



NATIONAL BANK

Game.Set.Equity.



GAME. SET. EQUITY. IMPACT REPORT 2023-2024

Executive Summary

Making a difference for women and girls across the Canadian tennis ecosystem

In 2023, Tennis Canada and National Bank partnered to create Game. Set. Equity. (GSE); an ambitious and holistic strategy detailing how Tennis Canada will advance equity for women and girls at all levels of the tennis ecosystem, from the playground to the pro tours, over five years.

The GSE commitment's five pillars align with the International Tennis Federation's (ITF) Advantage All Strategy: (1) Grow Participation; (2) Women Leading; (3) Equal Voice; (4) Commercial Advancement; and (5) Lead Equitable, Inclusive and Safe Experiences.

This Impact Report offers a comprehensive look at the early outcomes made across the strategy's five pillars, the key insights gleaned so far, and the next steps to achieve its objectives by 2027.

"This ambitious and holistic strategy continues to make impactful strides in advancing gender equity at all levels of our tennis ecosystem. We are incredibly proud of the progress being made as a direct result of our Game. Set. Equity. commitment and would like to thank our PTTA and community tennis partners for their work in delivering this important programming." — **Gavin Ziv**

"Tennis Canada, in partnership with National Bank, who have played a critical role in helping us achieve impactful change within tennis in Canada, will continue to address the barriers faced by women and girls in our sport and accomplish our objectives by 2027." — **Eva Havaris**

"National Bank is proud to support Tennis Canada's initiatives, which play a crucial role in building a more equitable future in sports. While challenges remain, every step brings us closer to lasting and meaningful change. Thanks to initiatives like Game. Set. Equity. and the dedication of those who bring tennis to life across the country, barriers continue to be broken, and new opportunities are opening up for women and girls to thrive, both on and off the court." — **Lucie Blanchet**



GAVIN ZIV

Chief Executive Officer
Tennis Canada



EVA HAVARIS

Senior Vice President,
Tennis Development &
Partnerships
Tennis Canada



LUCIE BLANCHET

Executive Vice-President,
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GSE IMPACT REPORT HIGHLIGHTS BY PILLAR

1. Grow Participation

- By the end of 2024, 50% of U12 program participants identified as girls, up from 35% in 2022.
- According to the [ITF's Global Tennis Report](#) (2024), gender equity in participation has surged in Canada, with 46% of tennis players now being women and girls, up from 29.2% in 2021.
- 46 community partners in 11 provinces and territories have delivered programs for girls, which means the program is **nearly halfway to the 2027 goal of 100.**
- **Nearly \$200,000** in funds have been distributed by Tennis Canada and National Bank through Community Tennis Grants to **33 unique organizations** with more than **2,500 women and girls directly impacted.**

2. Women Leading

- **Tennis Canada surpassed the gender parity** baseline (min. 40%) at both the Board of Directors (from 31% to 50%) and the senior management level (from 17% to 63%).
- In 2022, former WTA player Valérie Tétreault became the **first woman Tournament Director of the National Bank Open in Montreal** and is the **only woman Tournament Director amongst all ATP Masters 1000 events.**
- In 2023, Tennis Canada hired Noelle van Lottum as its Head of Women's Tennis
- Since 2022, women officials obtained eight ITF certifications including Anne Bees becoming **the first Canadian woman to obtain ITF Gold Badge Referee in 2024.**



"It's everyone's right to reach their full potential, and potential is achieved through great leadership. That is the true power of healthy sport."

EVA HAVARIS

Senior Vice President,
Tennis Development & Partnerships
Tennis Canada

3. Equal Voice

- In 2024, the BJKC Champions Tour made **27 stops in all 10 provinces**, where team members and influential leaders lent their voices to leadership panels, Girls. Set. Match. events, government visits, and provincial junior tournaments to celebrate with tennis fans from coast to coast. This helped fans feel connected to this historic moment and **more than 100,000** Canadians had the opportunity to engage with the BJKC trophy during the tour.
- Over the past three years, the UNMATCHED Conference in Toronto has grown its audience by **more than 50% (575 attendees in 2024)** and has actively engaged leaders and allies in the conversation to advance equity.
- The NBO enjoyed **record-breaking attendances** for women's events in Montreal (2023) and Toronto (2024) over the last few years, with **219,667 spectators** in Montreal representing a worldwide record for number of fans at a week-long women's event.

4. Commercial Advancement

- By 2027, the National Bank Open (NBO) presented by Rogers **will award equal prize money for the men's and women's events.**

5. Lead Equitable, Inclusive, and Safe Experiences

- By the end of 2024, **100% of Tennis Canada and Provincial and Territorial Tennis Association board and staff members** completed the Tennis Canada Sport Safety certification which includes a background check, signing the Code of Conduct and a Sport Safety training module.

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