

## THREE MOST COMMON TENNIS CLUB/COACH MODELS

Clubs can partner with coaches in a variety of ways depending on their goals, resources, and desired level of control. The three coaching models outlined below are commonly used across tennis clubs and are intended as flexible examples. Clubs can adapt these to suit their individual needs along a spectrum of partnership arrangements.

### 1. CLUB CONTRACTED COACHING MODEL

In this model, the club directly engages a coach (or coaching provider) to deliver programmes to its members.

#### How it works:

- The coach is contracted exclusively by the club.
- Coaching programmes (e.g. junior coaching, social sessions, squads) are typically included as part of club membership or subsidised by the club.
- The club collects all membership and programme fees, then pays the coach directly.

#### Key features:

- The club has strong control over programme structure, pricing, and delivery.
- Coaching is seen as a core member service.
- Easier to align coaching with club strategy (e.g. participation growth, retention).

#### Considerations:

- The club carries more financial responsibility and risk.
- Requires more administration and management from the committee.
- Coach operates more as a programmes provider rather than an independent business.

### 2. INDEPENDENT COACHING BUSINESS MODEL (COURT HIRE AGREEMENT)

In this model, the coach operates their own business from the club, under an agreement.

#### How it works:

- The coach runs an independent coaching business.
- They charge participants directly for coaching programmes.
- The coach pays the club a court hire fee or agreed contribution. (programme time, run tournaments, competitions, club operations, events etc)

#### Club benefit arrangements may include:

- Discounted coaching for members.
- A requirement for participants to hold club membership.
- A percentage of coaching revenue, or fixed facility fee.

#### Key features:

- The coach has greater autonomy over pricing, programmes, and operations.
- The club has less administrative responsibility.
- Opportunity to attract professional coaching services without direct financial burden.

#### Considerations:

- Coach has more autonomy over programme delivery.
- Requires clear agreements to ensure mutual benefit.
- Important to align expectations around member access, culture, communication and code of conduct self-management.

### 3. HYBRID COACHING MODEL (COMBINATION APPROACH)

The hybrid model blends elements of both model 1 and 2.

#### How it works:

- The club contracts the coach to deliver core programmes (e.g. junior development, member sessions).
- At the same time, the coach may run their own independent programmes or private lessons from the club.

#### Key features:

- Shared responsibility between the club and coach.
- The club maintains control over priority programmes, while enabling the coach to grow their business.
- Flexible structure that can adapt over time.

#### Considerations:

- Requires clear communication and agreements to avoid overlap or confusion.
- Needs careful planning around court allocation and scheduling.
- Works best when there is a strong, collaborative relationship.