



- 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**



[www.itftennis.com/development](http://www.itftennis.com/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:

Rackets	8497
Mini-tennis bats	12850
Balls	20,203 dozen
Mini tennis nets	983
Strings	1427 x 200m reels



## 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



## **14<sup>th</sup> ITF Worldwide Coaches Workshop – Turkey 2005**



**280 participants / 85 countries**



**Arantxa Sanchez Vicario**



# 15<sup>th</sup> ITF Worldwide Coaches Workshop - 2007

22<sup>nd</sup> – 28<sup>th</sup> October 2007

Host nation: Asociación Paraguaya de Tenis

Venue: Asunción



## ITF Coaching weblet [www.itftennis.com/coaching](http://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



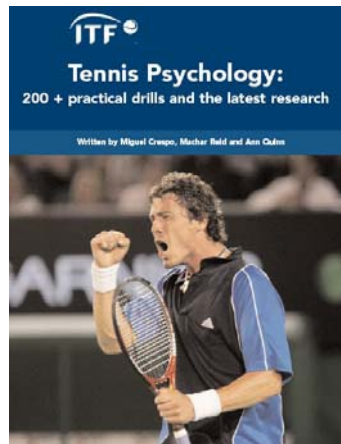
## E-Learning presentations on: [www.itftennis.com/coaching](http://www.itftennis.com/coaching)

- On-line presentations by leading tennis experts
- 18 presentations in English
- 8 presentations in Spanish (agreement with RFET)





## Latest ITF Coaches Education Resources



**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

OMAN TENNIS ASSOCIATION  
5-YEAR PLAN  
2005-2009



Submitted to:

INTERNATIONAL TENNIS  
FEDERATION (ITF)



## Important 2007 dates

- Wheelchair World Team Cup
  - 11-17 June Stockholm
- Junior Davis Cup/Fed Cup-TBC
- World junior Tennis
  - 6-11 August Prostějov
- 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!**

agm 2006 Seoul  

# 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





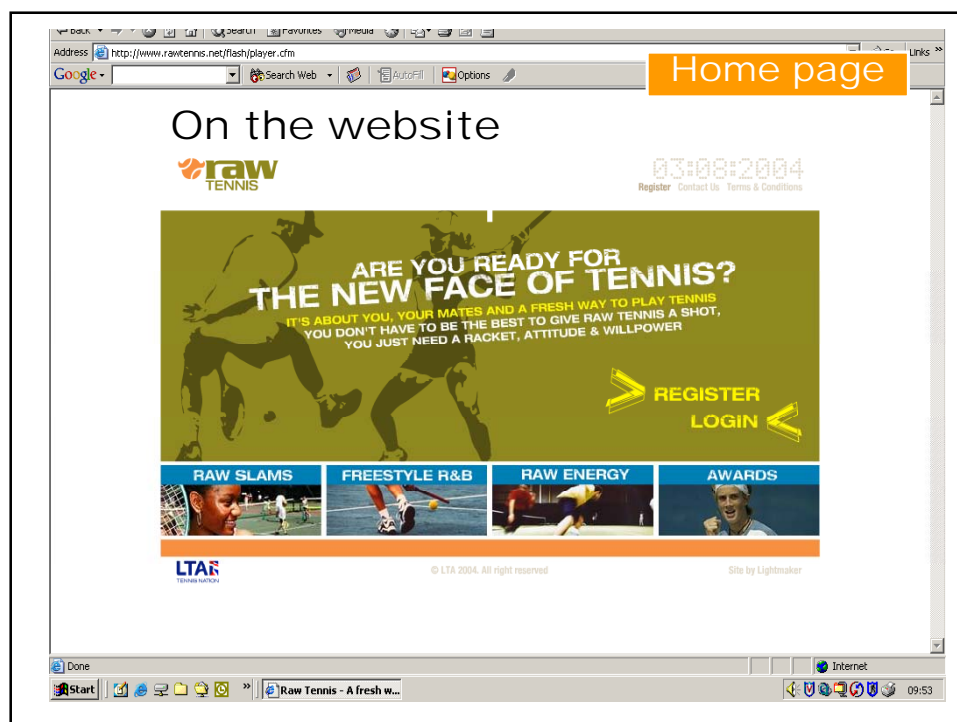
## **A need to adapt Tennis to the different customers needs/markets**

