

What's working well with female participation?



CONNECTING GIRLS & WOMEN IN TENNIS





Do you have equal numbers of girls and boys in your junior competitions?



EAST MALVERN TENNIS CLUB

48% females coached

42% female club members

27% U/18 female members

20 Junior teams - 9 girls and 74 boys –
only 11% girls



THE STATE OF PLAY

Hot Shots – 47%

Qualified coaches – 19%

Competition players – 36%

Cardio Tennis – 71%

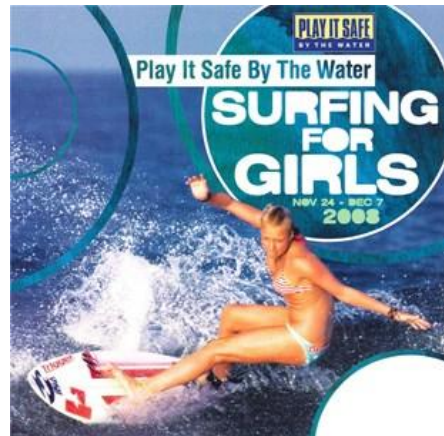


MORE GIRLS PLAYING COMPETITION SOCCER THAN TENNIS

Participation decreases significantly during adolescence



TENNIS IS NOT ALONE



TENNIS HAS MANY STRENGTHS

- ü Fun, active and healthy
- ü Non-contact
- ü Low numbers required to play
- ü Life time sport
- ü High profile international sport
- ü Female role models
- ü ANZ Tennis Hot Shots / Cardio Tennis
- ü Flexible formats



AND A FEW CHALLENGES

- Competition formats
- Individual sport
- Lack of female coaches



AND LOTS OF OPPORTUNITIES

- Girls only Hot Shots Leagues
- Girls only competition formats
- Mother/daughter days
- Cardio Tennis
- Female coaches and role models
- Leadership



CONNECT CHECKLIST

1. Welcoming environment which encourages friends and family



2. Engaging, empathetic coach





3. Focus on team, fun and fitness



4. Create opportunities to build self-confidence and develop mastery




5. Flexible playing options




6. Participants feel valued and supported



CAN YOUR CLUB OR COACHING PROGRAM TICK ALL THE BOXES?

- ☒ Welcoming environment
 - ☒ Engaging, empathetic coach
 - ☒ Team, fun and fitness
 - ☒ Build self-confidence and develop mastery
 - ☒ Flexible playing options
 - ☒ Valued and supported
- 



**GET
COURT
UP**

What can be done to increase female participation?



ONE THING

Listen to and value girls and
they will keep coming back
for more

and

who knows where their tennis
journey may lead!





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UP**