



SUNSHINE TENNIS CLUB

COACHES REPORT 2016-2017



JUNIOR PROGRAM

We have set-up the Tennis Australia Hot Shots pathway program into Sunshine Tennis Club, with Hot-Shots specific classes at different times. This ensures children are playing at the right level for their ability - reducing the risk of stress/failure for children playing at levels above their ability and reducing risk of boredom and drop-outs for students not feeling sufficiently challenged and engaged by playing with children in situations below their age/ability. We have two complete days of tennis 'hot shots' red orange green, with several children playing more than once in a week in our private and group programs. The Hot Shots pathway also allows for students to progress along the pathway with many of our students already having progressed from one age group / colour to the next. We also have a healthy program, which is an 11+ program for after Hot Shots and will progress to matchplay leagues in the next term.

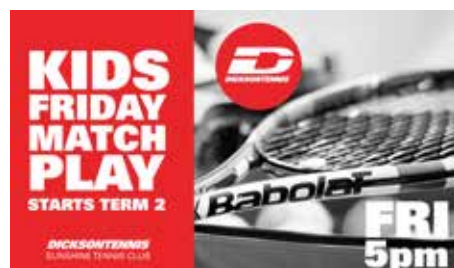


We have run holiday camps during school holidays - these have been a successful way to firstly keep children into tennis during school holiday when regular programs stop, as well as to introduce tennis to children that may have never played before and encourage these children into our regular weekly program when term recommences. We have had strong attendances in our camps. We have structured these camps as 3 hour sessions in the afternoon for \$30 per child, with about 3 sessions a week (excluding public holidays). Children attend between 1 and 7 sessions each holiday time. The camps are a combination of tennis as well as many other sports - we provide a lot of gear that can help them to play many different sports - this makes it a great entry into tennis - as the focus is not only on tennis, but many sports - so children that are unsure if tennis is for them do not have to be concerned if they will play well - because there is likely to be a sport they are already familiar with there (eg cricket or soccer).

Dickson Tennis also has a private program catering to elite players - currently coaching a player in the Tasmanian State Bruce Cup Team, as well as a female open player performing well in AMTs both in Tasmania and nation-wide with an Australian ranking in the 80's.

Other programs we are currently offering

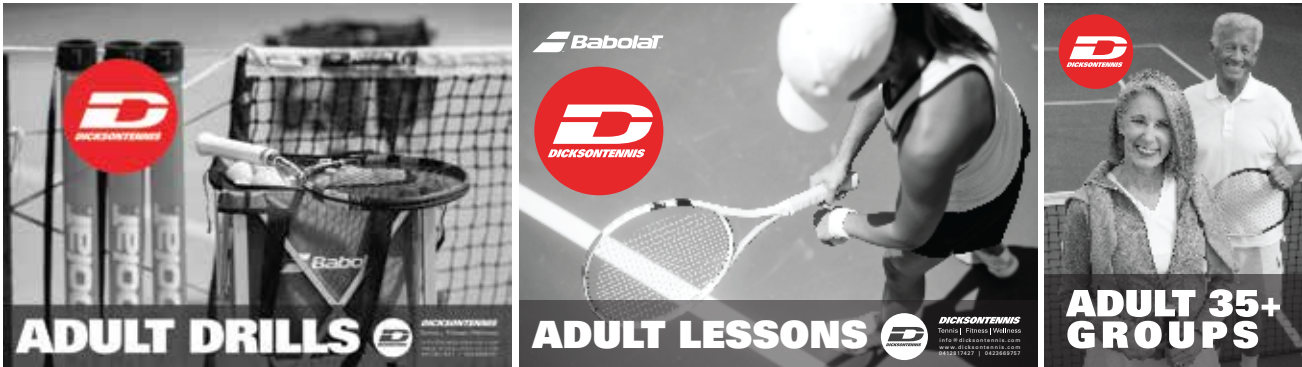
- birthday parties
- before school tennis program (for Howrah Primary Students)
- Friday Afternoon Kids/Family Competition



ADULT PROGRAM

We run three evening adult group drill sessions per week with a pool of players dropping into these sessions. We would like to start some adult morning clinics for players who may be interested.

Additional to our groups, we have private sessions each week. Private sessions are a popular choice for more serious tennis players and players that have something in particular they are working on.



ESTABLISH COMMUNITY

We have actively sought to build upon the warm community feeling that is very apparent in Howrah. Being in quite a central location in the community, we have enjoyed a warm welcome from all stakeholders in the community - the club and its members/visitors, local people walking by and Howrah Primary School next door.

We have played a part in both open days held in October 2016 as well as in March 2017, which were both a successful collaboration between Sunshine Tennis Club and Dickson Tennis. The first open day mostly catered to families in our program, with some additional families, that later joined our holiday program, and coaching programs in the new year. The March 2017 open day was a huge success with around 70 children all enjoying tennis on the day. We were able to gain 10 new clients from this open day. We have donated prizes to some local events - including a gift voucher for a private personal training or private tennis instruction (Howrah Primary School) and 2 tennis racquets (Bellerive Primary School).