- 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





[www.Info@CardioTennis.com](mailto:www.Info@CardioTennis.com)  
[www.Partners.CardioTennis.com](http://www.Partners.CardioTennis.com)



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tennis fi  
A: Superm  
B: Dick & E  
C: Tracy Be



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## **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

agm 2006  
Seoul



## ***Slower Balls made to ITF Specification***



***Red - ideal for Mini Tennis!***

***12 metre/36 ft court***



***Orange – 50% slower and ideal for starter players of all ages!***

***18 metre/60 ft court***



***Green – 25% slower and ideal for an introduction to the full court!***





## ***The Ball is Key!***

### ***The Red, Orange and Green court Progressions***



**Red** (12 metre/36ft courts with red ball)

**Orange** (18 metre/60ft courts with orange ball)

**Green** (full court with green or normal ball)



## **The Ball is Key!**

- 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 20<sup>th</sup>
- 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





agm 2006  
Seoul



***The slower balls are not just for children***

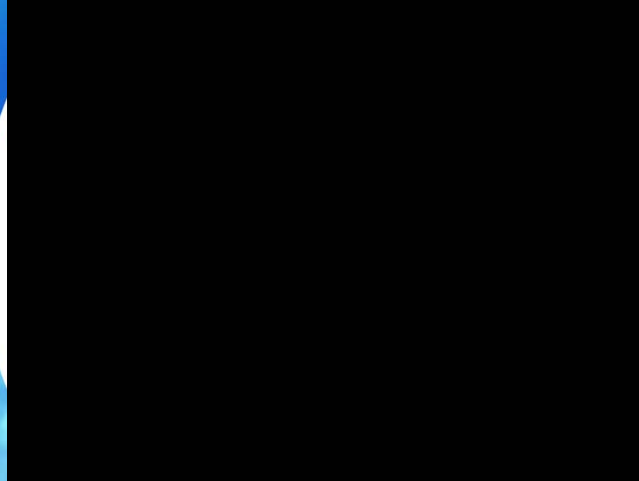


• ***Ideal for starter adults to help them learn to play the game more easily***

• ***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 3<sup>rd</sup> 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



Competitions Home - Mozilla Firefox

http://www.thetennisexpert.com/play-tennis/competi

### Play Tennis

global link | global link | global link | global link | global link | global link | global link

search  go

Play Tennis Home Page

**Competition Home Page**

Click on the table below for competition formats to suit players and time available:

	CHILDREN	TEENS	ADULTS	MIXED		
	Under 10	11-17	18-25	25-50	50 +	Mixed groups
1 hour	Competitive	Competitive	Competitive	Competitive	Competitive	
	Social	Social	Social	Social	Social	
3 hour	Competitive	Competitive	Competitive	Competitive	Competitive	
	Social	Social	Social	Social	Social	
1 day	Competitive	Competitive	Competitive	Competitive	Competitive	
	Social	Social	Social	Social	Social	
2 day	Competitive	Competitive	Competitive	Competitive	Competitive	
	Social	Social	Social	Social	Social	
> 2 days	Competitive	Competitive	Competitive	Competitive	Competitive	
	Social	Social	Social	Social	Social	
On-going	Competitive	Competitive	Competitive	Competitive	Competitive	
	Social	Social	Social	Social	Social	

**Tournament Formats**

**CHALLENGE FORMATS:**

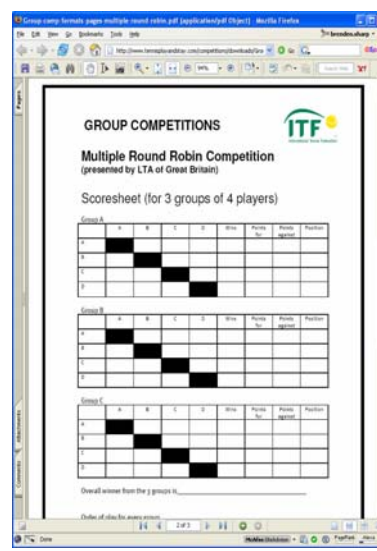
- Ladders (1)
- Pyramids (2)
- 'Round the racket' (3)
- Box leagues (4)
- Related Link

