



## **BARRIER-FREE TENNIS PROGRAM FOR NEW CANADIANS & UNDER-RESOURCED FAMILIES**

 587 393 1604

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# ABOUT US

OSTEN & VICTOR Alberta Tennis Centre (ATC) is a non-profit, community-based tennis centre servicing over 45,000 Albertans annually through its various tennis development initiatives and programs. ATC is a recipient of numerous awards, including Canada's Facility Excellence Award and Canadian Sport Tourism's Sponsorship Initiative Award.

The ATC has been an industry leader in Canada in the development of diverse, inclusive and accessible tennis programming. Some of the ATC's programs include:

- Providing instruction to 60,000 children as part of the ATC's School Tennis Program
- Programming offered for all ages and stages of development including: adults, seniors, youth, adaptive communities (wheelchair, autism) and indigenous communities
- Programming for Girls. SHE CAN PLAY Girls Tennis & Leadership Program has introduced tennis to over 350 girls since 2021
- Diverse and inclusive programming for new Canadians and Under-resources families
- Adaptive community programming for wheelchair, autism and indigenous communities
- Coaching programs that employs Canada's most diverse coaching team with coaches able to deliver programming and support in over 20 languages



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The ATC has also been a driving force in improving equity in tennis in Canada. The Calgary National Bank Challenger which is operated by the Centre, has quickly become Canada's second largest pro-tennis event and one of the best Challenger events in the world. In 2023, the Calgary National Bank Challenger became the first Canadian ITF Women's Pro Circuit Event to offer paid hospitality to women players. The Challenger won the Canadian Sport Tourism Award in 2024. The award recognizes Canada's best national and international events.

**For more information visit:**

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# EVERYONE CAN PLAY TENNIS PROGRAM

Everyone Can Play Program a barrier-free program, developed and operated by the OSTEN & VICTOR Alberta Tennis Centre. The program will aim to improve accessible and inclusive participation in tennis at the community-level for new and under resourced Canadians in Calgary.

Our strategy focuses on diverse communities in Calgary with the potential to expand to other markets and needs across Canada. Tennis provides an optimal environment for new Canadians to learn skills, improve physical health, develop cultural understandings, and make social connections.

## HOW DOES THE PROGRAM WORK?

ATC will engage, and partner with, existing community-based partners specializing in settlement and integration of over 30,000 Canadians in Calgary each year. Qualified individuals and families identified through partner agencies will be invited to participate in our Everyone Can Play Tennis Program. The program will remove all barriers to participation in tennis at the Alberta Tennis Centre; including complimentary or heavily subsidized programming, providing coaching, equipment, multiple locations, language support and subsidizing the cost of travel, if necessary.



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## PROGRAM GOALS

Diversity, equity and inclusion is at the forefront of what we do at the ATC. Our Centre looks to improve participation in sport from within in the New Canadians and Under-Resourced families communities. ATC will:

- Deliver tennis at no cost or heavily subsidized to new Canadian families.
- Partner with community agencies to identify new Canadians and deliver programming.
- Identify new potential coaches and employment opportunities for coaches.
- Provide training grants for new Canadians on an annual basis, and integrates new Canadians into club programming.
- Integrate new Canadians into Calgary National Bank Challenger (ticketing, on-site activations, workshops, clinics)
- Host the Everyone Can Play Gala with proceeds being directed to support the delivery of the program and creating opportunities to get more kids/families active

Everyone Can Play's holistic approach will improve sport participation and addresses the following:

- 1 in 4 Calgarians can not meet basic financial needs as of 2023.
- Many new Canadians find Canada's 'organized' sport system a barrier to entry, finding it difficult to simply get out and play.
- Over 471,000 people moved to Canada in 2023, a net total of 40,000+ moved to Calgary with 23,000+ being from out of country.
- 76% of people living in Canada feel welcomed and included through physical activity, sport, and recreation activities.
- Regular participation in physical activity has been attributed to a 6% to 10% increase in earnings. In addition, 260,000 jobs in 2022 were provided by the physical activity, sport and recreation sector.



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# THANK YOU

## FOR YOUR CONSIDERATION

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