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2000

## Tennis...Play and Stay



More players!

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- Tennis participation facing some challenges in mature markets!
- Marketing the Game Project

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- Identified many challenges including lifestyle changes and competition from other sports/leisure pursuits.
- Tennis is good at attracting people to the sport
- Not as good at retaining them!
- Ways to improve how tennis is introduced

## Intro Task Force



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## Main aims of Play and Stay....



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## The Slogan...



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## Key Messages

**Tennis is.....**

- .....FUN if starter players Serve, Rally, Score from the first lesson







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## Key Messages

**Tennis is.....**


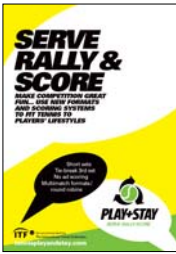

..... EASY if coaches working with starter players use the slower red, orange or green balls on smaller courts

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## Key Messages

- Tennis Competition can be fun**  
.....and formats and scoring systems exist to suit all lifestyles and abilities

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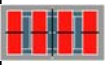




## Supporting messages


- Tennis is healthy**  
Research conducted in 2006 by the ITF on the physiological demands of tennis supports this
- Tennis is a sport for all**  
And all players should have a tennis rating




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## Tennis is easy...if you use the right ball!

	Red – for 11 metre/36 ft court	
	Orange- for 18 metre/60 ft court	
	Green or normal ball for the full court!	

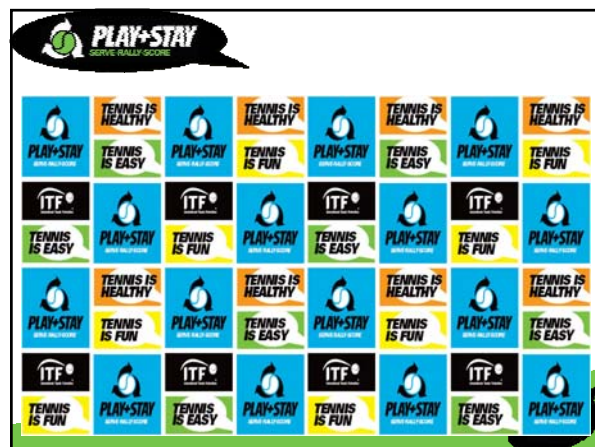


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## Branding Communication







Officially launched at ITF AGM



www.tennisplayandstay.com  
Over 10,000 page impressions per month



## Tennis iCoach

The ITF's New Members Only tennis coaching website.

Featuring:

Video analysis of top Professional Players, ITF Coaching Conferences, Technical & Biomechanical Analysis, eLearning Modules, Sequence Photographs, Specialist Tennis Articles plus much, much more!



## ITF Play Tennis Course

• 3 day course dealing with starter tennis

• Promotes game based coaching and the use of different types of slower balls

• Simple game based drills aimed at getting starter players to serve, rally, score from the very start

• Competition formats



## Play Tennis Course in 60+ Nations



## Case Studies..



Participating Nation  
[www.tennisplayandstay.com](http://www.tennisplayandstay.com)






## Success to date...

- 80+ ITF nations have signed up and are actively participating
- Play & Stay is featured on over 50 websites
- Red Orange green terminology adopted
- Message has been delivered directly to over 30,000 coaches and the aim is to reach 100,000+ by 2010








## Case study....USA

### Quick Start Tennis

### 10 and under programmes

- US launched live on ESPN at Disney World, Florida, with over 150,000 players attending their kid zone in one weekend



## Case study....Australia





## Case study - China

- Launched at the China Open Sept 07
- China's launch is focusing on 5 major cities






## Case study Brazil/Argentina

### Promotion at Davis Cup ties

- Ran coach workshops attended by Davis Cup team
- Player activity on court in support







### Case Study.....Germany

- Play and Stay Zones and on court activity at Davis Cup and Fed Cup
- Play and Stay Materials Translated into German

Germany V Spain

### Chile and Dominican Republic

### US Coaching Bodies

### Translation

- Italian
- French
- German
- Chinese
- Swedish
- Arabic
- Spanish

### Regular updates...

Approved Stage 1

Approved Stage 1

Approved Stage 2

Approved Stage 2

Approved Stage 3

Approved Stage 3

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## Manufacturers are supporting the program

**Head T.I.P**  
Programme, designed as a result of Play and Stay  
Being heavily promoted by Head



**Prince**  
Have included Play and Stay branding on all starter balls, ball cans, rackets, nets and banners and feature them all on their website



**Babolat**  
Using Play and Stay logo on ball cans



**Top Spin**  
Using Play and Stay logo on balls and packaging



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**prince**

ABOUT US TEAM PRINCE DISTRIBUTOR LOCATOR NEWS & TIPS PLAYERS IN

PRODUCTS

racquets  
footwear  
tennis balls

STAGE 2 ORANGE /// AGES 7-11  
/// Play + Stay  
50% reduced speed. Ideal for beginner players.

prince Play+Stay

prince Play+Stay

prince Play+Stay

STAGE 1 GREEN /// AGES 8-15  
/// Play + Stay  
25% reduced speed. Ideal for an introduction to the full court.

prince Play+Stay

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## Head



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## Tennis Europe Conference, Poznan



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## The Best Tennis Drill....?

