

#ITFWPC



# Jenny Fitzmaurice

## Tennis New Zealand

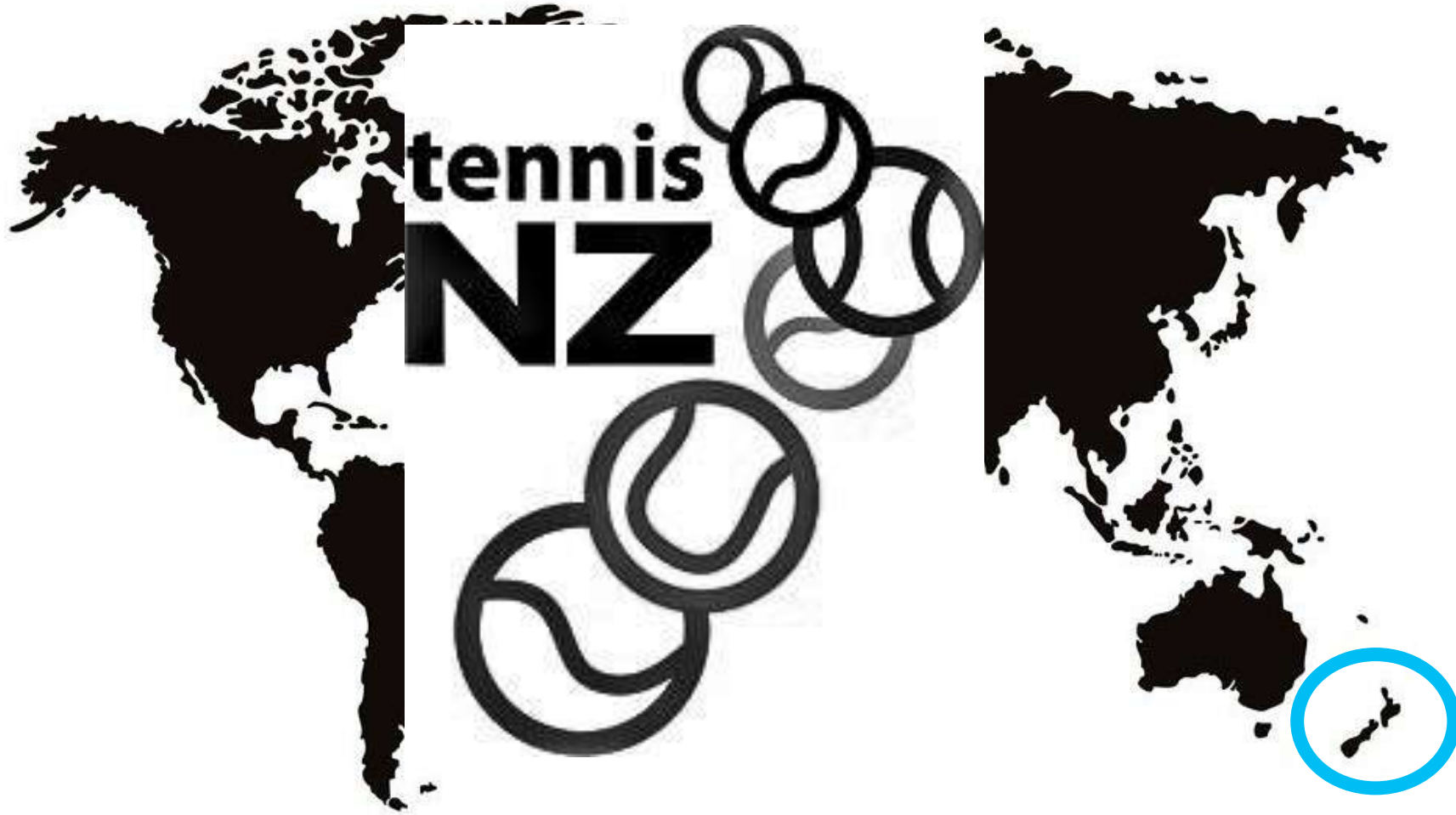
**TOPIC 9**

National Association Case Studies:  
Participation programmes focused on retention II

# Influencing retention as an NSC



WORLDWIDE  
PARTICIPATION  
CONFERENCE  
LONDON 2019



# Influencing retention as an NSC



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LONDON 2019

The landscape

tennis NZ

FOUNDATION COACHING

BEGINNER PLAY

DEVELOPMENT COACHING

DEVELOPMENT PLAYERS

PERFORMANCE COACHING

PERFORMANCE PL1

HIGH PERFORMANCE COACHING

Tennis NZ ClubSpark SHOTS

cardioTENNIS

tennis NZ

BOOK A COURT ONLINE TODAY!

Manawatu Lawn Tennis Club  
tennis.kiwi/bookacourt

tennis NZ

SPECIALISE

JUNIOR DEVELOPMENT COURSE

128 HOURS

QUALIFICATION

FOUNDATION EXTENSION MODULES

CLUB PROFESSIONAL COACH

160 HOURS

ITF LEVEL 2 QUALIFICATION

DEVELOPMENT EXTENSION MODULES

PERFORMANCE EXTENSION MODULES

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# Influencing retention as an NSC



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The journey – where we started

- 2017
- Coach Development Pathway rebuild completed
- Three national programmes with OK take-up from clubs and coaches
- Limited relationship with clubs

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The journey - mid point

- 2018
- Coach Development Pathway mobilisation! Full time, Head Office based employee
- Roles and Responsibilities Review
- Unashamed push to raise all standards nationwide

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The Journey – finish point (but really just the start!)

- 2019
- Increased trust from coaching community – creating advocates
- Breaking down blockages in communication channels – especially between Tennis NZ and clubs
- Having honest and challenging conversations to improve standards
- Building Club Capability
- Focusing on Club-Coach Relationships

# Influencing retention as an NSO



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## Case Study – Hawkes Bay and Coach Development

- ALL 12 clubs offering national programmes
- Passionate member of staff (not Tennis NZ employee)
- Minimum standards for funding towards school delivery
- Community activation days using Cardio Tennis, Tennis Xpress and Hot Shots
- Hot Shots Tournament Circuit
- Messaging to, and continued involvement of clubs
- Positive ‘carrot’ approach and the FOMO effect



# Influencing retention as an NSO



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## Case Study – Hawkes Bay and Coach Development

- More of a 'stick' approach
- 7 of the 9 coaches have gained or on way to gaining current ITF recognised qualification
- Communication to public about importance of up to date qualification and education
- Funding distribution in line with involvement in education
- Massive push for courses
- Driven staff member and exec board with consistent messaging



# Influencing retention as an NSO



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- Leadership is an influence relationship
- Retention of players AND deliverers is reliant on positive relationships and experiences
- Sit down and listen, rather than stand up and shout
- Empower and enable groups and individuals to reflect on self, and drive for improvement
- Create network opportunities esp for clubs and coaches
- Don't be afraid to be firmer – be honest and demonstrate quality yourself

Where next?