

Tennis South Africa



**Presentation to the Parliamentary Portfolio
Committee on Sport, Arts & Culture**



Overview



The TSA delegation.



Current state of tennis in South Africa.



Governance structures.



Financials and business model.



Strategic focus – schools.



Transformation and development.



Introducing our delegation



Gavin Crookes
President



Riad Davids
Vice-President



Robin Baloyi
Board Member



Bellinah Matshediso
Board Member



Anthony Moruthane
Comms Manager



2. Current state of tennis in SA.



Interesting numbers



There are close to **700,000** active tennis players in South Africa
34K registered members



424 Clubs
1,200 Schools playing tennis



48%
female

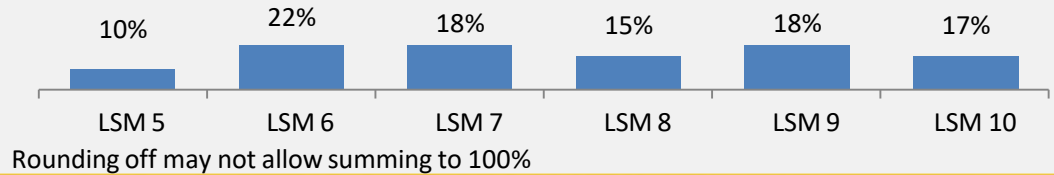
52%
male

44% of active players in South Africa are under the age of 24

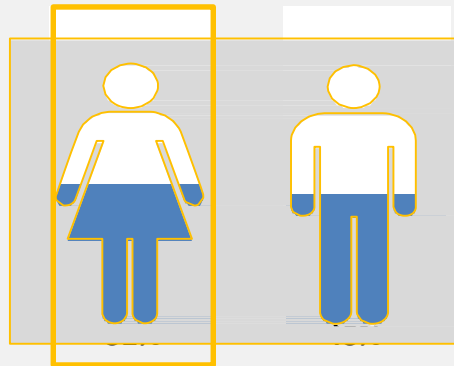
17% are under the age of 15



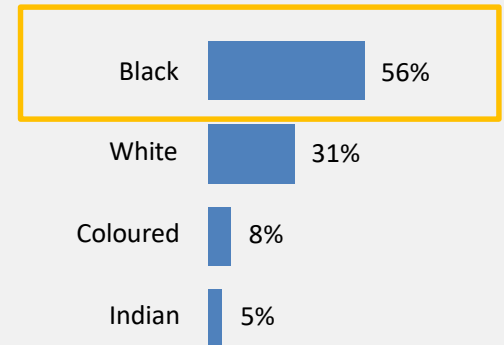
Tennis fans in SA



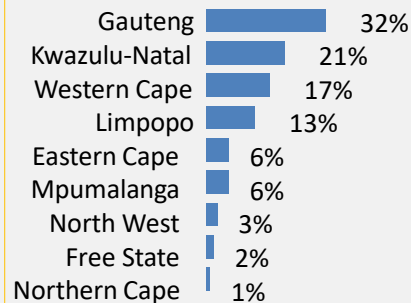
GENDER



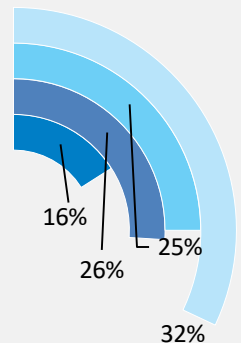
RACE



PROVINCE



AGE



Source: Nielsen Sports, 2016 (LSM 5-10)



