

ADVANTAGE ALL REWARD AND RECOGNITION (R&R) PROGRAMME

[Terms & Conditions of the programme]

Introduction

1. The Advantage All Reward and Recognition programme will raise awareness of global best practice in promoting gender equality and encourage more nations and regions to adopt gender equality related initiatives by rewarding and promoting best practice.
2. Gold, Silver and Bronze status will be awarded to the best projects globally and Highly Commended status will also be given to projects from each ITF National Association ([NA Development Eligibility Criteria tier](#)). These tiers are determined by the amount of resource a nation has (GDP per Capita) and tennis representation within their nation (representation in Grand Slams and Davis Cup/Billie Jean King Cup).

Eligibility

3. Applications are open to all National Associations. The exception to this is that any nation that wins the Gold Award will be exempt from submitting Reward and Recognition applications for one year.
4. Each application should describe the project/initiative(s), using the standard application form which refers to the five Advantage All pillars. This includes setting out the project objectives, actions, outcomes and KPIs and measurement of progress.
5. To be valid, applications must be signed by the respective National Association President or General Secretary.
6. Applicants should also provide details of how any financial reward will be spent, should the submission be successful.

Application process

7. Each application should focus on **ONE** of the following categories:
 - **Leadership** – for projects that address gender inequality within leadership settings and/or encourage, promote or develop female leaders
 - **Coaching** – for projects that address inequality within coaching settings and/or encourage promote or develop female coaches
 - **Officiating** – for projects that address inequality within officiating settings and/or encourage, promote or develop female officials
8. Multiple applications may be submitted if a National Association wishes to cover more than one of these categories.

ASSESSMENT PROCESS AND CRITERIA

9. The assessment process will consider the extent to which each project or initiative has met its overall goal(s), including how it meets objectives of the five Advantage All pillars of Empower, Balance, Culture, Value and Voice as follows:

- **Empower:** The extent to which the nation (or initiative) has created opportunities for women to develop as/become leaders in tennis – such as more involvement in planning and decision making or in formal leadership roles as Board members, Committee members, as well as developing as coaches and officials.
- **Balance:** The extent to which the nation (or initiative) has increased the number of women and opportunities for women in the chosen category.
- **Culture:** The extent to which the nation (or initiative) has influenced the formal policies and practices or culture that may strengthen or help overcome barriers to the engagement of women and girls. Creating policy is not the end, but the beginning – policies need to be properly implemented and maintained.
- **Value:** The extent to which the nation (or initiative) has increased investment in women's tennis and generated equal value.
- **Voice:** The extent to which the nation (or initiative) has been promoted to help raise the level of awareness of women's tennis compared to men's tennis, including promotion in the media.

10. Although having a documented gender equality strategy is not a prerequisite for an application, all NAs are encouraged to develop and share their gender equality strategies as part of the application process, together with any Presidential 'I Pledge' commitments.

Projects or initiatives that are aligned with an overall NA Gender Equality Strategy or documented Presidential 'I Pledge' commitments will be viewed positively during the assessment process.

11. The programme seeks to highlight projects that have made a significant difference to women in their National Association. Applications that include full details of project outcomes with measurable KPIs will also be assessed favourably.

12. There is no limit to how many awards are given for the Leadership, Coaching or Officiating categories, for example, the three global winners may all be for Leadership projects, or they may go to any combination of categories, such as one Leadership, one Coaching and one Officiating project.

The Highly Commended projects from each ITF NA Development Eligibility Criteria Tier may also be awarded to projects covering any of these three categories.

13. To be given an award in the same category for two consecutive years, a nation will have to show that quantifiable progress has been made since the last application, as evidenced by revised or additional objectives and KPI measures.

AWARD CATEGORIES

14. The very best applications will be considered for the 'reward' element of the programme, with three global award winners achieving Gold, Silver and Bronze status, along with Highly Commended projects from each ITF NA Development Eligibility Criteria Tier.

15. All winners will be announced and recognised at the ITF AGM in September 2025.

16. All winners will be recognised through a feature on their project or initiative in ITF and Advantage All communications. The three global winners will also be highlighted as best practice case studies.



17. The award prizes for each winner are:

Gold Award:

- \$5,000 monetary contribution towards future gender equality related initiatives or projects, as proposed in the application
- Observer attendance at AGM (2026) for a woman delegate (up to 4 nights hotel accommodation included)

Silver Award:

- \$4,000 monetary contribution towards future gender equality related initiatives or projects, as proposed in the application

Bronze Award:

- \$3,000 monetary contribution towards future gender equality related initiatives or projects, as proposed in the application

Highly Commended:

- \$1,000 monetary contribution towards future gender equality related initiatives or projects, as proposed in the application

18. All applicants are required to indicate how any monetary reward will be spent. Monetary rewards may only be used to contribute towards an existing or future gender equality related project or attendance at a specific conference or seminar.

19. The monetary rewards for the winning projects will be paid within 30 days of an approved invoice being submitted by the nation.

Assessment panel

20. Submissions will be assessed initially by the internal ITF Advantage All team using the assessment criteria described above.

21. The final awards will be decided by an Advantage All Task Group comprising ITF President, ITF Advantage All Committee Chair and nominated representatives from the ITF Coaching and Officiating departments.

22. All personal data received by the ITF as part of this application will be processed in accordance with the [ITF Data Privacy Policy – Business Contacts](#).

Key dates

23. Some key dates in relation to the programme are:

- **February 2025:** Launch of 2025 Advantage All Reward and Recognition Programme and circulation of Terms and Conditions/ Application forms
- **February-July 2025:** Promotion of programme by Advantage All Committee members, Regional Association Gender Equality Committees and Development Officers
- **31 July 2025:** Deadline for applications
- **August 2025:** Assessment of applications by internal ITF Advantage All project team

- **31 August 2025:** Review and endorsement of winners by ITF President and Advantage All Committee Chair
- **September 2025:** Winners announced at ITF AGM
- **September 2025 onwards:** Promotion of best practice in webinars, communications and via social media