**ELIMINATION FORMATS:**

- Traditional (5)
- Progressive draws (6)
- Slaggered draws (7)
- Compass draws (8)



## Competition Formats



## Health Benefits of Tennis

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





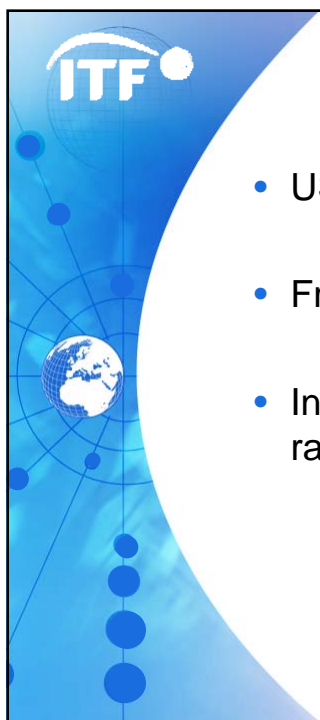
### Initial results

- 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



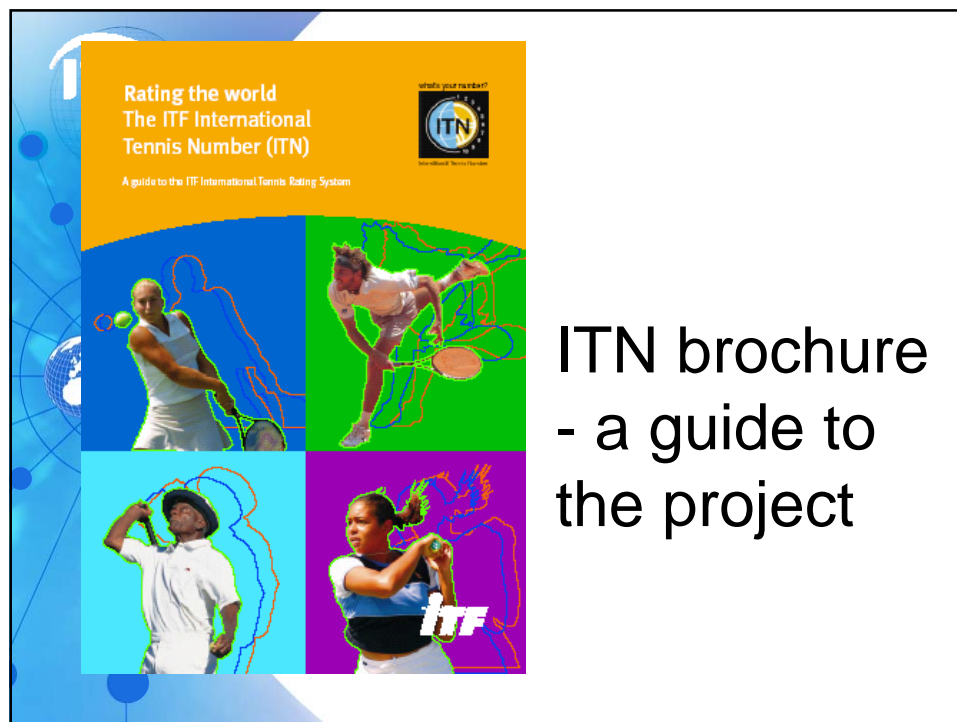
[www.Info@CardioTennis.com](mailto:www.Info@CardioTennis.com)  
[www.Partners.CardioTennis.com](http://www.Partners.CardioTennis.com)







### Importance of national rating systems

- US-NTRP
- France-Classment
- In 2000 less than 15 nations had a rating system










- A number that represents a player's general level of play
- ITN 1: high level player
- ITN 10: Player new to the game

what's your number?



