



2018
**TENNIS ALBERTA
YEAR IN REVIEW**



OUR VISION

TO BECOME THE BEST AMATEUR TENNIS ORGANIZATION IN CANADA,

**PROVIDING ALBERTANS WITH THE OPPORTUNITY TO PURSUE TENNIS AS
THE SPORT OF A LIFETIME BY DEVELOPING A SUSTAINABLE AND ACCESSIBLE,
PREMIER SPORT DELIVERY SYSTEM.**



OUR MISSION

TO INSPIRE, PROMOTE, DELIVER QUALITY OPPORTUNITIES FOR PARTICIPATION

**IN TENNIS IN ALBERTA WITH EMPHASIS ON LIFETIME PARTICIPATION
AND BUILDING HEALTHY, ACTIVE COMMUNITIES STRATEGICALLY
BY ATTRACTING FUNDS, FOSTERING PARTNERSHIPS,
AND BUILDING LOCAL CAPACITY.**



OUR VALUES

- ⊙ **ACCESSIBLE & INCLUSIVE**
- ⊙ **SUPPORTIVE OF COMMUNITY DEVELOPMENT & AWARENESS**
- ⊙ **FISCALLY RESPONSIBLE**
- ⊙ **DEMONSTRATE AND ENCOURAGE EXCELLENCE**
- ⊙ **INNOVATIVE & RESPONSIBLE IN LEADERSHIP**
- ⊙ **ADVOCATES HEALTH & WELLNESS**



2016-2020

STRATEGIC GOALS

- ✓ FINANCIALLY SUSTAINABLE
- ✓ PREMIER DELIVERY SYSTEM FOR AMATEUR SPORT
- ✓ INCREASE THE POPULARITY AND PERCEIVED VALUE OF TENNIS
WITHIN THE COMMUNITY
- ✓ PROVIDE OR SUPPORT RELEVANT PROGRAMS AND SERVICES TO ALL
- ✓ ESTABLISH AND MAINTAIN AN ADEQUATE STAFF AND VOLUNTEER STRUCTURE
- ✓ PRODUCE TOP PLAYERS



2016-2020

OPERATIONAL PRIORITIES

1. HR (ORGANIZATIONAL STRUCTURE & STAFFING)
2. FINANCIAL STATEMENTS
3. UPDATING OF POLICIES
4. MARKETING AND COMMUNICATIONS
5. TOURNAMENT DEVELOPMENT
6. SAFESPORT INITIATIVE
7. SPONSORSHIP AND GRANTS
8. EDMONTON COMMUNITY TENNIS CENTRE



EXECUTIVE DIRECTOR REPORT

2018
YEAR IN REVIEW



2018 YEAR IN REVIEW

1. STAFFING & OPERATIONS
2. TOURNAMENT ANALYTICS
3. JUNIOR PLAYER ANALYTICS
4. U10 & U12 HP PROVINCIAL PROGRAM
5. MARKETING & COMMUNICATIONS

* "": I B8 =B; `D5 FHB9F `F9 @ H=CBG

+ "": 57 =@HMI D85 H9 "



2018 STAFFING

- ⊗ 3 STAFF (JANUARY - MARCH)
- ⊗ 4 STAFF (APRIL - JULY)
- ⊗ 3 STAFF (AUGUST - OCTOBER)
- ⊗ 3.5 STAFF (OCTOBER - DECEMBER)
- ⊗ 4.5 STAFF (DECEMBER -)

POSITIONS AS OF DECEMBER 2018

- ⊗ EXECUTIVE DIRECTOR (INTERIM) - APRIL 3/ (PERMANENT) JULY 1
- ⊗ TECHNICAL MANAGER, HP & JUNIOR PLAYER DEVELOPMENT
- ⊗ TECHNICAL MANAGER, TOURNAMENTS AND PROVINCIAL PROGRAMS
- ⊗ COMMUNICATIONS & COMMUNITY RELATIONS COORDINATOR
- ⊗ ADMINISTRATIVE ASSISTANT
- ⊗ PRACTICUM STUDENT (JANUARY 2019) / SUMMER STUDENT (MAY 2019)



