TENNIS ALBERTA

2025 IMPACT REPORT

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PRESIDENT MESSAGE

Happy New Year to the Tennis Alberta Community!

I hope you are energized and ready for the upcoming 2026 tennis season. This will be a **pivotal year for Tennis Alberta,** as we begin rolling out our **five-year strategic plan** designed to strengthen and grow the sport across the province. Our vision is clear: to build a **United Albertan Tennis Community,** with a strong focus on **facilities, players, partners, and sustainable funding.**

First and foremost, thank you for the feedback and insights you shared throughout the planning process. Your input was instrumental in shaping a strategy that reflects the current needs of our tennis community and positions us to grow and elevate the sport across Alberta. Your continued feedback will remain essential as we move forward. We are committed to listening and continuously improving to meet and exceed the needs of our members.

Before turning fully to 2026, I want to recognize the outstanding work of **Colin Latchford and the Tennis Alberta team** in increasing transparency and significantly enhancing the player experience. Overall program and event participation grew an impressive **79% year-over-year,** driven by both community programming and competitive play. As a result, individual membership increased **22% to 1,827 active members.** Grassroots growth remains critical to attracting and retaining players, and we are encouraged by the success of our programs, which are outlined throughout this report.

We are also pleased to see **facility and membership growth of 33%,** which will lead to expanded programming and more tournament opportunities across the province. In addition, **95 new coaches and officials** were trained this past year—an essential investment in the sustainable growth of the sport. I would also like to recognize **Scott Pleavin** for expanding Tennis Alberta's marketing presence, generating nearly **500,000 digital impressions** and building a community of over **10,000 active followers.**

Looking ahead to 2026, we are excited to launch a new **Safe Sport Initiative in Q1,** in partnership with the **Alberta Sport Leadership Association (ASLA).** This program will further strengthen the safety and well-being of our players, coaches, and volunteers, while ensuring a consistent, province-wide approach aligned with other sports in Alberta. We also recognize and thank **Tennis Canada** for their guidance and support of our sport safety operations.

Our continued focus will be on enhancing the **player experience at every level.** We aim to do this not only by increasing the number of tournaments, but by ensuring that those events are truly **memorable and meaningful.** We are pleased to have expanded our equipment partnership with **Dunlop** to include balls, which will have a positive impact on our tournaments' player experience. In 2026, we will continue to grow partnerships that elevate tennis across Alberta. Stay tuned!

Over the next several years, a key priority will be the growth and support of **covered courts throughout Alberta.** Our facilities are at capacity, and expansion is essential to maintaining momentum. While tennis remains strong in Calgary and Edmonton, we are equally committed to building and supporting rural communities such as **Grande Prairie, Red Deer, Lethbridge, Medicine Hat, and Fort McMurray,** among others.

Thank you for being part of our tennis community. Together, we are building a stronger, more connected future for tennis in Alberta.

Sincerely,

Michael Bennett
President
Tennis Alberta

EXECUTIVE DIRECTOR MESSAGE

Dear Tennis Alberta Community,

Thank you for taking the time to read our 2025 Annual Impact Report. We decided to produce this report as part of a broader effort to become a more transparent and engaging organization. I hope the data and stories in this document help you better understand what Tennis Alberta does and what we've accomplished together in 2025.

After starting with Tennis Alberta midway through 2024, last year was my first full year as Executive Director, and I'm thrilled to share our results. Across every area of our organization, we saw meaningful growth. We saw participation across programs and events exceed 11,000, our individual and facility memberships grew by 22% and 33%, respectively, and our digital platforms generated over 450,000 impressions. These numbers reflect the energy and momentum of tennis in Alberta.

But, this growth and engagement also speaks to the barriers facing our sport. Year-round facilities in major centres are at or near capacity, while many communities throughout the province can only offer seasonal play. Building more capacity is key to the advancement of our sport and something our organization will fight for in years to come.

With the future of our tennis in mind, we came together as a community to create our new Strategic Plan, set to launch in early 2026. This plan represents an exciting new direction for our organization, with a renewed focus on collaboration and connection. It was shaped by valuable input from our community and stakeholders, and I'm confident it will guide us toward an even stronger future.

None of this would be possible without our incredible team. Thank you to Mary, KJ, Adrian, Scott, Heather, Goran, and Charlie for their dedication and hard work. I also want to thank our Board of Directors, and specifically President Michael Bennett, for their continued support and engagement.

