



Advantage All

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# WELCOME TO THE *ADVANTAGE ALL* WEBINAR

FR: Pour écouter en français, cliquez sur le bouton «Interpretation» situé au bas de l'écran  
ESP: Para escuchar en español, haga clic en el botón de "Interpretación" en la parte inferior de su pantalla

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# CONTRIBUTORS



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## PRESIDENT'S WELCOME



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*“For us, gender equality is not an option, it is our collective obligation.”*

ITF Statement



# ADVANTAGE ALL

The ITF Gender Equality Strategy

## OUR VISION

- ▶ To develop and maintain tennis is an Equal Advantage Sport

## OUR UNIQUE OPPORTUNITY

- ▶ To become an inspirational role model for all Olympic and Paralympic sports



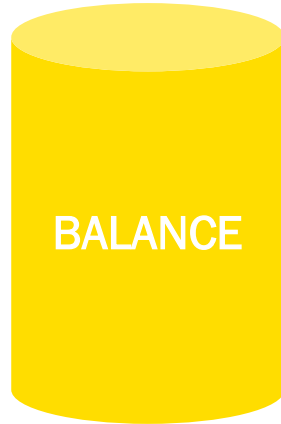
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# ADVANTAGE ALL – FIVE PILLARS



**EMPOWER**

**WOMEN  
EMPOWERED TO  
TAKEUP  
LEADERSHIP  
POSITIONS**



**BALANCE**

**BALANCED  
OPPORTUNITIES TO  
PARTICIPATE AND  
ENJOY TENNIS**



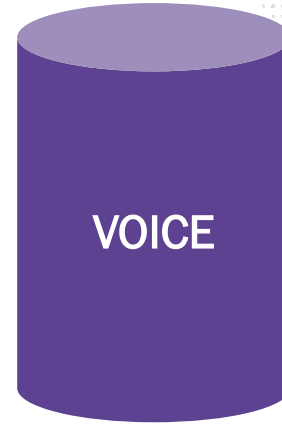
**CULTURE**

**CREATE AN EQUAL  
ADVANTAGE  
ENVIRONMENT**



**VALUE**

**RAISE THE  
COMMERCIAL  
APPEAL OF THE  
WOMEN'S GAME**



**VOICE**

**GROW AWARENESS  
AND MANAGE THE  
MEDIA IMAGE OF  
WOMEN'S TENNIS**



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# TENNIS IN NUMBERS



- ▶ Tennis is well balanced in terms of global participation: 53% men / 47% women
- ▶ Participants in ITF tournaments: 32% Female / 68% Male
- ▶ Many members have identified that drop-out rates are higher among girls than boys
- ▶ Officials and Coaches are 3x more likely to be Men
- ▶ 31% ITF Senior Leadership Team are women
- ▶ Commission and Committee roles increased over the past five years from 21.3% in 2014 to 33.7% in 2019
- ▶ Less than 20% of the ITF Board / Regional Association Board are women



# WEBINAR GOALS



- ▶ To provide an overview of the Advantage All Toolkit materials
- ▶ To support National Associations (Nas) as you progress your own GE strategies
- ▶ To share experiences and best practice and answer any questions
- ▶ To encourage you to complete the NA Self Assessment Tool and start your journey



# ADVANTAGE ALL TOOLKIT





# THREE ADVANTAGE ALL GUIDES



# WRITE YOUR OWN GENDER EQUALITY STRATEGY

- ▶ How to research and develop your own gender equality strategy
- ▶ Top level commitment and 'buy in' essential
- ▶ Write it down – the importance of a documented strategy
- ▶ Every NA faces its own challenges
- ▶ A 'one size fits all' model will not work
- ▶ Gender equality working group



# BALANCE THE BOARD GUIDE

- ▶ A sustainable increase in the number of women represented in leadership roles
- ▶ Eight key steps and top tips
- ▶ High level engagement is crucial
- ▶ Bottom up and top down approach
- ▶ Long term goal
- ▶ Male 'champions' for change
- ▶ Success dependent on the collaboration and partnership of all member nations and regions





