

# Equal Advantage Strategy



# Our Vision Of Equality

**Our Equal Advantage strategy expresses Tennis Ireland's commitment to women in our sport.**

It seeks to build on the significant work which has already been undertaken in this area within Tennis and the wider sport sector to date and, in recognizing the opportunity to make a positive impact on the lives of women through their involvement in tennis.

Our strategy also provides a blueprint for Tennis Ireland's future work in this area and is fully aligned with both the Government's National Sports Policy 2018 – 2027 and Sport Ireland's strategy.

Tennis Ireland is also a long-standing member of the International Tennis Federation (ITF) and we are proud to be part of and fully endorse their Advantage All initiative. We are very proud to have supported the 20x20 initiative (a campaign aimed at increasing women's visibility in Irish sport).

In summary, Tennis Ireland's vision is that tennis is seen and acts as an Equal Advantage sport in every area of what we do on and off court.





# Tennis Ireland and Sport Ireland

Both Tennis Ireland and Sport Ireland are fully committed to increasing women's sustained involvement in sport as coaches, volunteers, club members, athletes, advocates, leaders, and participants from grassroots to the podium.

Sport Ireland has provided financial support for Governing Bodies to assist them with the development of their programmes for encouraging greater diversity within sport.

Tennis Ireland will be using our funding to work on the four main areas outlined:



Coaching and Officiating



Active Participation



Leadership and Governance



Visibility



SPÓRT ÉIREANN  
SPORT IRELAND

SPORT IRELAND POLICY ON  
**WOMEN  
IN SPORT**

# Equal Advantage Strategy

Our Equal Advantage Strategy is built around our vision of tennis becoming an equal advantage sport in all areas and will be delivered via five key themes:

