

Managing Your Club Partnership

Tennis Australia



**GET
COURT
UP**

A strong relationship between your coaching business and the club is integral to the success and long term viability of your business. Together you can drive participation and engagement, add value to club members and grow your business.

The key to success is to ace the three phases in managing your agreement with your club in order to create a win-win partnership.



Tender and Appointment

What type of club are you looking for?

Understanding your own vision for your coaching business is a great first step; do you have aspirations and the capacity to manage all aspects of a tennis centre? Or are you solely interested in running a high quality coaching program? Are you interested in high performance tennis or do you want to be a leader in grass roots programming?

You will need to look for a club that shares a similar vision to that of your coaching business to ensure a win-win partnership and long term success.

TIP: Have a business plan, including your vision along with an overview of your services, programs, player pathways that your coaching business delivers on. This will shape your application for tender that you will eventually present to a club committee, council representative or private leisure services business.

Where can I find a club?

If you are searching for a new club, it is important to look on the Tennis Australia coach employment section of the tennis website, this is where the majority of affiliated clubs will advertise for a coach.

TIP: Ensure that you carefully read and address the club's selection criteria so that you can outline exactly why your coaching business would be a good fit for their particular club.

Serving up a great interview

If your application is of high quality you may be selected for an interview. Interviews will generally be in front of a panel made up of club committee members asking questions around the services description so come

prepared. You may even be asked to conduct an on court coaching demonstration as well (in a second interview).

TIP: Be prepared. If the club requests that you make a 5-10 minute pitch about why your coaching business would deliver the best coaching service and win-win partnership with their club, consider the format and content of this pitch; will you provide handouts? Will you have a PowerPoint presentation? Will you use video?

Create a solid framework for success with the club/coach agreement

This is ultimately shaped in the club-coach agreement which sets up the framework for the relationship and coaching services for the term of the agreement. It's important not only to set the key terms and fees, but get down to the setting clear responsibilities and service requirements of both club and coach, shared objectives on how you can work together, and set expectations with a brief set of KPIs and objectives.

TIP: We recommend coaches and clubs use the official Tennis Australia Coach Agreement template to save you time but also to help include all the right things. Seek advice from our knowledgeable coach development team.

Further Resources and Support

Tennis Australia offers support in:

- Coach Employment section for coach and club advertisements on the tennis website
- Bounce online learning platform: Manage and Grow Your Business sections
- Interview process and sample questions
- Club/coach agreement template

General advice from your Coach Development Team or Participation Leader

www.tennis.com.au/coaches
bounce.tennis.com.au

Ongoing relationship

Club liaison

Most clubs will appoint a coach liaison, usually the President and/or Junior Coordinator to take responsibility as the relationship manager with the contracted coach.

Ensuring that there is a clear process for the coach to put forward any requests, issues and feedback to the liaison. Otherwise issues of miscommunication, club politics and unnecessary distractions can create stress or negatives on the relationships.

TIP: Ensure you engage the club liaison/s to catch up over say a coffee in an informal private setting at least quarterly to help manage a positive and effective relationship.

Be on the same page and work together

It's important to take the framework of the agreement forward into a positive working relationship with constant communication and support for each other with both sides playing their roles and holding up their side of the agreement, but continuing to find ways to work together in a one team approach and both businesses will succeed in a win-win partnership.

Coach and club committee positions

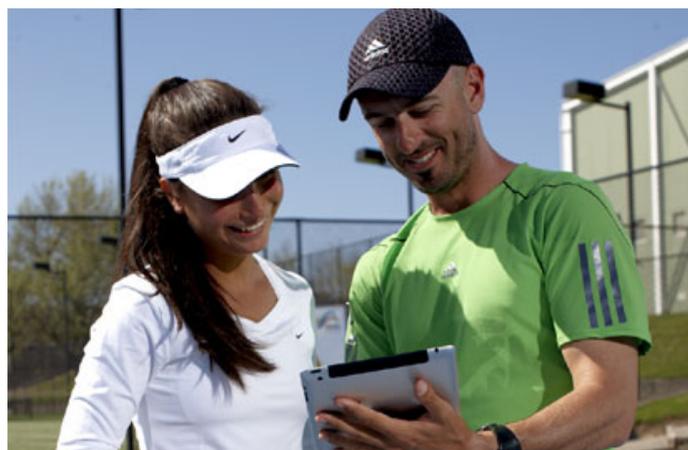
It's integral that coaches as a 'service provider' for the club do not have a governance or formal role on the committee, particularly in executive positions as it is a conflict of interest.

TIP: We suggest that the coach is an 'invited guest' to each committee meeting, this way the coach can still provide handy information and feedback without being involved in committee decision making and governance.

Know your stuff and exchange reports

As part of good communication and maintaining a good relationship, it's important that the coach provide quarterly reports on the progress of the coaching services in relation to the KPIs and objectives outlined in the agreement.

The club should also be providing a copy of its meeting minutes to the coach as well as any relevant correspondence. This ensures the club and coach can have a genuine conversation about the status of both the coaching services and club-driven programs.



Review and Renewal

Assess your club partnership annually

It's important at the end of the financial year or around the club's AGM that the coach provides their own basic annual report, addressing the annual goals, targets, highlights and challenges of the coaching services.

This provides a good opportunity for you to discuss how the relationship is going, understanding progress and areas for improvement on both sides.

TIP: We recommend that you go through your coaching program annual report at a suitable committee meeting, you may wish to share some highlights and challenges and then allow the committee to ask any questions they may have. The coach and committee may also like to discuss ideas or improvements in other areas where the club could assist.

Revise your coaching plans and targets annually

Following the annual report and review meeting with your club, the coach should work with the club to ensure both parties understand where they are at and adjust any goals and targets or even areas of responsibility for the coming year.

TIP: It's important to that the coach sit down with the club liaison to mutually agree upon any adjustments to KPIs and objectives to ensure they are fair and realistic.

Renewing and securing your next contract

When your coaching contract is coming up for renewal, the club and coach must decide whether or not to renew the contract.

It's vital for both parties to behave in a professional manner and to take personalities out of the decision-making process.

The clubs should lean towards renewal first, as it provides the most stability for the club and coaching services, but only if the relationship is positive and both club and coaching businesses are growing.

TIP: The key is doing the work leading up to renewal time outlined in our 'Ongoing Relationship' section of this guide.

Putting in the hard yards with relationship and performance of your coaching business in line with the contract should mean that your coaching business has a strong relationship with the club, delivering on agreed goals and targets, ultimately leaving you in a strong position to renew if you wish.

