



OTA Club Membership
Information (Tennis Toronto Annual General Meeting)

Agenda

01

Introductions

02

Explanation
of the OTA
Operating
Model

03

OTA
Membership
Benefits

04

New
Programming
and Initiatives

01 Introductions



Who is the Ontario Tennis Association?

The Ontario Tennis Association (OTA) is the provincial sport governing body for tennis in Ontario. It is a non-profit organization, incorporated under the Corporation Act. It is the largest provincial tennis association in Canada, boasting 250 clubs and approximately 65,000 adult and child tennis players.

The OTA aims to make tennis more accessible for all Ontarians and to provide a structure of services which will assist players to reach a level of competence consistent with their personal goals and abilities.

The strength of the OTA is seen in both its sheer numbers and exposure to every corner of the province, and for the creation and maintenance of an atmosphere of unlimited tennis opportunities for players of all levels, from grassroots to national caliber athletes.

[View our 2022-25 Strategic Plan](#)

Mission Statement

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

02 OTA Operating Model

The Ontario Tennis Association (OTA) extends its gratitude to our member clubs for their unwavering support and financial contributions towards OTA programming.

OTA clubs play a crucial role in subsidizing various initiatives, ensuring the accessibility and success of our programs. The OTA comprises four core programs: Membership & Regional Development, Player Development, Marketing, and Finance & Administration. With your support, the OTA is able to grow the sport through these pillars, ensuring its sustained development and success.

OTA by the Numbers



OTA
ONTARIO TENNIS ASSOCIATION

BENEFITS SNAPSHOT

CLUB INSURANCE
By pooling the risks and needs of more than 150 community clubs through the association, the OTA is able to significantly reduce premiums to member clubs. The OTA insurance package offers liability and property, abuse, Directors' and Officers' insurance, and more.

ONTENNIS MAGAZINE
ONTennis Magazine was established in 1969 and is printed once a year and over 25 additional stories are published online at ONTENNIS.ca. The printed edition is available to member clubs and also online via the OTA website. The OTA has a link icon for the magazine that can be posted on a club website.

CLUBSTRONG
The CLUBSTRONG Online Resource Centre is available to assist Club Executives to run a more successful club through educational materials. Through CLUBSTRONG, Execs have access to helpful resources, templates and best practices information. The Resource Centre is continually growing with new resources frequently added.

COMPETITIVE STRUCTURE
The competitive structure in Ontario features more than 450 events and 100 tournaments accommodating players in the age categories under 8 to over 85. By hosting OTA tournaments, member clubs can benefit from additional revenue, raise the club's profile in their local community to attract new members and provide an added service for current members.

NATIONAL BANK ROADSHOW
National Bank Roadshow is a program that is offered to OTA clubs on a first come, first served basis. The Smash Cage is the most popular feature of the Roadshow. It can be booked for a two-hour period and is an excellent way to promote your club. An OTA outreach coordinator will be provided to deliver the materials, set up and disassemble the cage and facilitate the activities.

PREFERRED MEMBER PRICING
OTA clubs benefit from preferred member pricing on Penn Menathlon (official ball) tennis balls, court equipment through RACQUETGUY'S (official court equipment supplier), travel arrangements through @boomex and trophies through Things @graved.

PROGRESSIVE FLOOR TENNIS SCHOOLS PROGRAM
The OTA's Progressive Floor Tennis schools program involves visiting schools and instructing teachers on how to implement a tennis program in their school gyms. Preferred pricing is available to schools on items such as rackets, tennis balls and mini nets.

TOUR CLINICS
The Tour Clinics travel throughout Ontario each year, delivering a very active 2 hour program at NO cost to our member clubs. Clubs can choose from the "Hitler", "All of Doubles" and "Tour Doubles" clinic formats (based on a club's program needs). Participants receive Rogers Cup qualifying tickets as well as the chance to play/demo the latest in Yonex racquets technology, Penn Menathlon tennis balls and win cool prizes!