I hope you take the time to look over this report and I encourage your feedback. We produce it for you, our community, and we want to ensure it's serving its purpose. So while we look back, I'm excited to look forward and can't wait to share more about our plans for 2026 and beyond.

Here's to another incredible year for tennis in Alberta!

Colin Latchford
Executive Director
Tennis Alberta

TENNIS ALBERTA
2025 IMPACT REPORT

PARTICIPATION

11398 PROGRAM & EVENT PARTICIPATION

+79% OVER 2024

COMMUNITY PROGRAMS

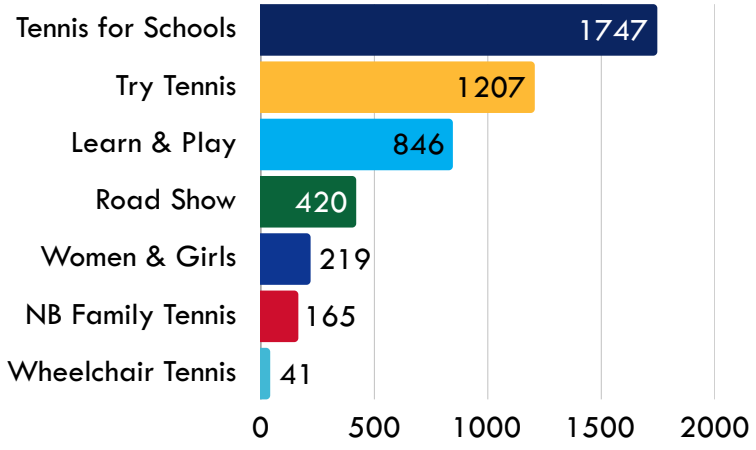
4996

COMMUNITY PROGRAM PARTICIPATION

A YEAR OF GROWTH

In 2025, Tennis Alberta made a strategic shift to engage more grassroots and recreational players in Alberta through community program delivery. Our programs saw nearly 5,000 participants throughout the year. This impactful metric is thanks in large part to Community Programs Coordinator Heather Powers, who joined our team in early 2025.

As shown in the chart below, outreach programs like Tennis for Schools, Try Tennis, and our Road Show accounted for the majority of our engagement. Additionally, Learn & Play Programs, generously supported by our Every Kid Can Play Grant from the Government of Alberta's Sport, Physical Activity, and Recreation branch (SPAR) was a key driver of player retention through week-to-week activity. We were also excited to launch new programs like Wheelchair Tennis and National Bank Family Tennis Days, both of which we look forward to growing further in 2026.



None of this would be possible without our incredible funding and delivery partners. Thank you to SPAR and Tennis Canada for their funding support, our equipment partner Dunlop, and the many coaches, clubs, and associations who bring these programs to life in communities across the province.

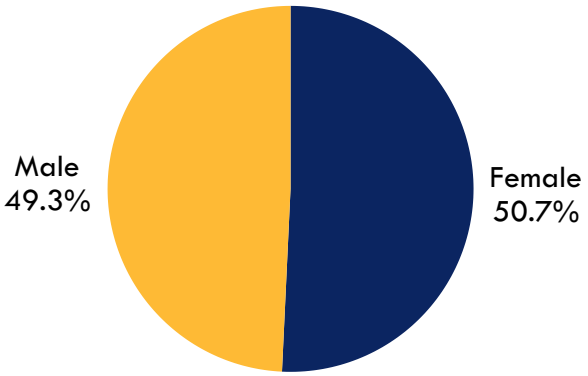
On the following page, we break down our participant demographics and look forward to what we aim to accomplish next year.

