

# Competition for starter adults: the heart of our sport

22. DTB/VDT - Bundeskongress  
2.1.- 4.1.2009 Munich

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**PLAY+STAY**  
SERVE·RALLY·SCORE



# ITF Tennis...Play and Stay campaign

- To work with the major nations to attract and retain more people in tennis
- To redefine how coaches introduce the game to starter players
- Particular emphasis on retention
- Work closely with the tennis manufacturers
- Share best practice

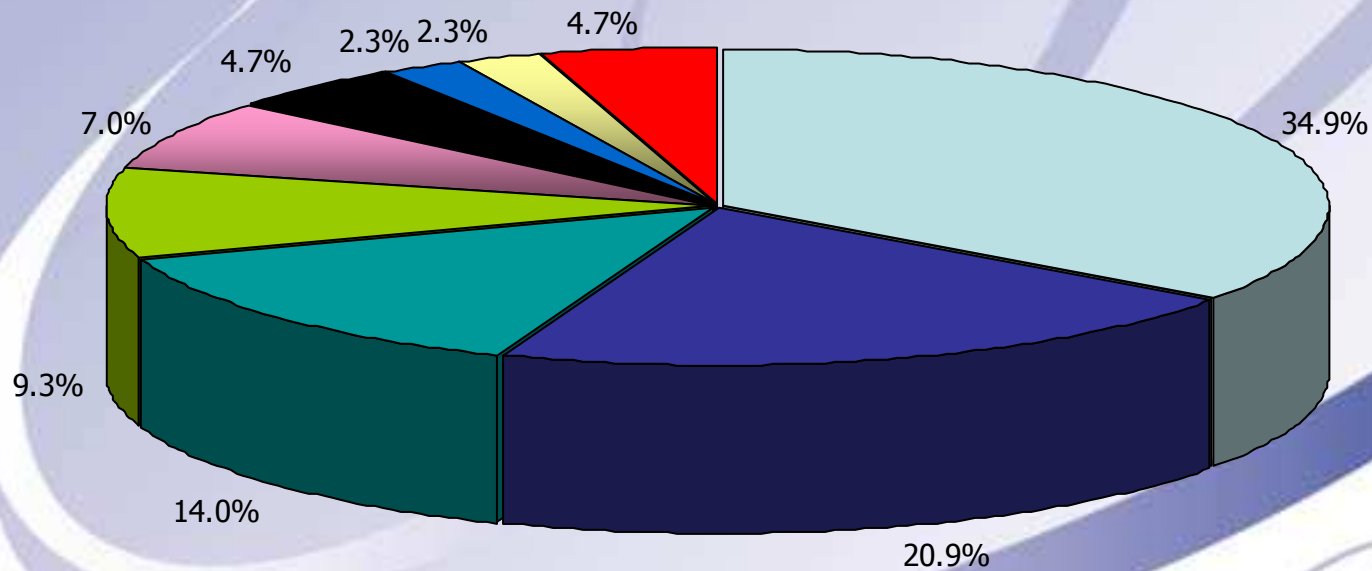
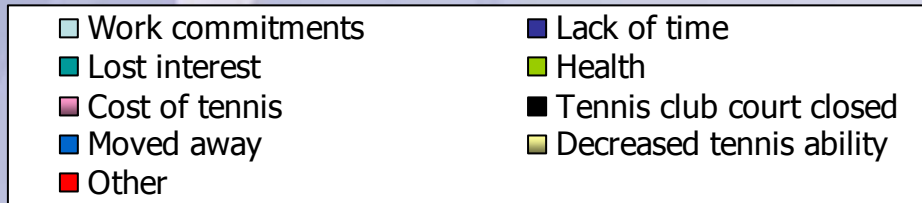


# ITF Tennis...Play and Stay campaign

1. 'Tennis is a sport for all'
2. 'Slower balls, smaller courts, easy game'
3. 'Tennis is easy and fun if you serve, rally and score from the first lesson'
4. 'Tennis is healthy'

