

Tennis Canada has made Gender Equity a major focus for the organization going forward. Below is a summary of the work that is underway. Two main areas of focus:

- a. At the Leadership Level
- b. At the Developmental Level of the sport

At the leadership level, the organization is in the process of developing an Inclusion Policy along with the setting of both short term and long term goals. This would impact positions at the highest levels of the organization and at the next level of organizational leadership (pool where future senior leaders would be drawn from).

At the Development Level in 2018 a Women & Girls Recruitment and Participation Working Group was established that includes two members of the Board of Directors. There are four (4) areas of focus for this group. Detailed metrics have been established for each area.

**#1 U12 Competitive Tennis. There are three (3) main goals, and four (4) sub-goals.**

Main Goals:

- I. Increase the number of U10 competitors playing once annually, six times annually and meeting the Long term Athlete Development (LTAD) minimum match guidelines annually
- II. Increase the number of U12 competitors playing once annually, six times annually and meeting the Long Term Athlete Development (LTAD) minimum match guidelines annually
- III. Improve retention rates annually

Sub-Goals:

- a. Provide Girls only Training Format Options
- b. Provide Girls only Competition Format Options
- c. Tennis Development Centre (Indoor Club) Incentives
- d. Inspire young female prospects and current competitors at Rogers Cup/Coup Rogers

**#2 Next Generation and HP Coaches. There are three (3) main goals and (3) sub-goals here:**

Main Goals:

- I. Grow the number of next gen (prospect) coaches
- II. Grow the number of next gen coaches that transition into \*key roles within HP. Key roles are defined as national coach, provincial coach, Indoor Club (TDC) leadership role working with top players, pro touring coach
- III. Grow the number of female coaches working in HP

Sub-Goals:

- a. Recruitment of potential women coaches
- b. Be proactive to provide Coaching Opportunities for Women Coaches
- c. Help ensure optimal working conditions for TC National Coaches or TC Touring coaches (example job share/flexible hours, contracting hitting partners)

**#3 Coach Education. There are two (2) main goals and three (3) sub goals here:**

Main Goals:

- I. Fully integrate coach education and resources related to working with girls via the Coaching and TDC (Indoor Club) Programs
- II. To provide resources and education via the Tennis Professional Association (TPA) and Coaching on religious, ethnic, cultural diversity and inclusiveness

Sub-Goals:

- a. Share research with coaches and administrators on girl's retention in sport and factors that impact dropout rates for females in sports
- b. Train coaches on various perspectives and differences when coaching and working with girls vs boys (note; the execution and proper messages is key to success)
- c. Provide resources for coaches on religious, ethnic, cultural and sexual diversity and inclusiveness

**#4 U12 Recreational Tennis. There are two (2) main goals and two (2) sub goals here:**

Main Goals:

- III. Establish initial objective and increase the number of girls Team Tennis leagues in Building Tennis Communities and YMCAs
- IV. Establish initial objectives and increase the number of girls organizations (through Canadian Association for the Advancement of Women and Sport) running Team Tennis leagues

Sub-Goals:

- a. Partner delivering Team Tennis
- b. Rogers Rookie Tours
- c. Resource development and distribution