

O&V  
SHE CAN  
PLAY!

# GIRLS TENNIS & LEADERSHIP PROGRAM BRIEF

OSTEN & VICTOR ALBERTA TENNIS CENTRE  
WWW.ALBERTATENNISCENTRE.CA



OSTEN & VICTOR ALBERTA TENNIS CENTRE  
SHE CAN PLAY 

# EMPOWERING GIRLS THROUGH THE SPORT OF TENNIS



# FACTS ABOUT GIRLS PARTICIPATION



## 1 IN 3 GIRLS DROP OUT

- 1 in 3 girls drop out of sport by late teens
- 1 in 10 boys drop out of sport by late teens



## 62% DON'T PLAY

62% of girls do not play sports at all



## OTHER REASONS GIRLS DROP OUT

- 1 in 10 due to cultural and religious reasons
- 1 in 5 due to bullying and safety concerns
- 1 in 3 girls report:
  - low confidence
  - negative body image
  - perceived lack of skill
  - poor perceptions of not belonging and feeling unwelcome

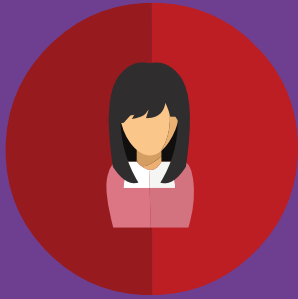


## WHEELCHAIR TENNIS PARTICIPATION

- Female Wheelchair Tennis Participation is only 21% of all players



# DIVERSITY SCORECARD



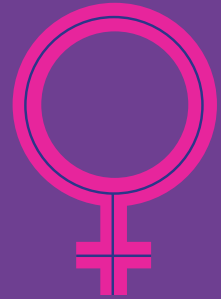
## BOARD

12.5% of our Board of Directors are female



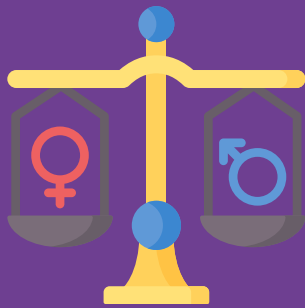
## TEAM MEMBERS

58% of our team members are female



## MANAGEMENT TEAM

44% of our management team are female



## TENNIS LEADERSHIP

50% of tennis department program leaders are female



## OVERALL JUNIOR PROGRAM

58% of ATC program participants are female



## FEMALE PARTICIPATION BY PATHWAY

- Fundamental Stream: 51% female
- Competitive Stream: 48% female
- HP Stream: 70% female
- Overall: 58% female



# OUR INCLUSIVITY PLEDGE

We envision a community where people of all ages and abilities can experience the sport of tennis through structured and unstructured play.

The OSTEN & VICTOR Alberta Tennis Centre (ATC) is a facility where everyone is welcomed warmly. Tennis is a sport for life. Playing tennis positively contributes to the physical, mental and social well-being of all Albertans.

**The ATC is committed to the following:**

1. We operate a thriving tennis facility that supports a healthy and active community with diverse programming for all ages and abilities.
2. We offer low-cost programming and facility access for players of all ages and abilities. Our Centre is 100% fully accessible to all citizens in the Province of Alberta.
3. Our Centre is inclusive, equally open to persons with a disability, and is accessible to persons of all cultural backgrounds, ages and stages of development.
4. We are committed to removing all barriers to participation.
5. We actively support women in leadership positions and we are an equal opportunity employer.
6. We actively encourage participation in tennis for women, youth, seniors, indigenous, new immigrants, players with disabilities and all citizens regardless of their race or sexual orientation.
7. We are committed to supporting those in our community who cannot participate in the sport of tennis due to financial means.
8. We support the community we live and play in. We will continue to increase our Community Outreach initiatives to bring awareness to the sport of tennis.
9. We are committed to developing a more inclusive tennis culture in Alberta by enabling more women and girls to flourish and maximize their potential across all levels of the sport.
10. We are committed to developing female coaches and leaders so they can become role models for the children they teach.



