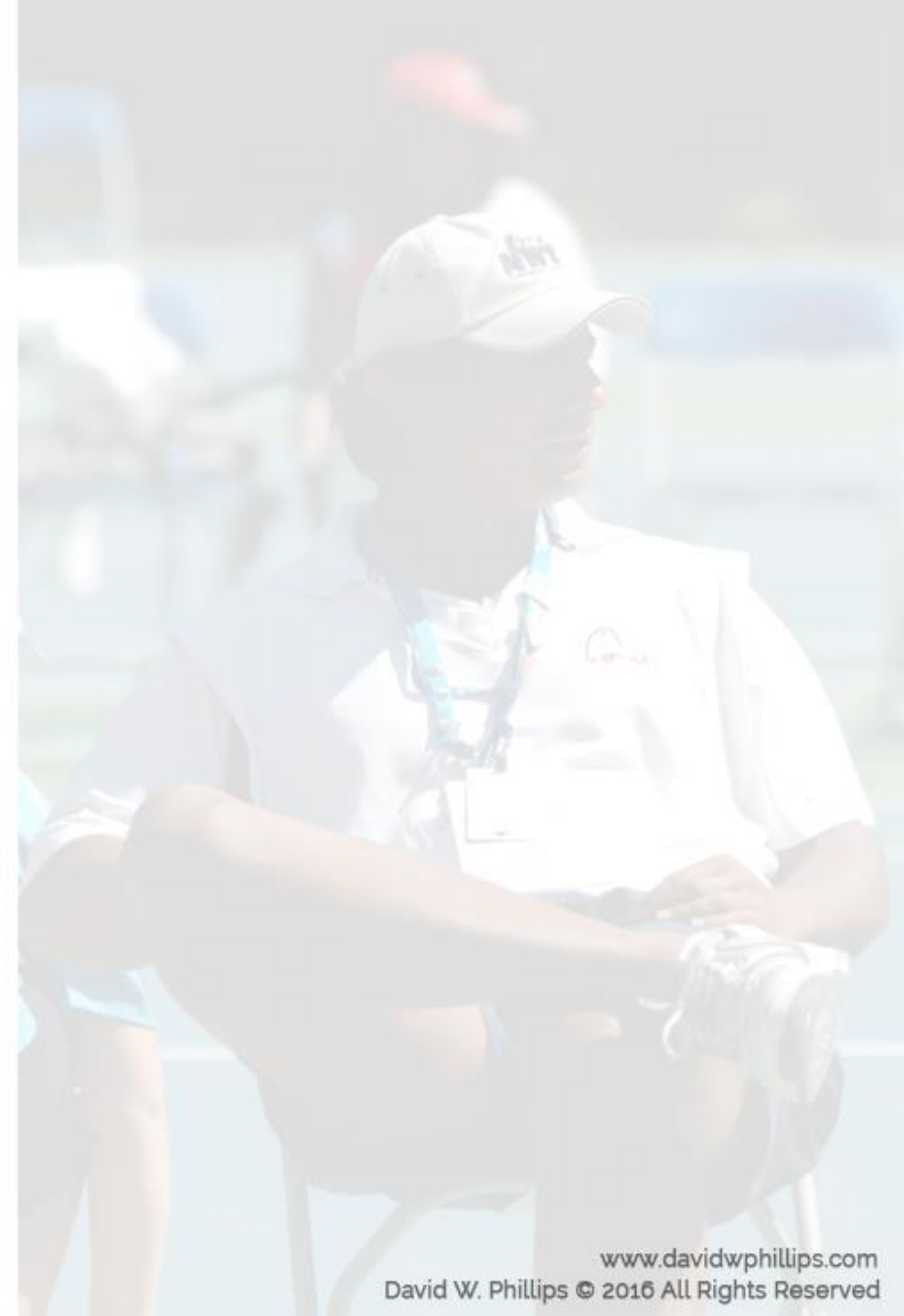


DEVELOPING GREEN Level DOUBLES PLAYERS

Presented at Australian Grand Slam
Coaches Conference
January 2015



Speaking Points

