Tennis….Play and Stay

Increasing Tennis Participation Worldwide

- ITF/ Tennis Europe development programme
- Intro To Tennis Task Force
- ITF Tennis Play and Stay Campaign
- Questions
• In charge of Non Professional Tennis Activities
  • Juniors
  • Seniors
  • Wheelchair
  • Technical and Sports Science/Medicine
  • Development

Development…..Assist ITF Member Nations to Develop Tennis
  • More Players
  • Better Players
$3,800,000 annual spending on Development

Expenditure is funded by:

- GSDF - US$1,482,335
- ITF - US$1,985,633
- Olympic solidarity - US$337,027
- Fines - US$63,145
10 ITF Development Officers

- 3 – Africa
- 2 – Asia
- 1 - South America
- 1 - Central America
- 1 - The Caribbean
- 1 – Pacific
- 1 - Eastern Europe

Level 2 Coaches Course for East Europe
Minsk, Belarus – May 2006
ITF/Tennis Europe Development Championships

- 25 regional junior events at the 18 & Under, 16 & Under and 14 & Under levels were funded in 2005

Junior Touring Teams

- In 2005, there were 20 ITF Touring Teams involving 165 players from 78 different countries
Junior Touring Teams

In 2005, there were 20 ITF Touring Teams involving 165 players from 78 different countries.

ITF International ‘A’ Team to Europe 2004

Kateryna Bondarenko (UKR) – Wimbledon Girls Singles Champion with Viktoria Azarenka and Volha Havartsova (BLR) – Wimbledon Girls Doubles Champions
Marcos Baghdatis
Cyprus

Former ITF Touring Team Member/OS scholarship recipient and World Junior Singles Champion 2003

ITF Training Centres

- African Training Centre (South Africa) – 16 players from 10 African nations
- Pacific Training Centre (Fiji) – there were 12 players from 7 nations
ITF Spanish Training Centre - Barcelona

2006 ITF/Tennis Europe South-East Regional Training Camp (12 & Under) – Ankara, Turkey
Equipment Distribution Programme 2005

110 national associations benefited and the following quantities were distributed:

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rackets</td>
<td>8497</td>
</tr>
<tr>
<td>Mini-tennis bats</td>
<td>12850</td>
</tr>
<tr>
<td>Balls</td>
<td>20,203 dozen</td>
</tr>
<tr>
<td>Mini tennis nets</td>
<td>983</td>
</tr>
<tr>
<td>Strings</td>
<td>1427 x 200m reels</td>
</tr>
</tbody>
</table>

Coaches Courses 2005

- In 2005, 51 courses were held

- Level One/Level Two/ Level Three Syllabi is available in over 20 languages and is used by over 100 nations to certify coaches
14th ITF Worldwide Coaches Workshop – Turkey 2005

280 participants / 85 countries

Arantxa Sanchez Vicario
15th ITF Worldwide Coaches Workshop - 2007

22nd – 28th October 2007

Host nation: Asociación Paraguaya de Tenis

Venue: Asunción

ITF Coaching weblet www.itftennis.com/coaching
Coaching & Sport Science Review

- Produced 3 times a year
- 200,000+ Downloads in 2005:
  - English - 127,084
  - French - 40,849
  - Spanish - 31,393

E-Learning presentations on:
www.itftennis.com/coaching

- On-line presentations by leading tennis experts
- 18 presentations in English
- 8 presentations in Spanish (agreement with RFET)
Latest ITF Coaches Education Resources

Tennis Psychology: 200+ practical drills and the latest research
Written by Miguel Crespo, Victor Real and Jon-Grant

Miguel Crespo
5 Year Development Plan

• All Nations receiving development assistance must have a 5 year plan in Place

• Link assistance to the plan

• Equipment/Travel grants/JTI/facility grants/professional tournament grants withheld

Important 2007 dates

• Wheelchair World Team Cup
  • 11-17 June Stockholm

• Junior Davis Cup/Fed Cup-TBC

• World junior Tennis
  • 6-11 August Prostejov

• Seniors World Team Championships
  • 23-28 April Antalya

• Super Seniors Team Championships
  • 26 November-1 December New Zealand

• TST Conference
  • 8-12 September London
Junior Education Project

- Seminars at Team events
- Interactive website

- More players!
Tennis…Play and Stay

Increasing Tennis Participation Worldwide

Intro to Tennis Task Force

- Established in 2002
- To look at how tennis could be introduced more effectively
- Initiatives to increase tennis participation
- Share best practice
Task Force Members

- Japanese Tennis Association
- USTA
- FFT France
- DTB Germany
- British LTA
- KNLTB Netherlands
- COSAT (South America)
- Belgium
- Tennis Australia
- ITF Staff

The Challenge!

