



NATIONAL
BANK

Game.Set.Equity.



GAME. SET. EQUITY. IMPACT REPORT 2023 - 2024

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

INTRODUCTION & CONTEXT



GAME. SET. EQUITY.

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.

This strategy takes into consideration the following facts¹⁰:

1. The lack of equality women and girls experience in general and in sport is due to deep-seated, gender inequity and historical barriers.
2. Different groups require different resources, support, access, and information to unleash their potential and reach equal outcomes.
3. Differences in terms of identity — e.g. race and ethnicity, primary language, ability, socio-economic status, lived experience, and thought — intersect with everyone's gender identity and experiences of inequity.

GSE is delivered through five key pillars:

1. Grow Participation;
2. Women Leading;
3. Equal Voice;
4. Commercial Advancement;
5. Lead Equitable, Inclusive and Safe Experiences.

These pillars align with the [*International Tennis Federation's \(ITF\) Advantage All Strategy*](#).

ITF Gold Award



In 2023, the ITF awarded Tennis Canada the Gold Advantage All Award for our efforts to promote and advance gender equity in Canadian tennis, representing the ITF's highest honour for advancing equity in tennis globally.

SOURCES

¹⁰ Staurowsky, E. J., Watanabe, N., Cooper, J., Cooky, C., Lough, N., Paule-Koba, A., Pharr, J., Williams, S., Cummings, S., Issokson-Silver, K., & Snyder, M. (2020). [*Chasing equity: The triumphs, challenges, and opportunities in sports for girls and women*](#). Women's Sports Foundation.



WORDS FROM OUR LEADERS



GAVIN ZIV

Chief Executive Officer
Tennis Canada



EVA HAVARIS

Senior Vice President,
Tennis Development &
Partnerships
Tennis Canada

In the last few years, Canadian tennis has become a world leader on-court, with multiple titles on the global stage, including first-ever Davis Cup and Billie Jean King Cup world championships. We are incredibly proud of those achievements. Additionally, our work off the court forms the backbone of our mission to lead the growth, development and promotion of the sport, while championing positive tennis experiences.

The Game. Set. Equity. (GSE) commitment presented by National Bank has made an exceptional contribution to those efforts. Launched in 2023, this ambitious and holistic strategy continues to make impactful strides in advancing gender equity at all levels of the tennis ecosystem.

From winning the International Tennis Federation's Gold Advantage All Award in 2023, to the results of the recent [Global Report](#) which showed that 46% of Canadian tennis players are women and girls (up from 29.2% in 2021), we are incredibly proud of the progress being made as a direct result of our GSE commitment.

There is more work to be done.

Four in ten girls are missing out on the benefits of sport, with that number increasing

to five in ten by the age of 16 ^[2]. 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.

We are at the halfway point of our GSE five-year strategy and felt compelled to share our progress, learnings, and key insights in hopes that this information and our journey will inspire and support other gender equity efforts in sport in Canada. Special thanks must go to our [Provincial and Territorial Tennis Associations](#) (PTTA) and [community partners](#), who act as a crucial delivery mechanism of GSE programming. This work would not be possible without their support and commitment.

Finally, we would like to celebrate the trailblazing women, past and present, within our organization who, in many respects, have broken the glass ceiling and persevered to ensure this strategy could begin to take flight.

We hope you enjoy reading about our progress, learnings and next steps. Together, we can make equality a reality for women and girls in tennis.

SOURCES

^[2] Canadian Women & Sport. (2024). [Rally report 2024](#).





"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

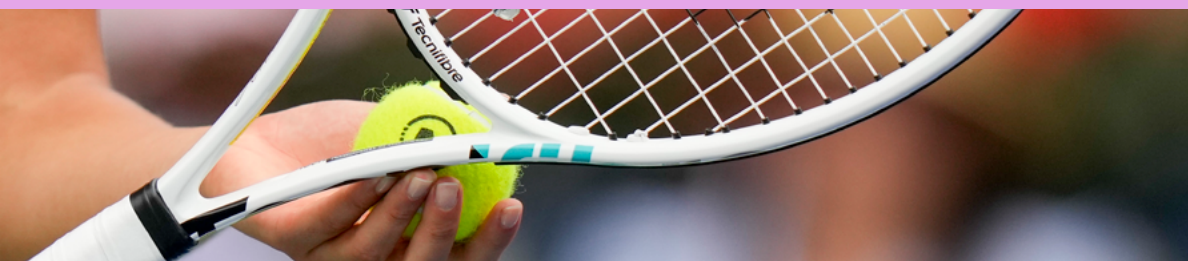
Executive Vice-President,
Personal Banking and Client Experience
National Bank of Canada

LAND ACKNOWLEDGEMENT

Tennis Canada and its partners acknowledge the ancestral, unceded, and unsundered territory of all the Inuit, Métis, and First Nations people that call this land home. We recognize our shared history rooted in colonialism and our privilege in working, playing and competing on this land. Tennis Canada acknowledges our responsibility to work collaboratively with communities to ensure an inclusive tennis system that is accessible and welcoming to all.



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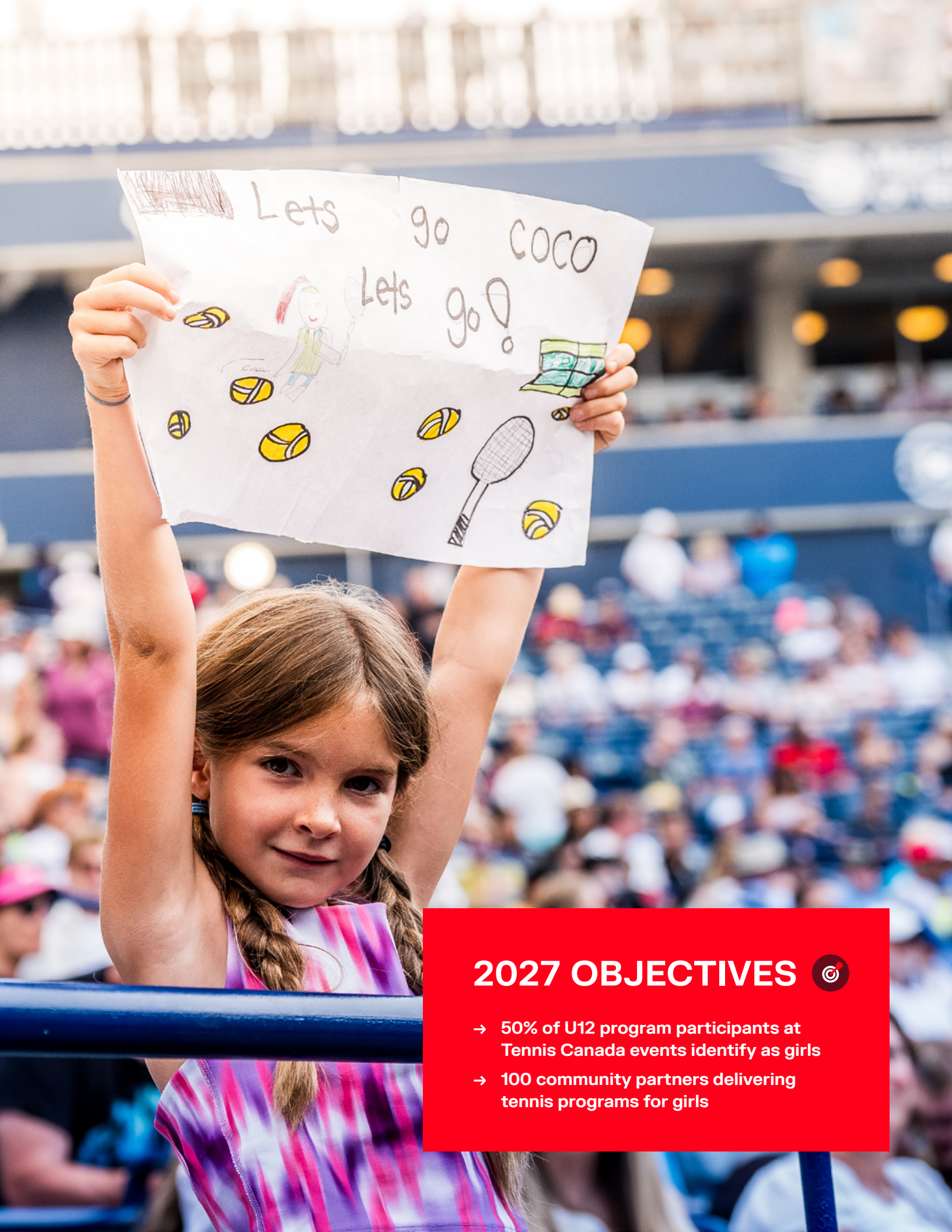


