



**SHE CAN  
PLAY!**

# PROGRAM INFORMATION

GIRLS TENNIS & LEADERSHIP PROGRAM

# CONTENTS



---

## 03

MESSAGE FROM  
OUR TEAM

---

## 04

PROGRAM VALUES

---

## 05

PROGRAM GOALS

---

## 06

PROGRAM OVERVIEW &  
WHAT'S INCLUDED

---

## 07

PROGRAM SCHEDULE

---

## 08

PROGRAM DETAILS &  
HOW TO REGISTER

---

## 09

STATISTICS

---

## 10

OUR TEAM

---

## 11

PARTNERS



# A MESSAGE FROM OUR TEAM



The OSTEN & VICTOR Alberta Tennis Centre is committed to ensuring that your child has the best experience on and off the court. This program is the first of its kind in Western Canada and one of the first ever established in Canada. Our holistic approach to the SHE CAN PLAY program is very unique as it combines opportunities to learn and play tennis while reinforcing positive learning opportunities.

We encourage you to attend the HERO Session (Leadership Development). The HERO program will focus on believing in oneself. Each HERO activity will move the girls toward achieving their HERO status. HERO stands for:

- Heart - the importance of having fun and doing what you love
- Enthusiasm - having a positive 'can do' attitude
- Resilience - the importance of not quitting and continuing to learn
- Ownership - developing hero habits, making good choices and helping others

Our nutrition session will focus on encouraging your child to eat healthy food and get plenty of exercise. Healthy eating supports energy levels, a healthy immune system and improves mood and concentration. Health and wellbeing also promotes positive body image, self-esteem and mental health.

On the court our team will lead the girls through tennis training, athletic development, yoga and games in a non-competitive format.

We sincerely hope your child will have their best sporting experience with us at the OSTEN & VICTOR Alberta Tennis Centre during the SHE CAN PLAY Girls Tennis & Leadership Program.

If you have any questions on the SHE CAN PLAY Program or would like to register contact Suzana Cavalcante, Head of Junior Development via email: [scavalcante@albertatenniscentre.ca](mailto:scavalcante@albertatenniscentre.ca)



# PROGRAM VALUES



## INCLUSIVITY

Everyone is welcomed and encouraged to contribute and participate in achieving our mission and vision.



## RESPECT

We honour and value each other. We treat each other with respect, dignity and without prejudice.



## FUN

Everyone will learn and have fun!



## COMMUNITY

We believe in the community we live and work in. We create meaning and positive change. We build partnerships for impact and deliver on our mission.



## FRIENDSHIPS

Everyone will build friendships and social connections for life.



## EQUITY

Everyone is treated fairly and everyone's voice is heard and respected.



## INTEGRITY

Honesty guides our actions.



## TEAMWORK

We work as a team and support one another, always.



## WORK ETHIC

Everyone will learn the importance of work ethic and perseverance.





# PROGRAM GOALS

The overarching goals of our programs are designed to propel every participant and program creator to new heights of achievement, fostering a sense of celebration and pride among all involved. We aspire to cultivate an environment where each individual is empowered to reach their full potential, whether it's through mastering new skills, achieving personal milestones, or making meaningful contributions to the tennis community. By setting ambitious yet attainable objectives, we inspire a collective spirit of growth, camaraderie, and success that resonates throughout our organization.



## 1. INCREASE FEMALE PARTICIPATION IN TENNIS ACROSS ALBERTA AND CANADA.

## 2. CREATE A POSITIVE SOCIAL ENVIRONMENT THAT FOSTERS A SENSE OF BELONGING FOR FEMALE PLAYERS AND COACHES.



## 3. SUPPORT AND DEVELOP FEMALE COACHES THROUGH THE OSTEN & VICTOR ALBERTA TENNIS CENTRE FEMALE COACH MENTORSHIP PROGRAM.

## 4. ESTABLISH A LARGER AND HEALTHIER PIPELINE OF PARTICIPANT, COACHES, SKILLED LEADERS AND VOLUNTEERS.



## 5. PROVIDE A FUN LEARNING ENVIRONMENT WHERE FEMALE PARTICIPANTS CAN ENJOY THE GAME OF TENNIS.

## 6. RETAIN FEMALE PLAYERS BEYOND ADOLESCENCE.



## 7. DEVELOP MORE FEMALE PLAYERS THROUGH THE ATC PLAYER DEVELOPMENT PATHWAY.

# PROGRAM OVERVIEW

---

The OSTEN & VICTOR Alberta Tennis Centre (ATC) launched the SHE CAN PLAY program in the summer of 2021 to improve female participation in the sport of tennis in Alberta. SHE CAN PLAY Girls Tennis & Leadership Program is led by our entirely female coaching staff and female youth mentor coaches from our High Performance Program.