OPENING



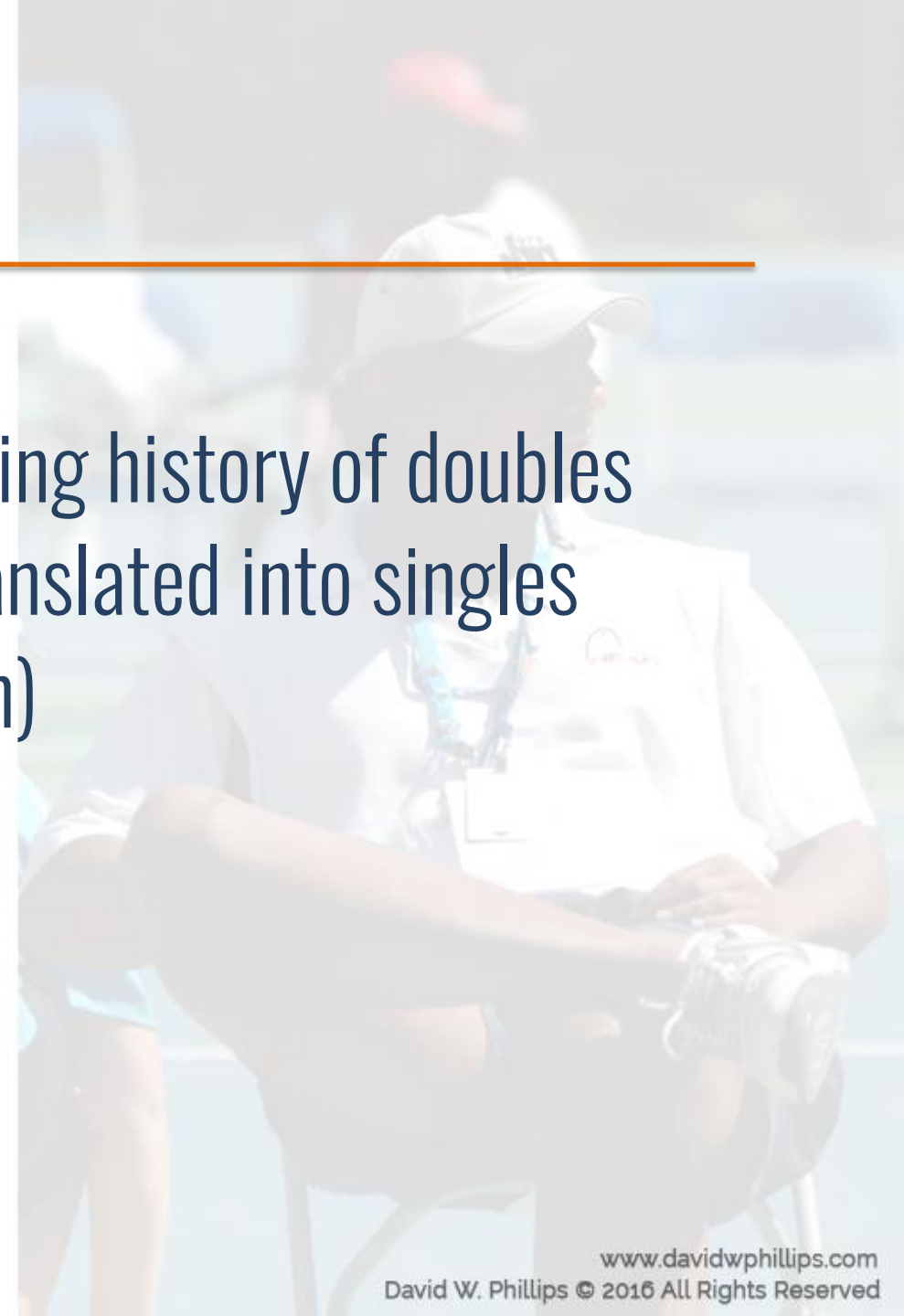
Speaking Points

- Ironic to have a Canadian speaking to AUs about doubles (given history and tradition)