GROW PARTICIPATION

Interest in tennis in Canada is on the rise — with youth leading the way. However, with 35% of U12 program participants in Tennis Canada programs identifying as girls in 2022, we continue to prioritize quality tennis experiences for girls through inclusion and a sense of belonging to increase interest and retention.



1.



2027 OBJECTIVES



- 50% of U12 program participants at Tennis Canada events identify as girls
- 100 community partners delivering tennis programs for girls

OUR APPROACH TO CHANGE

From Grassroots to High Performance

To increase representation and participation of girls in competitive events, it is important to first create quality programs designed for their needs. Research shows girls are motivated by having fun with friends, being active, and developing their skills¹⁷. Therefore, to increase participation in competitive streams, Tennis Canada has created more opportunities that focus on fun and team play, which in turn foster a greater sense of belonging.

Additionally, Tennis Canada has partnered with community organizations that offer programming for women and girls to grow participation and quality programming beyond traditional tennis spaces from coast-to-coast-to-coast, like multi-service municipal community centres and newcomer associations.



SOURCES

¹⁷ Canadian Women & Sport. (2024). [Rally report 2024](#).

Girls. Set. Match. (GSM)

GSM provides opportunities for quality, girl-only play, constructed with best practices to support what we know girls need and want. Combining on-court activities and off-court empowerment, social connection activities and the leadership passport, GSM allows self-identifying girls aged 10–13 to play team tennis and engage in reflection activities, all while making friends and having fun. It also introduces participants to different leadership pathways available through tennis.

Long-Term Vision: By creating a tennis environment that promotes belonging and inspires fun, girls will continue in the sport and apply these learnings off-court.

[MORE INFO →](#)

Community Tennis Grants

The Community Tennis Grants presented by National Bank provide funding for community-based groups and organizations to help support quality opportunities for women and girls to participate and advance in tennis. Recipients of the grants engage in Community of Practice (CoP) sessions to collaborate, share knowledge, and engage in enhanced learning to sustain equity efforts at the community level.

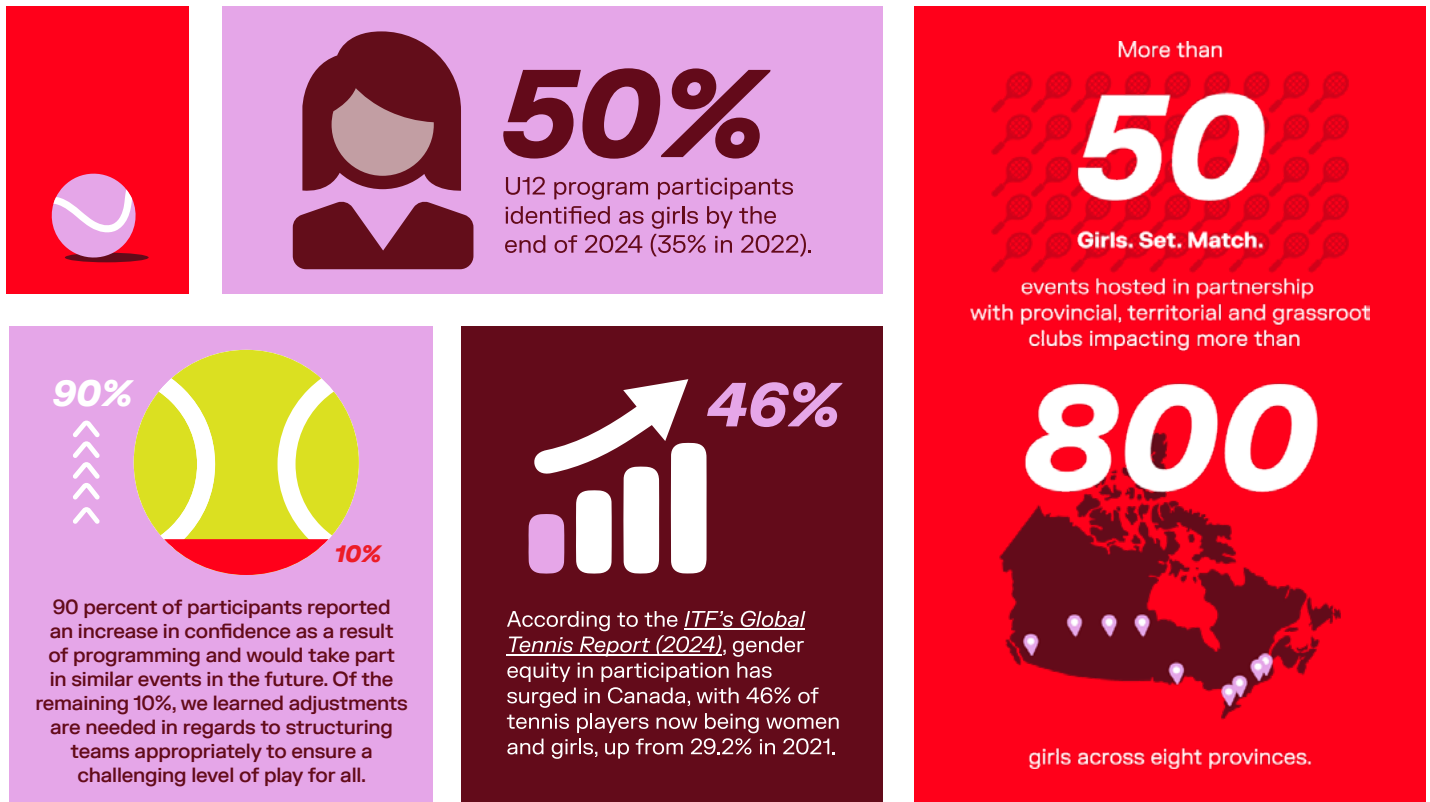
Long-Term Vision: Investing in local communities creates better quality, sustainable gender equity programming and connection throughout the tennis ecosystem. This will help bring tennis beyond its traditional spaces, fostering greater inclusivity and engagement.