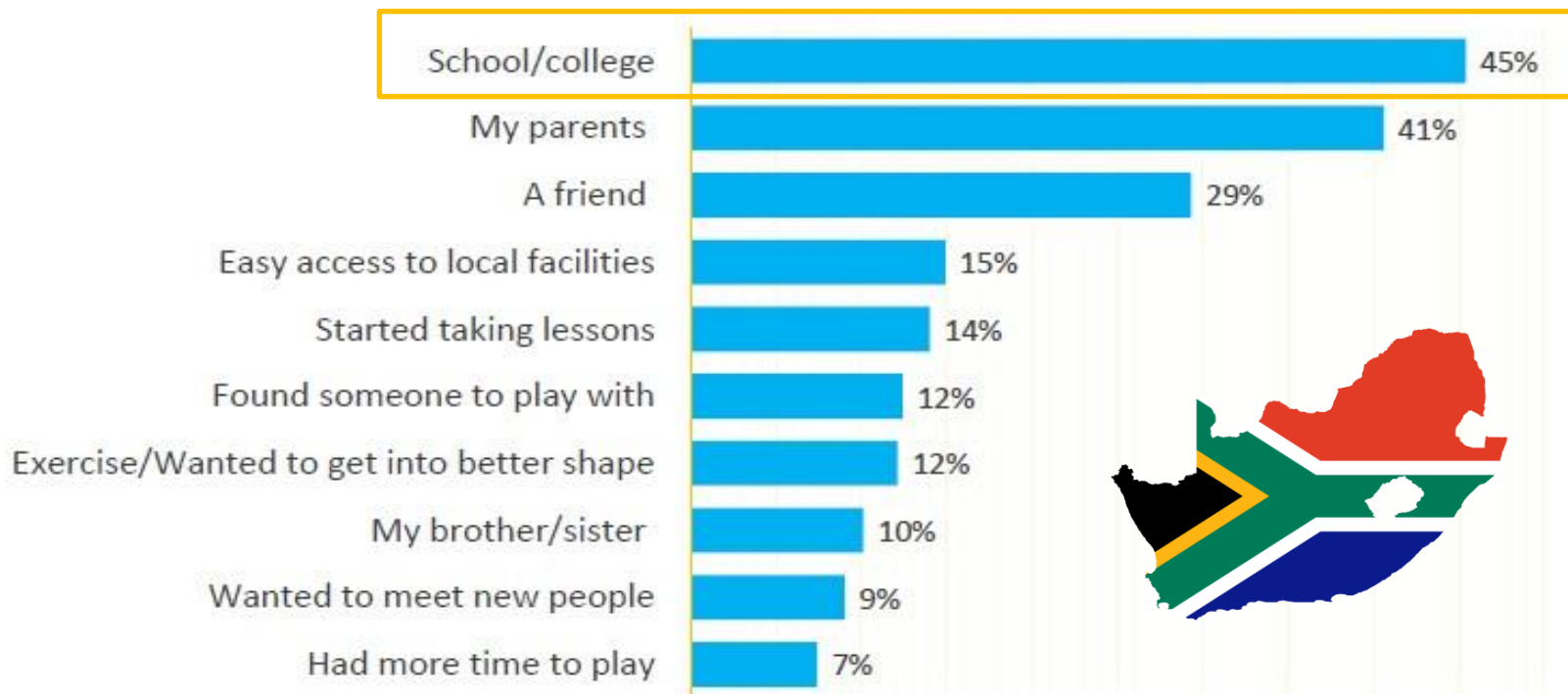
Tennis players in SA

Tennis Participation | Influences

Within South Africa

Who or what influenced you to take up tennis?

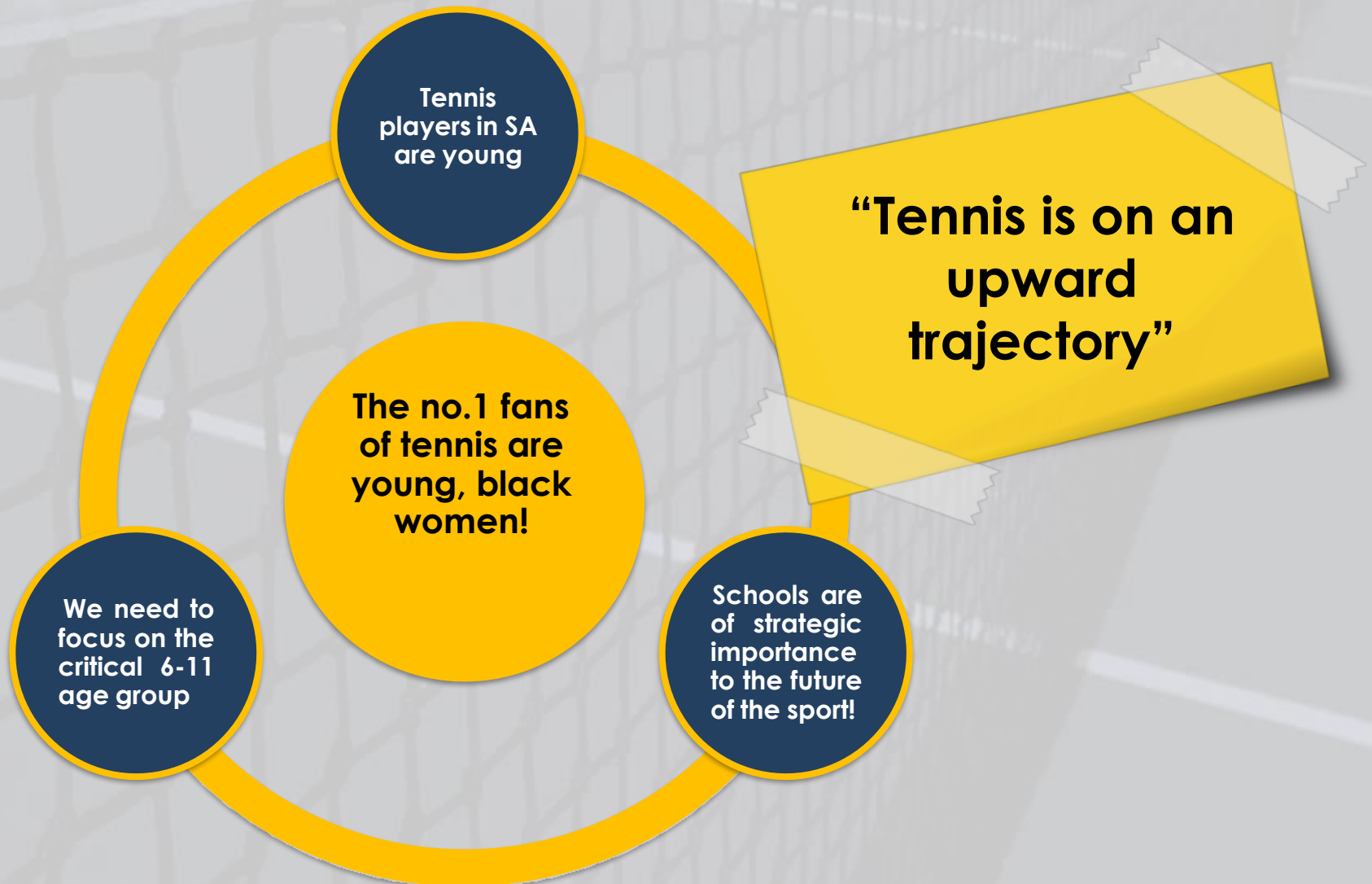
(Top 10 reasons)