LINKS - TENNIS TASMANIA & TENNIS AUSTRALIA

Dickson Tennis was brought to Tasmania by CEO and Club Development officer of Tennis Tasmania and has been pleased to continue the positive relationship with Tennis Tasmania in the form of continued support from Tennis Tasmania of Dickson Tennis programs and continued support by Dickson Tennis of Tennis Tasmania programs.

Dickson Tennis has been included in many Tennis Tasmania coaching opportunities for elite juniors. David Dickson was a coach providing support to elite juniors in the Hobart, as well as Tasmania's Super 10's program, being involved in the program at all times since arrival in Hobart, which included providing support in Hobart and also Launceston and Burnie, where both David and Katherine assisted in Super 10's Training Camp and (David only) Challenge Day. David is currently coach manager of Hobart Super 10's Team in a series against other Tasmanian Regions.

David Dickson was selected as the Tasmania State Coach for the under 12's girls team for Tasmania to travel to Melbourne for the 2017 Australian Championships - December Showdown - to play off against best players from other Australian states and countries such as Japan, China, New Zealand and Oceania. Dickson Tennis travelled with the team to Melbourne Park, playing the part of on court coach, team manager and team escort.



We have enjoyed regular support from Tennis Tasmania, and have featured quite prominently on their website for our Sporting Schools development as well as special needs events (appointed coach for Active Deaf Kids Day). Our schools that we have provided coaching at have featured in Tennis Tasmania's inter-school challenge days.

David has also recently been selected and signed a contract with Tennis Australia to be a Wheelchair Coach for Tasmania, with more information to follow in coming months. We hope this may open up opportunities for grants and more with wheelchair and other special needs groups.

SPECIAL EVENTS

Dickson Tennis Sporting Schools Tennis Programs were selected by Todd Woodbridge and Tennis Australia as the school program to feature for Todd's Tasmania schools visit with free racquets being given to all of kindergarten and a program for years 3 and 4. This event was featured on television stations and local media and footage will be part of a bigger package used to promote ANZ Hot Shots.



MARKETING

Dickson Tennis has trialled many different ways of marketing their business successfully to gather new clients as well as to engage current clients. We have signage we have placed in strategic places on court fences (so signage can be seen from road and also from local people walking past), inside the club and also pointing outside of the club through windows (for members and their guests specifically). Most of our new clients are obtained through word of mouth - recommendations from friends; through location - parents walking past on their way to school, people walking past the club ; through our Facebook posts; and from club members reading posters, or our update in the newsletter or seeing us in person at the club. We have recently promoted our holiday camps through Howrah Primary School Newsletter and were able to engage some clients from this.

We use facebook as a way to communicate with current clients and promote to members. We have 243 followers on our Dickson Tennis facebook page, where we promote our programs upcoming, show photos of programs in progress and also share information/learning opportunities related to tennis. Our weekly reach on Facebook can go up to 2800 and our people engaged per week can go up to 200. Regular text messages (from business phone 0412817427) promote our services as well as provide information to our regular tennis participants and are our main method of communication with current customers.

We have promoted sales on tennis rackets, with most of the racket sales for Sunshine Tennis Club being for children's rackets. We have promoted gift vouchers during Christmas time - we had one purchaser, but we do plan to promote again in the future. We have promoted for Birthday parties 1 month ago and received two bookings immediately. These were very successful parties, with great feedback and we were able to convert new students from some of these parties. This will be an ongoing promotion.

Below are some of our recent media coverage moments on television, printed media, radio and national body websites

SPORTING SCHOOLS - TENNIS TAS SEPT 26th 2016

<http://www.tennis.com.au/tas/news/2016/09/27/sporting-schools>

ABC RADIO HOBART JULY 7th 2016

David Dickson talks in the studio about Wimbledon, Anthony Mundine, kids tennis development & camps
<https://www.dicksontennis.com/dicksontennis-radio>

MAKING SPORT MORE INCLUSIVE FOR DEAF ATHLETES

<http://www.abc.net.au/news/2016-05-17/making-sport-more-inclusive-for-deaf-athletes/7423114>

SPORTS CLINICS BOOST PARTICIPATION AMONG HEARING-IMPAIRED CHILDREN

<http://www.tennis.com.au/tas/news/2016/05/18/sports-clinics-boost-participation-among-hearing-impaired-children>

JUNIOR TENNIS CAMP A HEAP OF FUN

<http://www.tennis.com.au/tas/news/2016/04/21/junior-tennis-camp-a-heap-of-fun>

DICKSON TENNIS CAMPS

<http://themercury-au.newspaperdirect.com/epaper/viewer.aspx?noredirect=true>