COMMUNITY PROGRAMS

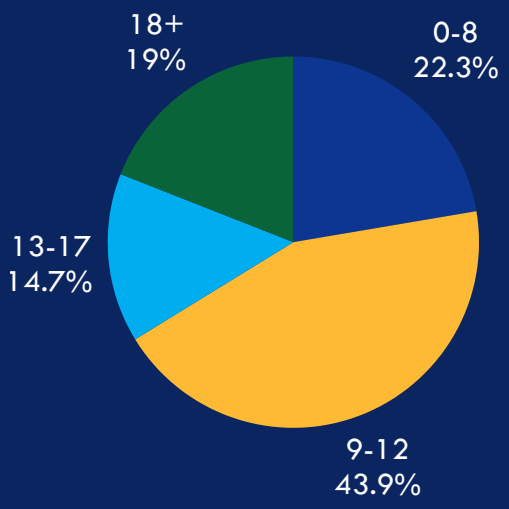
A breakdown of our participant demographics presents both encouraging metrics and clear opportunities for growth. As shown in the gender distribution (right), our community programs achieved near-perfect gender parity, reinforcing tennis as a sport for all. Looking at participant ages (middle left) highlights the strength of our youth engagement, with 9-12 year-olds as the largest participation bracket. We have the opportunity to design and deploy more community programs focused on teens and adults to emphasize tennis as a sport for life.

Finally, our geographic breakdown (bottom right) reveals that Calgary and Edmonton combined account for over 75% of our community program participation. While our major centres remain vital to our sport's success, this highlights a significant opportunity to engage the rest of the province.

Participation by Gender



Participation by Age

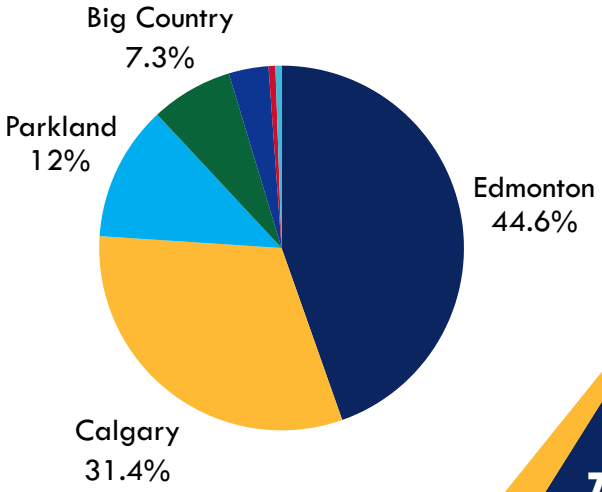


LOOKING FORWARD

With the launch of our new strategic plan coming in early 2026, Tennis Alberta will place a renewed emphasis on developing participation and engagement throughout the province. We are committed to ensuring that all Albertans, regardless of community size, have meaningful opportunities to discover and develop a love for tennis. This will require conscious efforts by our organization to build rural coaching capacity, support new facility and club formation projects, and engage new funding partners.

We will also continue building on our program retention efforts, working to transition more participants from introductory "try" experiences into week-to-week programming, regular activity, and integration with our competitive structure.

Participation by Provincial Zone



COMPETITIONS

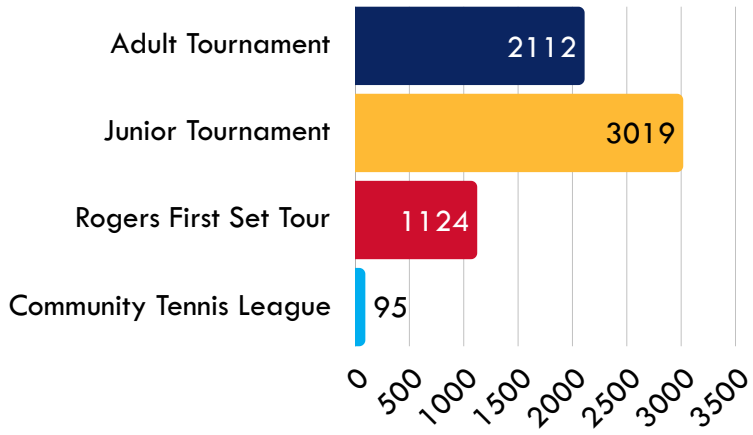
6432

TOURNAMENT & LEAGUE PARTICIPATION

SERVING UP COMPETITION

Tennis Alberta's competitions calendar continued to thrive in 2025, with 6,432 in cumulative tournament and league participation throughout the year. We sanctioned over 100 tournaments in 2025 across adult and junior categories, offering competitive opportunities for players of all ages and skill levels. The chart below breaks down our tournament and league participation by competition category.

One of our most exciting growth areas this year was the Rogers First Set Tour, which saw participation nearly double from 565 in 2024 to 1,124 in 2025. This introductory competitive series, which is generously supported by Tennis Canada and Rogers, focuses on providing fun and welcoming first competitive experiences for young players as they learn to love the sport. We look forward to building on this momentum in 2026.



