

Women and Girls *Strategy*

2022-2027



“Tennis is one of the very few global sports in which women and men compete on the same stage, earn equal prize money and have equal exposure. Although this is a source of pride, we recognise we can always do more as we continue to strive for equality, inclusion and diversity throughout the sport, both on and off the court.”

Craig Tiley, Tennis Australia CEO



Trailblazing *moments*

For more than 100 years, we have proudly stood at the forefront of implementing positive change for women and girls. We hope to inspire other sporting codes and organisations around the world as we continue to create opportunities for, and champion the women and girls involved in Australian tennis.



1922

Women compete for the first time at what is now known as the Australian Open. Maude Molesworth wins the tournament and later goes on to become Australia's first woman professional tennis coach.



1970

Australians Judy Dalton and Kerry Reid along with other members of the Original Nine become the first professional women tennis players.



1984

Equal prize money is first awarded at the Australian Open



2009

Australian Open women's final moves to prime time.



2017

Jayne Hrdlicka becomes Tennis Australia's first women Chair.

2016

Tennis Australia board reaches 40:40:20 goal

2022

Ashleigh Barty becomes the first Australian to win the AO since Chris O'Neil in 1978. Her victory is the highest rating women's final in OzTAM history.



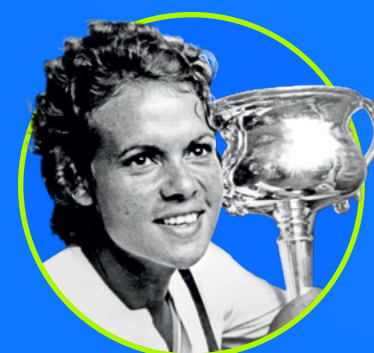
1960-1975

Margaret Court wins a record 24 Grand Slam singles titles – the most of any player in history – man or woman. She becomes the first mother to win a Grand Slam in the Open Era at the Australian Open in 1973.



1971

Evonne Goolagong Cawley becomes the first Aboriginal woman to win a Grand Slam and the first tennis player to be awarded Australian of the Year. In 1980 she becomes the first and only mother to win Wimbledon.



1996

Women's Coaching Scholarship program is established to provide more opportunities for women to become high performance coaches.



2016

AO Inspirational Series is launched to celebrate women and shine a global spotlight on gender equality.



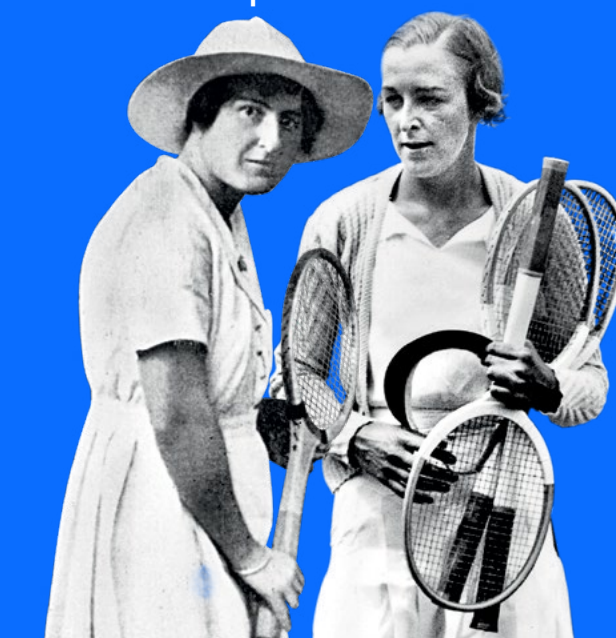
2019

Cheryl Jenkins becomes the first women Chief Umpire of the Australian Open.

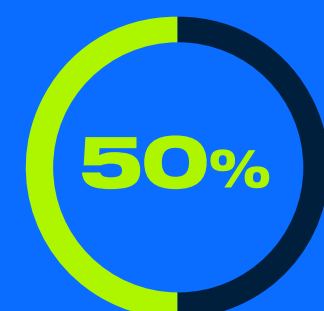


2022

100 years of women's tennis is celebrated at the AO with Maude Molesworth and 1930's champion Joan Hartigan inducted into the Australian Tennis Hall of Fame. Australian Open women's semifinals move to prime time.