- **Inspire**
- **Opportunity**
- **Environment**
- **Value**
- **One Voice**



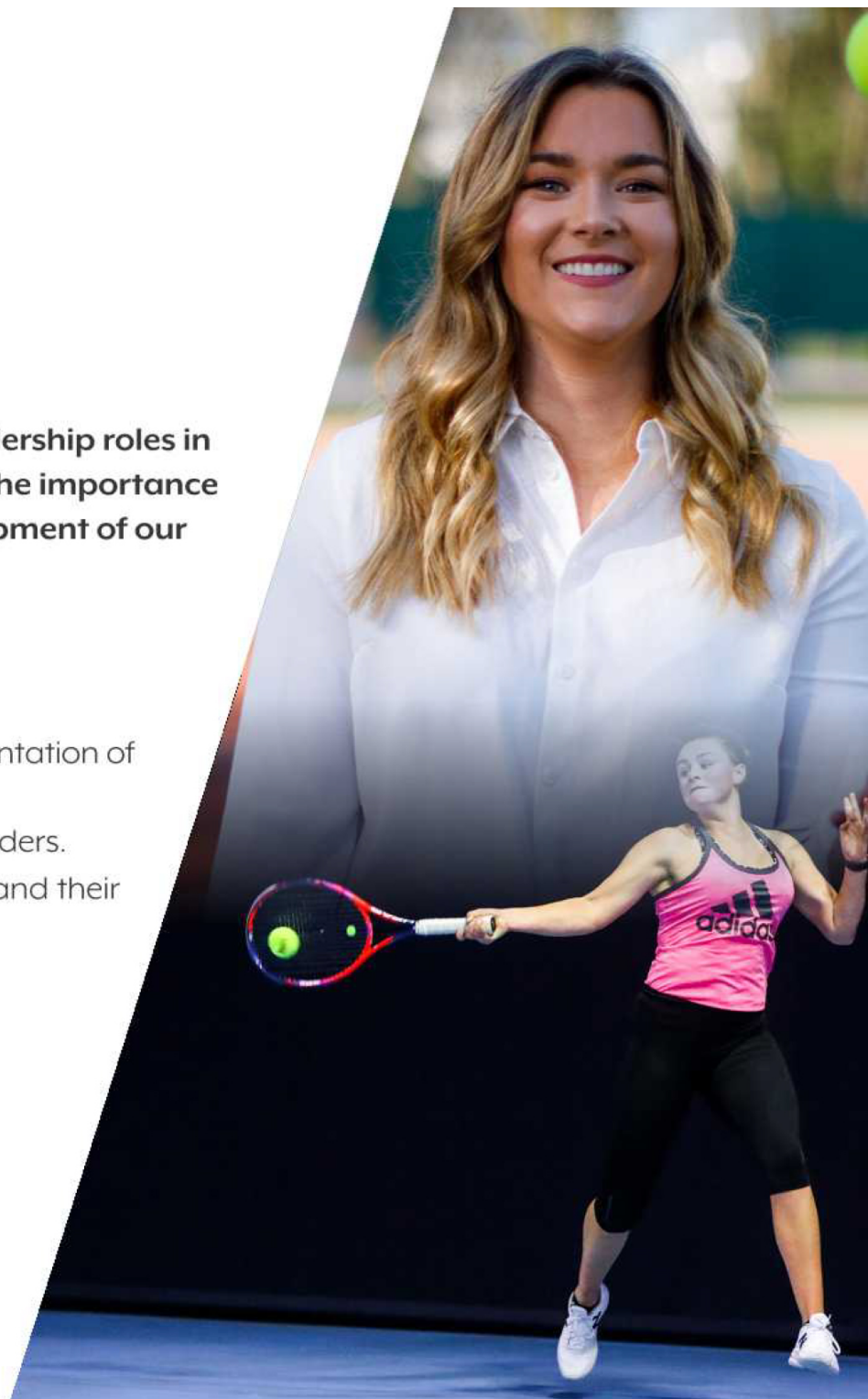


# 1. Inspire

**Inspire women to be leaders in tennis. More women taking up leadership roles in coaching, officiating and the administration of tennis in Ireland. The importance of role models in our sport is hugely prevalent to the future development of our leaders both on and off the court.**

## Proposed Actions

- Appointed a full time national coordinator to support the implementation of the Gender Diversity Programme.
- Identify and deliver training opportunities that will inspire future leaders.
- Conducted research with existing female tennis leaders to understand their experiences.
- Delivery of Women only Coach Education and officiating Courses.
- Training of additional female Coach Developers.
- Mechanisms to encourage women to attend Coach Education and Officiating Courses.
- Development of promotional material to encourage more women to engage in Coaching, Officiating and Leaderships roles.



## 2. Opportunity

Provide equal opportunity in the sport of tennis. This encompasses board representation, prize money, funding, training and visibility. Equal prominence will be given to males and females.

### Proposed Actions

- Increase the number of female board and branch council members.
- A mandatory minimum criteria that within 2 years, there is 40% representation of either gender among membership of the Tennis Ireland Board and Branch Councils.
- Ensure, where possible, that all Tennis Ireland Competitions are combined events.
- Ensure that there is equal prize funding for all events.
- Ensure equality of funding for our Davis and Fed Cup teams.
- Ensure that all Tennis Ireland participation and development programmes are promoted equally to both males and females.



