

RESOURCE P

A Step-by-Step Guide to Programming Your Tennis Facility

This Step-by-step Guide walks readers through the process of developing and delivering a full continuum of programming for participants of all ages and abilities. From determining your user groups to hiring your coaching staff, and everything in between, the guide provides the relevant information and expertise required to operate a well-programmed tennis facility.

The Guide is designed to help readers:

- Understand the key principles behind successful programming
- Develop programs along a pathway of progression for different user groups
- Develop a diverse range of programs that cater to different user needs and interests
- Understand how to price programs to ensure financial viability
- Understand how to communicate and market programming options
- Understand how to build a team of coaches for exceptional program delivery

The Guide is comprised of eight detailed steps that are organized into four parts:

PART A: ADULT PROGRAMMING

- Step 1: Determine your user groups
- Step 2: Design your “vertical programming” (levels of play)
- Step 3: Design your “horizontal programming” (program types)
- Step 4: Create your “program map”
- Step 5: Create your weekly adult program schedule

PART B: JUNIOR PROGRAMMING

- Step 1: Determine your user groups
- Step 2: Design your “vertical programming” (levels of play)
- Step 3: Design your “horizontal programming” (program types)
- Step 4: Create your “program map”
- Step 5: Create your weekly junior program schedule

PART C: ADDITIONAL PROGRAM ELEMENTS

- Step 6: Pricing
- Step 7: Create your communication plan

PART D: COACHING STAFF

- Step 8: Staff Involvement & Training

To obtain a digital or print copy of the full guide please email coveredcourts@tenniscanada.com

Tennis Canada would like to thank and acknowledge the excellent work that Wayne Elderton has done in producing this Guide. Wayne is the Tennis Director at the North Vancouver Tennis Centre, one of Canada's most successful indoor tennis facilities. In producing this resource, Wayne used his vast programming experience and expertise to produce a very practical guide to successfully programming a tennis facility.