Our competitions program is powered by an exceptional team. Thank you to KJ Read, Adrian Court, and Goran Vukovic for their dedication to delivering high-quality competitive experiences for Alberta's tennis players.

We also extend thanks to all our incredible tournament host facility leaders for making our event calendar possible, and to our incredible group of officials, who ensure our competitions are safe, fair, and positive experiences for our participants.

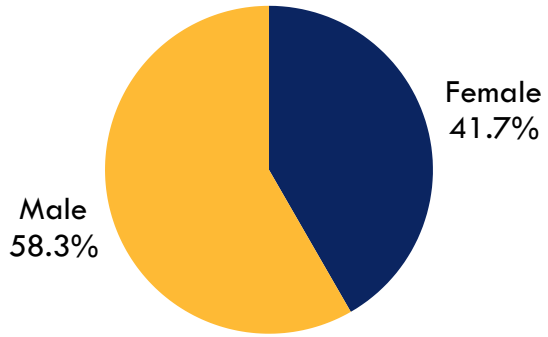
COMPETITIONS

The graphs below break down our competitive participation by age and gender. The left graph shows that we had 58% male and 42% female participation in tournaments and leagues. While we're pleased to see strong engagement from both groups, we are actively exploring how we can improve our competitive environment and experience for women and girls. We will continually strive for equal participation.

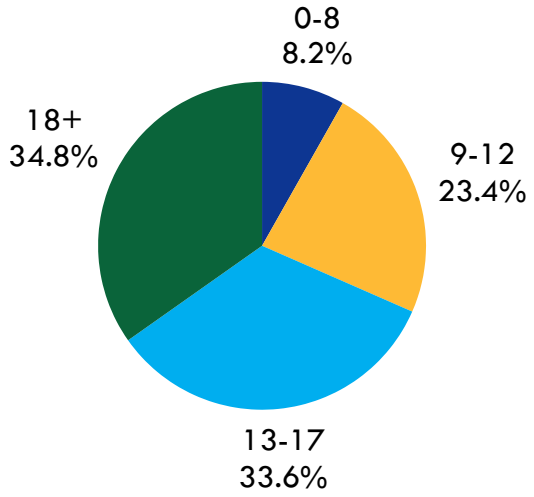
The right graph shows an age breakdown, which highlights that 65% of our competitive participants were juniors, with the 13-17 age bracket representing our largest group. Adult competition accounted for 35% of participation. Adult participation remains a target growth area for Tennis Alberta, and we hope to add more events in the Open/NTRP, Masters, and potentially WTN categories in 2026.

COMPETITIONS DEMOGRAPHICS

Participation by Gender



Participation by Age



HIGHLIGHT: JUNIOR PROVINCIAL CHAMPIONSHIPS

A highlight of the 2025 competitive season was the Outdoor Junior Provincial Championships, held at Red Deer Tennis Club in early July. This year, we invested significant effort into enhancing the experience for junior players and their families, and the positive feedback confirmed that these efforts paid off. New off-court activities, increased food services, and awards contributed to the festival atmosphere designed to celebrate our province's top junior athletes.

Over six days, nearly 300 matches were played, with multiple finals going to dramatic third-set tiebreakers. The event made for an exciting finish to the first iteration of Tennis Alberta's new Junior Nationals Hybrid Selection System's Points Race. Read more in our Junior Provincials Recap Article.

PLAYER DEVELOPMENT

8

TOP 8 JUNIOR NATIONALS FINISHES

SUPPORTING & DEVELOPING OUR PLAYERS

2025 was a year to celebrate for player development in Alberta. Our provincial teams represented us with pride at national championships across the country, highlighted by national titles for Vlad Lupu (U12 Outdoor Singles and Doubles) and Elicia Lin (U18 Indoor Singles). As well, at the Canada Summer Games, Team Alberta put in a strong performance, finishing fourth overall against the best in the country.

This year also marked the re-launch of our U10/U12 Development Team, an important step in creating quality collaborative training opportunities for our younger competitive players. We're excited to continue growing this program and adding more inter-provincial team opportunities in 2026.

Thank you to all our provincial team coaches, our Junior Development Committee, and Player Development Manager Adrian Court for their dedication to supporting Alberta's top junior players. A full list of prominent national results can be found on our Awards and Recognition page (Page 15).