2018 OPERATIONS

- ⊗ **STAKEHOLDER REPORTING (ASC & COE GRANTS & TC MOU)**
- ⊗ **2018 BUSINESS PLAN (INAUGURAL)**
- ⊗ **GAP ANALYSIS BETWEEN TENNIS CANADA & TENNIS ALBERTA**
- ⊗ **ANNUAL STAFF WORK PLAN**
- ⊗ **EMPLOYEE TRAINING MANUAL**
- ⊗ **U10 & U12 HP PROVINCIAL PROGRAM**
- ⊗ **LATE WITHDRAWAL/FAILURE TO COMPLETE PROCESS UPDATE**
- ⊗ **POLICIES**
 - ⊗ *JR COMPETITIVE STRUCTURE & JDC TOR REVISION*
 - ⊗ *BOARD OF DIRECTORS (I.E. PARENTS OF JUNIOR PLAYERS ON TA BOD)*
 - ⊗ *POLICY MANUAL UPDATE*
- ⊗ **TA BRAND GRAPHIC STANDARDS**
- ⊗ **PARTNERSHIP TERMS OF AGREEMENT AND FULFILLMENT REPORTS**

THE TENNIS CIRCUIT



PROFESSIONAL

COMPÉTITIVE

PLAY

MEN

WOMEN

Melbourne / Paris
London / New York

**4 GRAND SLAM
TOURNAMENTS**

Melbourne / Paris
London / New York

9 MASTERS 1000 TOURNAMENTS

Indian Wells / Miami / Monte Carlo / Madrid
Rome / Toronto / Cincinnati / Shanghai / Paris

9 PREMIER TOURNAMENTS

Doha / Indian Wells / Miami / Madrid
Rome / Montréal / Cincinnati / Wuhan / Beijing

13 ATP 500 TOURNAMENTS

Rotterdam / Rio de Janeiro / Acapulco
Dubai - Barcelone / Halle - London / Hambourg
Washington / Beijing / Tokyo / Vienna / Bâle

12 PREMIER 700 TOURNAMENTS

Brisbane / Sydney / St-Petersbourg / Dubai
Charleston / Stuttgart / Birmingham / Eastbourne
Stanford / New Haven / Tokyo / Moscow

40 ATP 250 TOURNAMENTS

31 INTERNATIONAL TOURNAMENTS

(Québec)

160 CHALLENGERS TOURNAMENTS

Drummondville / Gatineau / Granby / Winnipeg / Vancouver / Calgary

480 CHALLENGERS TOURNAMENTS

350 FUTURES TOURNAMENTS
Gatineau / Sherbrooke / Calgary / Kelowna / Saskatoon / Niagara / Toronto

Gatineau / Granby / Saguenay
Winnipeg / Vancouver / Toronto

8 JUNIOR NATIONALS

2 U12 / 2 U14 / 2 U16 / 2 U18

95 OPEN EVENTS ACROSS CANADA

90 PROVINCIAL CHAMPIONSHIPS

1400 STAR EVENTS COMPETITION

295x 4Star Events / 118x 3.5Star Events / 720 3Star Events / 283 2 Star Events

500 FUTURE STARS EVENTS

U12 KIDS TENNIS PROGRAMS

Rogers Team Tennis / Rogers Rookie Tour / PHE School Curriculum / Red Court Curriculum / Orange Court Curriculum / Green Court Curriculum



2018 TOURNAMENTS ANALYTICS: JUNIORS



CALGARY U18 ITF JUNIORS
OSTEN & VICTOR
ALBERTA TENNIS CENTRE

EDMONTON U18 ITF JUNIORS
SAVILLE COMMUNITY
SPORT CENTRE



U12 ROGERS JR INDOOR NATIONALS
TENNIS ACADEMY



96 JUNIOR TOURNAMENTS
ACROSS ALBERTA



2018 TOURNAMENT ANALYTICS: JUNIORS TOURNAMENTS IN ALBERTA



3



10



16



1



10



35



21



2018 TOURNAMENTS ANALYTICS: JUNIOR COMPETITIVE STRUCTURE

UNIQUE PLAYERS IN TOURNAMENTS	U7	U8	U9	U10	U12	U14	U16	U18	TOTAL
BOYS	8	17	32	32	54	59	35	22	259
GIRLS	2	19	25	25	51	44	25	10	201
BOYS (2017)	10	16	23	24	50	53	29	29	234
GIRLS (2017)	9	12	19	29	53	32	20	14	188



2018 TOURNAMENTS ANALYTICS: JUNIORS/LTAD GUIDELINES

PLAYERS MEETING LTAD REQUIREMENTS	U7	U8	U9	U10	U12	U14	U16	U18	TOTAL
BOYS	0	0	4	11	26	14	12	1	68
GIRLS	0	1	6	9	25	13	5	0	59

PLAYERS MEETING LTAD REQUIREMENTS IN 2017	U7	U8	U9	U10	U12	U14	U16	U18	TOTAL
BOYS	0	0	4	10	27	12	9	0	62
GIRLS	0	0	5	13	25	13	2	0	58