## WHAT'S INCLUDED

---

**TENNIS COMPONENT:** Program will be delivered by ATC female coaches, volunteer coaches and youth mentor coaches. Instruction will prioritize fun and focus on non-competitive team play and games.

**OFF-COURT SESSION:** Off-court sessions will include fitness, developing leadership skills and reinforcing our program values. Each camp will include round-table discussions with sport leaders and business leaders.

**EACH PARTICIPANT WILL RECEIVE THE FOLLOWING:**

- T-shirt
- Lunch
- Prizes



# PROGRAM SCHEDULE



TIME	ACTIVITY	LOCATION
9:00 - 9:30 am	Meet & Greet / Warm up	Tennis Courts
9:30 am - 11:30 pm	Fitness / Games Tennis Practice	Tennis Courts
11:30 - 12:00 pm	Lunch (Nutrition Seminar)	Mezzanine
12:00 - 1:40 pm	Tennis Team Games Yoga	Tennis Courts
1:40 - 2:00 pm	Wrap up (HERO PRESENTATION)	Mezzanine



## PROGRAM DETAILS

The OSTEN & VICTOR Alberta Tennis Centre will run two one-day SHE CAN PLAY Girls Tennis & Leadership Program.

### CAMP DATES & TIMES:

- Camp usually run in March and October from 9 AM - 2 PM, for upcoming dates and times, please visit [www.albertatenniscentre.ca](http://www.albertatenniscentre.ca) and the She Can Play Camp information.

### CAMP ENROLMENT FEE:

- Each camp will cost \$100.00 + GST
- The OSTEN & VICTOR Alberta Tennis Centre works with many amazing Calgary based organizations who help equity-seeking families find access to enriching experiences in the local community, and for that reason ATC helps subsidize the cost of the program through our Friends of Ron Ghitter Fund, which allows many girls from local underserved communities to participate at no cost.

### WHO CAN ATTEND?

- Girls aged 8-16 years of age; All levels of play welcome

## HOW TO REGISTER

To register please send an email to the Head of Junior Development, Suzana Cavalcante at [scavalcante@albertatenniscentre.ca](mailto:scavalcante@albertatenniscentre.ca)

Upon receiving your email, coach Suzana will contact you to get detailed information to complete your registration.







## GIRLS IN SPORTS STATISTICS

# 1 IN 3

girls drop out of sports in their late teens. 1 in 10 is due to cultural or religious reasons and 1 in 5 is due to bully and safety concerns. and 1 in 3 is due to girls reporting low confidence, negative body image, perceived lack of skill, poor perception of not belonging and feeling unwelcome.

## 43%

of adolescent girls said the quality of the sport experience was a barrier

## 3X

more girls are likely to drop out of sports in adolescence compared to boys

## 62%

of girls do not play sports at all

## 21%

Female Wheelchair Tennis Participation is only 21% of all players.

# OUR TEAM



*SHE CAN PLAY Girls Tennis & Leadership Program will be delivered entirely by female coaches, volunteer and youth mentor coaches as well as ATC service providers.*



**SUZANA CAVALCANTE**  
Head of Junior Development



**DIANA JACOBS**  
Head of U10 Performance &  
Com. Tennis



**ALENA TSYBOUK**  
Athletic Development Coordinator  
& Head of Cardio Tennis



**STACEY YATES**  
Holistic Nutrition & Wellness



**MICHELLE WADDOCK**  
Yoga Instructor



**JANE CROWSHAW**  
Leadership Development

*NOTE: Other coaches, special guests and service providers may be added from time-to-time.*



# PARTNERS

OSTEN & VICTOR Alberta Tennis Centre would like to thank our development partners for their generous support of the SHE CAN PLAY Girls Tennis Program:



We are pleased to partner with the following companies:





**SHE CAN  
PLAY!**

# **EMPOWERING GIRLS THROUGH THE SPORT OF TENNIS**

To register please send an email to the Head of Junior Development, Suzana Cavalcante at [scavalcante@albertatenniscentre.ca](mailto:scavalcante@albertatenniscentre.ca)

Upon receiving your email, coach Suzana will contact you to get detailed information to complete your registration.



Friends of  
**Ron  
Ghytter**  
Fund