Speaking Points

- Then again, Canadians have a longstanding history of doubles success, though it hasn't necessarily translated into singles fame (or great increases in participation)



Speaking Points

- **Grant Connell (where it all started)**
 - 1993 World #1, 22 titles, 3 time Wimbledon finalist
 - 1991 Davis Cup – qualified for the world group

Speaking Points

- **Daniel Nestor**

- 86 doubles with 9 partners (8 Slams, 4 MXD, 4 Tour Finals)
- Gold Sydney with Lareau
- August 2002 World #1



Speaking Points

- **Louis Cayer**



Athlete Activities During Presentation

- Baseline to baseline
- Volley to groundstroke

Audience Observations

- Observe athletes in traditional warm up



Speaking Points

So Why Doubles?



Speaking Points

- You're here so you're invested
- Let me assure you of your investment
- **SMART**



Speaking Points

And Why GREEN?



Speaking Points

- Transition to the full environment (court size adapting, faster ball)
- Players who were coming tend to stay back in Green

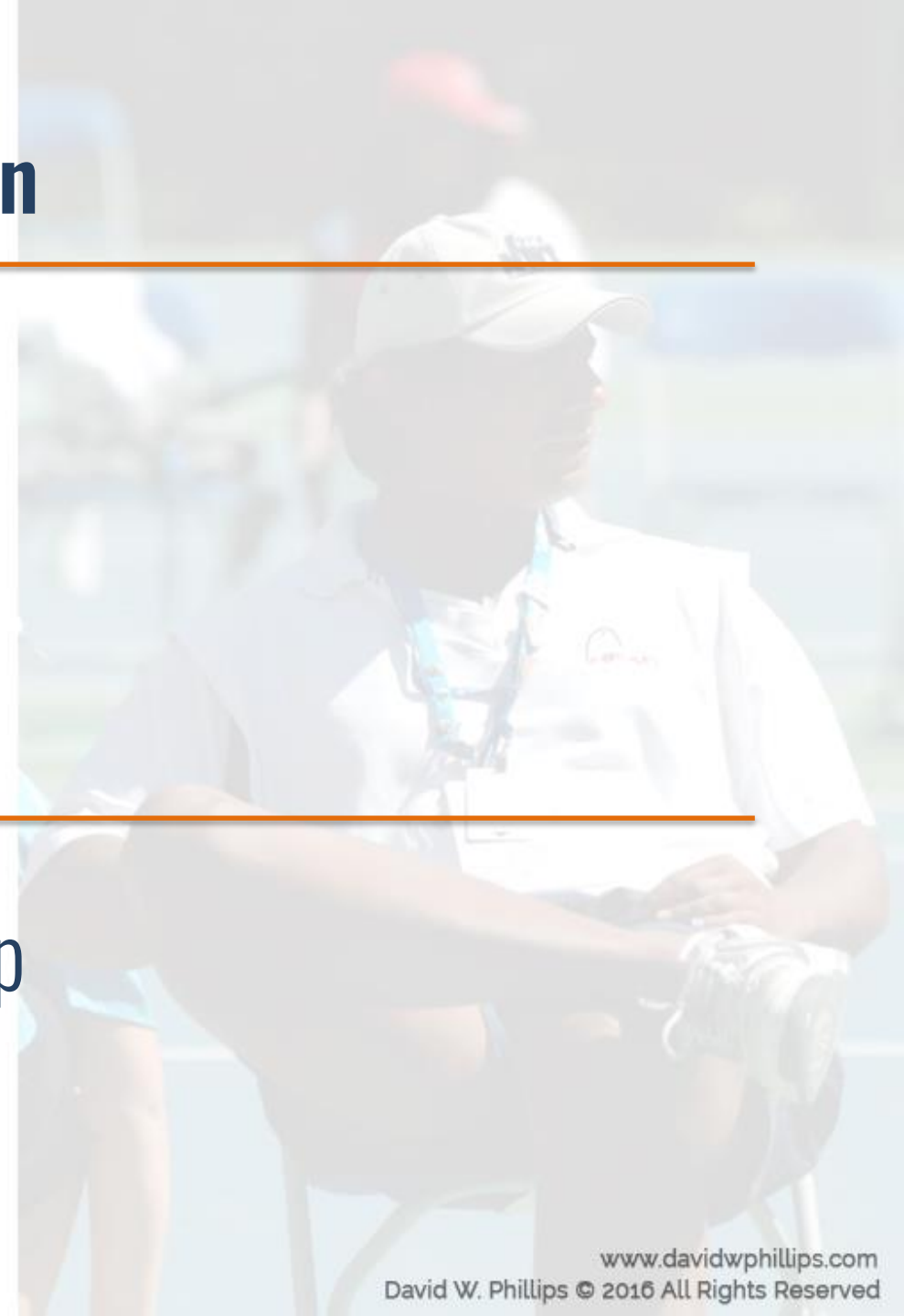


Athlete Activities During Presentation

- Baseline to baseline
- Volley to groundstroke

Audience Observations

- Observe athletes in traditional warm up



Speaking Points

Hidden and *not so* hidden benefits



Speaking Points

- AU tradition (Davis, Fed, Hopman)
- Olympics and National pride
 - Relationship between mood of the country and economy
- Sport of a Lifetime
 - We all end up playing it, it's what keeps us in the game when our body's fail
- Player development
 - Skill development
 - Transition to tour (return, exposure, confidence, ranking)

Speaking Points

- Business (dollars and sense)
 - Court size – ROI per square meter
 - Teams, leagues, comps – block bookings (guaranteed \$ and less people to deal with in \$\$ exchange)
 - Group lessons + increased revenue for pro/club
 - Taking care of more clients
 - Creating a sense of belonging – and pride

Speaking Points

- Academy / Junior Program
 - Never had kids complain about doubles
 - Stress down, enjoyment up, activation up
 - Hidden gem – parents – develop friendships in primary school, support each other and each other's children
 - Get the benefit of the team environment



Speaking Points

- Retain girls
 - They play, more likely their children will play
 - My mum, tying me to the fence
 - Girls become mothers – economic decision makers



Athlete Activities During Presentation

- Two ball rally (per pair)
- Same – in tram lines
- Two rallies (one team switching spots)

Audience Observations

- Traditional warm ups for doubles usually involve more
 - Crosscourt
 - Volley
 - Overhead



Speaking Points

So what happens out there in
the *real world*?