ROGERS JUNIOR NATIONALS

TOP 4 IN SINGLES / TOP 2 IN DOUBLES

- 🏆 CLEEVE HARPER U18 OUTDOOR NATIONAL DOUBLES WINNER
- 🏆 MIA KUPRES U14 INDOORS NATIONAL SINGLES WINNER
- 🏆 MIA KUPRES U14 OUTDOOR NATIONAL SINGLES WINNER
- 🏆 MIA KUPRES U14 OUTDOOR NATIONAL DOUBLES WINNER
- 🏆 KAI BAERG U12 OUTDOOR NATIONAL DOUBLES WINNER
- 🏆 GIANNA OBONIYE U12 OUTDOOR NATIONAL DOUBLES WINNER
- 🏆 NAWAL YOUSSEF U12 OUTDOOR NATIONAL DOUBLES WINNER



ROGERS JUNIOR NATIONALS CONT.

TOP 4 IN SINGLES / TOP 2 IN DOUBLES

- ⊗ **KIRSTEN PRELLE** U18 INDOOR NATIONAL DOUBLES RUNNER-UP
- ⊗ **KARIN HAMILTON** U18 INDOOR NATIONAL DOUBLES RUNNER-UP
- ⊗ **MARTYNA OSTRZYGALO** U14 INDOOR NATIONAL SINGLES RUNNER-UP
- ⊗ **NAWAL YOUSSEF** U12 INDOOR NATIONAL SINGLES 3RD PLACE
- ⊗ **GIANNA OBONIYE** U12 OUTDOOR NATIONAL SINGLES 3RD PLACE
- ⊗ **CLEEVE HARPER** U18 OUTDOOR NATIONALS SINGLES 4TH PLACE



ITF JUNIORS

ITF RESULTS / TOP 2 IN SINGLES OR DOUBLES

- ⊗ MIA KUPRES & MARTYNA OSTRZYGALO REPRESENTED TEAM CAN @ U14 WORLD CHAMPS
- ⊗ CLEEVE HARPER G4 QUERETARO DOUBLES RUNNER-UP
- ⊗ CLEEVE HARPER G4 BARBADOS DOUBLES WINNER
- ⊗ CLEEVE HARPER G5 CALGARY SINGLES RUNNER-UP & DOUBLES WINNER
- ⊗ CLEEVE HARPER G5 SAVILLE SINGLES RUNNER-UP & DOUBLES WINNER
- ⊗ CLEEVE HARPER G2 MONTREAL DOUBLES WINNER
- ⊗ CLEEVE HARPER G4 SOUTH CAROLINA DOUBLES WINNER
- ⊗ CLEEVE HARPER G1 CAMPECHE DOUBLES WINNER





ITF JUNIORS CONT.

ITF RESULTS / TOP 2 IN SINGLES OR DOUBLES

- ⊗ **OSCAR YANG** G5 SAVILLE SINGLES RUNNER-UP
- ⊗ **OSCAR YANG** G5 SAVILLE DOUBLES WINNER
- ⊗ **KARIN HAMILTON** G5 PANAMA SINGLES WINNER
- ⊗ **MARTYNA OSTRZGYGALO** G5 BURLINGTON SINGLES RUNNER-UP
- ⊗ **MIA KUPRES** G5 CALGARY DOUBLES RUNNER-UP

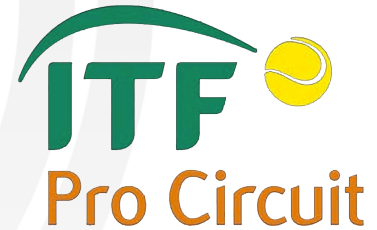
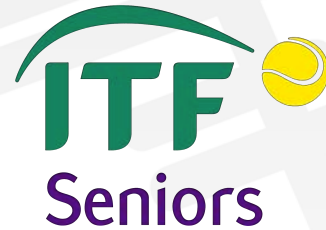




2018 **KEY ACHIEVEMENTS:** **TOURNAMENTS**



CALGARY
**NATIONAL
BANK**
CHALLENGER



CHAMPIONNATS CANADIENS
DE TENNIS EN FAUTEUIL ROULANT

BIRMINGHAM

NATIONAL WHEELCHAIR
TENNIS CHAMPIONSHIPS



TOURNAMENT STRENGTH FACTORS

2018 MEN'S TOURNAMENT

1. AGCTC OPEN 1000 - 1.17 (4TH IN CAN)
2. AGCTC QUALIFIER #2 - 0.68
3. ALBERTA OPEN - 0.62 (30TH IN CAN)
4. SAVILLE OPEN - 0.61