[MORE INFO →](#)

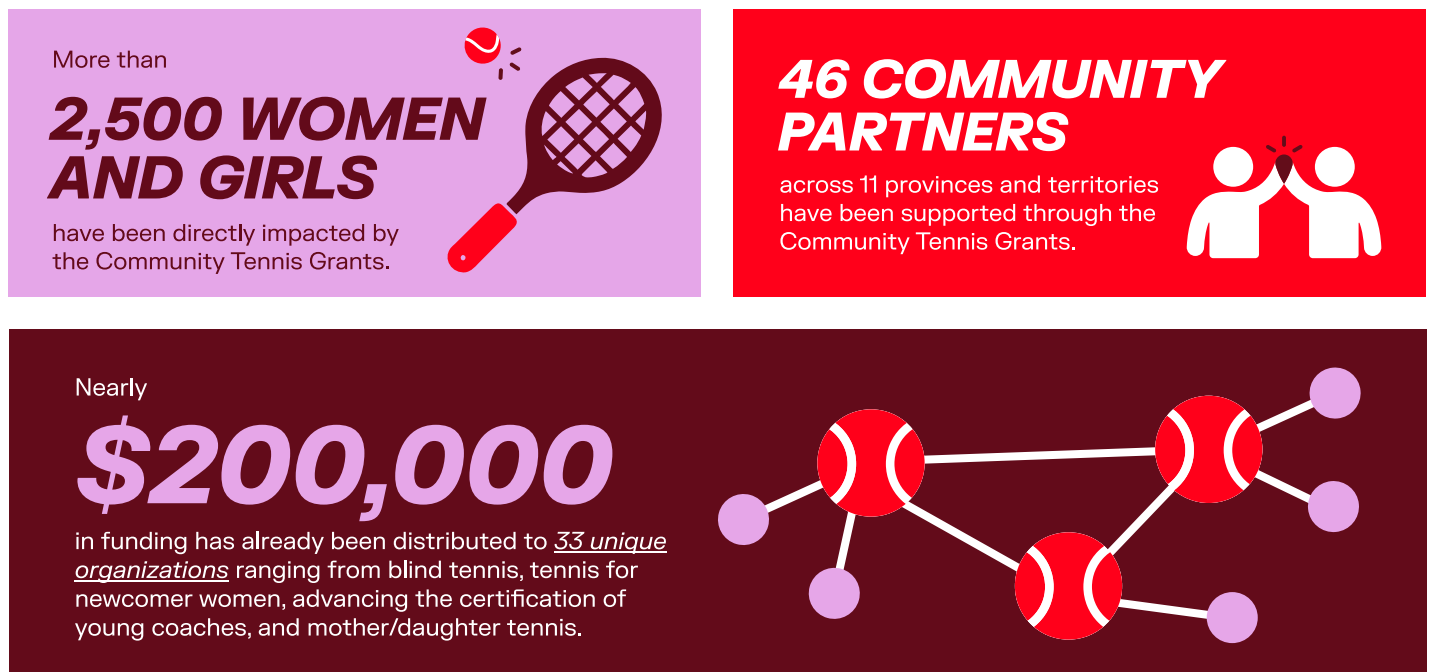


EARLY IMPACT

Increased participation rates of girls



Building and resourcing community champions





Community Tennis Grant Highlight

Summer Smash Tennis, based in Vancouver, BC, was a 2024 Community Tennis Grant recipient. Their initiative offers fully subsidized, ongoing tennis programs for girls aged 5-18, adult women, and two-spirit participants across the Musqueam, Squamish, and Tsleil-Waututh Nations. Funding was also allocated to enable a member of the Tsleil-Waututh Nation to participate in and successfully complete the Tennis Canada Instructor Certification course.

“The creation of tennis players and communities takes time. It’s incredibly rewarding to see our passion for the sport starting to take root in these communities.”

— **SPENCER MACKOFF**

Summer Smash Tennis Director

MORE INFO →

Photo: Zukaro Media

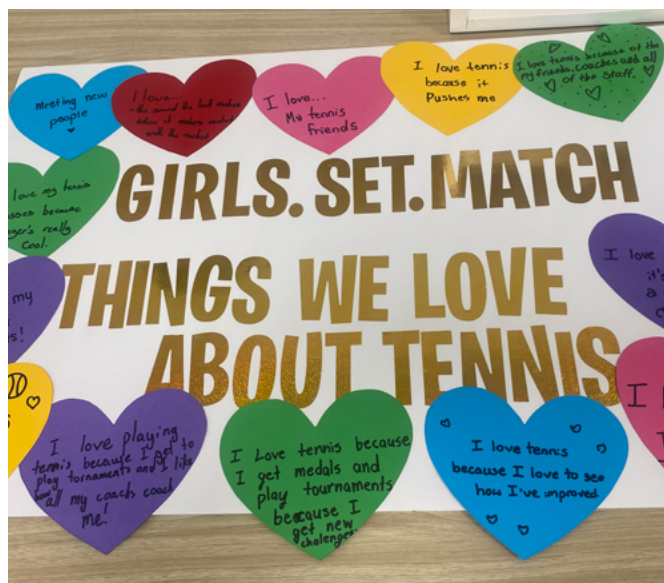


KEY INSIGHTS

Resource power - Empower and support the champions in your community. Acceleration of impact happens at the community level.

Women and girls are not a homogenous group, and each community has their own diverse needs. Customizable program models and resourcing local community champions empower leaders to tailor offerings to best meet the needs of their communities. Creating and connecting a network among these leaders also allows for shared learning and feedback to be reapplied throughout the tennis ecosystem.

In the third cycle of the grant program (2024), there was a **209%** increase in applications, with the total requested funding amounting to more than \$650,000 showing the need for continued investment. As demand increases, so does the balance of maintaining important standards that ensure the cultural, physical, and psychological safety of all participants, especially underrepresented groups, without imposing too many restrictions on grantees.



NEXT STEPS

Despite achieving our 2027 target for U12 program participants, we will continue this work to embed it as the norm in tennis. Retention of women and girls as leaders and participants are a cornerstone of our gender equity work. Aligned with the [Whole Player Development Pathway](#), our aim is to cultivate lifelong tennis participation.

Using data and research to deepen our understanding of the experiences of women and girls, we will continue to refine the pathway and ensure participation remains strong for generations to come and the offerings continue to align with the evolving needs of women and girls in sport.



WOMEN LEADING

Years of research highlights that women leaders help increase productivity, enhance collaboration, and improve business outcomes, among other benefits ^[1]. In 2020, 17% of Tennis Canada's senior management team identified as women. At the beginning of 2022, 31% of the Board of Directors identified as women. Additionally, in 2022, less than 18% of coaches and 30% of active officials were women.

SOURCES

^[1] American Psychological Association. (n.d.). *Female leaders make work better*.



2.



2027 OBJECTIVES

- **Achieve gender parity (minimum 40%) among Tennis Canada's Board of Directors**
- **Achieve gender parity (minimum 40%) across technical leadership positions within the Canadian tennis ecosystem. Technical leaders are defined as:**
 - a. Representation within our high-performance technical staff and leadership team
 - b. Active, certified coaches
 - c. Senior level ITF officials
 - d. Tournament Directors at Tennis Canada sanctioned events

OUR APPROACH TO CHANGE

Intentional decision-making

Thinking differently and intentionally about the composition of an organization's senior management team is critical to building a strong and functional team culture. Shifting thought beyond the traditional composition of leadership at Tennis Canada led to diversity of gender, thought, life experience, geography, and language.