Source: ITF Study. 2016 Calendar Year. Sample: 3000 people.



Tennis players in SA





Our 5 year strategy: April 2022 onwards

Workstream	Key priorities	Progress
People & Profit	Recruit a director of tennis and a participation manager (both female).	●
	Diversify revenue streams.	●
Participation	Universities: Launch local partnerships in SA and the USA.	●
	Coaching: Embed our ITF global silver status.	●
	Schools: Expand National schools competition & Rainbow Kidz format.	●
	Seniors (veterans): Diversify transformation action plan.	●
	Roll out of sustainable township academy programme.	●
	Increase funding sources for existing Growthpoint centres.	●
Performance	Roll out of Pathway Guidelines: for coaches, parents, & players.	●
	Increase number of ITF events & re-launch an ATP Challenger.	●
Profile	Secure a broadcasting partnership for local tennis	●



Five key challenges: the 5 Ps!

Making the game
more accessible –
wheelchair tennis /
schools / University
(Participation).

Raising interest in
local tennis
(Profile).

Producing more
ATP/WTA players
(Performance).

Building a
sustainable sport at
all levels
(Profit).

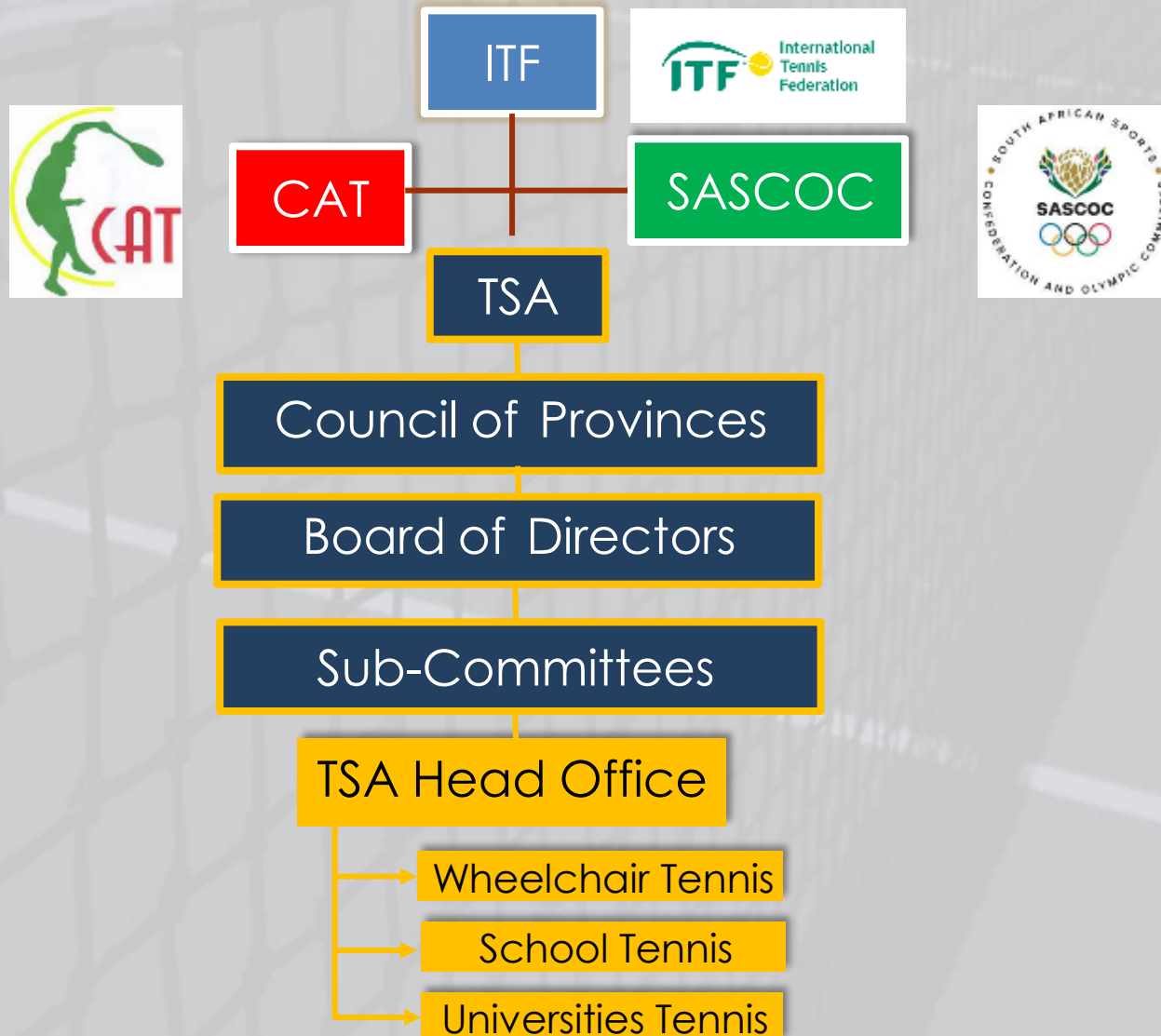
Growing capacity
at 'head office' &
provincial level
(People).



