



COMMUNITY IMPACT & DEI REPORT **2024**

Proud Development Partners of the Alberta Tennis Centre:

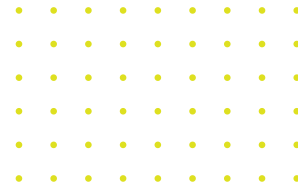


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Welcome

Message From Our CEO



We are very proud of our ongoing efforts to improve tennis capacity and inclusion in Alberta. The ATC is fully committed to providing a safe and inclusive place to work, play and enjoy the sport of tennis.

One of our goals at the OSTEN & VICTOR Alberta Tennis Centre (ATC) is to remove all barriers to participation. We believe tennis is an accessible sport for life. Tennis can be enjoyed by players of all ages and abilities and we've created programming for all ages and stages of development.

By removing all barriers to participation our members and program participants can enjoy the physical, health, mental and social benefits the sport provides. We also believe in the creation of a safe and inclusive environment where our customers and team members are respected and valued.

As an employer, we strive to create a best-in-class positive workplace environment which fosters diversity and inclusion as well as creating a culture of equality of opportunity. Our team is dedicated to superior customer service and delivering excellence on and off the field of play.

As we celebrate the start of our 9th year of operation, we continually challenge ourselves to achieve more for our community. We are blessed to have a wonderful tennis community which has supported the growth of our team and sport in our province.

As CEO, I am pleased to share our organization's Community Impact Report (CIR). Our CIR highlights our continued efforts to improve the tennis community in Alberta as well as our commitment to Diversity, Equity and Inclusion (DEI). This report highlights some of the key success measures we've achieved in the past year.

Danny Da Costa

CEO of the OSTEN & VICTOR Alberta Tennis Centre

Our Inclusivity Pledge

We envision a community where people of all ages and abilities can experience the sport of tennis through structured and unstructured play.

The OSTEN & VICTOR Alberta Tennis Centre (ATC) is a facility where everyone is welcomed warmly. Tennis is a sport for life. Playing tennis positively contributes to the physical, mental and social well being of Albertans.

The ATC is committed to the following:

- We operate a thriving tennis facility that supports a healthy and active community with diverse programming for all ages and abilities.
- We offer low-cost programming and facility access for players of all ages and abilities. Our Centre is 100% fully accessible to all citizens in the Province of Alberta.
- Our Centre is inclusive, equally open to persons with a disability, and is accessible to persons of all cultural backgrounds, ages and stages of development.
- We are committed to removing all barriers to participation.
- We actively support women in leadership positions and we are an equal opportunity employer.
- We actively encourage participation in tennis for women, youth, seniors, indigenous, new immigrants, players with disabilities and all citizens regardless of their race or sexual orientation.
- We are committed to supporting those in our community who cannot participate in the sport of tennis due to their financial means.
- We support the community we live and play in. We will continue to increase our Community Outreach initiatives to bring awareness to the sport of tennis.
- We are committed to developing a more inclusive tennis culture in Alberta by enabling more women and girls to flourish and maximize their potential across all levels of the sport.
- We are committed to developing female coaches and leaders so they can become role models for the children they teach or service.



OSTEN & VICTOR Alberta Tennis Centre Introduction

Overview



Company History

The OSTEN & VICTOR Alberta Tennis Centre (Centre) is a not-for-profit organization that opened in 2016. It has quickly become one of Canada's premier tennis facilities. Championed by local funders with the support of Tennis Canada, the state-of-the-art, family friendly tennis facility is on 4.24 acres of land. Our non-profit Tennis Centre has quickly established itself as the benchmark for facility design and operation in Canada.

Each year, the Centre introduces the game of tennis to thousands of Calgarians. It is a highly sought-after tournament destination and hosts multiple international events each year, including the Calgary National Bank Challenger, Canada's 2nd largest professional tennis event. The Centre has won numerous awards including Canada's Facility Excellence Award (given to Canada's top tennis facility). Our Centre serves over 45,000 Albertans annually through its various tennis development initiatives and programs.

For more information visit: www.albertatenniscentre.ca

2016

Since our inception, the ATC has been a champion for inclusivity in Calgary. We've gained a strong reputation as a "**Centre for all**", a place where everyone is welcomed openly. We provide programs for all ages and stages of development and we are committed to providing a safe environment to play tennis is a community hub which inspires people to enjoy the sport of tennis.

Our organization aims to achieve and maintain a minimum of 35% female representation across all areas. We aim to continue to increase racial and ethnic representation across our workforce as we employ a team which is culturally diverse and representative of the community where we work, live and play.

2024

Today, we continue to uphold our strong diversity, equity and inclusion values. As our Centre grows so does our desire to continue to do our part to build the tennis community while making a positive difference in the lives of our players.

Our community building efforts, help shape future generations of tennis players in Alberta. Since 2016, we have generated thousands of new players in Alberta. We are proud of the relationships we've made thus far. Our commitment to excellence is underpinned by our desire to improve the community we live, work and play in.