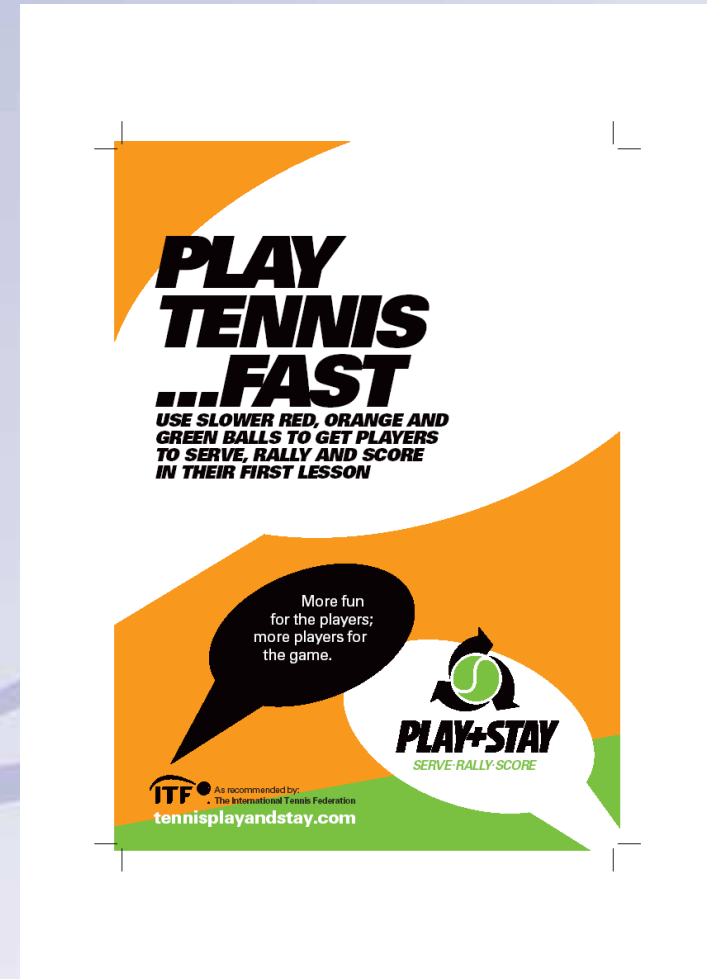


# Reasons why adults play less frequently (LTA 2006)



# What do adults want from tennis?

- Internet; drive-in McDonalds
- Wanting quality quickly; hard to change what people want, so change what is offered
- Wanting success - trends in recent years have been towards sports with small learning curves and sports that can be done alone
- Different coaching approach!



## What do adults want from tennis?

- Many people are cash rich but time poor!
- Increasing popularity of activities which can be done at any time
- Must fit in with work and family time
- Shorter lessons and competition
- Choice of times