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# OUR TEAM



**SUZANA CAVALCANTE**

HEAD OF JUNIOR DEVELOPMENT



**DIANA JACOBS**

HEAD OF U10 PERFORMANCE & COMP. TENNIS



**ALENA TSYBOUK**

HEAD OF FITNESS PROGRAMMING

## ASSISTANT YOUTH MENTOR COACHES

Featuring some of Alberta's top ranked junior girls tennis players

**YOGA INSTRUCTOR**

Michelle Waddock

**WOMEN'S LEADERSHIP DEVELOPMENT**

Jane Crowshaw

**NUTRITIONIST**

Jocelyn Graham

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# PROGRAM OVERVIEW

The OSTEN & VICTOR Alberta Tennis Centre is launching a girls initiative to increase female participation in the sport of tennis in Alberta. **SHE CAN PLAY** Girls Tennis & Leadership Program will be an entirely female-led program delivered by the OSTEN & VICTOR Alberta Tennis Centre.

## GOALS OF THE PROGRAM:

- Increase female participation in tennis in Alberta and across Canada
- Create a positive social environment that fosters a sense of belonging for female players & coaches
- Support and develop female coaches through ATC Female Coach Mentorship Program
- Establish a larger and healthier pipeline of participants, coaches, skilled leaders and volunteers
- Provide a fun learning environment where female participants can enjoy the game of tennis
- Retain female players beyond adolescence
- Develop more female players through the ATC Player Development Pathway



# OUR PROGRAM VALUES



## TEAMWORK

We work as a team and support one another always.



## INTEGRITY

Honesty guides our actions.



## EQUITY

Everyone is treated fairly and everyone's voice is heard and respected.



## INCLUSIVITY

Everyone is welcomed and encouraged to contribute and participate in achieving our mission and vision.



## RESPECT

We honour and value each other. We treat each other with respect, dignity and without prejudice.



## WORK ETHIC

Everyone will learn the importance of work ethic and perseverance.



## FRIENDSHIPS

Everyone will build friendships and social connections for life.



## COMMUNITY

We believe in the community we live and work in. We create meaningful and positive change. We build partnerships for impact and deliver on our mission.



## FUN

Everyone will learn and have fun.



# WHY JOIN? SHE CAN PLAY

01

## FUN

Participants will have a ton of fun, learn new skills and make friends.

03

## ROLE MODELS

The program will be delivered by ATC female coaches, volunteer coaches and ATC Youth Mentor Coaches who are HP athletes.

05

## HEALTHY LIFESTYLE

Fitness & Wellness sessions will be led by female coaches and focused on athletic development.

07

## NUTRITION

The program will include a nutrition session as part of each camp.

02

## NON-COMPETITIVE TEAM PLAY

The camp focuses on non-competitive team play and games.

04

## LEADERSHIP

Off-court sessions will focus on developing leadership skills. Sessions will be led by leaders in the sport and business community.

06

## VALUES

The program will reinforce the SHE CAN PLAY program values.

08

## TENNIS CONNECTIONS FOR LIFE

We want our participants to become players for life. SHE CAN PLAY will develop a continued passion for tennis.

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PLAY!**

**#SHECANPLAY10s**



## SHE CAN PLAY: CAMP FORMAT

**Target Audience:** Girls aged 8 -16 years

**Tennis Component:** Program will be delivered by ATC Female Coaches, volunteer coaches and youth mentor coaches. Instruction should prioritize fun and focuses on non-competitive team play and games.

**Off-Court Session:** Off-court sessions will include fitness, developing leadership skills and reinforcing our program values. Each camp will include round-table discussions with sport leaders and business leaders.

**Other:**

- Each camp will include T-shirt
- Lunch provided each day
- Prizes
- 30-day player pass (membership) with walk-on privileges
- 10% Discount to join ATC FUNdamental Programs





# Strategy

## **SHE CAN PLAY: Strategic Implementation Plan**

### **2021 :**

- Offer 4 weekend SHE CAN PLAY Camps (all girls camps)
- Track participation and program retention

### **2022:**

- Offer SHE CAN PLAY Camps (all girls camps) - summer camp (Nike Camps)
- Embed SHE CAN PLAY Program into ATC Player Pathway offering all-girls programming (Try-it)
- Track participation and program retention

### **2023 & Beyond:**

- Embed SHE CAN PLAY Program into ATC Player Pathway offering all-girls programming (Try-it & Play-it)
- Establish a city-wide grass-roots girls league
- Offer Girls Fitness Programming
- Establish ATC female mentorship program



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**GIRL POWER**

CONTACT US FOR MORE INFORMATION  
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**Spaces are limited.  
Reserve your spot today!**