

# USING SLOWER BALLS WITH STARTER ADULTS

Ronald Pothuizen (KNLTB)



## Tennis.nonstop and Adult Motivation for Playing Tennis

In order to help their clubs, the KNLTB started a special programme for starter players. The programme is called Tennis.nonstop and the aim of the programme is to decrease the number of players that quit tennis within the first two years. Each year, 90.000 people start playing tennis in the Netherlands, and 52.000 starter players stopped playing tennis within the first two years.

For Tennis.nonstop, the KNLTB addresses five different motivational factors. These are the factors that are important for people when they start playing. The Mulier Institute did special research for the KNLTB on this topic and together, we came up with the motivational factors below.

During the workshops with the clubs the KNLTB tries to let people think from the point of view of the consumer.

These are the five motivational factors.

### **1. Theme: Meet people**

Trend: Individualizing

- Making your own choices
- Individual but not alone

Chances for tennis:

- Individualizing vs. the need for 'light communitees' (small groups of people/friends with few commitments)
- Possibilities to meet people as a volunteer or an active member of a club.
- A social environment
- A social sport

### **2. Theme: Playing**

Trend: a busy market for experiences

- More workers, less spare time
- Experience economy, more to do

Trend: Individualizing

- Making your own choices
- Individual but not alone

Trend: Not everything is changing

- People are social
- 75 % of the people play sport within a range of 15 minutes from their home.
- Most people work from 9 till 5.
- Lots of changes but society experiences a lot of stability.

Chances for the tennis:

- Individualizing vs. the need for 'light communitees'
  - o Social sport but not a team sport, you don't need many people.
- Flexibility, people want to do things at a time that is convenient for them.
- Tennis is flexible and people in Holland can play every day.

### **3. Theme: Learning**

Trend: hurry, no time to learn.

- Everything faster, shorter and more intensive
- This is the reason the computer is popular, with every click you get feedback and you can see results.

Chances for tennis:

- With the modern way of coaching, people can play tennis fast.
- With the modern way of coaching, people can experience serve, rally and score from the start.

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## 4. Theme: Club Social Bonds

Trend: competition from other activities.

- Increasing quality.
  - o Critical (choosy) consumers
  - o More services are available
  - o Consumers ask for more exciting experiences. What was interesting 20 years ago, is not so interesting now

Chances for tennis:

- Chance for club or group situations.
- Clubs are really good in creating social bonds

## 5. Theme: Feeling Fit

Trend: more conscious of health

- Dutch people slowly getting more obese.
- Dutch people smoke less
- Less people think they are active enough
- More people are conscious that they need to live healthy.

Chances for tennis:

- Aging of the population
  - o Playing at your own tempo
  - o Taking breaks

Why start with tennis?

- Tennis players are more focussed, than those in other sports, on having fun and playing together.
- Winning (playing the game) is more important than in other sports.
- Tennis players find it more important than those in other sports, that they learn skills

## Motives to play tennis and to do other sports, 2005, % of participants 15 years and older