Establishing and investing in a pathway to leadership

While we have progressed to achieve relatively equal rates of participation among girls and boys in tennis ^[2], there is a gap when transitioning to leadership. To convert young players into leaders, we are working to create engagement opportunities along the tennis pathway – from grassroots to high performance – to keep young women involved. By providing them with access to qualifications and experience needed to advance in technical leadership positions, we are closing the gender gap.

SOURCES

^[2] International Tennis Federation. (2024).
ITF global tennis report 2024 summary.

"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



CREATING A CONNECTED PATHWAY



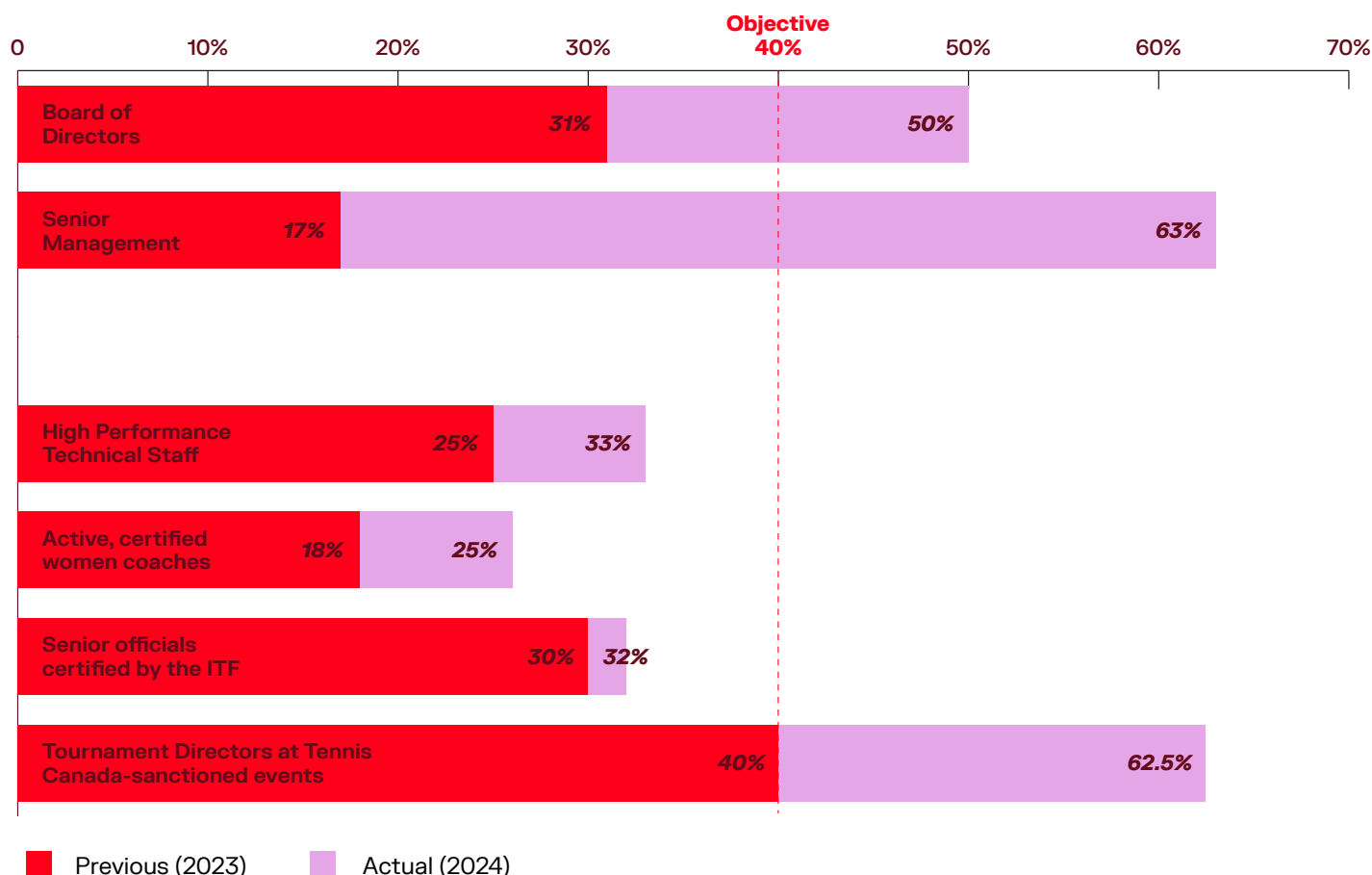
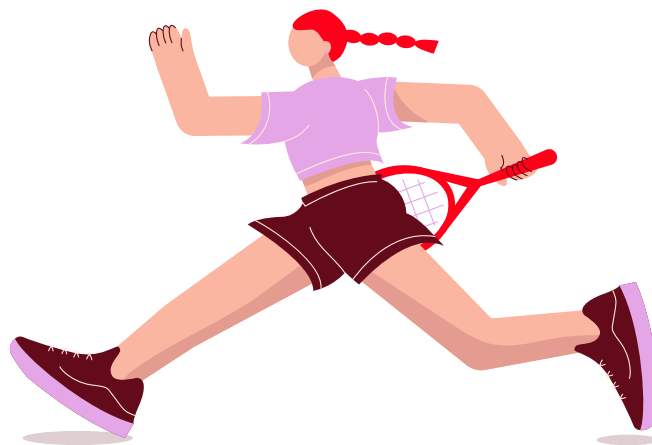
EARLY IMPACT

Intentional decision-making

Intention translating to data:

(As of December 2024)

- Surpassed gender parity baseline
- Increase of women in technical leadership roles across focus areas



Intention translating to impact:

Since 2023, Tennis Canada's High-Performance team hired and advanced women into notable leadership positions:

- **Noëlle Van Lottum** as Head of Women's Tennis;
- **Sharon Fichman** retired from professional tennis and joined our Regional Training Centre in Toronto as a touring coach;
- **Melissa Lacroix** as first Senior Director of High Performance;
- **Lan Yao-Gallop** is serving as the Manager of the Regional Training Centre for British Columbia and Alberta.



In 2022, **Valérie Tétreault** became

THE FIRST WOMAN

Tournament Director of the Montreal NBO and is the only woman amongst all ATP Masters 1000 events.



In 2022, a first-of-its-kind **DIRECTOR OF WOMEN & GIRLS' ADVANCEMENT** role was established.

Over

50



officials across Alberta, Ontario, and Quebec participated in officiating professional development.

For the first time in history, Team Canada, led by captain **Heidi El Tabakh**, became world champions by winning the 2023 Billie Jean King Cup.



51

young women were supported by their provinces and trained as Instructors via the Girls Leadership Program.



Women officials obtained

8



ITF certifications, including Anne Bees who became the first Canadian woman to obtain ITF Gold Badge Referee in 2024.

More than

150

participated in coaching professional development events.





KEY INSIGHTS

Establish your intent and start with change at the top by considering the composition and associated gaps within your leadership team. Diversity of work and life experience is critical to advancing sport leadership in Canada.