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- Aims to ensure all starter players....

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.....from the first lesson!

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IS TENNIS EASY TO PLAY?!

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Because of the balls.....

- Tennis is easy to play.....but difficult to play well!!!



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**10 Step Rally for Starter Players**

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Super rally!

Video.mp4

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**SLOWER BALLS, SMALLER COURTS, EASY GAME**

**PLAY TENNIS FAST**

USE SLOWER RED, ORANGE AND GREEN BALLS TO GET PLAYERS TO SERVE, RALLY AND SCORE IN THEIR FIRST LESSON

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Stronger Guidelines For Young Children

- Except in exceptional circumstances children under 10 years should not be playing on full court with a normal ball


**TENNIS 10s**

**tennis 10s**








**TENNIS 10s**

**tennis 10s**

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## Rules of tennis...10 and under

## Reasons Kids drop out



- Not Fun!!
- Parental pressure to perform
- Negative Coaching experience...They don't like the Coach

## Fun...Performance!


- The more fun you have...the more you do it
- The more you do it...the more you learn
- The more you learn the better you perform

US teachers conference: Gary Avischious





## Fun.....Dementals!!!

- Fun
- Play
- Fun/Play must have a relevant link to Tennis and playing the game




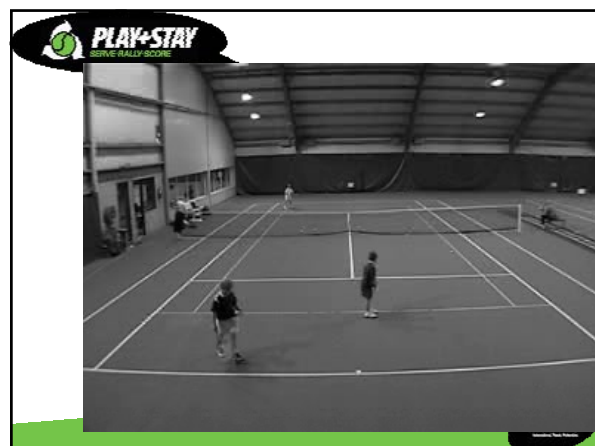
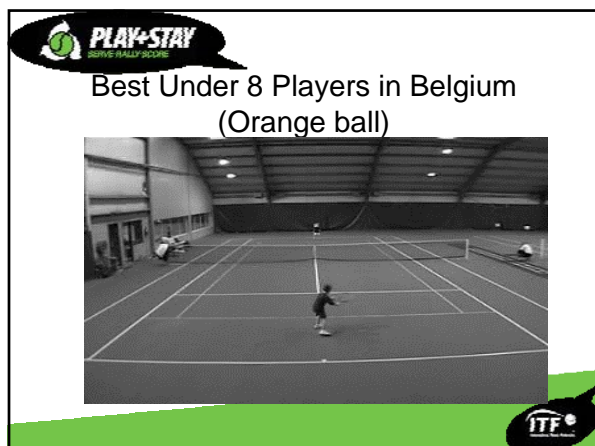




## Importance of slower balls in development of high level juniors

- Easier to develop good technique
- Less extreme grips
- More chance to implement tactical variation
- Can practice situations when coach is not there





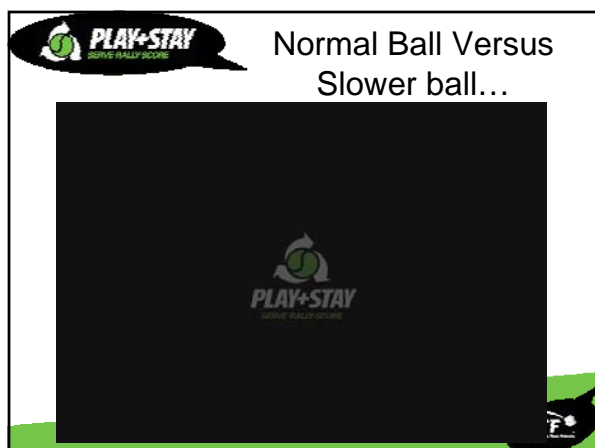
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Adults

- The slower balls are not just for children
- Ideal for starter adults to help them learn to play the game more easily

**PLAY TENNIS ...FAST**  
USE PLAY+STAY BALLS TO HELP LEARN AND IMPROVE RALLY AND SCORE IN UNDER FIVE MINUTES

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Players with disabilities

- Players with disabilities especially benefit from having more time and control to develop, through using slower balls

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## The Obvious is often the greatest secret!!