# BRAND AND COMMUNICATIONS

- ▶ How to plan and deliver an effective communications campaign to promote gender equality
- ▶ Brand guidelines to ensure that Advantage All is presented consistently across all regions and nations in a modern, attractive style
- ▶ Advantage All assets available to download



# NA SELF ASSESSMENT TOOL



- ▶ Online self assessment tool
- ▶ Five themes – Empower, Balance, Culture, Value, Voice
- ▶ 25 statements to be rated
- ▶ Useful starting point to inform your GE strategy
- ▶ Promotes thought and discussion
- ▶ Helps you to prioritise!

## EMPOWER

**We have a strategy to recruit, retain and train women leaders and proactively implement it. We actively encourage women, with guidance and information, to engage them in roles such as coaching, officiating and administration.**

- 1. Never thought about it
- 2. Thought about it, but don't have the capacity to address it
- 3. Thought about it and have started to do this
- 4. Do this occasionally
- 5. Do this regularly / consistently

**We profile female players, coaches, officials and leaders as role models for everyone and focus on their skills, achievements and contributions.**

- 1. Never thought about it
- 2. Thought about it, but don't have the capacity to address it
- 3. Thought about it and have started to do this
- 4. Do this occasionally
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# WRITE YOUR OWN GENDER EQUALITY STRATEGY

- ▶ The starting point for your gender equality journey
- ▶ Documented plan, as part of your overall strategic plan
- ▶ Endorsed at Board level



# FOUR STEP APPROACH

A diagram illustrating a four-step approach. At the top left, the title 'FOUR STEP APPROACH' is written in a bold, purple font. Below it is a teal horizontal line with a right-pointing arrowhead. The main part of the diagram is a large teal arrow pointing to the right, which contains four purple rounded rectangular boxes. Each box contains a step number and a question. The steps are: Step 1: 'Where are you now?', Step 2: 'Where do you want to get to?', Step 3: 'How are you going to get there?', and Step 4: 'How will you monitor and measure success?'. The text in the boxes is white. There are decorative elements: a teal triangle in the top right corner and a dotted pattern in the bottom left corner.

Step 1:  
Where are  
**you** now?

Step 2:  
Where do  
**you** want to  
get to?

Step 3:  
How are  
**you** going  
to get  
there?

Step 4:  
How will  
**you** monitor  
and  
measure  
success?



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# 01 ▶

WHERE ARE YOU NOW?

## STEP 1: ANALYSE

- ▶ Collate and analyse gender related data
- ▶ Qualitative and quantitative data – use Template A
- ▶ Focus groups, discussions, surveys
- ▶ Canvas opinions
- ▶ Review information
- ▶ Use your Self Assessment Tool findings





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# 02 ▶

WHERE DO YOU WANT TO GET TO?

## STEP 2: DESIGN

- ▶ Set your vision – a short statement of what you want to achieved in the future
- ▶ Set your long and short term objectives
- ▶ Review each of the 5 themes but prioritise your actions
- ▶ Use Template B to help if needed
- ▶ Key actions – by whom? By when? Resources?
- ▶ Set measurable targets
- ▶ A simple, focused document



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# 03 ▶

HOW ARE YOU GOING TO GET THERE?

## STEP 3: IMPLEMENT

- ▶ Develop your action plans and initiatives
- ▶ Ask for help if you need it
- ▶ Be clear about:
  - Who is doing what?
  - How and by when?
  - Resources needed
  - How it will be measured
- ▶ Prioritise!



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# 04 ▶

HOW WILL WE MEASURE  
AND EVALUATE SUCCESS?

## STEP 4: REVIEW

- ▶ Review the progress on an ongoing basis
- ▶ Be honest
- ▶ Use your KPIs
- ▶ Revise your direction if needed
- ▶ Change may be slow but any progress is a good step forward
- ▶ Celebrate your success
- ▶ Share your stories



**CONTACT US**

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