3. TSA Governance Structure.



TSA Governance structure





TSA governance structure

TSA Board (12 Members)

MANCO

Audit

Risk & Ethics

Transformation

Remuneration

Innovation

Women's Tennis

High Performance

Officiating

Juniors

Seniors

11 Committees



TSA board demographics



41.6%

Black (5):

3 – males
2 – females

58.3%

White (7):

5 – males
2 – female



Staff demographics

TSA Head Office (Pretoria)

Black:

Male – 5
Female – 2

White:

Male – 1
Female – 4

58% black.

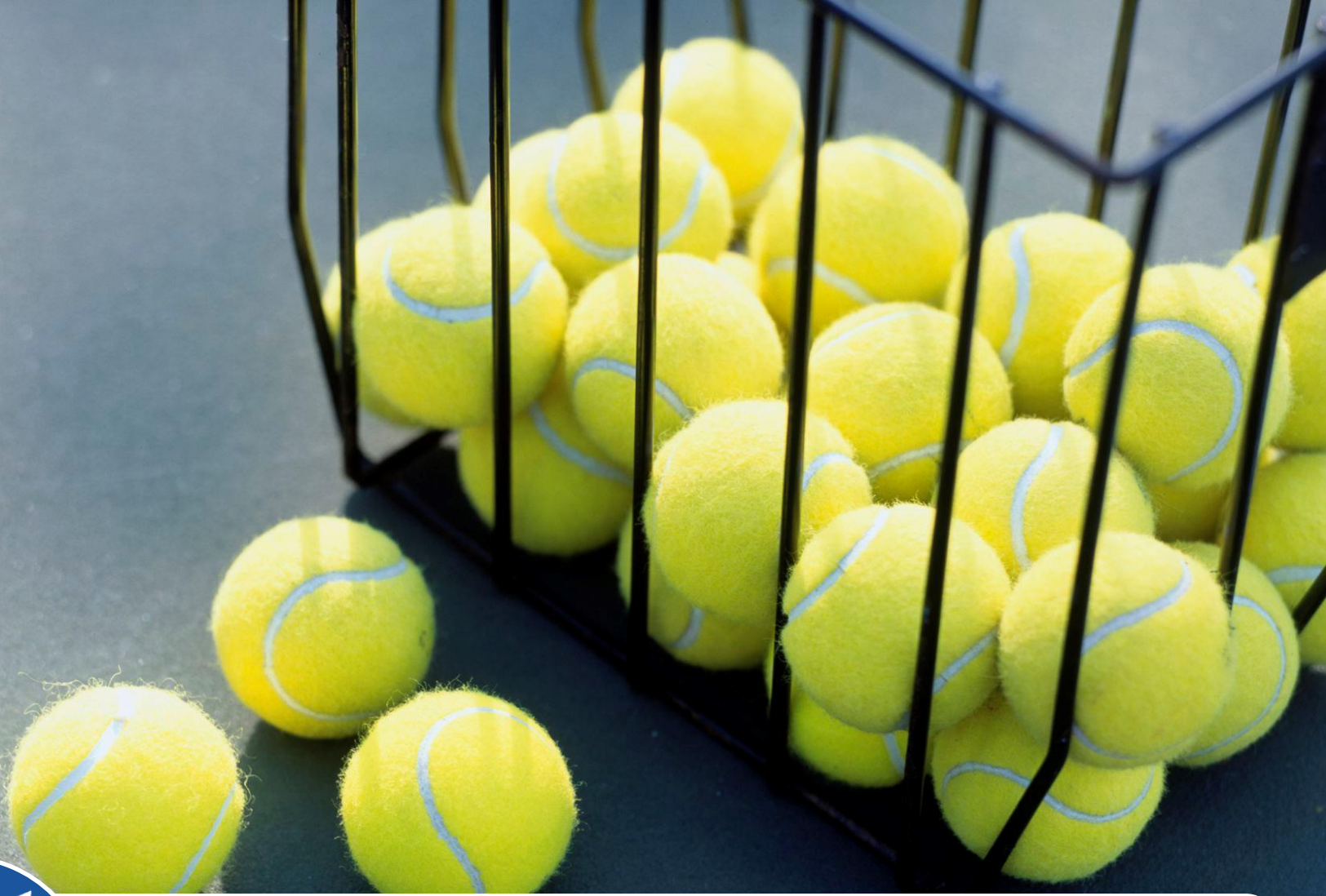
50% female.