OSTEN & VICTOR Alberta Tennis Centre

Who We Are

What we will achieve

- Being welcoming & friendly to our customers
- Having the best adult & junior tennis programming in Canada
- Hosting provincial, national and international world-class events
- Being the most technologically advanced Tennis Centre

Mission

We will be a vibrant community hub inspiring players to enjoy tennis and develop at all levels, as a healthy sport for life.

Vision

To be the best community-based Tennis Development Centre in Canada.

Core Values

The OSTEN & VICTOR Alberta Tennis Centre will be recognized as a Family-Oriented, Youth Focused, Friendly, Inclusive and Ethical tennis facility. We will operate as a Progressive, State-of-the-Art Tennis Facility, providing exceptional Customer Service to our members and guests. We will take great Pride in providing the best professional Teaching staff in Canada and our athletes and coaches will always show a high degree of Sportsmanship on-and-off the field of play. We will provide a Holistic training environment and offer programs for everyone regardless of their age or ability.

Our Guiding Principals

- Building a healthy community
- Making the sport of tennis accessible to all
- Investing in opportunities for youth
- Enhancing opportunities for an aging demographic/community
- Developing and enhancing event hosting opportunities
- Supporting our volunteers, and the development of staff, coaches and officials
- Encouraging positive collaborations and partnerships within the community
- Providing efficient and effective service delivery and low-cost access to tennis
- Sustainable investments in tennis facility innovation, technology and programs
- Ensuring the necessary ongoing capital improvements for continued long-term facility success



OSTEN & VICTOR Alberta Tennis Centre Awards & Achievements



We are honoured to have dedicated staff and members.

Our team lives and breathes the mission, vision and values of our Centre on a daily basis. We make the ATC a fun place to work and enjoy the sport of tennis. Our team is dedicated to delivering excellence and superior customer service to the tennis community. We also foster positive relationships with all our development partners, members, program participants and key stakeholders.

2017 Tennis Canada, Facility Excellence Award (Canada's best tennis facility)
Tennis Canada Distinguished Service Award (Ron Ghitter)

2021 Tennis Canada Club Professional Excellence Award (Nick Coutts)
Tennis Canada Distinguished Service Award (Danny Da Costa)

2022 Government of Alberta - Queen Elizabeth II Platinum Jubilee Medal (Danny Da Costa)
Tennis Canada Hall of Fame (Builder) - Ron Ghitter

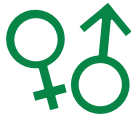
2023 Canadian Sport Tourism Awards - Finalist Calgary National Bank Challenger (Sponsorship Initiative Award)

2024 Canadian Business Awards - Best Indoor Racquet Facility
Canadian Sport Tourism Awards - Finalist Calgary National Bank Challenger (Sponsorship Initiative Award)

Our DEI

Key Priorities

We strive to become Canada's most diverse and inclusive tennis facility, a place where everyone - including its employees, members, participants, customers and suppliers, feel valued and respected. Our organization is focused on removing barriers and working towards creating equality both on and off the court.



GENDER BALANCE

We believe in hiring the best talent regardless of their gender. However, as an equal opportunity employer, we strive to achieve gender balance where possible. We aim to achieve and maintain a minimum of 35% representation of women in our leadership team and overall team employment of 40%.



RACE & ETHNICITY

We aim to increase racial and ethnic representation across our workforce. We employ a team which is culturally diverse and representative of the community where we work, live and play. We have partnered with Tsuut'ina National to deliver indigenous tennis programming and access.

LOVE WINS LGBTQ+

We aim to support Calgary's LGBTQ+ community through efforts to improve equity and inclusion. We promote equal opportunity and create an environment where people feel included, regardless of their sexual orientation.



ACCESSIBILITY & INCLUSION

We aim to create an inclusive and safe environment that allows people with disabilities to participate and excel. We create programming tailored to each player's skill levels and accessibility needs. We provide training and resources for our team members and make adjustments to programming for people with disabilities or accessibility challenges.

DEI Initiatives

Women in Sports

In 2023, the OSTEN & VICTOR Alberta Tennis Centre made a historic investment in women's tennis by becoming the first International Tennis Federation W60 Pro Circuit Event in Canada to offer paid hospitality for women's players at the Calgary National Bank Challenger. This investment levels the playing field and improves the pay-equity gap in women's sport.



WOMEN IN COACHING WORKSHOP

Partnering with Tennis Canada and National Bank, the ATC hosted a women in coaching workshop during the Calgary National Bank Challenger. 23 female coaches participated in the 1/2 day workshop. A girls in tennis event was also held with 50 girls participating.



INVESTING IN WOMEN'S SPORT

ATC continues to make strategic investment in support women's sport. The Calgary National Bank Challenger expanded from a men's only event and now includes a women's pro event. The Challenger is both a Men's & Women's 75 Challenger event.