State of Play



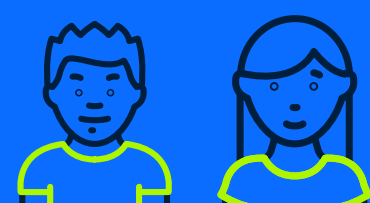
50%
of the Tennis Australia Participation budget is invested in women and girls



51%
of the Tennis Australia Performance and Player Development budget is invested in women and girls

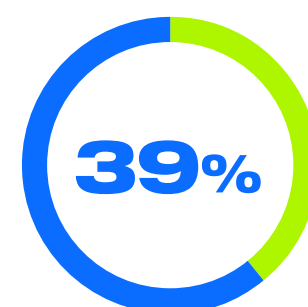


Equal prize money is awarded to men and women at the Australian Open and across all Australian professional tournaments and endorsed events

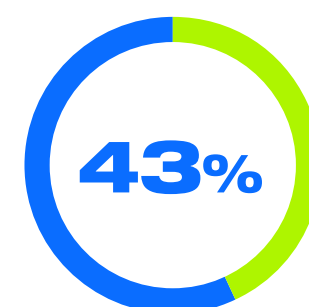


Tennis Australia's Gender Pay gap is the lowest in the domestic sporting sector and below the national average

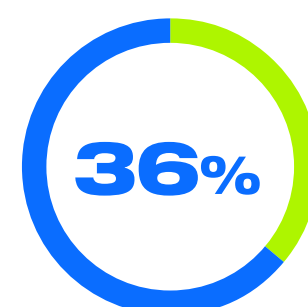
PARTICIPATION



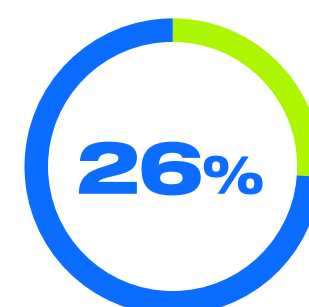
39%
of Australian children playing tennis are girls



43%
of Australian adults playing tennis are women

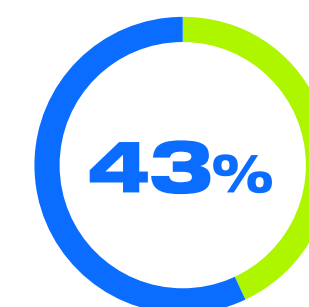
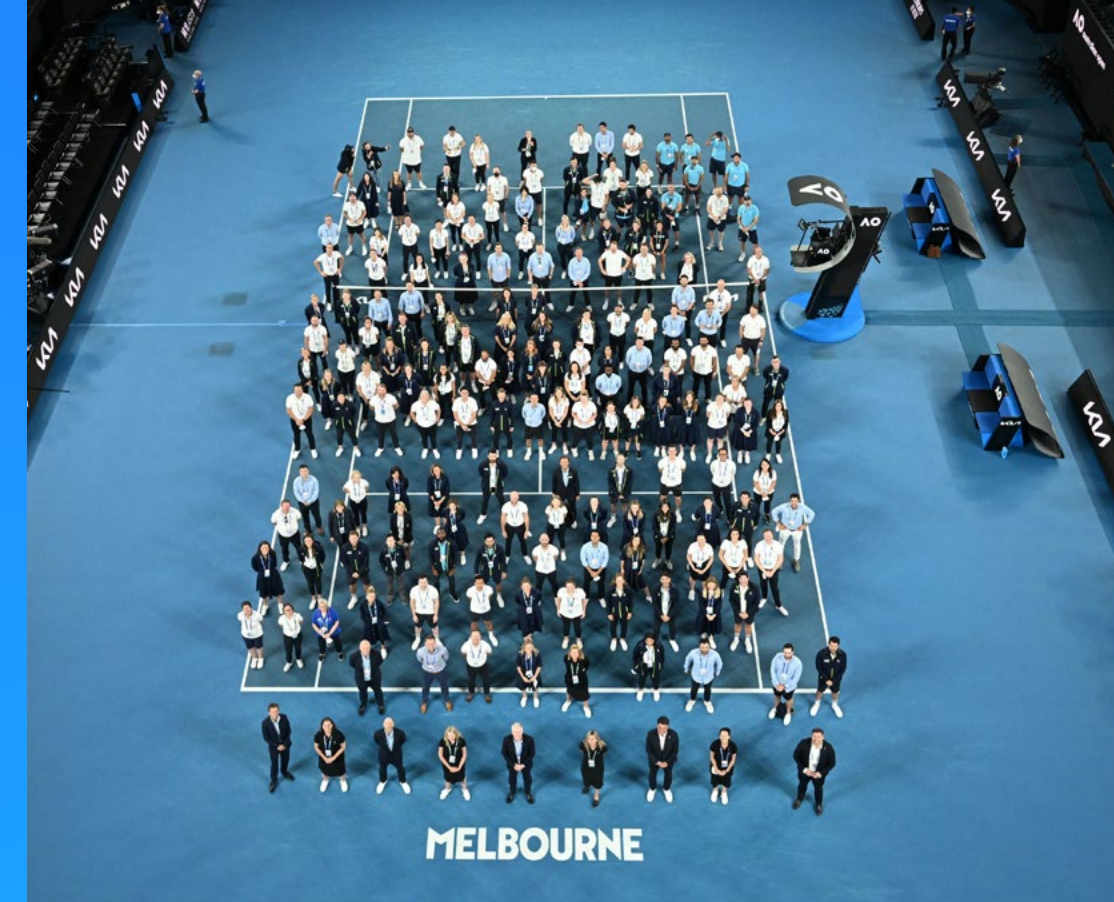