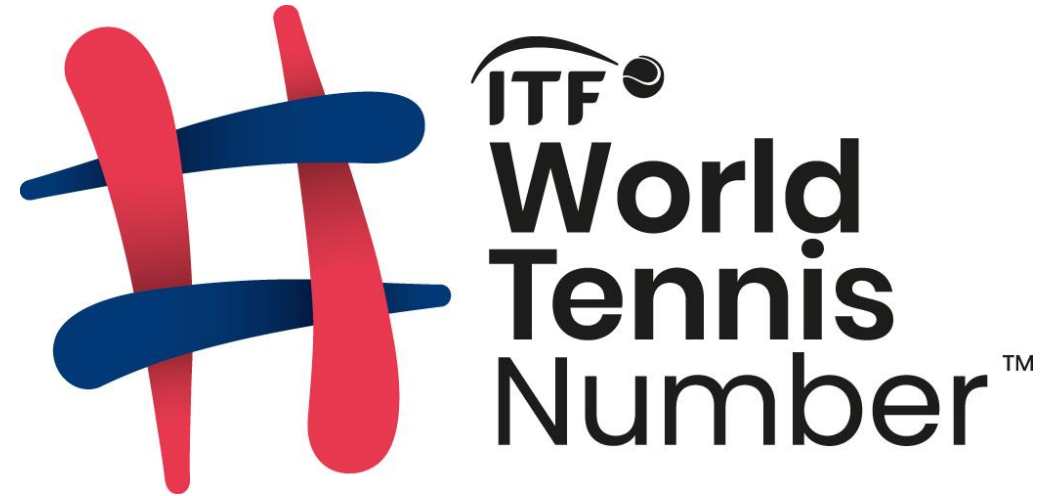
The above programs are a small sample of all the benefits the Ontario Tennis Association provides to the membership.

03 OTA Membership Benefits

In addition to its core programs and initiatives, the OTA provides a range of benefits to its club members, ensuring they have the support and resources necessary to thrive: For more information on OTA Club Member Benefits, please visit www.tennisonario.com

04 New Programming and Initiatives for OTA Member Clubs

- 1.ClubSpark
- 2.Tournament Planner
- 3.WTN Club Matchplay Tool



Key features of ClubSpark

ClubSpark allows clubs to build an online platform to manage their membership, program registration, court booking, website and more. Key features of the tool include:

MEMBERSHIP: Allows clubs to set up online registration and payment for a variety of membership types and maintain their member database year-over-year.

COURT BOOKING: Allows clubs to publish their court booking sheet and accept online bookings and payments. Booking sheets can be customized with different levels of booking privileges, costs and availability.

PROGRAMMING: Allows clubs to create programs, drop-in classes, camps and more. All programs can be set up free of charge or with payment and coaches can track attendance directly through the website

WEBSITE: Clubs can create a custom website with ClubSpark's easy-to-use website builder, or integrate the platform into their existing website with direct links

NEW TOURNAMENT PLANNER

Key features of Tournament Planner for Club Championships

Tournament Planner allows clubs to manage all aspects of tournament operations through one platform. Key features of the tool include:

REGISTRATION: Allows clubs to set up online registration and payment for tournaments. Clubs have the option to manually add players, collect payment offline and collect additional info from players (ex. BBQ).

OPERATIONS: Allows tournament organizers to manage all aspects of tournament operations including seeding players, generating draws, scheduling matches, posting order of play, player communication etc.

ONLINE PUBLICATION: Allows players to follow the tournament online. Players can track their order of play, match times, scores, progression in the draw etc. through the national competitions site.

RATINGS: The tool gives players the opportunity to build their ITF World Tennis Number (WTN). Players can opt into sharing their match results with the ITF to automatically calculate their WTN. Opting into this is not mandatory and players can opt-out any time.



NEW WTN CLUB MATCHPLAY TOOL

Key features of the WTN Club Matchplay for box ladders

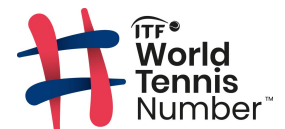
The WTN Club Matchplay tool allows clubs and coaches to manage their box leagues/ladders online. Key features of the tool include:

REGISTRATION: Allows clubs to set up online registration and payment for matchplay programming. Clubs have the option to manually add players as well and collect payment offline.

OPERATIONS: Simplifies creating and managing boxes/ladders. The tool includes an automatic promotion/relegation feature which can be customized by clubs.

SCORE ENTRY: Allows players to enter their own scores online. Coaches/club admins have the option to disable this function and enter scores themselves if they prefer.

RATINGS: The tool gives players the opportunity to build their ITF World Tennis Number (WTN). Players can opt into sharing their match results with the ITF to automatically calculate their WTN. Opting into this is not mandatory and players can opt-out at any point.





**Thank you for your
support!**

For more information on
OTA Club Member Benefits,
please email
achappell@tennisontario.com.