WOMEN IN LEADERSHIP POSITIONS

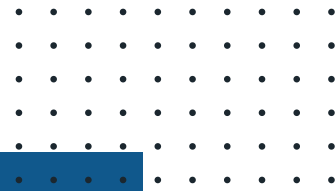
ATC has achieved gender balance in its overall workforce. Women also make up 50% of the management team. ATC has invested significant financial resources including professional development and mentorship for its team members, women and girls.



SHE CAN PLAY GIRLS TENNIS AND LEADERSHIP PROGRAM

ATC delivered 2 SHE CAN PLAY Girls Tennis and Leadership Camps in 2023, with over 185 women and girls involved. The program is led entirely by ATC female coaches, youth mentors and service providers. Our SHE CAN PLAY Girls Program provides a holistic and positive first opportunity for girls in tennis.

Inclusion Activities



We believe tennis is a sport for all. We pride ourselves in delivering quality programs geared for players of all ages and abilities. Since 2016, the ATC has been a leader in community outreach, inclusion and accessibility programming. We partner with a variety of agencies to provide free or discounted community access to those in our under resourced community.



ACCESSIBILITY PROGRAMS

ATC continues to host wheelchair tennis and other adaptive programs. ATC has provided training and certified several coaches as wheelchair tennis instructors. The ATC also created an Autism Tennis Program and other adaptive programs for players with special needs.



FRIENDS OF RON GHITTER FUND FOR KIDS

Our Friends of Ron Ghitter Fund for Kids has raised over \$230,000 since 2017 to support grass roots initiatives in our community. The ATC has financially supported the travel of athletes to competitions, supported coach development and paid for the participation for under served youth in tennis programs.



WOMEN IN LEADERSHIP POSITIONS

On an annual basis, ATC partners with over 30 Calgary community based organizations to deliver programming for our community. In 2023, ATC Schools Program delivered tennis programs for over 5,000 students and we have delivered tennis to over 60,000 children as part of our School Tennis Program since 2016.



SUPPORT FOR LGBTQ+ COMMUNITY

We are a proud supporter of Calgary's LGBTQ+ community. The ATC has partnered with Kids Up Front Calgary and partner agency Skipping Stones Foundation, a positive, and judgement-free space for anyone who identifies as trans, transgender, non-binary, or gender diverse youth to provide access for our SHE CAN PLAY Girls Tennis & Leadership Program.

Growing Tennis in our Community

Tennis is the passion that unites us all

We are passionate about supporting the growth of tennis in Alberta. Here are some examples of the impact the OSTEN & VICTOR Alberta Tennis Centre has made in our community.



Coach Development

We are a leader in coach education in Canada.

- Alberta's most qualified coaching team (by number of certified coaches and certification levels)
- One of Canada's largest tennis club employers with nearly 30 coaches on staff.
- We employ the most Tennis Canada Course Facilitators (4) in Canada.
- ATC team has over 450 years of professional experience
- 8 coaches currently enrolled or recently completed certification courses in 2023-24

Player Development

We are an industry leader in player development. In 2023:

- Annually served 45,000 people
- 9,183 public players
- 8,141 program players
- 5,087 school program players; 60,000 since 2016
- 3 players have achieved ATP or WTA World Rankings
- 1 NCAA Doubles Champion (Cleeve Harper) in 2022
- Host of 2 Pro Events, 2 International Events, 1 National Championship

100% City of Calgary Ridings

ATC welcomes Calgarians and Albertans from every neighbourhood and community in the city and from a large proportion of provincial electoral ridings in the province.

47% Alberta's Provincial Electoral Ridings

26% One of Canada's Largest Employers of Female Coaches

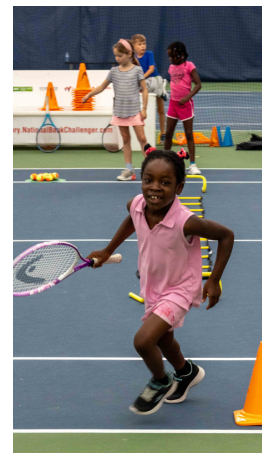
The ATC is one of Canada's largest employers of female coaches with 26% of its coaching team being female.

49% Gender Balance: workforce is female

Milestones

- 50% of our leadership and program management team is comprised of women
- ATC is one of the most diverse clubs in Canada; our Team speaks 20 different languages
- 23 female coaches from all over Alberta participated in our Women in Coaching Workshop
- 44 young women were provided mentorship opportunities as part of our SHE CAN PLAY Girls Tennis & Leadership Program in 2023
- 94% of our membership is involved in club programming or activities
- Calgary National Bank Challenger is Canada's 2nd largest tennis tournament behind the National Bank Open
- ATC has never raised its court rates or membership fees since 2016 (inception)

Proud Moments to Share



Acknowledgements



We thank you for your continued support in our efforts to improve diversity, equity and inclusion in our tennis community.