TENNIS ALBERTA
2025 IMPACT REPORT

COMMUNITY

INDIVIDUAL MEMBERSHIP

1827

INDIVIDUAL MEMBERS

+22% OVER 2024

Tennis Alberta's individual membership grew by 22% in 2025. This speaks to the strength of our sport and the value we continue to deliver for our members. This growth was driven by increased communication and engagement efforts across the board, including expanded community programming and new member benefits, like discounts on Dunlop equipment.

Thank you to Member Services Manager Mary Potter for her outstanding work connecting with our members and ensuring they have the support and resources they need to enjoy the sport they love.

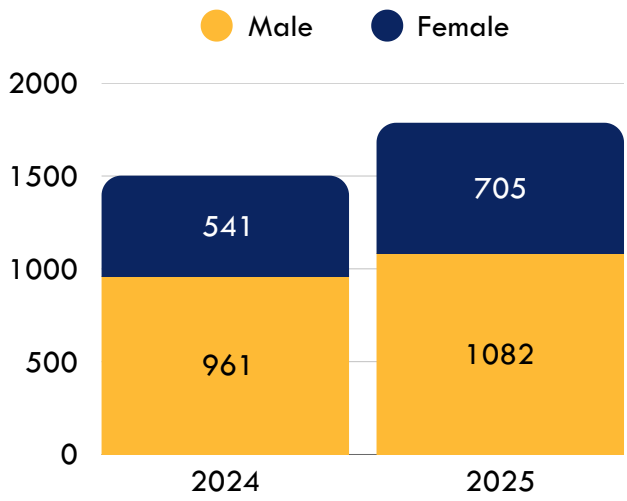
MEMBER DEMOGRAPHICS

As shown in the graph to the right, female membership grew from 36% to 39% of our overall membership in 2025, outpacing our overall growth rate. This increase was supported by our expanded programming for women and girls this year.

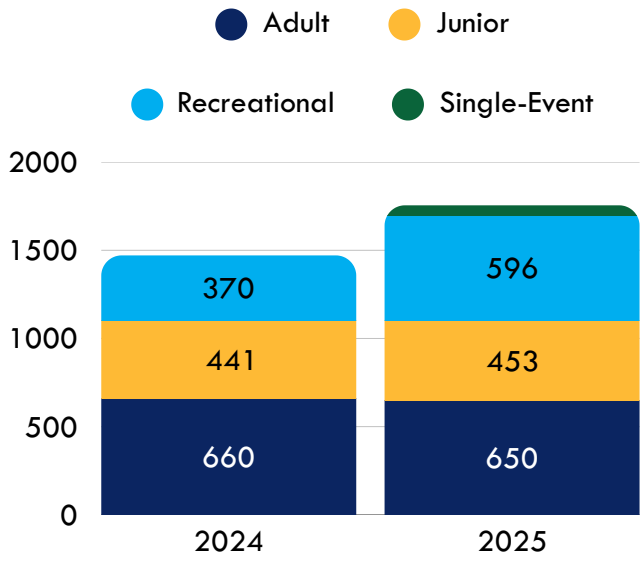
The graph below highlights membership by member type, where we saw significant growth in our recreational membership category. We also introduced our single event membership this past summer, providing a flexible option for players looking to participate in sanctioned competition without a full annual membership.

Note: The Membership by Gender graph reflects data for members who have indicated their gender in their profiles.

Membership by Gender



Membership by Member Type



FACILITY MEMBERSHIP

24

FACILITY MEMBERS

+33% OVER 2024

Our facility membership network grew by 33% in 2025, reaching 24 facilities and associations across the province. Our member network includes year-round and seasonal facilities of all sizes, as well as tennis associations. This is broken down in the graph at the bottom of this page. We thank all our facilities for engaging in our efforts and making the sport possible throughout Alberta.

This year, we expanded our facility member benefits to include new program and equipment grants, access to technology solutions, and increased member services. As our organization continues to grow and develop, we are always seeking new ways to better support our facilities.

We were also thrilled to welcome newly built year-round facilities, Mega Courts and IQ Tennis Centre, to the Alberta tennis landscape. Thank you for helping support the growing demand for tennis and being part of our network.

