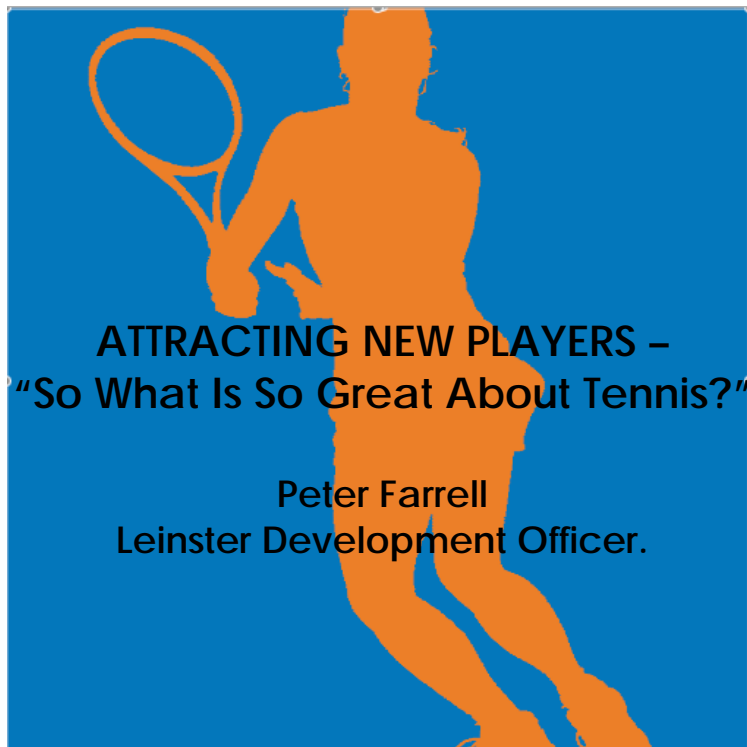




*Tennis  
Ireland*

**PARTICIPATION INITIATIVES  
Fitzwilliam L.T.C.  
July 7<sup>th</sup> 2007.**



**ATTRACTING NEW PLAYERS –  
“So What Is So Great About Tennis?”**

**Peter Farrell  
Leinster Development Officer.**

- **IN ORDER TO RECRUIT NEW PLAYERS, AND RETAIN EXISTING PLAYERS, WE NEED TO MARKET THE BENEFITS OF TENNIS.**
- **THERE ARE MANY BENEFITS TO THE GAME THAT WE CAN USE AS MARKETING TOOLS.**

.....

**PHYSICALLY, PLAYING TENNIS DEVELOPS YOUR:** aerobic fitness, speed, leg strength, gross and fine motor control, agility, dynamic balance, coordination and flexibility.

**PSYCHOLOGICALLY, PLAYING TENNIS DEVELOPS YOUR ABILITIES TO:** manage mistakes and adversity, solve problems, plan strategically, work as part of a team, win and lose graciously, accept responsibility.

**SOURCE:** *Dr Jack Groppe, United States Tennis Association.*

**BENEFITS OF TENNIS FOR YOUNGER PLAYERS:** "Tennis has a social and educational role whereby it can positively contribute to a players personal well-being as well as instill an appreciation of societal values":

VALUES	
SOCIAL	INDIVIDUAL
Respect Cooperation Social Interaction Friendship Teamwork, group cohesion Competitiveness Tolerance Fairness Gender equality Constructive challenge/competition	Creativity Enjoyment Personal Challenge Self-discipline Self awareness and control Achievement, adventure and risk Sportsmanship, honesty, integrity Hard work, dedication, commitment Independence Time management Moral reasoning and ethical behaviour Leadership Decision making Toughness/courage Self esteem

**SOURCE:** (adapted from) *ITF Tennis Psychology` Manual (2006).*

## BENEFITS OF TENNIS FOR ADULTS:

"The health of veteran tennis players is improved by enhanced aerobic capacity, greater bone densities in specific regions, lower body fat, greater strength, and maintained reaction time performance in comparison with age matched but less active controls".

SOURCE: *British Journal of Sports Medicine* 40 (2006).

"Activities that reduce the risk of cognitive decline that can come with aging include playing tennis twice a week".

SOURCE: *American Academy of Neurology* (2001)

## THE THREE KILLER DISEASES IN IRELAND:

SOURCE: *National Cancer Registry, Ireland.*

### 1. HEART DISEASE



"In tennis players there is one third to a half less cardiovascular disease than in non tennis players".

SOURCE: *American Journal of Medicine* 112 (2002).

### 2. CANCER



"*Higher* levels of physical activity reduces the risk of cancer".

SOURCE: *U.S. Surgeon Generals Report* 2004.

### 3. DISEASES OF THE RESPIRATORY SYSTEM



"Tennis increases lung function/lung flexibility".

SOURCE: *Journal of Sports Medicine and Physical Fitness* 46 (2006).

## OTHER CURRENT HEALTH ISSUES:

### OBESITY



Average **female** in an hour playing singles burns 420 calories.

Average **male** in an hour playing singles burns 600 calories.

SOURCE: Cleveland Clinic Heart Centre.

### DIABETES



"Tennis twice a week decreases glucose (sugar) levels in the blood".

SOURCE: *Babette Pluim, ITF Medical Commission.*

"People who participate in tennis 3 hours per week (at moderately vigorous intensity) cut their risk of death in half from any cause, according to physician Ralph Paffenbarger, who studied more than 10,000 people over a period of 20 years"

SOURCE: Dr. Jack Groppe, USTA.

## TENNIS `VERSUS` OTHER SPORTS:

SPORT → CHARACTERISTICS OF THE SPORT ↓	TENNIS	FOOTBALL- Soccer/ GAA	RUGBY	BASKET BALL	GOLF	GYM
CAN BE PLAYED FOR A LIFETIME?	Yes	No	No	No	Yes	No
EASY FOR FAMILIES TO PLAY/COMPETE TOGETHER?	Yes	No	No	No	Yes	No
CAN BE PLAYED WITH/AGAINST MEMBERS OF THE OPPOSITE SEX?	Yes	No	No	No	Yes	No
DEVELOPMENTS IN EQUIPMENT HAVE MADE GAME EASIER TO ENJOY/SUCCEED AT? (bigger, lighter racquets)	Yes	No	No	No	Yes	No
DEVELOPS MANY PHYSICAL ATTRIBUTES USEFUL IN OTHER AREAS OF LIFE?	Yes	Yes	Yes	Yes	No	Yes
PROVIDES A COMPLETE BODY WORK OUT?	Yes	Yes	Yes	Yes	No	Yes
CAN BE PLAYED ON `SHORT NOTICE` AND OVER A SHORT PERIOD OF TIME?	Yes	No	No	No	Yes?	Yes
PARTICIPANTS LEARN TO COMPETE `ONE ON ONE`?	Yes	No	No	No	Yes	No
IS PLAYED ALL OVER THE WORLD?	Yes	Yes (soccer) No (GAA)	No	Yes	Yes	Yes