



FEMALE COACHES NETWORK WEBINAR

Oceania
Wednesday 21st June 2023



Agenda

- 1. ITF Advantage All – Introduction and ITF Objectives and Initiatives**
- 2. Female Coaches Network – KPIs and 2023 Plans**
- 3. Landscape of females coaches in Oceania based on KPIs.**
- 4. National Associations Case Studies and Best Practices**
- 5. Roundtable: Questions and Conclusion**



ITF Advantage All - introduction to the goals and initiatives by Heather Bowler – ITF Executive Communication and Presidential Director



The slide features a vibrant, geometric background with orange, yellow, green, and purple triangles. In the top left corner, the ITF logo and the Advantage All logo are displayed. The word 'EQU' is partially visible in large white letters at the top, and 'U' and 'ALL' are visible at the bottom. The central text reads 'ITF ADVANTAGE ALL 2023 UPDATE'. On the right side, there is a video inset showing a woman, Heather Bowler, speaking.

2. Plans and KPI's 2023 of the Female Coaches Network

The Female Coaches Network is ITF Education programme that is part of the ITF Advantage All Strategy for Gender Equality in Tennis.

After reviewing our goals and achievements through the end of 2022, we agreed on the following actions for 2023

2022 Results and 2023 Goals

IN 2022

ITF funded courses:
participation of women was the following:

Play Tennis Courses: 30%

CBI Level 1 Courses: 27%

CAP Level 2 Courses: 28%

CHP Level 3 Courses: 11%

Other Courses: 23%

GOALS FOR THE END OF 2023

The KPI is to have at least **30% female** coaches participating in each ITF funded course.

ITF funded Junior team competitions:
% of female captains was:

U12 Regional Team Competitions: 29%

U14 Regional Team Competitions: 21%

U16 Regional Team Competitions: 17%

The KPI is that at least **30% of the captains** at the ITF Junior or Regional team competitions, funded by ITF, are certified female coaches.

2022 Results and 2023 Goals

2019 ITF WCC:

14% female participants

30% female speakers

GOALS FOR 2023 ITF WCC:

15% - 20% female participants

33% female speakers

IN 2022: Coaches scholarships

Level 2 CAP Pro OS course in Valencia
- (4) female coaches participated.

Three (3) female coaches participated in the
WISH Leadership Program

2023 Goals:

Level 2 CAP for PRO course in Valencia
- (5) female coaches to participate (June 2023).

Two (2) CHP Level 3 coaches, one from Central
America and one from the Pacific, will participate
in the WISH Leadership Program.

2023 Goal:

Launch 'Coaching female players: specialization course' in the ITF Academy

HOW TO ACHIEVE THE GOALS

ACTION #1: ITF Supported Courses

Deliberately invite a % of female coaches to the ITF Supported courses.

In the 2022 ITF RCC's, the % of female coaches was 15.

Aim at having 30% of female coaches at the ITF supported courses.

For a 12 students' course, 4 female coaches, and for a 24-student course, 8 female coaches.

ACTION #2: Junior Team Competitions: Captains

DO's work closely with the Presidents and/or Technical Directors of the NA's to try to find a certified female coach to captain one of their U12 Teams, one of their U14 Teams, and one of their U16 Teams.

HOW WILL WE ACHIEVE THE GOALS IN 2023

ACTION #3 – ITF WORLD COACHES CONFERENCE

With the aim of having a participation of female coaches of 15% or more, through the Regional Webinars of the Female Coaches Network we will promote participation in each region of the world.

Through ITF Advantage All funds, each region will have access to two scholarships for certified and active female coaches in the region, which will cover accommodation, meals and conference.

ACTION #4 - ITF WORLD COACHES CONFERENCE

With the aim of having a participation of more than 30% of female speakers in the ITF World Coaches Conference, ITF Advantage All will contribute with the payment of flights and accommodation to at least 3 experts.

3. How we have progressed in the area of coaches in our region.



Coaching Courses 2022 & 2023



CBI Cambodia - 2022



Play Tennis Workshop (SI) - 2023



Play Tennis Course (FIJ) - 2022



Play Tennis Course (PNG) - 2022



Play Tennis Course (CI) - 2023

4. National Associations Case Studies and Best Practices

What can National Federation do to encourage more active tennis coaches and for them to develop professionally?

Examples from our region





Tennis Australia

Nicole Pratt

TA Women's coach lead and National teams coach

Our Vision

No limits for women and girls on and off the court.

Strategic Priorities



Lead
Drive accountability



Influence
Create an equal voice



Play
Enrich playing experiences

Influence

Create an equal voice

Through:

- Strengthening career and volunteer pathways and opportunities on and off the court
- Creating sustainable networks to influence and advance women
- Inspiring and developing women to be a public voice for tennis from grass roots to the world stage
- Ensuring equal and appropriate representation of women in the media
- Advancing governance structures to ensure equal representation of women at all levels and roles.

