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FOR IMMEDIATE RELEASE

TENNIS CANADA AND NATIONAL BANK PUBLISH GAME. SET. EQUITY. IMPACT REPORT TWO YEARS INTO LONG-TERM GENDER EQUITY STRATEGY

Impact Report offers a comprehensive look at the early outcomes made across the commitment's five pillars

[TORONTO, ON] March 5, 2025 — Two years into Tennis Canada's ambitious five-year Game. Set. Equity. (GSE) commitment presented by National Bank there has been considerable progress made in advancing gender equity in tennis across Canada, according to findings published in the 2023-2024 GSE Impact Report.

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

The 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. 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 its highest honour for advancing equity in tennis globally.

Highlights of the GSE Impact Report:

Grow Participation

- By the end of 2024, **50% of U12 program participants identified as girls**, up from 35% in 2022.
- **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**.

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%).
- Since 2022, women officials obtained **eight ITF certifications** including Anne Bees, who became **the first Canadian woman** to obtain the high-level certification of the ITF Gold Badge Referee in 2024.



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Equal Voice

- 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.

Commercial Advancement

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

Lead Equitable, Inclusive and Safe Experiences

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

Quotes:

"The Game. Set. Equity. commitment presented by National Bank has been an exceptional initiative contributing to Tennis Canada's efforts to lead the growth, development, and promotion of the sport, while championing positive tennis experiences. This ambitious and holistic strategy continues to make impactful strides in advancing gender equity at all levels of our tennis ecosystem," said Gavin Ziv, Chief Executive Officer, Tennis Canada. "We are incredibly proud of the progress being made as a direct result of our GSE commitment and would like to thank our PTTA and community tennis partners for their work in delivering this important programming."

"While the early impacts made across the program's five pillars are encouraging, this work will continually evolve," said Eva Havaris, Senior Vice President of Tennis Development and Partnerships, Tennis Canada. "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. 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."

"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," says Lucie Blanchet, Executive Vice-President, Personal Banking and Client Experience at National Bank of Canada.



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You can read an executive summary of the Game. Set. Equity. Impact Report [here](#).

You can read the full Game. Set. Equity. Impact Report [here](#).

If you are interested in learning more about Game. Set. Equity., please visit the program's website [here](#).

About the Game. Set. Equity. commitment presented by National Bank

Tennis Canada and National Bank's Game. Set. Equity. commitment is an ambitious and holistic strategy which details how Tennis Canada will advance equity for women and girls at all levels of the tennis ecosystem in Canada, from playground to the pro tours. Introducing the beginning of a new era for Canadian tennis, this commitment is the first of its kind in Tennis Canada's history. Read more about Game. Set. Equity. at www.tenniscanada.com/game-set-equity.

About Tennis Canada

Founded in 1890, Tennis Canada is a non-profit, national sport association with a mission to lead the growth, development and promotion of tennis in Canada and a vision to be a world-leading tennis nation. We value teamwork, passion, integrity, innovation and excellence. Tennis Canada owns and operates the premier National Bank Open presented by Rogers WTA and ATP Tour events, four professional ATP and ITF sanctioned events and financially supports four other professional tournaments in Canada. Tennis Canada operates junior national training centres/programs in Toronto, Montreal and Vancouver. Tennis Canada is a proud member of the International Tennis Federation, the Canadian Olympic Committee and the Canadian Paralympic Committee, and serves to administer, sponsor and select the teams for Davis Cup, Billie Jean King Cup, the Olympic and Paralympic Games and all wheelchair, junior and senior national teams. Tennis Canada invests its surplus into tennis development. For more information on Tennis Canada please visit our website at: www.tenniscanada.com and follow us on LinkedIn, X, Facebook and Instagram.

About National Bank of Canada

With \$484 billion in assets as at January 31, 2025, [National Bank of Canada](http://www.nbc.ca) is one of Canada's six systemically important banks. The Bank has approximately 30,000 employees in knowledge-intensive positions and operates through three business segments in Canada: Personal and Commercial Banking, Wealth Management and Financial Markets. A fourth segment, U.S. Specialty Finance and International, complements the growth of its domestic operations. Its securities are listed on the Toronto Stock Exchange (TSX: NA). Follow the Bank's activities at nbc.ca or via social media.

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