Interesting numbers

Members	2019	2020	2021
Membership	19 845	24 424	32 292
Registered coaches	507	763	687
Registered officials	212	256	308





4. Financials & business model.



Financial overview

Finances	2021	2022		2023	
	Numbers	Growth	Numbers	Growth	Numbers
Total revenue	R25.5m	16%	R29.7m	20%	R35.5m
Tournament fee income	R1.8m	25%	R2.25m	-	R2.27m
Income from memberships	R1.6m	12%	R1.77m	(8%)	R1.6m
Dept. of Sport, Arts & Culture funding	R4.5m	0%	R4.5m	-	-
Total expenses	R23.5m	50%	35.25m	(4.6%)	R33.6m
Admin expenses	R10.25m	12%	R11.5m	19%	R9.35m
Transformation expenses					R16.3m



Transformation investment – all departments

Programme	*Estimated Spend '22/23	Detail
Schools & Development	R5 334 633	Rising Stars school's tennis competition, School's week, 4 x National Development Centers and 20 Wheelchair tennis hubs.
Local Events & Officiating	R3 950 447	Growthpoint junior & club events, Officiating courses & mentoring, SABC broadcast & events
Staff Employment Policy	R2 369 380	TSA Staff compliment is majority Black. This amount is purely the allocation for the black employees in office.
High-Performance	R2 463 761	Squad Camps, Coaching, Athlete Support, Tournament Participation, <u>Includes wheelchair tennis.</u>
Administration (Excl Staff Costs)	R1 684 235	Vital component for achieving Government and Federation priorities. Partial allocation covering operating expenses + media/marketing (growing the sport).
Coaches & Seniors	R488 000	Coaches Mentorship Program, Seniors Transformation events. <u>Includes empowerment of female coaches.</u>
Total	R16 290 456	Estimated @ 48% of total expenditure





Current TSA sponsors

Tier 1 Sponsor: Headline, Tournament & Development



Tier 2 Sponsors: Partners



Tier 3 Sponsors: Schools Project & School Coaches Mentorship



Tier 4 Sponsors: Associate Sponsors





5. Strategic focus – schools.



Rising Star Tennis Programme



Participation growth

- **Year 1:** 365 schools
- **Year 2:** 797 schools
- **Year 3:** 1036 schools

Transformation

- **Year 1:** 14% non-fee-paying schools.
- **Year 2:** 34% non-fee-paying schools.
- **Year 3:** 39% non-fee-paying schools.

Community upliftment

- Donated equipment to 48 quintile 1-3 schools.
- Upgrade of Baikagetse Primary tennis court.