Representation matters

First-hand feedback from participants in Tennis Canada-run Women in Coaching events tells us that lingering stigmas persist about a woman's ability to succeed as a technical leader based on perceived physical strength, as well as societal beliefs of a woman's role as a nurturer. To overcome these beliefs, greater representation needs to be present at all levels of leadership.

It's not about fixing women – it's about changing a system and the traditional beliefs within it that question a woman's place in sport.

We are making positive progress to create a pipeline of women technical leaders by investing in their professional development

through exposure and mentorship, but these positions require years of practice, training, and multiple levels of certification to advance. Tennis competition also takes place year-round and balancing personal obligations with the need for travel is not without its challenges. We are actively rethinking and redesigning coaching roles to provide opportunities for women to access flexible opportunities but balance personal commitments. For example, creating part-time positions where several team members work together to establish a coaching travel schedule that works for all parties.

NEXT STEPS

1. **Continue to collaborate** with PTTA partners to invest in local leaders and involve them in informing gender equity work based on their experiences.
2. **Formalize mentorship opportunities** for development and succession planning.
3. Be creative about the structure of current positions and **continue to hire qualified women.**
4. **Invest in education** on equity and inclusion and challenge an established structure.



EQUAL VOICE

The women's professional sport space is accelerating in Canada, and fans of women's sport are often more engaged, spend more, and are seeking greater access to watch events ^[1]. A recent study by Wasserman's The Collective showed that women's sport represents an average of 15% of total sports media coverage ^[2], up from 5% in 2019, with expected growth reaching 20% by 2025 ^[3].

SOURCES


^[1] Wasserman. (2024, October 2). *Wasserman's The Collective® launches research proving that women are driving the global growth in sports fandom.*

^[2] Wasserman. (2023, October 24). *New study: Women's sports comprise 15% of sports media coverage.*

^[3] UN Women. (2024). *Facts and figures: Women in sport.* UN Women.



3.

A woman with blonde hair, wearing a pink top and a gold chain necklace, holds a large brown cardboard sign above her head with both arms. The sign has the text "The Best of ~~women's~~ Tennis!" written in black marker. The word "women's" is crossed out with a horizontal line. She is smiling and looking towards the camera. In the background, a crowd of people is visible, some wearing hats and sunglasses, suggesting a sunny outdoor event. A sign for "Grand Slam Tennis" is partially visible on the left. The scene is set outdoors with trees and a building in the background.

The Best
of
~~women's~~
Tennis!

2027 OBJECTIVES

Increase awareness and elevate the voices of women professionals and fans in all media platforms:

- 50% of National Bank Open presented by Rogers (NBO) and Billie Jean King Cup (BJKC) broadcast promotions, advertisements, and campaigns promote women and girls in tennis and gender equity advancement
- The women's NBO event receives, at minimum, equal domestic broadcast coverage as the men's event on TVA and Sportsnet's main channels



OUR APPROACH TO CHANGE



I. BUILDING MOMENTUM

WTA campaign

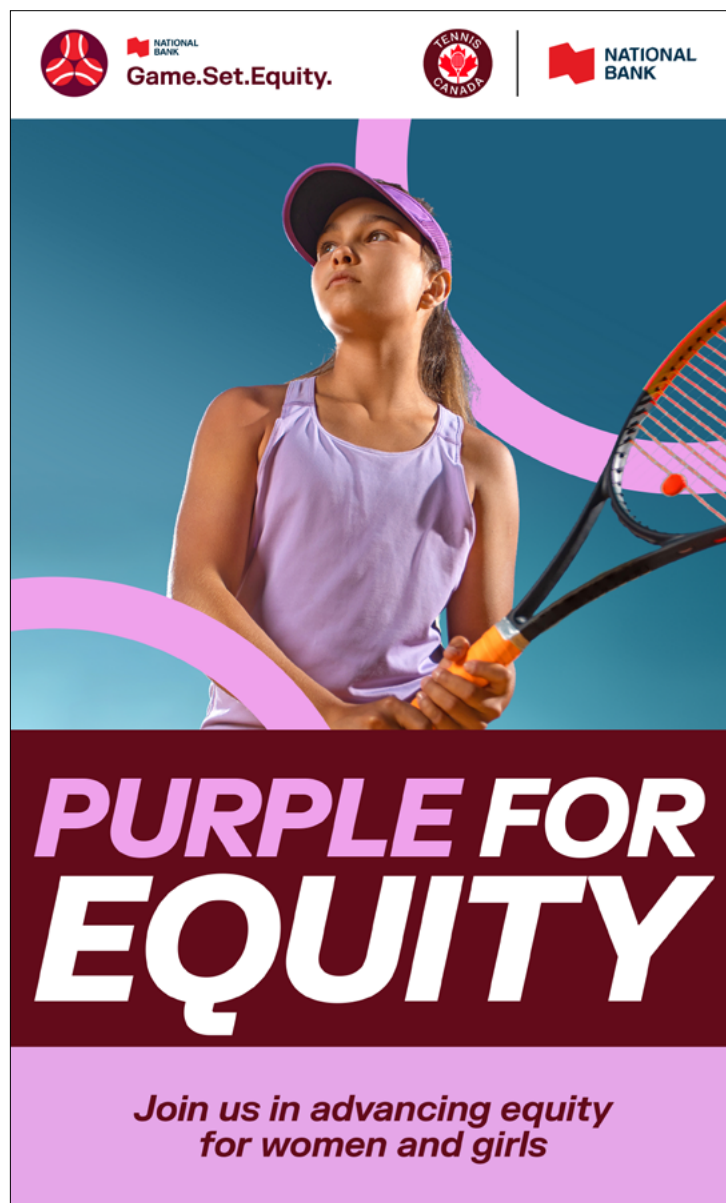
To emphasize the strength of the women's game, Tennis Canada executed its first dedicated marketing campaign for the NBO women's event in 2023. 'The Best of Women's Tennis' campaign delivered the strong message that our tournaments bring world-class tennis to Canada, no matter the gender of the athletes taking part.

Purple For Equity campaign

In the Fall of 2024, Tennis Canada illuminated one of Toronto's busiest intersections—Yonge and Dundas Square—with the colour purple, *the colour of International Women's Day*. This campaign spread awareness about the work we are doing to create a more gender equitable tennis system.

Data tracking

Tennis Canada works closely with media partners to track the impact of these campaigns and engagement with the women's event.



[MORE INFO →](#)



II. AMPLIFYING VOICES

UNMATCHED: Gender Equity in Sports conference

Tennis Canada, in partnership with National Bank, hosts the largest annual gender equity in sport conference in Canada. The goal is to bring together equity champions, allies, investors, and advocates of all ages across the sport and corporate ecosystem for a day of inspiring conversations, celebration, and action-oriented commitments. Equity champions such as Billie Jean King, Venus Williams, Maria Sharapova, Marie-Philip Poulin, and Jayna Hefford have led the conversations at this event.

[MORE INFO →](#)

Circle of Ambassadors

Tennis Canada created a network of inspirational women and men, who champion GSE publicly and serve as role models in our sport with the objective of highlighting different career pathways available through tennis.

[MORE INFO →](#)





Billie Jean King Cup Champions tour

In 2023, Team Canada won the Billie Jean King Cup — the “World Cup of Women’s Tennis” — for the first time in the tournament’s 62-year history (est. 1963). To commemorate this achievement, Tennis Canada organized a cross-country “Champions Tour” around the theme of past, present, and future. With 27 stops spanning all 10 provinces, team members and influential leaders lent their voices to celebrate with tennis fans from coast to coast, helping them feel connected to this historic moment.