International Tennis Number



### Starter Players

- 10.3- Can serve, rally and score with a Red ball
- 10.2- Orange ball
- 10.1- Green ball
- 10 –Normal ball

**INTERNATIONAL TENNIS NUMBER**

[Home](#)
[Overview](#)
[Settings](#)
[ITN On Court Assessment](#)
[Growing the Game](#)

**ITN On Court Assessment**  
*News in French*  
 21 May 2010: The ITN On Court Assessment is a new initiative that is being used by National Tennis Federations to help the ITN process established. It's also a great educational activity that all standards of players enjoy doing...

**ITN On Court Assessment**  
*News in English*  
 21 May 2010: ITN On Court Assessment Workshops are being conducted throughout Australia. These workshops bring coaches to help spread the word on how coaches can use the ITN in their existing coaching businesses...

**ITN Calculators App**  
 20 Jun 2009: Once players have been rated, they will begin playing competitively. It will then be necessary, on the basis of matches played, to re-evaluate and re-rate the players on a regular basis...

**ITN On Court Assessment**  
*News in Spanish*  
 22 Jun 2010: An ITN On Court Assessment website has been developed to enable players to track and monitor their own development and improvement. It also allows players to compare their scores to other players on a local, national and international basis...

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**Spot Poll**

What is the best way to initially rate players?

☐ ITN On Court Assessment  
☐ Subjectively by a coach  
☐ Subjectively by self rating using the Description of Standards  
☐ Guess

[Vote](#)

## ITN Conversion Chart

ITN	Belgium	Canada	France	GBR	Italy	Luxembourg	Morocco	NED	Spain	Sweden	Switzerland	USA
1	A Int'l A Nat'l B-15/4 (23bis-35bis)	7.0	1 <sup>re</sup> série Promotion -30 -15 -4/8	1.1 1.2 1.3	Cat. 1 2.1 2.2 2.3	N <sup>o</sup> 1 à 2	1 <sup>re</sup> série	Cat 1	No 1 - 150	Above 800p	N1 N2	7.0
2	B-15/4 (50bis-65 bis) B-15/2	6.5 6.0	-2/8 0 1/8	1.4 1.5	2.4 2.5 2.6	N <sup>o</sup> 3 à 16	-30 -15 -4/8	Cat 2	No 151 - 300	401-800p	N3	6.5 6.0
3	B-15/1 B-15 B-4/8	5.5	2/8 3/8	2.1	2.7 2.8 3.1	N <sup>o</sup> 17 à 25	-2/8 0 2/8	Cat 3	3 <sup>rd</sup> cat. Group 10	301-400p	N4	5.5
4	B-2/8 B 0 B+2/8	5.0	4/8 5/8 15	2.2 2.3 3.4	3.2 3.3 3.4	N <sup>o</sup> 26 à 48	4/8 15 15/1	Cat 4	3 <sup>rd</sup> cat. Group 9	201-300p	R1	5.0
5	B +4/8	4.5	15/1 15/2	3.1	3.5 4.1	N <sup>o</sup> 49 à 112	15/2 15/4	Cat 5	3 <sup>rd</sup> cat. Group 8	81-200p	R2	4.5
6	C +15	4.0	15/3 15/4	3.2 4.1	4.2 4.3	N <sup>o</sup> 113 à 172	30	Cat 6	3 <sup>rd</sup> cat. Group 7	51-60p	R3	4.0
7	C +15/2	3.5	15/6 30	4.2 5.1	4.4 4.5	N <sup>o</sup> 173 à 240	30/1	Cat 6	3 <sup>rd</sup> cat. Group 6 & 5	50p	R4	3.5
8	C +15/4	3.0	30/1	5.2	NC	N <sup>o</sup> 241 à 496	30/2	Cat 7	3 <sup>rd</sup> cat.	NR	R5	3.0
9	C +30	2.5	30/3	6.2	NC	N <sup>o</sup> 497 à 1008	NR	Cat 8	3 <sup>rd</sup> cat.	NR	R6	2.5
10	C +30/2 C +30/4	2.0	30/6	7.1 7.2	NC	N <sup>o</sup> 1009 à ....	NR	Cat 9	3 <sup>rd</sup> cat. Group 1	NR	R7	2.0
10.1 to 10.3	NR	1.5 1.0	NR	8	NR	NR	NR	NR	NR	NR	NR	1.5 1.0