Rainbow Kidz Programme



**Rainbow Kidz
offers fun
dynamic games,
training and
match play for
kids aged 4-10 at
any ability level.**

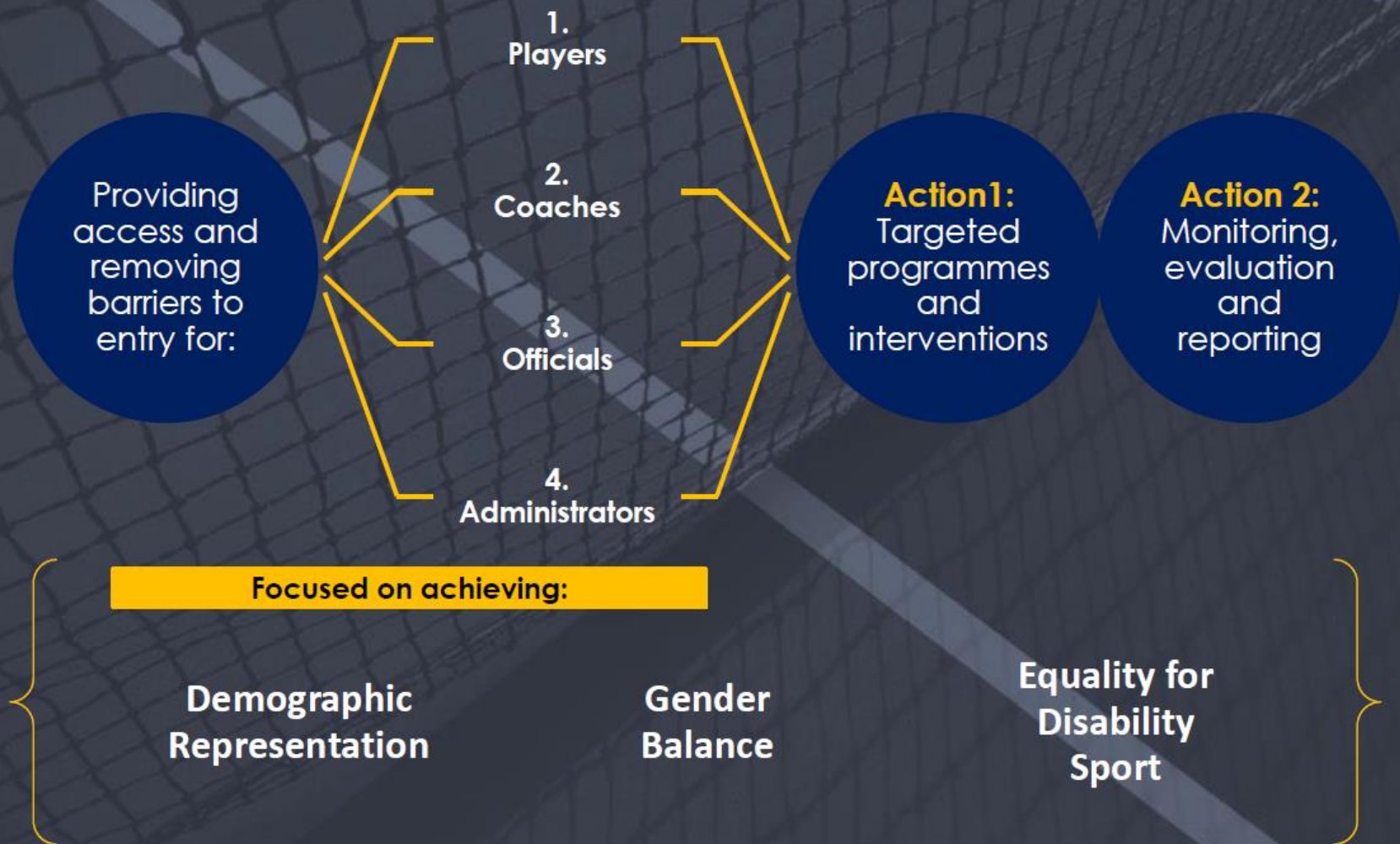
- Opportunities for different levels of players.
- Social interaction – fun with friends.
- A set start and finish time.
- Supervised play.
- Multi-match formats.
- A rewards structure based on collecting pins.
- A prize giving - every child will receive rewards.