More than 100,000 Canadians had the opportunity to engage with the trophy during the tour, which consisted of government visits, Girls. Set. Match. events, leadership panels, and provincial junior tournaments.



EARLY IMPACT

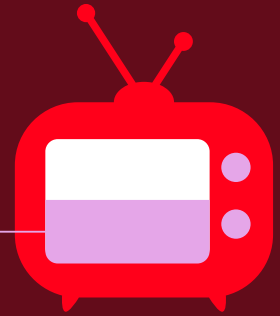
I. BUILDING MOMENTUM

Broadcast and media visibility



On average, from 2022 to 2024, the women's NBO has had roughly

52%

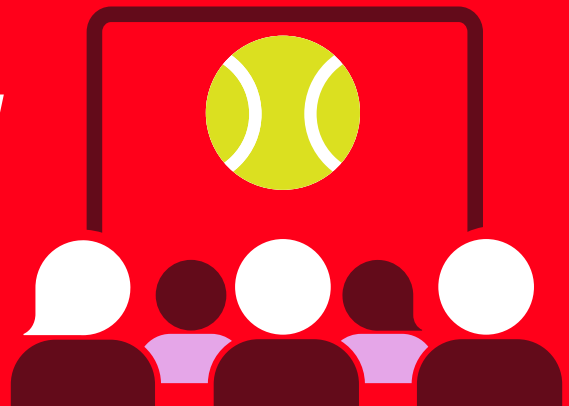


of the airtime from its two broadcast rights holders via streaming and linear combined.

In 2023

219,667

spectators visited the NBO in Montreal, a worldwide record attendance for a week-long women's event.



100M

people reached through the
Purple For Equity Campaign
marketing efforts.

GSE received media coverage with the potential to reach over

615M

people in 2024.

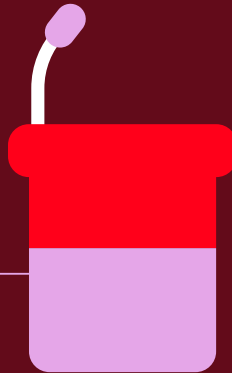


II. AMPLIFYING VOICES



Over the past three years, the
UNMATCHED
Conference in Toronto has grown
its audience by more than

50%



575

attendees in 2024



Year-over-year, sponsorship and investment in the conference has grown with more partners wanting to publicly highlight their commitment to advancing equity.



Increased investment and partnership resulted in new initiatives that supported greater accessibility to the conference. For example, 50 youth of all genders from local Toronto community organizations were sponsored to attend through the *2024 Next Gen Leaders program*.



KEY INSIGHTS

The appetite to engage in women's professional sport is more present than ever. To increase viewership and engagement, we must market women's and men's events as distinct events, ensure diverse representation, and make intentional, inclusive choices in partnerships, content creation, and accessible participation.

Innovating the message helps build allyship

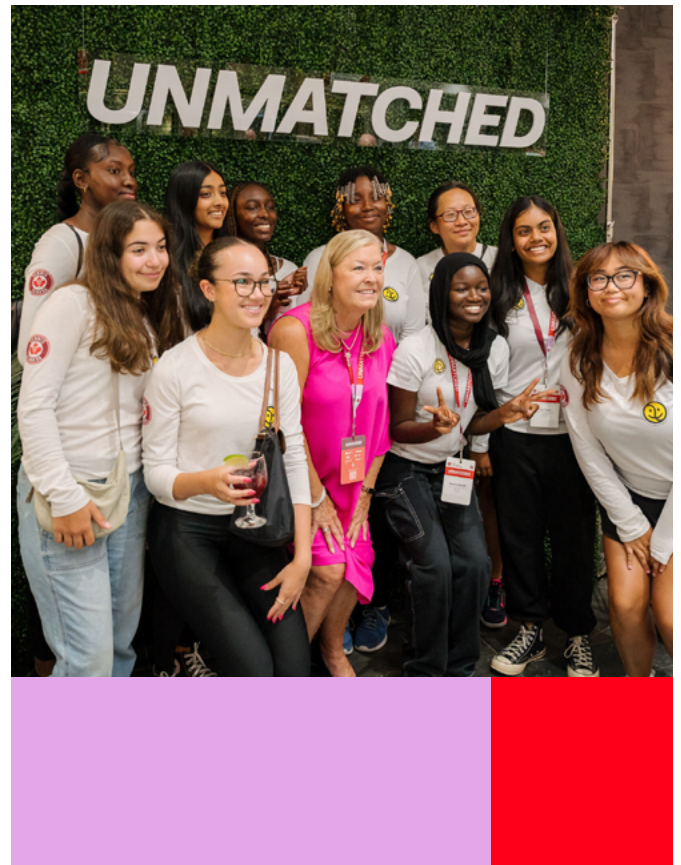
Gender equity in sports is an important and evolving conversation, with growing recognition of the need for inclusivity. As awareness increases, so does the understanding of the best ways to ensure equal opportunities for all, regardless of gender. Building awareness requires consistent messaging; recognizing the need to innovate to ensure our message and content is effective, engaging, and authentically reflects the diversity of women and girls in our country and sport.

Creating change requires including voices that represent the diverse landscape of our sport

As a not-for-profit, Tennis Canada strives to offer accessible quality experiences. When hosting the UNMATCHED Conference, where networking and generating ideas is at the heart of the event, we need current decision-makers to be present, and young leaders to feel welcome, included, and important in the conversation. Collaborating with partners and sponsors who align with our core values and mission is key to ensuring the event remains relevant and accessible.

