

<p>Project</p> 	<p>Regional and Rural Community Engagement</p>	<p>Partner</p>	
<p>Purpose</p> 	<p>Tennis Victoria, as the governing body for tennis in Victoria, is facing the challenge of effectively engaging current and potential participants in regional, rural and isolated communities.</p> <p>Tennis Victoria commissioned the Centre for Sport and Social Impact to assist Tennis Victoria in better understanding how to effectively engage these communities, as well as establish an evidence base in order to develop best practice programs and development models to ensure sustainable delivery into the future.</p>		
<p>Method</p> 	<p>Part A – Supporting Isolated Communities (SIC) Program</p> <p>Qualitative interviews were undertaken with a minimum of two key club informants at each of seven tennis clubs that have participated in the SIC Program, in order to identify outcomes from the activities such as capacity building for clubs, increased membership and broader engagement with the community.</p> <p>Part B – Club perceptions of Regional Development Officers (RDOs) and Regional Sports Assemblies (RSAs)</p> <p>Interviews were undertaken with one or more key informants at each of 14 regional and rural clubs to investigate the club perceptions of the roles and service provision of RDOs and the Regional Sports Assemblies, with specific emphasis on club capacity building, sport development activities and other club outcomes, such as an increase in membership or the development of coaches.</p>		
<p>Application</p> 	<p>Conclusions were made around:</p> <ul style="list-style-type: none"> <li>• The regional engagement activities and support needs of rural and regional tennis clubs and the role of Tennis Victoria, RDOs and RSAs</li> <li>• The need for regional and rural tennis clubs to develop a balance between competition and cooperation within regions</li> <li>• The quality of club facilities</li> <li>• Having sufficient volunteers to administer and manage tennis clubs</li> <li>• RDOs having insufficient time to provide direct support to clubs.</li> </ul>		