- Identified many challenges including lifestyle changes and competition from other sports/leisure pursuits.
- Tennis is good at attracting people to the sport
- Not so good at retaining them!
Intro to Tennis task force -
Challenges Identified

Lifestyle changes
• Lack of time - 16-35 age want short
duration activity
• Lack of suitable playing partners
• Tennis is perceived as difficult to learn
  and play
• Poor management in clubs/facilities

Challenges Identified

• Estimated only 1 in 5 players play
  competitively...need more user friendly and
  attractive competition formats

• Many people try tennis - too many don’t like
  their first experience
A need to adapt Tennis to the different customers needs/markets

- 6-8
- 9-11
- 12-17
- 18-24
- 25-40
- 40+

Agreed Objective

- To work together to attract and retain more people in tennis
- Particular emphasis on retention
- Work closely with the tennis manufacturers
- Share best practice
Adult Market

- Many players try tennis….but do not continue
- First experience of tennis is often not very enjoyable
- Too much emphasis on technique…..not enough on playing tennis!!

First Experience of the Starter Player

- Ensure an enjoyable/positive experience
- Players get to play the game……“Serve Rally and Score” from the first lesson
Game based approach

- Often misunderstood
- Get players to play the game…serve, rally and score
- Then teach them relevant technique to help them to play more effectively
- Technique is still very important in the game based approach
- Game Based approach can translate simply to “Serve Rally Score”

The ITF Play Tennis course

- 4 day course-Pre Level one
- A key part of the ITF’s drive to increase participation, and promote game based coaching and to promote the use of different types of balls
- Simple game based drills aimed at getting starter players to serve, rally, score from the very start
- The Slower balls are fundamental to this course
Content

- Organisation/rotation of groups of players
- Communication skills
- Differentiation – balls, courts, scoring, rules
- Simple competition formats

Play Tennis Pilot Course for Africa
Pretoria, South Africa – November 2005
Serve, Rally and score….The Ball is Key!

- Tennis can be easy to play!
- Need to use the most appropriate ball at introductory stage
- If starter players cannot serve rally and score with normal ball-they **should** use a “slower” ball

### Slower Balls made to ITF Specification

<table>
<thead>
<tr>
<th>Colour</th>
<th>Description</th>
<th>Court Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>ideal for Mini Tennis! 12 metre/36 ft court</td>
<td></td>
</tr>
<tr>
<td>Orange</td>
<td>50% slower and ideal for starter players of all ages! 18 metre/60 ft court</td>
<td></td>
</tr>
<tr>
<td>Green</td>
<td>25% slower and ideal for an introduction to the full court!</td>
<td></td>
</tr>
</tbody>
</table>
The Ball is Key!

The Red, Orange and Green court Progressions

<table>
<thead>
<tr>
<th>Colour</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>(12 metre/36ft courts with red ball)</td>
</tr>
<tr>
<td>Orange</td>
<td>(18 metre/60ft courts with orange ball)</td>
</tr>
<tr>
<td>Green</td>
<td>(full court with green or normal ball)</td>
</tr>
</tbody>
</table>

- Recognition that for some coaches/nations 4 types of balls might be too complicated and expensive
- Simplified version- 2 types of balls:
  - Orange Ball
  - Normal Ball
Challenge?
Most Coaches worldwide are not using them in their lessons with Starter Players

- Many coaches not convinced that they help retention.
- In many nations balls are not available (poor distribution) and are more expensive than a normal ball (Market too small)
- Balls are used more for mini tennis but not yet used extensively for starter adult players

Necessary actions?
- Need to better promote the use of the balls to coaches
- Need to work with the manufacturers to improve the distribution/lower the price
Young Children?