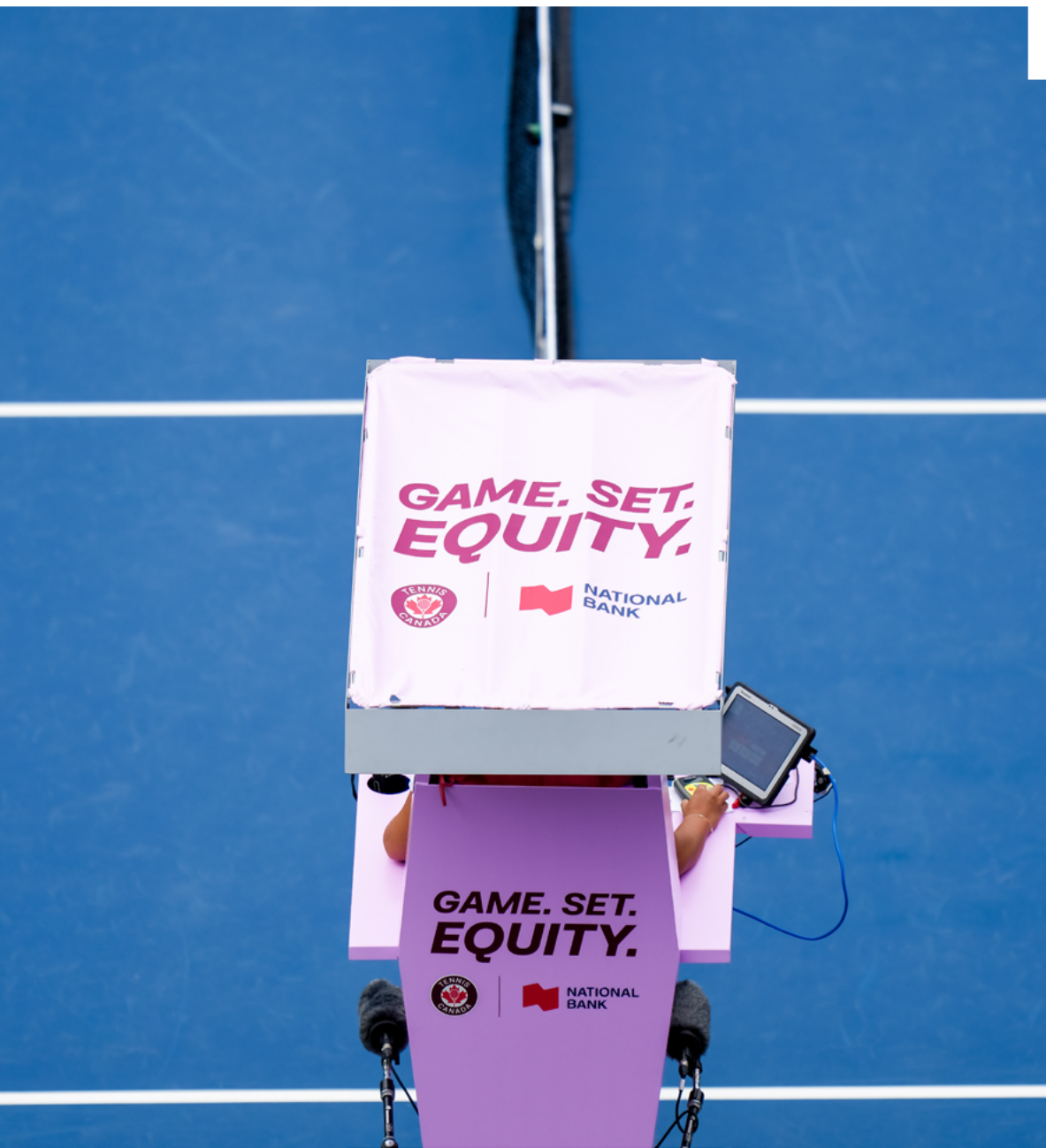
NEXT STEPS

1. We want to continue to **expand access** to UNMATCHED regardless of age, socioeconomic status, geography, and language by increasing engagement opportunities and building more relationships with partners and sponsors.
2. Focus on ongoing efforts to bring **more voices** into conversations to support shifting perceptions on how women and girls, of all backgrounds, are perceived in our sport.
3. **Data empowers decision-making.** We will continue to engage our network for valuable feedback on representation, undergo ethical research, and monitor data with our media partners to help support better representation of women across platforms.



COMMERCIAL ADVANCEMENT OF THE WOMEN'S GAME

Across all sports, pay disparity between women and men remains a fundamental issue, which has drawn more public awareness and attention in recent years. It is true that tennis has been a world leader in this space, with the US Open offering equal prize money to its women and men competitors since 1973 and the other three Grand Slams following suit. However, events like the National Bank Open have previously been hamstrung by long-standing commercial agreements based on revenue-sharing models which, for WTA tournaments, generated ten times less than the TV rights agreements for ATP events, making it difficult to close the prize money gap between genders.



4.



2027 OBJECTIVE



→ Achieve equal prize money at the women's and men's NBOs

OUR APPROACH TO CHANGE

Leveraging partnerships and increasing visibility

1. Through a long-term investment and collaborative partnership with National Bank for sustained funding and commitment to gender equity, create a pathway to equal prize money.
2. Secure an upgrade in status for the NBO, expanding from a seven to 12-day event, through collaboration with the ATP and WTA Tours, creating a unique three-week swing with the Cincinnati Open.
3. Increase awareness and visibility for gender equity in tennis by leveraging the global audience of the NBO in Toronto and Montreal.



Purple Umpire chair and National Bank day at the 2024 NBO

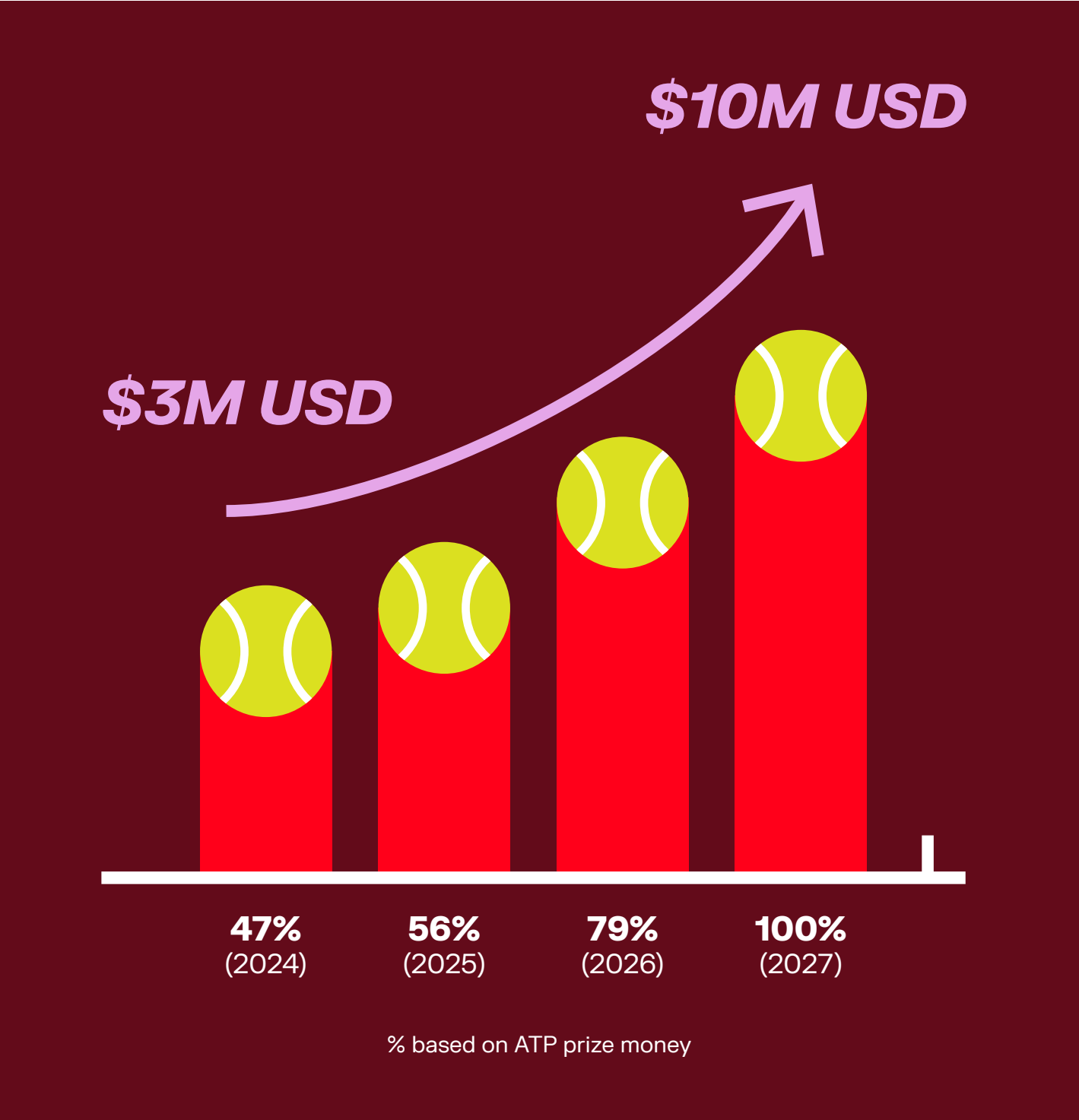
At the 2024 NBO, gender equity was front and centre in Toronto and Montreal as the Centre Court umpires' chairs were painted purple. This symbolized Tennis Canada and National Bank's commitment to gender equity, while promoting awareness. Additionally, on August 8, purple towels were handed out to each fan who entered Sobeys Stadium and Stade IGA, creating a sea of purple in both cities for maximum effect. During the day session in Montreal and night session in Toronto, prominent women in Canadian sport were also invited to conduct the pre-match coin toss on Centre Court.