7. Transformation & Development.



TSA transformation policy





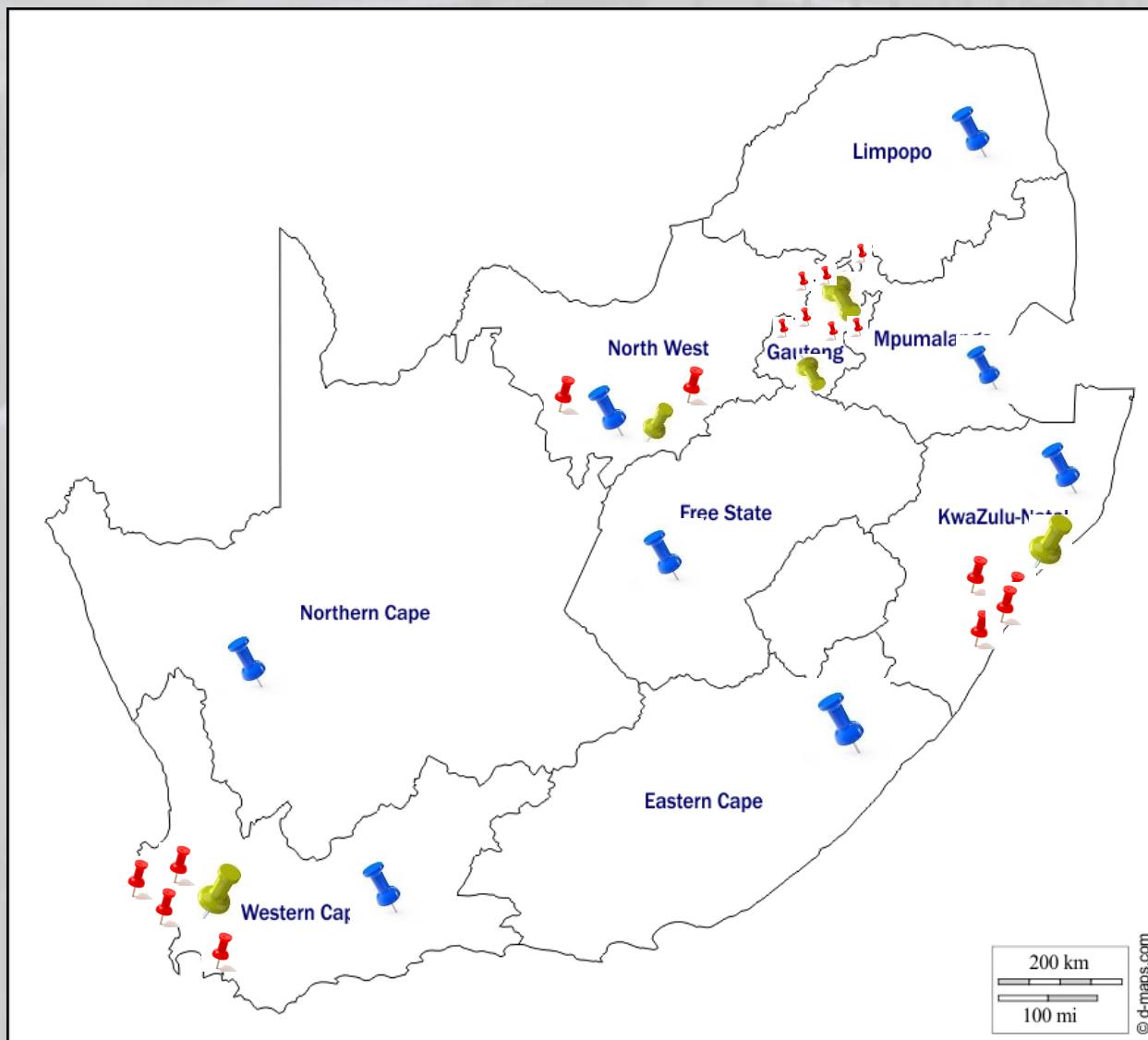
Pillars of player development

Current National Activities

- | | |
|--|---|
| 1. Access to facilities & equipment | <ul style="list-style-type: none">• Partnerships with local government• Growthpoint National Centres• Provincial Development Hubs |
| 2. Access to coaching | <ul style="list-style-type: none">• BNP Paribas Coaches Mentorship• Growthpoint National Centres• Provincial Development Hubs |
| 3. Access to playing opportunities | <ul style="list-style-type: none">• Schools: Rainbow KIDZ• Schools: BNP Paribas Rising Star Tennis• Local junior tournaments |



National development centres Network



TSA DEVELOPMENT CENTRES:

- GP - Soweto
- GP - Atteridgeville
- KZN - Durban Westridge
- WC - 3 Anchor Bay
- NW - Mahikeng

The Growthpoint Centres are mostly located in township communities to provide access to historically disadvantaged kids.

SATELLITE/TENNIS HUBS

- Each centre linked to 5-10 satellite hubs.

SCHOOLS

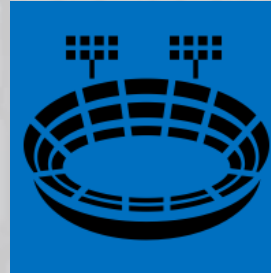
Supported through:

- Provinces
- Development centres &
- Tennis Hubs.

Each development centre looks after 4-8 schools.