- Except in exceptional circumstances children under 10 years should not be playing on full court with a normal ball
- Belgium…mandated
- France/UK….strong guidelines

The ball in competition:

- Some major nations promoting the use of the Red, Orange and Green Balls in competition
- Belgium, Holland, France,Britain have introduced competitions involving the use of these balls at under 8;under 9; under 10
USTA-36/60

- Meeting with manufacturers on June 20th
- Agreement to promote the use of Red and Orange balls in the US
- Red ball- 36 foot court
- Orange ball-60 foot court
- Normal Ball- full court

Important in development of high level juniors

- Easier to develop good technique
- Less extreme grips
- More tactical variation
The slower balls are not just for children

Ideal for starter adults to help them learn to play the game more easily

- France, Holland Britain are actively promoting the use with adult starter players
French Adult Programme

• Other Issues considered by the Task Force?
Different racket sizes

• Different sized rackets can be used with a slower ball to help make the game easier to play.

• Particularly important for junior players.

• 16 inch (Bat) / 17 inch (43cm) / 19 inch (48cm) / 21 inch (53cm) / 23 inch (58cm) / 25 inch (63cm) / 27 inch (68cm)

Competition Formats/scoring systems

• Lack of information on new formats/rule changes

• Competition Formats Working Group

• Developed a website for competition formats
New formats and scoring systems not being promoted and used

Competition formats and scoring systems exist to suit all lifestyles
- Short sets (1st to 4 games)
- Tie break for the 3rd sets
- No ad scoring

For starter players the ITF recommends formats which involve players playing more than one match
- round robin
- feed in events
- compass draws
Competition Formats

Health Benefits of Tennis

- Research on the physiological demands of tennis
- Compiling health benefits of tennis
- Dr Babette Pluim
- Ready in October
Initial results

- In one hour of tennis the players each cover over 2.5 Kilometres.
- Players maintain an average heart rate of between 140 and 170 beats per minute
- Reduces the risk of heart disease
- Improves aerobic fitness and flexibility

www.Info@CardioTennis.com
www.Partners.CardioTennis.com
Importance of national rating systems

- US-NTRP
- France-Classment
- In 2000 less than 15 nations had a rating system
ITN brochure - a guide to the project

Launch of the ITN during the Australian Open 2003
• A number that represents a player's general level of play

• ITN 1: high level player

• ITN 10: Player new to the game

Starter Players

• 10.3- Can serve, rally and score with a Red ball

• 10.2- Orange ball

• 10.1- Green ball

• 10 – Normal ball
# ITN Conversion Chart

<table>
<thead>
<tr>
<th>ITN</th>
<th>Description</th>
<th>Canada</th>
<th>France</th>
<th>Germany</th>
<th>Italy</th>
<th>Luxembourg</th>
<th>Netherlands</th>
<th>Sweden</th>
<th>Switzerland</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>A ITN</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
</tr>
<tr>
<td>A-1</td>
<td>1-10</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
</tr>
<tr>
<td>A-2</td>
<td>11-20</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
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<td>...</td>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

*As of 31st May 2023*
**Calculation System for ITN**

Usage Instructions:
- Important note: Only edit the GREEN CELLS. Do not edit any other cells.
- Step 1: Enter the players current ITN number in cell D15.
- Step 2: Enter the number of wins the player has achieved against each ITN level in Column B.
- Step 3: Enter the number of losses the player has achieved against each ITN level in Column F.

<table>
<thead>
<tr>
<th>Versus ITN</th>
<th>Win</th>
<th>Lose</th>
<th>Points for win</th>
<th>Points for lose</th>
<th>Points for win versus ITN</th>
<th>Points for lose versus ITN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</tr>
<tr>
<td>4</td>
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</tr>
<tr>
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</tr>
<tr>
<td>9</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Number of wins: 0
Total win points: 0
Total lose points: 0
Total points: 0

New ITN of player: **A20/20** (rounded: **A20/20**)

(1) The figures in "points for win" above 0 are used for the calculation.
(2) The figures in "points for lose" beneath 0 are not used for the calculation.

The players new ITN Rating is calculated and will appear in cell H33.
Number of Countries adopting ITN

- 38 nations have begun to implement the ITN as their national rating system
ITN LAUNCHED IN GERMANY

Intro to Tennis Task Force

- The importance of playing tennis from the first lesson
- The importance of the ball and court sizes
- Competition formats/scoring systems
- Health and Fitness
- Ratings
Task Force

- 4th meeting in February 2006
- PTR; USPTA and TIA invited to attend as observers
- Manufacturers also in attendance for part of the meeting
- Draft Action Plan prepared

Tennis….Play and Stay

Increasing Tennis Participation Worldwide
The ITF Tennis... Play and Stay

• A promotion to run throughout 2007 and part of 2008

• Involve the ITF, the major Tennis Nations; The PTR; USPTA; the TIA and the major manufacturers

• To be launched in early 2007

• Mini Launches/re-launches at other major events during 2007/2008

Promote:

• SERVE, RALLY AND SCORE!
Tennis... Play and Stay

- Tennis is Fun
- Tennis is Easy
- Tennis is Competition
- Tennis is Healthy
- Tennis is a Sport For All

Tennis is fun... if you serve, rally and score!