HIGHLIGHT: TENNIS ALBERTA ROAD SHOW

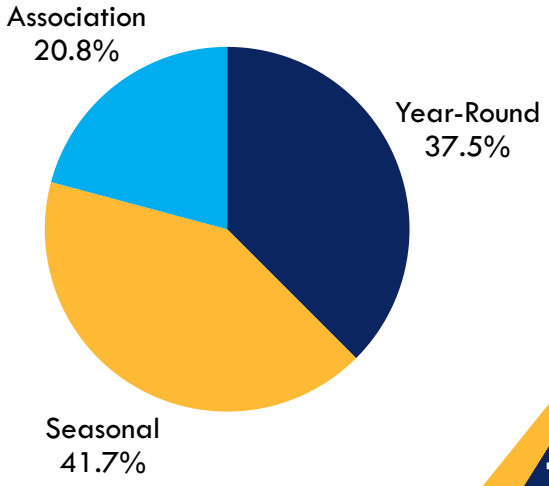
In 2025, we launched the inaugural Tennis Alberta Road Show, bringing tennis programming (and our Smash Tent) to our clubs and communities across the province. With over nine stops from Edmonton to Calgary, Canmore to Medicine Hat, more than 400 participants joined us for fun-focused events. Each stop was customized to meet the needs of the host club, offering Try Tennis events, group clinics, and more. Thank you to the nine member clubs who hosted us this summer. We'll be back in 2026! Read more about the Road Show in our recap article here.

LOOKING FORWARD

With the launch of Tennis Alberta's new strategic plan in 2026, facility support will be a central priority. The plan will emphasize support for new facility development, deeper engagement and support for rural facilities, and expanded Tennis Alberta programming for active facilities throughout the province.

Facility member representatives can look forward to engagement sessions in 2026 as we roll out the plan. We look forward to working together to grow, develop, and advance the sport in clubs and communities across Alberta.

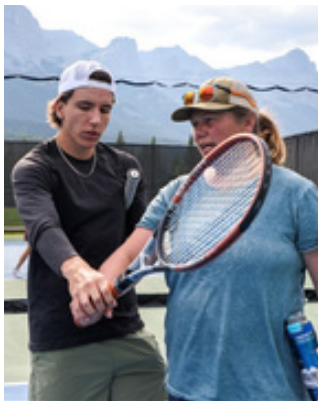
Members by Facility Type



COACHING & OFFICIATING

95

COACHES & OFFICIALS TRAINED



DEVELOPING LEADERS FOR OUR SPORT

In 2025, Tennis Alberta trained 95 new coaches and officials through certification courses, developing new leaders who can support the growth of our sport. We thank our incredible Course Facilitator Team, as well as our coaching and officiating leaders for providing mentorship to those entering the industry.

This year featured two notable courses: our first-ever female-only Instructor Course and an Instructor Course hosted in Red Deer, which provided a coaching certification opportunity outside of our major centres.

Thank you to Tennis Canada for their continued governance and support of these essential programs. Looking ahead to 2026, we will offer at least one Club Professional 1 Course, an Officiating Course in Red Deer, and additional courses to be announced throughout the year. Tennis Alberta is committed to developing and supporting new and active leaders in our sport, as we continue growing the game across the province.

AWARDS & RECOGNITION

CELEBRATING OUR COMMUNITY

Congratulations once again to the Alberta leaders, organizations, players, and facilities for their outstanding achievements in 2025. These accolades reflect the competitive spirit, dedication to sport, collaboration, and initiative that define our community.

National Champions

- Vlad Lupu: U12 Boys National Champion (Outdoor Singles and Doubles).
- Elicia Lin: U18 Girls National Champion (Indoor Singles).
- Mary Potter: WD 65 National Champion.

Tennis Canada Distinguished Service Awards

- Michael Bennett
- Jerrold Diamond
- Al Fowler
- Nick Coutts

TPA Excellence Awards

- Edmonton Tennis Community: Innovation Award recipient (Accepted by Karina Trkulja).

Tennis Canada High Performance Recognition

- Saville Community Sports Centre: Gold Recognition.
- Osten & Victor Alberta Tennis Centre: Silver Recognition.

