

WHAT DOES THE OTA DO?

MISSION STATEMENT

As the recognized leader of tennis in Ontario, the Ontario Tennis Association encourages participation in tennis, as part of a healthy lifestyle, and promotes the pursuit of excellence for all players.



PROVIDES A COMPREHENSIVE COMPETITIVE STRUCTURE

Organizes the schedule of sanctioned tournaments. Administers the creation of draws, seeding and the collection of results for sanctioned tournaments. Establishes provincial (and national) rankings weekly. Supports tournament directors with training, code of conduct, access to officials. Runs provincial championships for juniors and open categories.



In 2013: there were more than 250 sanctioned tournaments providing competition in 950 events involving more than 15,000 individual matches.

Hosting a sanctioned tournament benefits clubs by generating revenue (from entry fees and sales), raising the club profile and providing members with opportunity to participate in or watch the competition.

MANAGES TEAM ONTARIO

Organizes team events and trips. Provides team touring coaches for events such as National Championships, Canada Summer Games, Florida Circuit. Assist players through the National Training Centre, regroupings and Provincial carding programs.

In 2013: more than 110 junior players were part of Team Ontario Events.



CLUB SUPPORT SERVICES

- Club Group Insurance - Commercial General Insurance & Directors and Officers Insurance.
- Ontario Tennis magazine, Weekly and Monthly General Newsletters, Club Connection.
- Discount Programs for clubs (court equipment, balls etc.) and their members (Club Card, Member Appreciation Day).
- Club Exec Networking/Educational Opportunities - AGM, Presidents' Day, Regional Meetings.
- Club achievement and Volunteer Recognition Programs.
- Web Site and Resource Centre.
- Job Line - free posting for clubs wanting to hire professionals.
- Regional Structure. Supports regions in providing local programming (e.g. leagues, tennis events, regional tournaments, local AGMS etc.)

In 2013: Roughly 70% of community clubs used the insurance program for general liability and 60% for directors and officers insurance. 25% of member clubs were represented by the 120 people at the AGM. Nearly 200 people representing more than 40% of clubs attended Presidents' Day at the Rogers Cup.

PROFESSIONAL DEVELOPMENT

Instructor and coach Training and Certification. Training of Officials. Internship Program.

In 2013: more than 220 people were certified as instructors for the first time. More than 100 club professionals upgraded their certification levels.



TENNIS PROMOTION

- Schools program
- Tennis pathways/smash cage/promotion at festivals
- Turn key events at your club (tennis fair)
- Cardio tennis training
- Booth at Rogers Cup
- Little Aces



Each year through OTA tennis promotional programs more than 20,000 kids are introduced to tennis and 400 teachers certified to teach tennis in schools so that more kids participate in curriculum based tennis programs. The OTA also supports other groups such as the Philpott Fund which provides free tennis camp to 4,000 kids each summer.

OTA OFFICE AND ADMINISTRATION

- Apply for program and support grants from provincial government, Tennis Canada, Trillium
- Manage Sponsor Relationships, procure Advertising
- Governance and Management (e.g. Volunteer Board, Budgets, Accounts, Membership and User Fees, Program Development)

In 2013: the OTA had 243 member club, representing more than 60,000 club members. More than 2200 players registered to participate in the competitive structure.

For every \$1 of club membership fee revenue - the OTA generates roughly \$3 of revenue from other sources to support the delivery of programming.