As at 23rd May 2005

## 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 D:10

Step 2: Enter the number of wins the player has achieved against each ITN level in Column D.

Step 3: Enter the number of losses the player has received against each ITN level in Column F.

Step 4: The players new ITN Rating is calculated and will appear in cell H:33

what's your number?



International Tennis Number

ITN of player: 4 ← Step 1: Enter the players current ITN number in cell D:10

Versus ITN:	Wins:	Losses:	Points for wins:	Points for losses:	Points for win versus ITN: (1)	Points for loss versus ITN: (2)
1	0	0	0	0	1	-4
2	0	0	0	0	2	-3
3	0	0	0	0	3	-2
4	0	0	0	0	4	-1
5	0	0	0	0	5	0
6	0	0	0	0	6	1
7	0	0	0	0	7	2
8	0	0	0	0	8	3
9	0	0	0	0	9	4

Number of matches: 0

Total win-points: 0

Total loss-points: 0

Total points: 0


New ITN of player #DIV/0! rounded: #DIV/0!


(1) (The figures in "points for win" above 0 are not used for the calculation!)

(2) (The figures in "points for loss" beneath 0 are not used for the calculation!)

The players new ITN Rating is calculated and will appear in cell H:33

↓






## ITN On Court Assessment


International Tennis Number — On Court Assessment

Assessment Guide


Assessment	Score	Weight	Points
Groundstroke Depth	1-5	20%	10-100
Volley Depth	1-5	20%	10-100
Groundstroke Accuracy	1-5	20%	10-100
Serve	1-5	20%	10-100




**Groundstroke Depth**  
Maximum Score: 20



**Volley Depth**  
Maximum Score: 20



**Groundstroke Accuracy**  
Maximum Score: 20



**Serve**  
Maximum Score: 20

Mobility Assessment — Maximum Score: 75

Time	40	39	38	37	36	35	34	33	32	31	30	29	28	27	26	25	24	23	22	21	20	19	18	17	16	15
Score	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26

Assessment highest possible score = 430 points

ITF

International Tennis Federation

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## 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

- 4<sup>th</sup> 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

agm 2006  
Seoul



**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**

agm 2006  
Seoul



**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



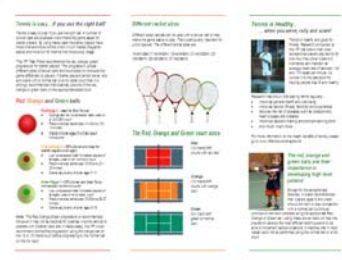




## Tennis Play and Stay Leaflet

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





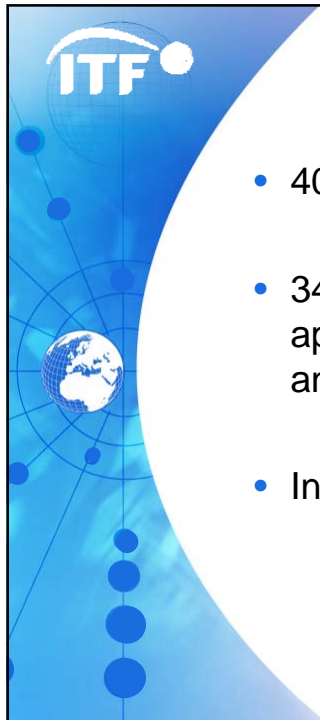
### **How can the ITF help with distribution of the balls?**

- 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 the 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!**

agm 2006  
Seoul



# **Tennis....Play and Stay Increasing Tennis Participation Worldwide**