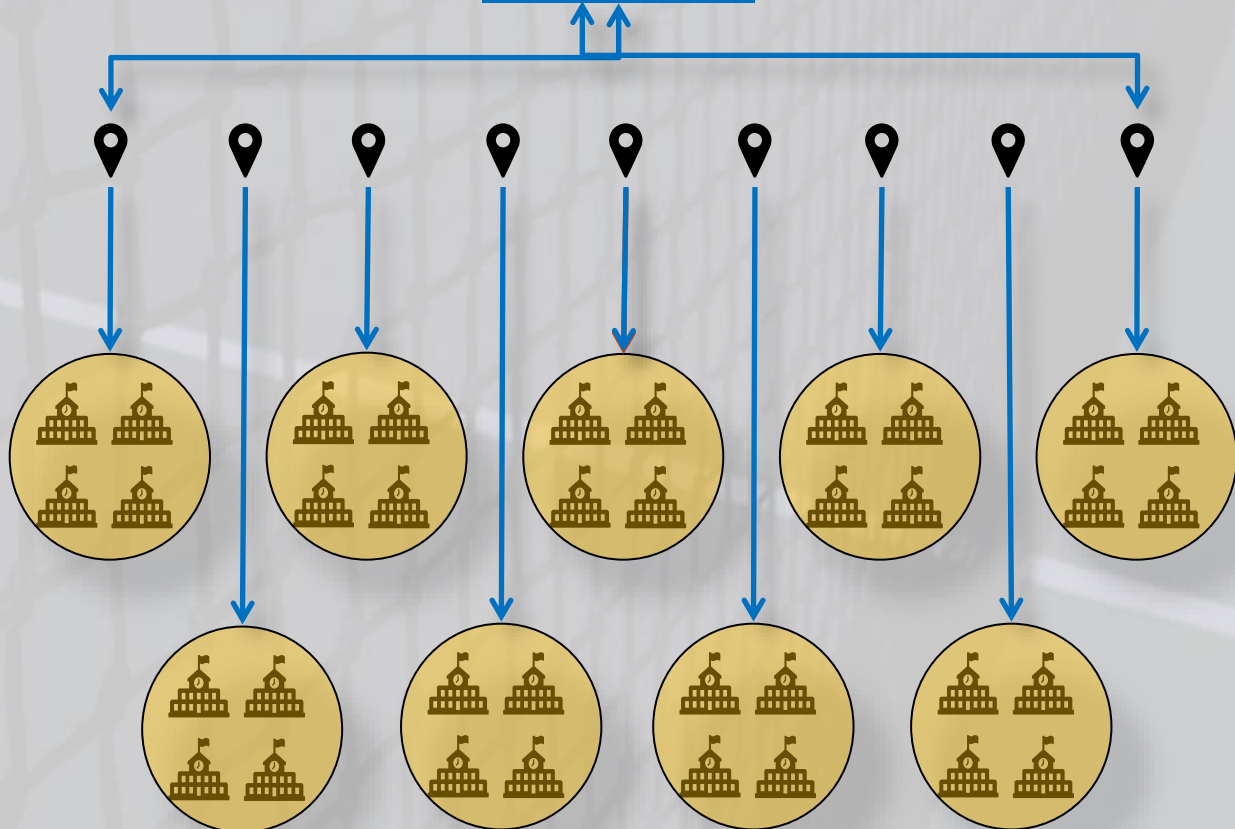
National development centres Structure



**TSA Development
Centre**

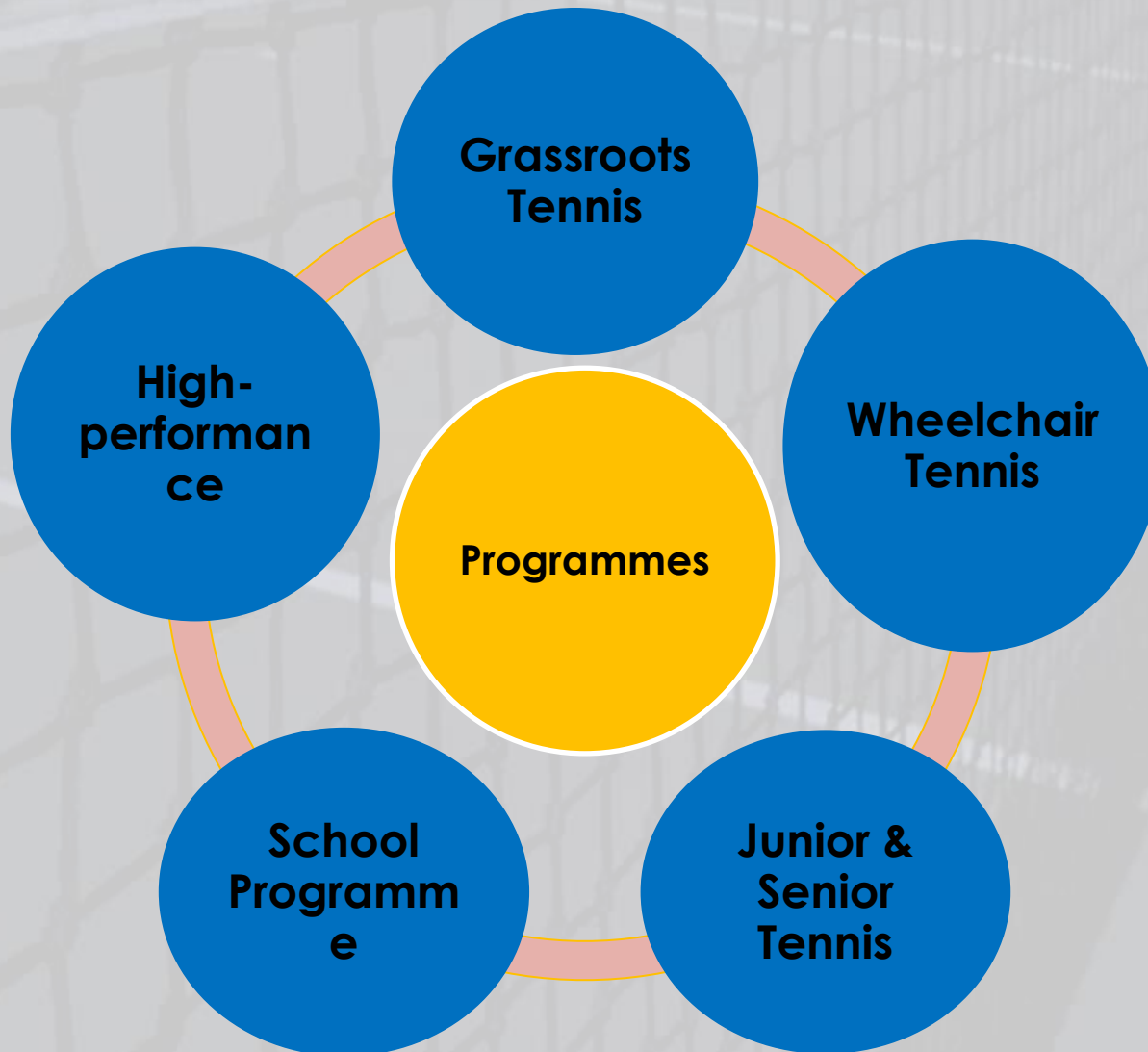
**Prov.
Hub/
Twinning School**

**Rural & Township
Schools**





National development centres Programmes





Wheelchair tennis



Wheelchair Tennis is a key department of TSA. TSA took over operations and management of the sport in July 2019.

Wheelchair Tennis has a healthy school programme with 24 active schools nationally.

South Africa is considered global leaders in wheelchair tennis development.

Tennis SA have employed full-time coaches to offer tennis in schools.



Thank you!