2017 MEN'S TOURNAMENT

1. AGCTC OPEN 1000 - 1.23 (6TH IN CANADA)
2. AGCTC QUALIFIER 1 - 0.69
3. AGCTC QUALIFIER 3 - 0.68
4. SAVILLE OPEN - 0.53
5. AGCTC QUALIFIER 2 - 0.50
10. ALBERTA OPEN - 0.30 (54TH IN CANADA)



TOURNAMENT STRENGTH FACTORS

2018 WOMEN'S TOURNAMENT

1. ALBERTA OPEN - 0.45 (4TH IN CAN)
2. SAVILLE OPEN - 0.21
3. AGCTC QUALIFIER #2 - 0.11
4. HERITAGE DAY OPEN - 0.11

2017 WOMEN'S TOURNAMENT

1. SAVILLE OPEN - 0.15
2. ROB BELL OPEN - 0.12
3. HERITAGE DAY OPEN - 0.05
4. VICTORIA DAY OPEN - 0.04

** NO ALBERTA OPEN WOMENS TOURNAMENT*

U10/U12 PROVINCIAL PROGRAM

DATE	EVENT	LOCATION	PLAYER CONTRIBUTION	ELIGIBILITY
SEPTEMBER 29-30, 2018	U10/12 TRYOUTS	OSTEN & VICTOR ALBERTA TENNIS CENTRE	\$50 TRYOUT REGISTRATION FEE	PLAYERS SELECTED FOR THE PROVINCIAL TEAM
NOVEMBER 3-4, 2018	U10/U12 PROVINCIALS TEAM TRAINING CAMP #1	SAVILLE COMMUNITY SPORTS CENTRE, EDMONTON	INCLUDED IN PROGRAM PLAYER FEES	PLAYERS SELECTED FOR THE U10/U12 PROVINCIAL TEAM
MARCH 2-3, 2019	U10/U12 PROVINCIAL TEAM TRAINING CAMP #2	OSTEN & VICTOR ALBERTA TENNIS CENTRE, CALGARY	INCLUDED IN PROGRAM PLAYER FEES	PLAYERS SELECTED FOR THE U10/U12 PROVINCIAL TEAM
APRIL 13-15, 2019	U10 AB VS BC TEAM COMPETITION	KAMLOOPS, BC	FLIGHTS, ACCOMODATIONS, FOOD, TRANSPORTATION, \$150 REGISTRATION FEE	PLAYERS SELECTED FOR THE U10 PROVINCIAL TEAM
MAY 11-12, 2019	U12 ALBERTA TEAM COMPETITION	ONTARIO JR OPEN TEAM CHAMPS ACE TENNIS ACADEMY, BURLINGTON, ONTARIO	FLIGHTS, ACCOMODATIONS, FOOD, TRANSPORTATION, REGISTRATION FEE (TBA)	PLAYERS SELECTED FOR THE U12 PROVINCIAL TEAM
JUNE 1-2, 2019	U10/U12 PROVINCIAL TEAM TRAINING CAMP #3	SAVILLE COMMUNITY SPORTS CENTRE, EDMONTON	INCLUDED IN PROGRAM PLAYER FEES	PLAYERS SELECTED FOR THE U10/U12 PROVINCIAL TEAM
JULY 3-7, 2019	U10/U12 ALBERTA TEAM COMPETITION	"LITTLE MO" INTERNATIONALS NEWPORT BEACH, CALIFORNIA (USA)	FLIGHTS, ACCOMODATIONS, FOOD, TRANSPORTATION, REGISTRATION FEE (TBA)	PLAYERS SELECTED FOR THE U10/U12 PROVINCIAL TEAM





MARKETING & COMMUNICATIONS HIGHLIGHTS

S O C I A L M E D I A E N G A G E M E N T

- ⦿ **FACEBOOK (768 FOLLOWERS) +28% INCREASE IN FOLLOWERS
SINCE DECEMBER 2017**
- ⦿ **FACEBOOK LIVESTREAMS INCLUDING TOURNAMENT STREAMS
AND PARENT/PLAYER EDUCATION SESSIONS**
- ⦿ **TWITTER (581 FOLLOWERS) +21,000 IMPRESSIONS IN OCTOBER 2018**
- ⦿ **INSTAGRAM (525 FOLLOWERS) +67% INCREASE IN FOLLOWERS
SINCE DECEMBER 2017**