TENNIS ALBERTA
2025 IMPACT REPORT

ORGANIZATION

MARKETING

468K

DIGITAL MARKETING IMPRESSIONS

TELLING THE STORY OF TENNIS IN ALBERTA

In 2025, Tennis Alberta generated over 468,000 marketing impressions across our digital platforms, helping us promote the sport and connect with tennis enthusiasts across the province. As shown in the graph below, these impressions were spread across social, email, and our website, allowing us to reach our audiences wherever they are.

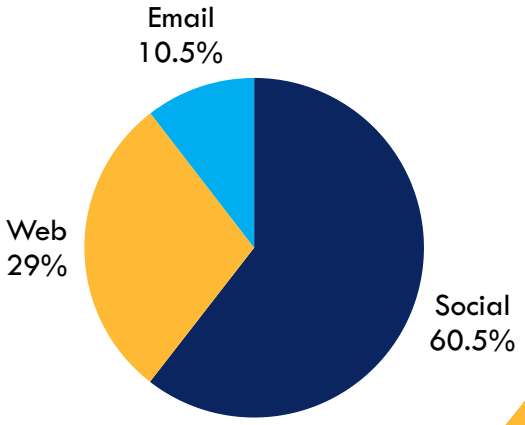
Our marketing efforts, led incredibly by Scott Pleavin, included increased activity across all channels, a full redesign of our monthly newsletter, *Volley*, and the launch of a dedicated newsletter for facility leaders. These initiatives helped us better serve our various audiences with more relevant and timely content.

Our digital audience grew by 19% in 2025, and we now have over 10,000 followers across all digital platforms. Thank you to everyone who engages with our content, shares our stories, and helps spread the word about tennis in Alberta.

Want to catch up on what you missed? Check out some of our top stories from 2025:

- *Alberta talent competes with the best at Junior Nationals*
- *Titles captured, reclaimed, and defended at 112th Alberta Open*
- *How Black Girls in Tennis is creating a growing sisterhood in the west*

Impressions by Channel Category



PARTNERSHIP DEVELOPMENT

WORKING TOGETHER FOR TENNIS

2025 was a strong year for partnership development at Tennis Alberta. Our work is made possible through the generous support of our partners, and we extend thanks to our governing and funding partners, Tennis Canada and the Government of Alberta's Sport, Physical Activity, and Recreation branch (SPAR). Without their ongoing support, our programs, services, and operations would not be possible.

At the start of the year, Tennis Alberta announced a partnership with Mint Green Group, the official Canadian distributor of Dunlop and Nike Golf & Tennis. Through this partnership, Dunlop became our Official Racquet and Court Accessory, while Nike became our Official Apparel and Footwear. This collaboration brought immediate value to our community, including equipment credits for facility members, exclusive discounts for individual members, and Nike apparel for our provincial teams. In late 2025, the partnership expanded, with the Dunlop Grand Prix becoming the Official Ball of Tennis Alberta.

We are also proud of our historic partnership with the Osten & Victor Alberta Tennis Centre, which includes shared governance and the creation of the Alberta Tennis Development Fund. This fund will support the growth of our sport for years to come. On the event side, we thank all our Alberta Open partners for their support of this key tournament. Thanks to Saville Community Sports Centre, Lexus of Edmonton, Dunlop, DLA Piper, Water Works Renovations, Penn, Kevin's Rocks-N-Racquets, and Save-On-Foods.

Finally, we recognize that partnerships extend far beyond formal agreements. We view every member of our tennis community as a partner in our mission: facilities, coaches, officials, volunteers, players, parents, and fans. Together, we are working to enhance the sport of tennis in Alberta, and we are grateful for your continued support.

STAFF

Colin Latchford
Executive Director

Mary Potter
Manager, Member Services & Administration

Adrian Court
Manager, Player Development & Competitions

KJ Read
Manager, Tournaments & Competitive Structure

Scott Pleavin
Specialist, Marketing & Digital Projects

Heather Powers
Community Programs Coordinator

Goran Vukovic
Competitions Coordinator

Charlie Gibson
Administrative Assistant

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Patrick Thomas
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Jerrold Diamond
Director

Pam Cotter
Director

Lorna Milkovich
Director

Shelley Swirski
Director

Even beyond our Board and Staff Team, the success of Tennis Alberta is reliant on the incredible contributions of our community. We thank and recognize all our committee and event volunteers, program and team coaches, event officials, facility leaders, players, parents and anyone who supports the growth and development of the sport.

TENNIS ALBERTA

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