Targets:



of coaches to be women



of leadership roles to be filled by women



of officials to be women

Lead

Drive Accountability

Through:

- Ensuring equitable investment across tennis
- Applying a gender lens to funding strategies, policies and agreements in tennis and with partners
- Publicly reporting progress in Australian tennis annually
- Engaging and inspiring the tennis community to embrace change
- Providing leadership to achieve equality in sport globally.

Targets:



Gender pay gap



of budget invested in women and girls on and off the court



of prize money awarded to women and girls



Member Associations with a nationally aligned Women and Girls plan

Play

Enrich Playing Experiences

Through:

- Ensuring safe, inclusive and welcoming environments that value and empower women and girls
- Applying a gender lens to enrich the playing experience across life stages
- Empowering women and girls to excel and thrive in tennis.

Targets:



of tennis players to be women and girls



elite women athletes

We believe that playing makes life better.



Challenge – How to increase # Women in Coaching

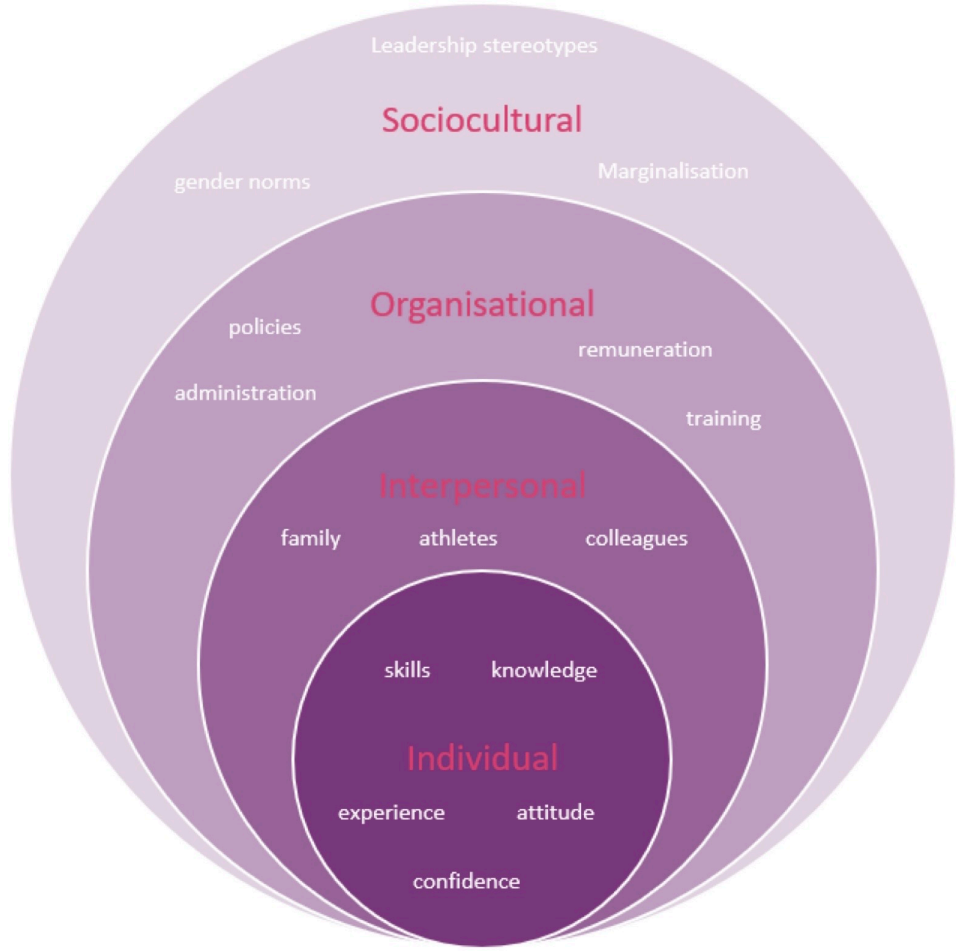


Figure 1. Ecological systems theory

Research Findings

01 GENDERED PROFESSION

- Male-dominated profession
- Gendered appointments
- Lack of respect

02 JOB REQUIREMENTS

- Unfavourable hours
- Work-life conflict
- Burnout

03 STABILITY

- Financial Security
- Viable long-term career

04 SOCIETAL BARRIERS

- Stereotypes
- Gender norms

05 CAREER ADVANCEMENT

- Development opportunities
- Experience

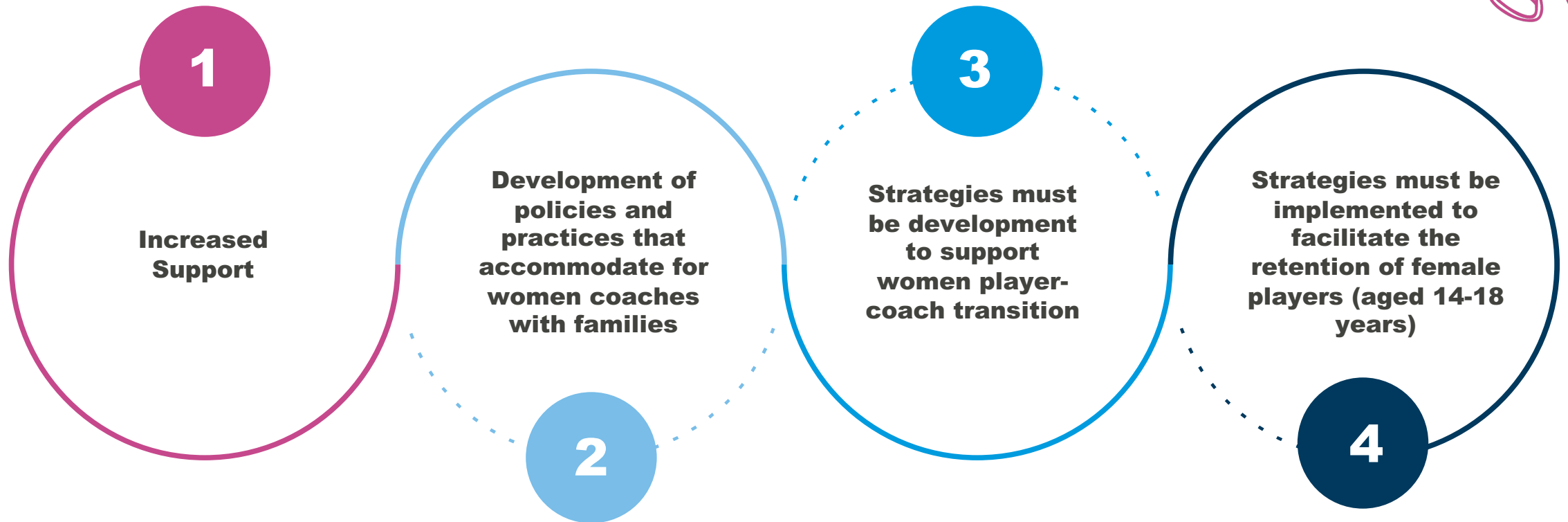
06 LACK OF SUPPORT

- Mentoring
- Networking



Research Findings

Strategies to Attract, develop & Retain women coaches





WHAT WE DO

The objectives of Coach Connect are:

- To strengthen career pathways and opportunities for women coaches
- To create sustainable networks to influence and advance women
- To build the knowledge, skills and confidence of women coaches
- To retain women coaches.

WHO CAN JOIN

- Tennis Australia women coach members

