



Editorial

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Welcome to the 72nd issue of the ITF Coaching & Sport Science Review (CSSR). This second issue of 2017 is a special monographic issue looking back at the impact of the ITF 'Tennis Play and Stay' campaign, in the tenth anniversary year since the campaign's launch in 2007.

The ITF 'Tennis Play and Stay' campaign aims to promote tennis as easy, fun and healthy, and to ensure all starter players are able to serve, rally and score from their first lesson. Fundamental to the campaign is the use of slower balls by coaches working with starter players, ensuring that their first experience of tennis is a positive one, where players are able play the game.

The articles in this issue include case studies from different nations from around the world, highlighting the effect that the campaign, and related initiatives, have had on increasing tennis participation and retaining more in the sport. Articles included provide insightful updates from research detailing what has been learnt about equipment modification in tennis and how this has impacted skill development; coaching methodology, competition; and general growth in the game over the past ten years.

The ITF are currently undertaking a comprehensive study to 'evaluate the impact of the ITF Tennis Play and Stay campaign on the tennis industry, since its inception in 2007.' The research, which is being administered by Victoria University, Australia, will seek to acquire a broader understanding of the actual adoption and the impact of the campaign by consulting with the National Tennis Associations; the tennis equipment suppliers and manufacturers; teachers and coaches who deliver programmes relate to the campaign; and the players impacted. To support the review and to take part in this study, please click here.

The ITF is pleased to announce that the ITF ebooks app now has publications available in Chinese to download for free or at a significant discount to the hard copy versions in addition to the currently available publications in English, Spanish, French and Russian.

The 20th ITF Worldwide Coaches Conference 2017 by BNP Paribas, will be held at the Hotel Marinela in Sofia, Bulgaria

from 11-14 October 2017. The conference, themed "The Journey of the Player", is being organised by the ITF in conjunction with the Bulgarian Tennis Federation and Tennis Europe.

An exciting line-up of confirmed speakers so far includes; ITF President David Haggerty, Mary Pierce (FRA), Louis Cayer (CAN), Magdalena Maleeva (BUL), Anastasia Myskina (RUS), Dr. Bruce Elliott (AUS), Dr. Machar Reid (AUS), Anne Pankhurst



(GBR), Dr. Brian Hainline (USA), Ruben Neyens (BEL), Kathleen Stroia (USA) and Stuart Miller (ITF) among others. For more information on how to register for the largest coach education event held by the ITF, please visit the official page by clicking here.

The ITF Coaches Commission met at Roland Garros on Saturday 3 June 2017 in a session chaired by ITF Board member Aleksei Selivanenko (RUS). Topics covered during the meeting included the 20th ITF Worldwide Coaches Conference 2017 by BNP Paribas; international certification with a move to increase quality and integrity of coaching; on-court coaching; an online continuous education platform; the new ITF ebooks app; and applying social networking and technology in coaching.

The ITF Tennis iCoach website remains at the forefront of online coach education resources, with current research and coaching methodology available to coaches across the world. Some of the latest information published includes a series of 12-and-under player training videos from Ruben Neyens (BEL).

Click [here](#) to access ITF Tennis iCoach, including existing content from many of the speakers at the forthcoming ITF Worldwide Coaches Conference by BNP Paribas.

The ITF is happy to announce that the Coach Education systems of the Croatia Tennis Association and the Hong Kong Tennis Association have been recognised at Bronze level. Croatia and Hong Kong join the group of nations that have reached the Bronze recognition level which include: Belarus, Bulgaria, Cyprus and Sri Lanka.

The ITF hope that you will find this 72nd issue of the ITF Coaching and Sport Science Review informative and that the case studies and research provided to highlight the impact of the ITF 'Tennis Play and Stay' campaign will continue to contribute to the growth and evolution of tennis for another ten years

RECOMMENDED ITF TENNIS ACADEMY CONTENT (CLICK BELOW)



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