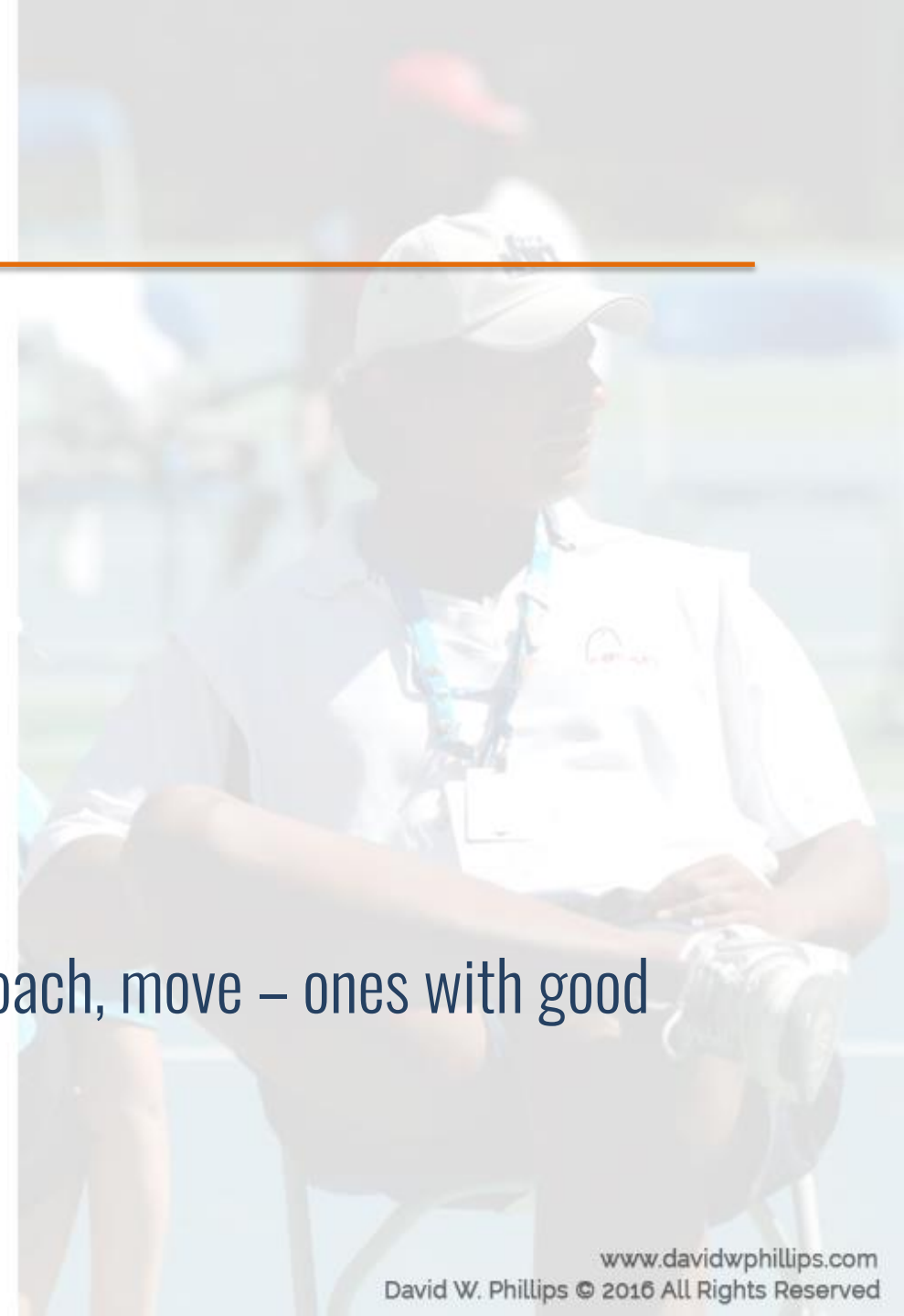
Speaking Points

- Swamp of play
- Serve and stay back
- Amazing cross court rallies, with two stationary players



Speaking Points

- For those who take chances
 - Too close on high balls (easy becomes difficult)
 - Lobbed easily and therefore retreat
 - Miss, stop, retreat in other ways
 - Keep going, become smart risk takers
- Ironic learning
 - Often not the most skilful who take chances, poach, move – ones with good perceptual sense



Athlete Activities During Presentation

- 2 touch volleys
- Mini court team volleyball
- Ping pong singles
- Self-feed overhead, close and catch volley, shuffle back to o/h
- Self-feed approach volley, baseline lobs, shuffle back to catch in trophy position

Audience Observations

- We tend to wait until they are good, before we include certain types of skills consistently in the warm up



Speaking Points

So what's the massive
opportunity?



Speaking Points

- 4 people on the court
- Constant movement and reading
 - The ball
 - Their partner
 - Their opponents
- Exponential (4 power 3)



Athlete Activities During Presentation

- Groundstroke to net rally – moving forwards/backwards with each shot

Audience Observations

- Q&A