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## The Challenge?

- Most Coaches worldwide were not using slower balls and smaller courts in their lessons with Starter Players
- Many coaches not convinced that the balls help retention.
- Big improvements.....But still a lot of convincing to do!

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## Too complicated / expensive for the coaches?

- Coaches just need to be more organised
- Many advantages
  - Balls last longer
  - Can work with more players per court and per coach
  - Improve their business... and make more money!

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## Courts set up quickly with throw down lines...



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## ....Or set up permanently



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## Role of the coach?

- Too many coaches consider their main role to be a teacher of technique...not true!
- Teaching technique is one element....an important one!
- The main role of the coach should be to organise players to play the game...serve, rally and score!

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## Game based approach

- Serve, Rally and Score....then give relevant instruction so that players can serve rally and score more effectively
- This teaching methodology is easier to use with starter players because of the developments in equipment especially the slower balls and smaller rackets

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## The most Game based sport?

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## Soccer!

- Easy to Play.....difficult to play well!
- Play the game from the start
- Little/no technical instruction at the start
- Move Tennis closer to the way soccer is introduced

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## How did you start?



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## Instruction is still Important!

- Technique is still important!
- Relevant Instruction to help players play better!

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## Its not only about the smaller courts and slower balls!

- Creating a positive learning environment
- Performance versus outcome
- Reward effort
- Optimal challenge/ensure success
- Adapting task/differentiating
- Positive reinforcement
- ....and much much more

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## Organisation/communication

- Effective rotation
- Effective communication....verbal and non verbal

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Main aims of Play and Stay....competition can be fun

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## Remember...

- Tennis coaching is not a sport..... Tennis is the sport!!! ...So let them Play!

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Tennis competition can be fun...and formats exist to suit all lifestyles!

COMPETITION DRIVES THE SPORT!

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*New competition formats and scoring systems not being promoted and used*

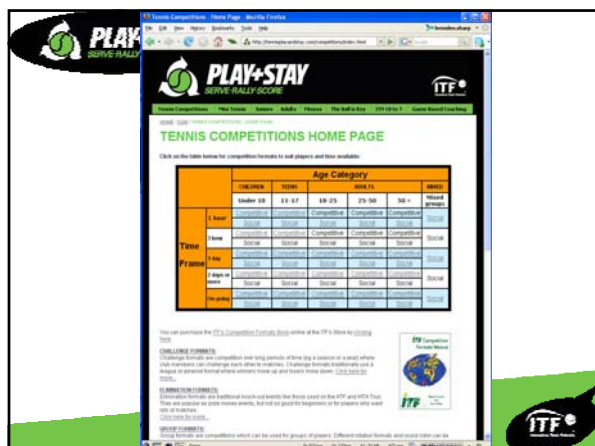
- Competition formats
  - Short sets (1<sup>st</sup> to 4 games)
  - Tie break for 3<sup>rd</sup> set
  - No Ad scoring
- Multi Match formats
  - round robin
  - feed in events
  - compass draws

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- FFT...Chacun Son Match!

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### Rules of tennis...10 and under

- Changed the Rules of Tennis to incorporate messages of Play and Stay
- The slower balls, smaller court sizes and adapted scoring methods can be used for formal competition
- 2 year trial

### ITF....

- Are being asked by many nations to mandate smaller courts and/or slower balls at 10 and under
- Already done in Belgium, Britain, France...Strong Guidelines in many others
- See a way of unifying the message and creating a global identity for 10 and under tennis competitive tennis

### Rules of tennis...10 and under

### Tennis 10's

- Will become the name/brand for 10 and under competition played with smaller courts and/or slower balls
- No need to translate....the name/logo is the same in all languages

- ITF considering to mandate by 2011 that all 10 and under events are played with smaller courts and/or slower balls
- Exceptionally talented players under 10 can play 11 and under
- If the tournaments use the slower balls....the coaches will have to use them in training

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## The Project has had a big impact!



- Improved the way tennis is introduced by many coaches worldwide
- Unified Message
- Positioning Tennis as Easy, Fun and Healthy




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## Recognise...

- Mark Tennant
- James Newman
- Miguel Crespo

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## We've come a long way in 5 years...well done!



....But a lot still to do for our sport!



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## Play and Stay Seminar, London

November 29-December 1<sup>st</sup>


Participating Nations; Manufacturers, ATP/WTATour




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## 5 Years from now.....

- Most coaches use the Slower Red/Orange/Green balls with starter players
- Tennis 10s is adopted and most children under 10 are playing on reduced court using slower balls and smaller rackets...and are having fun!
- Coaches organise their lessons so that starter players play tennis (serve, rally and score) from the first lesson
- Tennis is viewed as quite easy to play
- User friendly competition formats/scoring systems being used



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## 5 Years from now....

- Tennis is great at attracting and retaining people in the game!**
- More people are playing tennis!**