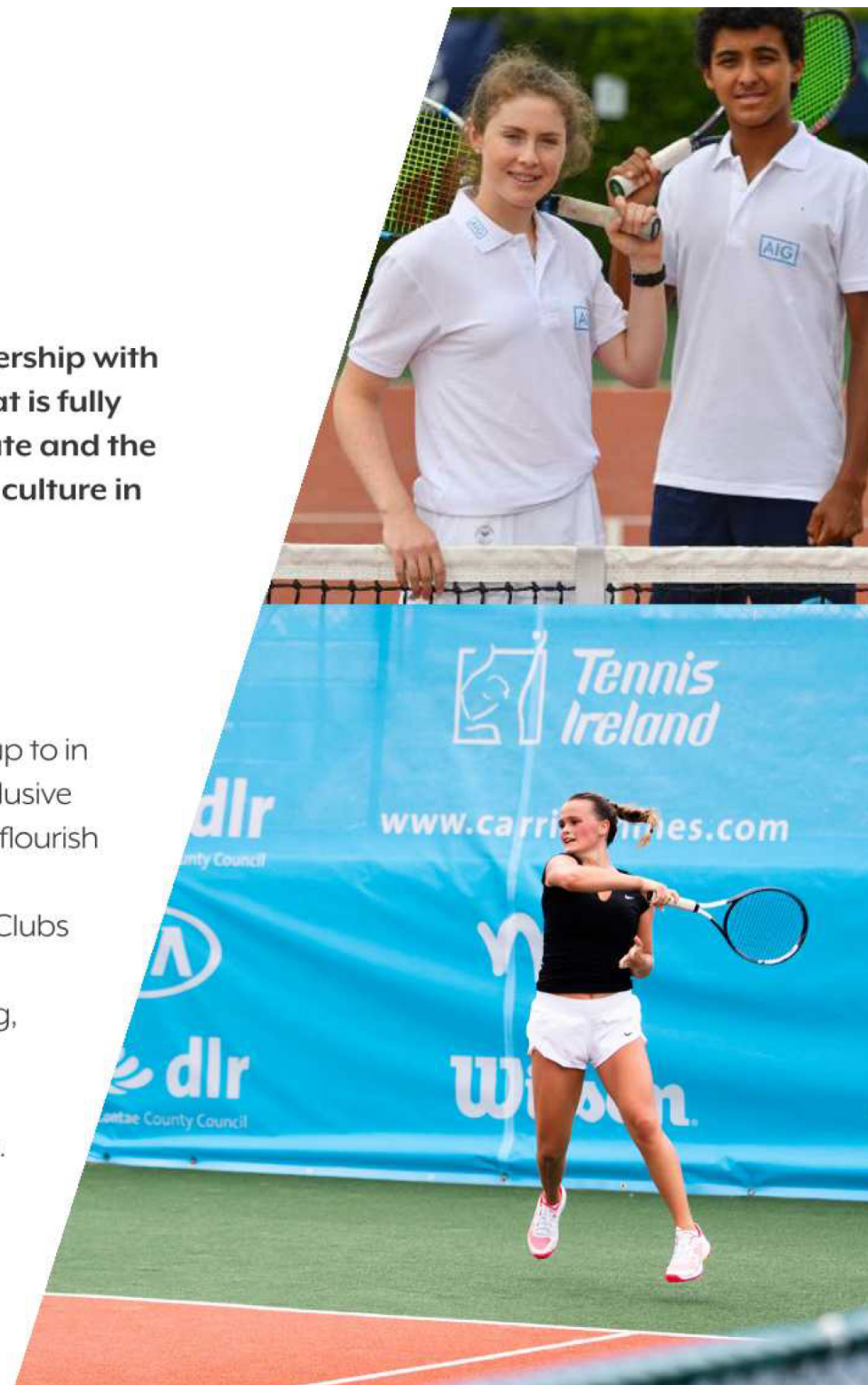


# 3. Environment

Create an Equal Advantage Environment. We must work, in partnership with the ITF, Sport Ireland, our Clubs and Branches, an environment that is fully inclusive. From work practices, the environment in which we operate and the way we communicate, our aim is to cultivate an equal advantage culture in the sport of tennis.

## Proposed Actions

- Develop a Charter that all Clubs and Branches will be asked to sign up to in order to inspire a Tennis wide commitment to developing a more inclusive culture within Tennis in Ireland and enable more women and girls to flourish and maximise their potential at all levels of the sport.
- Monitor engagement with the Charter and record all activities from Clubs engaging with the Charter.
- Develop a campaign to encourage women to get involved in playing, coaching, officiating and leading tennis.
- Develop, implement and re enforce policies within Tennis Ireland that embrace equal opportunities and family friendly work practices.
- Foster a culture that embraces women in leadership positions.