EARLY IMPACT

Laying the Foundation

The NBO's WTA prize money is projected to rise significantly, with a 350% increase in total prize money in just over four years.





KEY INSIGHTS

Creating systemic change requires shared values and a collaborative effort amongst key partners.

Investing in women yields results

Record-breaking attendances for women's National Bank Open events in Montreal (2023) and Toronto (2024), shows that marketing and messaging tactics are proving successful. By amplifying the skill and strength of women players, we reinforce the power of the women's game, encouraging interest amongst more fans and potential attendees.

The inspiration generated from the NBO, as Canadians across the country watch the world's best players compete on Canadian courts, encourages more young women and girls to pick up a racquet and try the sport.

Long-Term Vision: Increase revenue to support equal prize money.

NEXT STEPS

On the pathway to equal prize money, 2025 is the first year of Tennis Canada's 12-day format for the NBO in Toronto and Montreal, kickstarting a new era for the tournaments. Set to be *redefined* both on and off the court, the new, expanded format provides an even bigger platform to showcase the experiences, programs, and opportunities available to women and girls through Tennis Canada's GSE commitment.



LEAD EQUITABLE, INCLUSIVE AND SAFE EXPERIENCES AT TENNIS CANADA

Significant gender differences persist in participation and leadership in Canadian sport. Women and girls, particularly those with intersecting identities, often report facing more barriers and safety concerns in sports compared to men and boys ^[1].

SOURCES

^[1] MLSE Foundation. (2024). *Change the game research report 2024*.



5.



2027 OBJECTIVES

- 100% of Tennis Canada board, staff, and volunteer committee heads are Sport Safety certified and trained in unconscious bias and gender equity
- Engage and collaborate with all levels of the tennis ecosystem to incorporate Sport Safety and gender equity targets, best practices and share learnings with club and community partners. PTTA partners have committed to supporting 100% active certified coach status

OUR APPROACH TO CHANGE

Gender equity and Sport Safety education and alignment

Offering gender equity (GE) and Sport Safety training and certifications as part of Tennis Canada's internal objectives and strategy is crucial in creating a tennis ecosystem that offers equitable, inclusive, and safe experiences.

Additionally, work has been done with all members of the tennis landscape in direct contact with athletes (e.g., coaches, officials, volunteers), as well as PTTA partners and board members to acquire all the necessary Sport Safety certifications.



Role of parents in Sport Safety

Last year, Tennis Canada released a series of educational videos to shine a spotlight on Sport Safety and the role of parents, caregivers, coaches, officials, administrators, and athletes in creating a positive environment on and off the court. These videos are intended to enhance Tennis Canada's existing and robust Sport Safety initiatives.

The first video, released during the 2024 NBO, included appearances from global WTA and ATP superstars, who discussed their parents' role in their journey to the summit of the sport. Interviewed by juniors from Tennis Canada programs, NBO champion Jessica Pegula, four-time Grand Slam champion Naomi Osaka, three-time Grand Slam finalist Ons Jabeur, and Canadians Bianca Andreescu, Olympic bronze medalists Gabriela Dabrowski and Félix Auger-Aliassime, Rebecca Marino, Marina Stakusic, Milos Raonic, and Gabriel Diallo all took part.

We all have a role to play, and this just highlights the importance of a parent's role. To learn more, [click here](#).



EARLY IMPACT



Tennis Canada offers learning opportunities to staff that relate to gender equity and unconscious bias.

Tennis Canada is a signatory of the Government of Canada's Independent Safe Sport mechanism to promote the safety and well-being of athletes.



ALL NBO VOLUNTEERS MUST COMPLETE



Sport Safety certification



Sport Safety training module



Background check

100%

Tennis Canada and PTТА board and staff members completed the Tennis Canada Sport Safety Certification.



82%

 of indoor coaches

53%

 of outdoor coaches

are active certified though the Tennis Professionals Association.



KEY INSIGHTS

This work creates a better tennis system in Canada for EVERYONE.

From athletes to coaches, volunteers, and administrators of all genders, safety and inclusion for one equals safety and inclusion for all.

Collaboration and alignment at all levels creates stronger systems

Although it is important to note that the collective sport system is in the reactionary phase, Tennis Canada has consciously shifted its focus to be proactive and integrated with Sport Safety and gender equity practices. This work requires thoughtful consideration across an organization, but the team is stronger together. When we invest time and effort into staying current with best policies and practices, it pays dividends for all.

Beyond training and certification, there has been an increase in collaboration across departments to ensure Tennis Canada's GSE and Sport Safety work is rooted in all programs, content, and promotions. For example, minimum safeguarding requirements are integrated into our facility development agreements, in our High-Performance and Community Grant funding. Tennis Canada has also worked closely with our regional tennis partners to embed best practices into strategies and operational plans. For example, our Director, Sport Safety is a contributing member of our High-Performance Integrated Support Team.

NEXT STEPS

Collaboration is essential to continue navigating policy changes. Work done at the national level must reach the grassroots. This supports a cohesive approach that decreases overwhelm, while keeping everyone aligned to the critical importance and positive outcomes that ultimately result from gender equity and Sport Safety efforts.

Policy and Education

- Align Code of Conducts amongst the PTTAs and clubs.
- Provide continued learning opportunities on topics that support inclusion and equity.



CONCLUSION



In Summary

Although we are only two years into our long-term strategy, the work to advance gender equity at Tennis Canada began many years ago. This has been accomplished due to the will of leaders to make intentional decisions, by creating partnerships, and empowering community champions.

That being said, achieving a target and embedding, sustaining and advancing progress requires varied approaches. There is still work to be done to continue to create accountability to sustain progress, generate meaningful understanding and allyship, and continue to show the positive value and impact of how a diverse and inclusive system benefits everyone in tennis in Canada.

People and investment unlock system change

1. Make change at the top.
2. Empower people to make decisions and lead.
3. Equity work drives investment and vice versa.

Become a community champion by:

1. PARTICIPATE

Learn more about how to get involved, access and host our programming and initiatives.

2. LEAD

Reference these best practices to support equity for everyone in your space.

3. USE YOUR VOICE

Do you have Community Tennis Champions in your network? Let us know about them so we can feature their stories.

4. JOIN US

If you are interested in coming to UNMATCHED or in potential volunteer opportunities, let us know here.



Thank you to our partners in working to create the kind of tennis system where we all can thrive.





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