36%
of Australian Officials are women

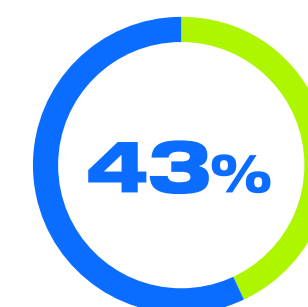


26%
of Australian Coaches are women

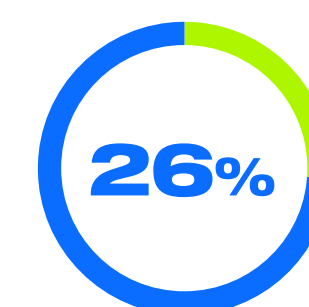
LEADERSHIP



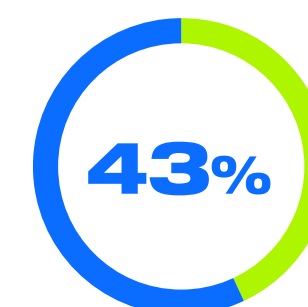
43%
of Australian Tennis Leaders are women



43%
of Australian Tennis Board members are women



26%
of Australian Club Presidents are women



43%
of Tennis Australia Executives and Senior Managers are women

PERFORMANCE



15

Australian women ranked in world's top 500



25

Australian women ranked in world's top 500 in doubles



10

Australian Women ranked in the ITF top 500



12

Australian Girls ranked in world's top 500

Our *Vision*

**No limits for
Women and Girls
on and off the court**



Lead

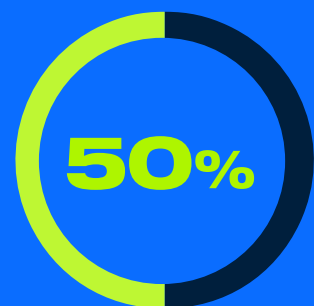
Drive accountability through:

- Ensuring equitable investment across tennis
- Applying a gender lens to funding strategies, policies and agreements in tennis and with partners
- Publicly reporting progress in Australian tennis annually
- Engaging and inspiring the tennis community to embrace change
- Providing leadership to achieve equality in sport globally.

TARGETS:



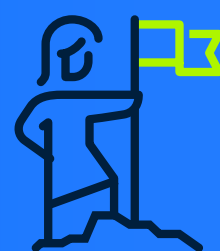
Gender
pay gap



of budget
invested in
women and
girls on and
off the court



of prize money
awarded to
women and
girls



8
Member
Associations with
a nationally aligned
Women and Girls
plan



Influence

Create an equal voice through:

- Strengthening career and volunteer pathways and opportunities on and off the court
- Creating sustainable networks to influence and advance women
- Inspiring and developing women to be a public voice for tennis from grass roots to the world stage
- Ensuring equal and appropriate representation of women in the media
- Advancing governance structures to ensure equal representation of women at all levels and roles.

TARGETS:

45%

of leadership
roles to be filled
by women

35%

of coaches
to be women

40%

of officials
to be women

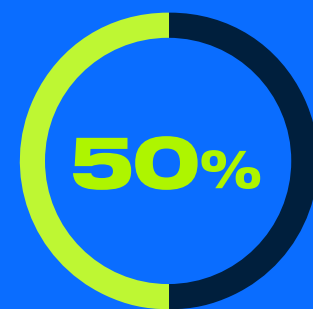


Play

Enrich playing experiences through:

- Ensuring safe, inclusive and welcoming environments that value and empower women and girls
- Applying a gender lens to enrich the playing experience across life stages
- Empowering women and girls to excel and thrive in tennis.

TARGETS:



of tennis
players to be
women and
girls



25
elite women
athletes

“We believe
that playing
makes life
better”



Principles

Underpinning everything we do are the principles that:

- Women and girls are central to shaping and influencing Australian tennis
- Courageous and relentless improvement and innovation drive sustainable change for women and girls
- Safe environments enable women and girls to feel empowered and valued on and off the court
- Systems, policies, practices and resources are available to progress equality for women and girls
- Unconscious bias and current practices that constrain women and girls must be exposed and changed
- Equality is embedded into the performance expectations of leaders and team members across Australian tennis.