PROGRAM OVERVIEW

Coach Connect Mentoring

The Coach Connect Mentoring program was launched in May 2021 on the digital platform Mentorloop. The objective of the program is to develop and retain current woman coaches by enabling a social environment for women coaches to come together, meet like-minded professionals and share their experiences and challenges with one another. There are currently 72 coaches enrolled in the Coach Connect Mentoring program.

Coach Connect Virtual Series

The Connect Virtual Series is a series of online professional development opportunities available exclusively to women coaches to connect, learn and feel supported. Since 1 July, 2021 six Coach Connect virtual series sessions have been delivered to 141 women coaches. Each session is recorded and available on Bounce for coaches unable to attend. The program will continue monthly into 2022.

Topics covered to date include:

- July: Leveraging your character strengths
- August: Stretching your comfort zone
- September: Developing Your Personal Brand
- October: Coaching conversations with key stakeholders
- November: Curious, Confident, Communication?
- December: Celebrating Success – sharing of mentee/mentor experiences

Coach Connect Networking

Coach Connect Networking events provide an opportunity for women coaches to come together to connect and network. Guest speakers or specific topics are discussed during these events.

Coaching Workshops

Similar to virtual series events, workshops are in person and take a deep dive into specific areas of learning. Hands on, fun and social, our workshops are considered the hallmark events of the year with Coach Connect.

PROGRAM OUTCOMES

Individual

- Growth in confidence and competence
- Women see themselves as leaders
- Increased awareness of career pathways
- Coaching and mentoring from existing leading coaches

Sport

- Increase in number of women coaches
- Women coaches have an equal voice and influence in Community Clubs
- Increase in % of women coaches
- More women role models in coaching.

