

A COLLABORATION BETWEEN

مدينة زايد الرياضية
ZAYED SPORTS CITY

UNITED ARAB EMIRATES
MINISTRY OF EDUCATION

MUBADALA

M T I S

MUBADALA TENNIS IN SCHOOLS

OVERVIEW

- Mubadala Investment Company had a longstanding association with tennis and is the naming partner for the Mubadala World Tennis Championship. Having gained brand association with the event, Mubadala began seeking further connection to the sport of tennis itself.

Among a number of activations supporting the main event is Mubadala Tennis in Schools, which after several years was failing to achieve its objectives. Zayed Sports City (ZSC) seized the opportunity to manage the project. With an in-house sports academy and established success in creating brand entanglement opportunities, the team identified the challenges and proposed solutions that would allow Mubadala Tennis in Schools to achieve greater success.

OBJECTIVES

- Mubadala Tennis in Schools aims to grow tennis in Abu Dhabi. Intended to create a legacy in youth sports, it would invest in students and their teachers to increase tennis interest from the grass-roots level while making the sport more accessible in and out of school.



CLASSROOM
KIT

STRATEGY

- Mubadala Tennis in Schools could expect year-on-year growth by leveraging the physical and intellectual assets of Zayed Sports City. Selecting ZSC to deliver the project would allow improved knowledge transfer and integrate resources that encourage local children to play tennis, a sport they are otherwise unfamiliar with. Delivery was split to include male and female classes in equal numbers.



TACTICS

TACTIC 1: DIRECTLY ENGAGE AND INVOLVE PE TEACHERS

Achieving the objectives involves more stakeholders than originally understood. As project managers, Zayed Sports City identified the need for physical education teachers to become active players as well. Approval to visit local schools was received from the Ministry of Education. PE teachers from these schools were invited to attend a workshop with international tennis coach educator Mark Tennant.

Teaching materials were translated to Arabic and redesigned to be more visual and exciting. Following the training session, coaches were gifted a tennis racket and balls for their own use. At the first school visits, ZSC delivered an equipment kit, including rackets, balls and a net, that were retained by the school to encourage play.

The ZSC Academy coach led the lesson while the teacher observed and supported. On subsequent visits, the roles reversed and the PE teacher was the leader for the lesson, helping them gain confidence to continue delivering tennis lessons on their own.

Support and education have been ongoing, with a coach dedicated to answering questions via phone or email. Teachers have also been invited to use the courts at ZSC free of charge, and a teachers' tournament was created to encourage them to network together and play tennis more frequently.



TACTIC 2: EXTEND TENNIS OUTSIDE OF PE CLASSES

Mubadala Tennis in Schools needed to be brought into the lives of children more frequently than physical education classes could allow. We determined that connecting it to their home and social life would create greater loyalty to the sport.

To accomplish this, each child was issued a “magazine” at the start of the programme. The 16 pages alternated basic information (such as equipment and rules), with a game or puzzle (such as a maze). Content was bilingual, making it easier for parents, who we assumed would be more comfortable in Arabic, to support their child's excitement for the sport.

Children were also given a Mubadala Tennis in Schools Membership Card, making them feel like part of an exclusive club. The card gained them access to free “Open Coaching” (a group lesson, led by a coach, exclusively for participants in Mubadala Tennis in Schools) and “Open Play” (use of a tennis court to practice with family and friends, supervised by a coach). Four 30-minute Open Coaching and five hour-long Open Play sessions were offered each week.

Mubadala Tennis in Schools also included an annual festival to build even stronger associations between the programme, tennis and fun. Classes were bussed to Zayed Sports City where they experienced new and different training aids, met more tennis coaches, and participated in games, drills and skills competitions.

At the end of the project, each child was given a Certificate of Achievement to celebrate their success.



**STUDENT
KIT**



TACTIC 3: CONVERT YOUNG EMIRATI TALENT

Arabs are not well represented in tennis and in order to develop relatable role models in the sport, more local players needed to be cultivated. Amongst the schools, one boy and one girl were identified as having enthusiasm and talent deserving of a scholarship to ZSC Academy.

Jana and Mansour, each 9 years old, were awarded a credit value of AED 40,000 for a customized coaching programme, inclusive of private and group lessons, tournaments and camps. The pair also received a full training equipment kit. This scholarship can be extended to based on their performance and commitment as well. Activities around the Mubadala World Tennis Championship are also planned.



OUTCOMES SINCE 2018

208k AED
TOTAL VALUE OF
EQUIPMENT

84 HOURS
OF COACHING

28 CLASSROOMS

80k AED
SCHOLARSHIP
AWARDS

PROGRESS

- REQUEST FROM MINISTRY OF EDUCATION TO GROW THE PROGRAMME
- INVITATION TO PRESENT AT MINISTRY OF EDUCATION PE TEACHER CONFERENCE
- MANDATED RACKET SPORTS CURRICULUM ADDED TO 2018-2019 SCHOOL YEAR



56%
STUDENT
FIRST EXPOSURE
TO TENNIS

88%
STUDENTS
WHO WANT TO
PLAY MORE

4 CITIES
REACHED

675
STUDENTS

19
SCHOOLS

58
TEACHERS