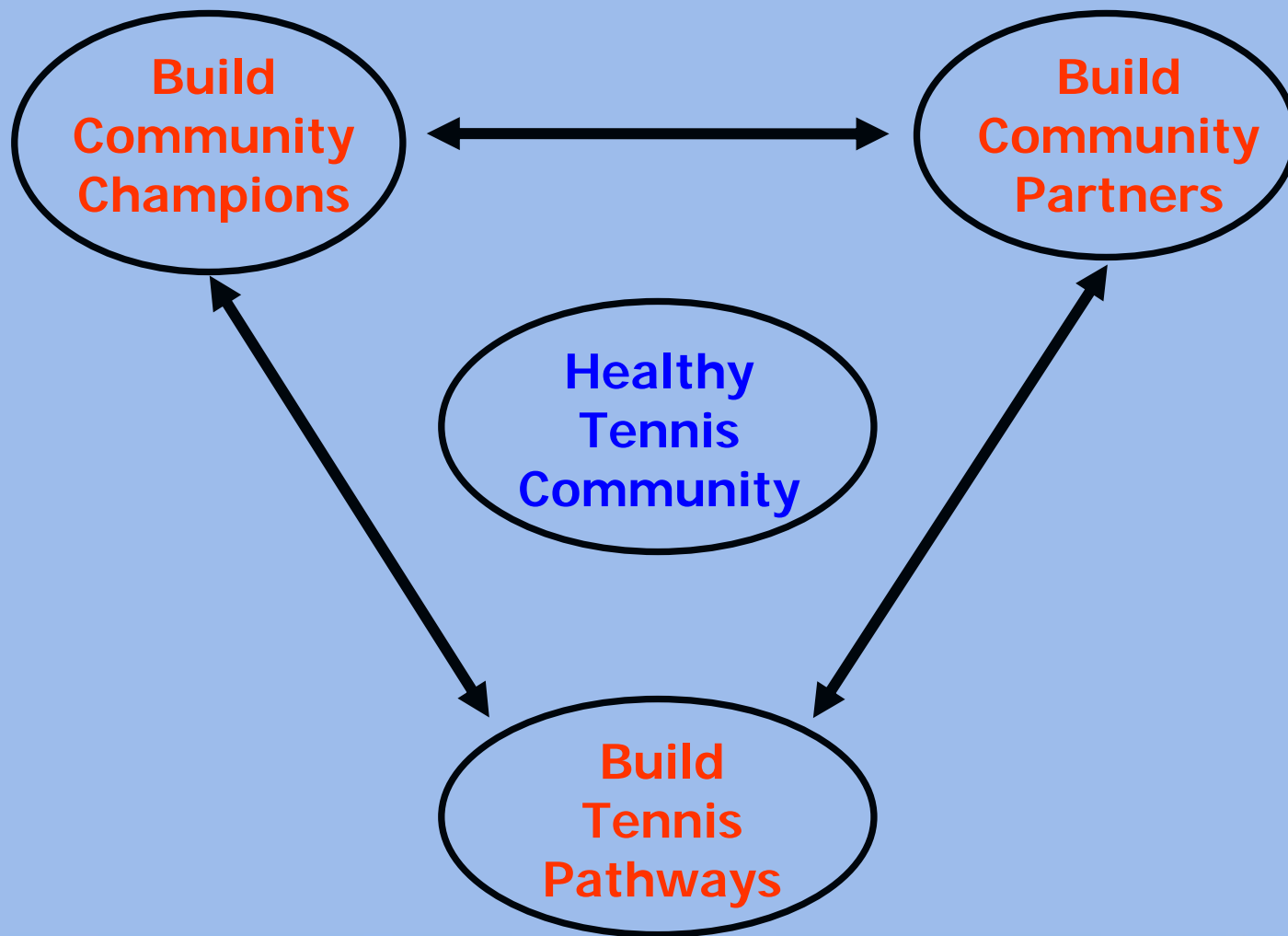
BTC Strategy Objective

To increase/sustain tennis participation and to use tennis as a vehicle to address community needs across Canada





BTC Model



Community Champion

A person who is passionate about tennis and the health of their community, and is well-connected to other community leaders



Role of a Champion

- Identification of community needs
- Partnership development
- Program planning and delivery
- Recruitment and training of volunteers
- Tracking of participants
- Advocacy of tennis as sport of a lifetime





Community Partners

- Community leaders who have been identified by the Champion as people who are important to maintaining the health of tennis in the community
- Includes partners from education, recreation, health and tennis



Results

- Participation has increased 23% since 2001
- Since 2001 over 255,000 individuals (majority are children and youth) have been engaged in tennis activities
- In 2009, 51 communities will be funded through the BTC Strategy, with an additional 51 graduated communities
- Community advocacy - facilities enhancement



Challenges

BTC

- Sport development vs. sport for development

Beyond BTC

- NSO-PSO governance structure
- Funding



Key Learnings

BTC

- Importance of community champion
- BTC strategy cannot operate in isolation

Beyond BTC

- Transferable approach
- Sport has a role to play in healthy communities
- Education of sport leaders

