

## **PURPOSE OF THE COACHING SYSTEM**

Tennis Canada provides certification to individuals within the tennis industry to ensure the highest quality instruction for all players. Tennis Canada has expanded its certification program to meet the individual needs of the tennis community.

Within a highly competitive tennis industry, one of the key elements to differentiate facilities and/or junior development programs are the expertise of the tennis professionals/coaches housed within the club/program.

## **DESCRIPTION OF THE CERTIFICATION PROGRAM**

Upon completion of the first two levels of certification, the Instructor level and Club Pro 1, an individual will have the choice of two (2) streams of coaching certification. They can choose the “High Performance Stream” or “Club Professional Stream” of coaching education/certification. Both will be recognized as official certification; however, the certification will represent completely different competencies.

The “Club Professional Stream” will be oriented to those individuals who work in the clubs with players in the “Fundamental”, “Developing” and “Active for Life” Stages of the LTAD. These individuals are interested in developing the varied skills which are necessary to be successful in a club environment including but not limited to customer service, programming, front desk operations and management, staff management, club maintenance, running team practices, and basic corrections for recreational players. This individual will be trained to be a “Tennis Pro”.

The “High Performance Stream” will be oriented to those individuals who are interested in player development and who will work in elite junior programs with ages 5 –18 and/or with high performance players from college to on-tour professionals in the “Fundamental”, “Developing” and “Consolidating” Learning to Perform”, “Learning to be a Pro” and “Living as a Pro” Stages of the LTAD. Hence, this stream will include all necessary coaching information for developing players. This individual will be trained to be a “Coach”. The coaching stream will be very extensive to ensure that these individuals are well formed for the comprehensive job of player development. It will require the individual to complete a number of modules over a prolonged period of time. A strong practical component will complement the curriculum.