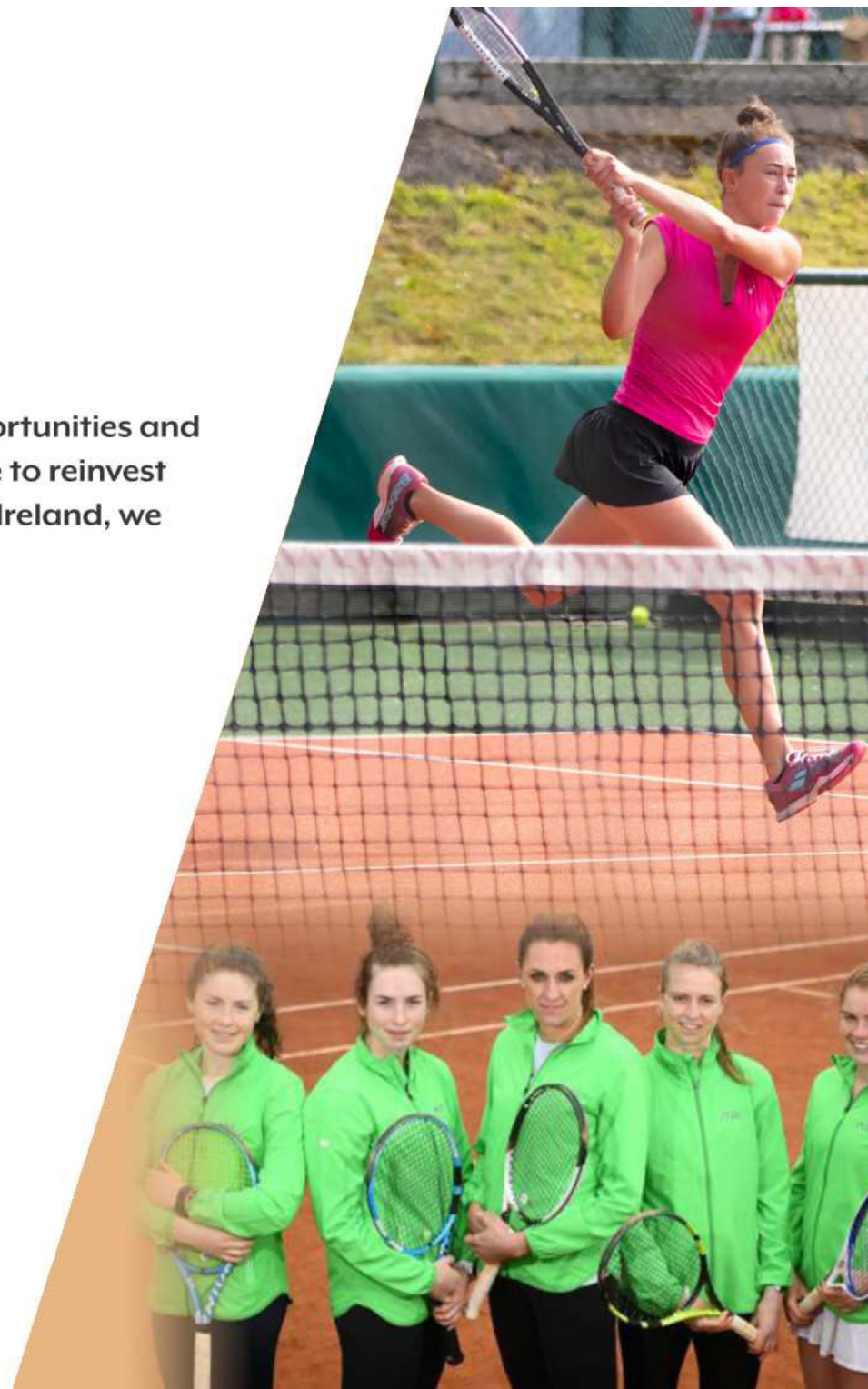


## 4. Value

Raise the commercial aspect of our sport. Increase exposure, opportunities and coverage at all levels so that we can generate commercial revenue to reinvest in our sport. Building on a growing fan base for women's tennis in Ireland, we hope to maximise sponsorship and broadcasting opportunities.

### Proposed Actions

- Secure a leading female brand to partner with Tennis Ireland in the delivery of its Equal Advantage programme.
- Ensure the Ladies Irish Open is broadcast and given equal media prominence.
- Develop mechanisms to showcase our leading international female Irish players.





## 5. One Voice

We must carry on promoting women who are involved in tennis both on and off the tennis court. Our platform must showcase existing female role models to encourage and empower future girls to follow in their footsteps. Through increased visibility we hope to garner a larger media presence for women in tennis.

### Proposed Actions

- Actively manage media relationships and create guidelines for media coverage.
- Ensure that the results of Irish female players are given equal standing with male players.
- Achieve gender balance in articles and promotional material produced by Tennis Ireland.
- Ensure the topic of gender balance is talked about and ensure that Tennis Ireland is seen as a leader for gender equality.





**For More Information and/or a discussion about how you can help,  
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