## « A chacun son match » (A match for everyone)



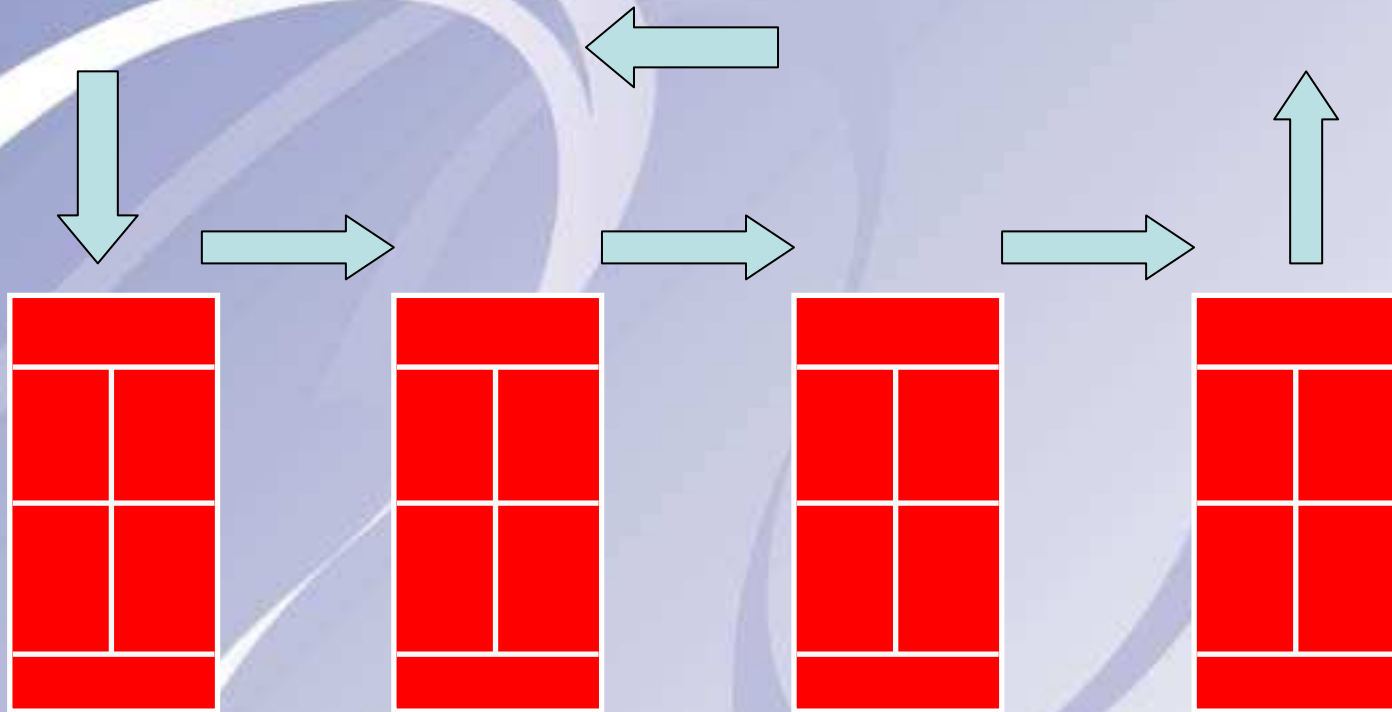
FÉDÉRATION FRANÇAISE DE TENNIS

- Official competition is not adapted to tennis
  - many women are not attracted by official competition
  - little girls are not happy with playing matches
  - people feel they are not able to play a real match
- AND YET...
- The aim of tennis is to play points.....

# Key principles for starter competition

- Smaller courts and slower balls
- Informal – results are not the most important
- More short matches better than few longer matches
- Rotation of players
- Quick organisation

## Format no.1 – Dice



- Team
- Timed
- Quick matches
- Rotation

**TEAM SLAM**

TEAM:		W/L	POINTS	POINTS	W/L	TEAM:
Singles 1						Singles 1
Singles 2						Singles 2
Doubles 1/2						Doubles 1/2
Singles 3						Singles 3
Singles 4						Singles 4
Doubles 3/4						Doubles 3/4
Singles 5						Singles 5
Singles 6						Singles 6
Doubles 5/6						Doubles 5/6
Singles 7						Singles 7
Singles 8						Singles 8
Doubles 7/8						Doubles 7/8
Singles 9						Singles 9
Singles 10						Singles 10
Doubles 9/10						Doubles 9/10
Singles 11						Singles 11
Singles 12						Singles 12
Doubles 11/12						Doubles 11/12
<b>Totals</b>						

The winning team is the one with the most W's in their column.  
 If both teams have the same the winner is the one with the highest points total

# Format no.2 – Team Slam

- Team
- Singles and doubles
- Tiebreaks
- Rotation

Pair	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10	Total Score
1 & 2						
3 & 4						
5 & 6						
7 & 8						
9 & 10						

## Format no.3 – Tag Team

- Singles played in pairs
- Timed or tiebreak
- Rotation
- Themed rounds