NEWSLETTER

3219

SUBSCRIBERS

+13.24%

OPEN RATE OVER
INDUSTRY STANDARD (AVERAGE)

VOLLEY
WEEKLY ALBERTA TENNIS NEWS



WEBSITE / ONLINE PRESENCE

- 🕒 **USING GOOGLE ADWORDS**
- 🕒 **CLICK THROUGH RATE 5.98% (ANYTHING OVER 2% IS ABOVE AVERAGE)**
- 🕒 **TENNISALBERTA.COM AVERAGES +10,000 UNIQUE PAGE VIEWS PER MONTH**





IN 2019

- ⦿ WEBSITE REVIEW DRIVEN BY GOOGLE ANALYTICS
- ⦿ INTRODUCING VOLLEY VLOG TO YOUTUBE AND WEBSITE
- ⦿ CONTINUE REFINING TENNIS ALBERTA LIVESTREAM





EDMONTON COMMUNITY TENNIS CENTRE

STRUCTURE

- ⊗ **MOU WITH CITY OF EDMONTON FOR SITE AT JOHN FRY PARK**
- ⊗ **GRANT APPROVED FOR \$183,648 (NOVEMBER 2016)**

UPDATE

- ⊗ **FACILITY PROCESS STALLED IN 2018 TILL EXECUTIVE DIRECTOR
RESTARTED CONVERSATIONS WITH COE IN SEPTEMBER 2018**
- ⊗ **MULTIPLE MEETINGS WITH CITY OF EDMONTON TO BEGIN RELEASE OF FUNDING AND
TO CONFIRM PARK ALLOCATION**
- ⊗ **FUNDING GRANT SUBMISSION TO CITY OF EDMONTON'S COMMUNITY
FACILITY PARTNER CAPITAL GRANT (CFPCG) COMPLETED IN FALL OF 2018.**



EDMONTON COMMUNITY TENNIS CENTRE

U P D A T E

- ⊙ **JOHN FRY PARK MASTER PLAN STRATEGY GOING IN FRONT OF CITY COUNCIL IN FEB/ MARCH 2019**
- ⊙ **TA HAS OFFICIALLY REQUESTED TENNIS CANADA SUPPORT FOR PRE-DEVELOPMENT CAPITAL CAMPAIGN (FALL OF 2018); OFFICIAL LETTER OF SUPPORT RECEIVED**
- ⊙ **RECEIVED ADDITIONAL INFORMATION FROM TENNIS CANADA AT NOVEMBER 2018 TC-PTA MEETINGS**
- ⊙ **EXPLORATORY MEETING WITH TENNIS CLUBS OF CANADA (NOVEMBER 2018)**



EDMONTON COMMUNITY TENNIS CENTRE

N E X T S T E P S

- ⦿ **UPDATED POSITIONING STATEMENT, FINANCIAL PROSPECTUS AND PROJECT MANAGEMENT PLAN TO BE INCLUDED WITHIN A REVISED BUSINESS CASE (EARLY 2019)**
- ⦿ **ACTIVATION OF WORKING GROUP (NOT A STEERING COMMITTEE) WITH NEW TOR**
- ⦿ **HIRE PROJECT MANAGEMENT FIRM/ CONSULTANCY WITH TOR**
- ⦿ **COMPLETE CFEP GRANT APPLICATION BY EARLY SPRING 2019**



LOOKING FORWARD TO 2019



KEY FOCUSES FOR 2019

- ⊗ **POSITIVE CULTURE**
- ⊗ **IMPROVED MARKETING, COMMUNICATIONS AND STAKEHOLDER RELATIONSHIPS**
- ⊗ **INCREASE LEADERSHIP TRAINING**
- ⊗ **IMPROVED FINANCIAL POSITION WITH NEW PARTNERSHIP PROGRAM**
- ⊗ **IMPROVE OPERATIONAL PROCEDURES**
- ⊗ **DEVELOPMENT OF ADULT & SENIOR COMPETITIVE STRUCTURE**
- ⊗ **DEVELOPMENT OF TOURNAMENTS/ OUTREACH IN RURAL AREAS**
- ⊗ **EDMONTON COMMUNITY TENNIS CENTRE / FACILITY DEVELOPMENT INITIATIVE**
- ⊗ **OFFICIAL DEVELOPMENT PROGRAM**
- ⊗ **CLUB DEVELOPMENT PROGRAM**
- ⊗ **SAFEGUARDING TENNIS / NATIONAL PARENT EDUCATION PROGRAM**



THANK YOU