Social

- Welcoming, safe and inclusive clubs
- Reduced barriers for women and girls on and off the court
- Increased engagement & participation in tennis
- Enhanced friendships, social and career network
- More women role models can drive improved respect for women and girls from men and boys
- Gender equality

Reach out to your Women and Girls Lead/Coordinator or Coach Development Manager/Coordinator. Being a member of the Coach Connect network is free. Energise your coaching experience today and sign up.



**COACH CONNECT
MENTORING
PROGRAM**



WHAT

Become a part of a growing community of Women coaches across Australia. The Tennis Australia Women and Girls Coaching strategic priority is to create equal voice and influence for Women and Girls in Tennis. Together we can strengthen career pathways and opportunities for Women and Girls to lead.

WHEN

Swing into action today and take advantage of the many development and support opportunities being offered through Coach Connect Mentoring, which is an online digital platform aimed at creating a network for coaches. This portal will also provide you details of upcoming Coach Connect Virtual Series (every Month on the first Wednesday 11am-12pm), future Coach Connect Networking and Workshops.

HOW

Whether you're interested in being a mentor, a mentee or both then just sign up here. You'll be asked a few questions on what you're looking to get out of mentoring, which will help us match you with the right people to support and provide guidance for your long-term development.

MORE INFORMATION

If you have any questions, please contact **Nicole Pratt**



MENTORING



WORKSHOPS



VIRTUAL SERIES



NETWORKING

YOU'RE INVITED

**COACH
CONNECT
WORKSHOP
EVENT**

We invite all women coaches to join us to share ideas on court, enjoy morning tea, with a specific focus on your professional development.

Hosted by:

**Kathy Fahim -Coach
Development Manager
(NSW/ACT), Tennis Australia)
Oksana Ipanov - Head Coach,
Snape Park**

When

**Wednesday 6 April
10am - 12pm**

Where

Snape Park, Maroubra

How to Register

Please register using the link below:

<https://bit.ly/3uAar1E>

Please note this is a free event for women coaches. All welcome.





Influence

**Influence coaching businesses to increase diversity of the workforce
Support coaching businesses to assist women coaches**



Tennis Fiji

Lala Debalevu and Lusi Vakere
Tennis Fiji Board Members, Coaches and
National Tutors | Tennis Fiji

COMMUNITY COACHING PROGRAM TENNIS FIJI

COACHING – SEREIMA LALAVANUA (LALA)

- **BEGINNINGS OF COACHING**
- **OPPORTUNITIES AWARDED FOR COACHING
ADVANCEMENT – LEVEL 1 (CAMBODIA)**
- **GIVING BACK TO THE COMMUNITY**

IMPARTING COACHING KNOWLEDGE TO COACHES

COACH RUBY COFFIN

- **INSTRUCTION**
- **MENTORSHIP**
- **DELIVERANCE**

ADMINISTRATION

LUSIANA VAKERE (LUCY)

- **COMPILING & COLLECTING DELIVERABLES FOR PROGRAMS**
- **LOGISTICS OF PROGRAMS**
- **PREPARING HARD/ SOFT COPIES OF DELIVERABLES**
- **MEDIA (PHOTOS/VIDEOS) DURING PROGRAMS**
- **OPPORTUNITIES - PLAY AND STAY COURSE UNDER GARY PURCELL**
- **OPPORTUNITIES - MELBOURNE TRIP**
- **JOB OPPORTUNITIES – OTF ADMINISTRATION**

COMMUNITY DELIVERANCE

- **COMMUNITY INVOLVEMENT**
- **PLANNING**
- **DELIVERANCE - IMPLEMENTATION AND COMPLETION**
- **COLLECTION OF DATA, REPORTING**
- **MEDIA COVERAGE – FACEBOOK / INSTAGRAM**
- **FOLLOW – UP AND INVOLVEMENT – POJC/ ITF TOURNAMENTS (Red court coaching, coin toss etc.)**

COMMUNITY COACHING FIRST PROGRAM IMAGES





Guam National Tennis federation

Michelle Pang

**GNTF Board Member, Academy Owner and
Billie Jean King Cup Captain | GNTF**

Michelle Pang

Guam • June 2023



Women in Tennis on Guam



Guaiya Todu



2016 ♦ **12** ♦ **100**



Operations Funding Class Structure Opportunities



Guam National Tennis Federation



**5 of
11**



**More
women
based
leagues**

-  Beginner league
-  Womens league
-  Mixed league



**National
Center**

-  11 adult courts
-  4 junior/pickleball courts

5. Questions and Conclusions

Implement actions to increase the number of female coaches in your country and encourage their professional development.



Thank you.