- Starter players to play the game from the first lesson
- If they cannot serve rally and score with a normal ball.... they must use a slower red orange or green ball
- Once players are playing, coaches teach relevant technique to help players play the game better
Tennis is easy…if you use the right ball!

- **Red/Stage 3** - ideal for Mini Tennis!
- **Orange/Stage 2** – 50% slower and ideal for starter players of all ages!
- **Green/Stage 1** – 25% slower and ideal for an introduction to the full court!

Tennis is competition…when you serve, rally and score!

Actively promote the competition formats and scoring systems that are now part of the rules of tennis and encourage their use to adapt competition to suit the lifestyles of players.
Tennis is Healthy..... if you serve rally and score!

- Tennis is a sport for all ....... Once players can serve, rally and score they should have a rating
Tennis Play and Stay Leaflet

Summarises the main thrust of the campaign

• A position statement of the ITF related to introducing tennis to starter players

• Emphasises playing the game (Serve, rally and score!) from the first lesson

• Strong guidance on the ball; the court sizes; the competition formats; the health benefits etc.

• Information to be used by nations and manufacturers

www.itftennisplayandstay.com

• Showcase best practice from around the world

• Manufacturers contacts

• Nations that cannot purchase the balls can purchase ITF red, orange and green balls through website
How can the ITF help with distribution of the balls?

- ITF Web page with all the ball manufacturers showcased
- Players can click on manufacturers to find out information on how they can purchase the balls in their countries
- ITF will distribute the ball to coaches and federations that cannot access the ball through the manufacturers

The Major Nations involved

- Mostly 5 vote nations or more
- Good levels of tennis development
- Davis Cup/Fed Cup success
- Formal Agreement/letter of intent to participate
- Link person/commitment to support in a tangible way
- 40 nations invited to participate
- 34+ Nations have submitted their application to be part of Tennis…Play and Stay
- Including all 4 Grand Slam Nations

**Communication / Promotion/ Marketing / Branding of “Tennis…Play and Stay”**

- Recognise that this is crucial

- ITF is investing in developing designs/logos/templates of posters;brochures;websites etc

- Expert advice on how best to communicate the messages to the target audience
  - Coaches of starter players
  - Prospective players
Main aims:

• To ensure that coaches make use of the slower balls to introduce the sport in the most effective way

• Improve how Tennis is perceived by prospective starter players…easy, fun and healthy!

• Sara Acworth hired as consultant

• Bear Associates hired to do designs and the branding/image campaign for Tennis…Play and Stay
Launch of the Programme

- February/March 2007
- 2 day Seminar in London involving all of the federations concerned to formally launch the project and to build a common direction/message
- Presentations and discussions on all of the initiatives and on the communication branding of the project
- Mini launches/re-launches during 2007 at ITF and National Association events

Worldwide Tennis Play and Stay Conference

- Invite one of the major nations to host during 2007 or 2008
The Project can have a big impact!

- If the ITF, the major nations, the manufacturers and the coaching bodies are promoting the same simple message/initiatives:
  - Change the way tennis is introduced by coaches
  - Change the way the sport is viewed by prospective players

- Nations can use Tennis...Play and Stay to implement new proven initiatives or to support/supplement existing national programmes

5 Years from now......

Most coaches use the Slower Red/Orange/Green balls with starter players

- 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
5 years from now?

- Most children under 10 are playing on reduced court using slower balls and scaled down rackets
- Clubs and coaches are using the new competition formats and scoring systems to adapt to the needs and lifestyles of the players
- Tennis is recognised as one of the best sport for health/fitness for adults and children
- Most players have a national rating linked to the ITN

5 Years from now

- Tennis is great at attracting and retaining people in the game!
- More people are playing tennis!
Tennis….Play and Stay Increasing Tennis Participation Worldwide