



# 2025 ANNUAL REPORT





Gallagher

Insurance

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Consulting



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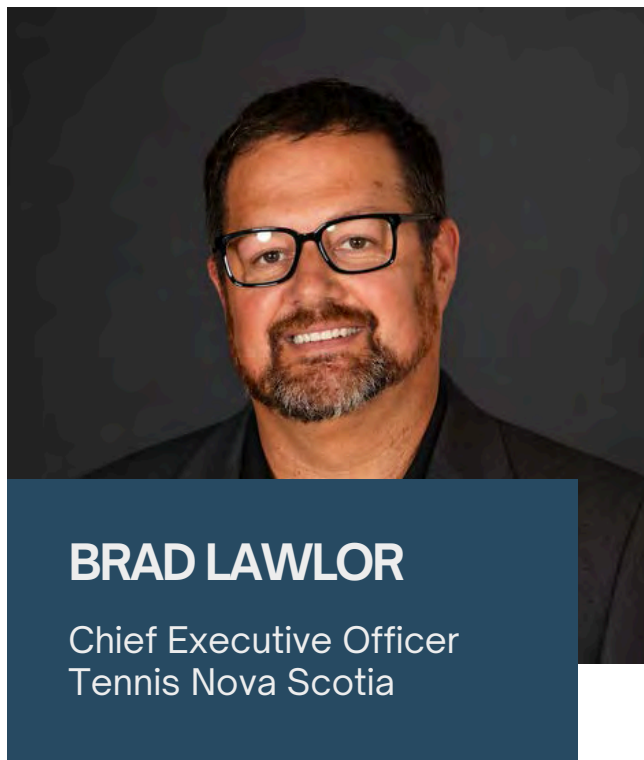
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# LETTER FROM THE CEO

## A YEAR OF DELIVERY, ALIGNMENT, AND MOMENTUM

2025 was a defining year for Tennis Nova Scotia (TNS) and the Sobeys Atlantic Tennis Centre (SATC). After several years of planning, consultation, and system-building, the organization shifted decisively into a phase of execution. The work completed this year strengthened the foundation of tennis in Nova Scotia organizationally, operationally, and strategically, while positioning us for sustainable growth and long-term impact.

Across participation, governance, coaching development, high performance, facility advocacy, and partnerships, the organization delivered meaningful progress aligned with our strategic priorities. Importantly, this progress was achieved while managing the increasing complexity of our system and maintaining a clear focus on athlete experience, inclusion, and accountability.



**BRAD LAWLOR**

Chief Executive Officer  
Tennis Nova Scotia

## GROWING THE GAME WITH PURPOSE

Participation growth remained a central focus in 2025, with an emphasis on creating clear, accessible pathways for players of all ages and abilities. The launch of structured entry-level programming and the redesign of competitive pathways helped reduce barriers to entry while improving retention, particularly among young players, women, and adult participants. These changes were not about increasing volume alone, but about improving quality, ensuring that first experiences with tennis are positive, age-appropriate, and connected to a longer-term pathway.

At the community level, stronger regional coordination and expanded competitive opportunities supported local engagement while reinforcing provincial alignment. Collectively, these efforts strengthened the connection between grassroots participation, competitive development, and long-term involvement in the sport.

# LETTER FROM THE CEO P2

## **STRENGTHENING THE ORGANIZATION BEHIND THE SPORT**

A significant portion of our work in 2025 focused on strengthening the organization itself. Governance, transparency, and internal systems were prioritized to ensure that growth is supported by strong foundations. New Safe Sport policies were created, human resource processes were modernized, and governance practices were enhanced to better support clubs, staff and Board decision-making.

We have completed organizational restructuring, clarified roles and accountability which improved operational efficiency and internal alignment. Across both TNS and SATC, clearer systems, defined responsibilities, and improved reporting have positioned the organization for increased confidence from funders, partners, and stakeholders. This work also lays the groundwork for improved financial sustainability and anticipated growth in government investment over the coming funding cycle.

## **INVESTING IN COACHES, OFFICIALS, AND EXCELLENCE**

Developing coaches and officials remains one of the most critical drivers of quality programming and athlete outcomes. In 2025, we increased provincial capacity to train, mentor, and retain coaches and officials by expanding facilitator networks, formalizing mentorship structures, and investing in professional development pathways. These efforts are beginning to shift the system from short-term delivery toward long-term workforce development.

In parallel, we undertook a comprehensive overhaul of our high-performance framework. Clear policies, defined pathways, and transparent selection processes have improved accountability and confidence within the system. While high-performance success is measured over many years, the structural improvements made in 2025 represent an essential step toward producing competitive athletes while maintaining healthy, values-driven environments.

## **ADVOCATING FOR FACILITIES AND FUTURE CAPACITY**

Facility access and infrastructure remain among the most pressing challenges facing tennis in Nova Scotia. In 2025, Tennis Nova Scotia and SATC emerged as proactive and credible advocates for facility investment. Through coordinated engagement with municipal, provincial, and national partners, we advanced conversations around infrastructure renewal and long-term capacity planning.

Initiating formal assessment work for the SATC bubble replacement, meetings with potential private and government funders were critical milestones. While major infrastructure projects require time and sustained advocacy, the progress made this year has significantly strengthened our position to replace the bubble in the very near future.

# LETTER FROM THE CEO P3

## **PARTNERSHIPS THAT EXTEND OUR IMPACT**

Our ability to deliver impact at scale is directly tied to the strength of our partnerships. In 2025, relationships with Tennis Canada, Sport Nova Scotia, government, corporate partners, and other Provincial Sport Organizations were deepened through consistent engagement and collaboration. These partnerships supported participation initiatives, funding advocacy, inclusion programs, and long-term facility planning.

Importantly, this work has expanded the organization’s visibility and influence beyond tennis, positioning TNS and SATC as leaders within the broader sport and community development landscape.

## **LOOKING AHEAD**

The progress achieved in 2025 reflects a clear shift from planning to delivery. The organization is stronger, more aligned, and better positioned to address the challenges and opportunities ahead. While significant work remains, particularly in financial sustainability, infrastructure advocacy and renewal, and growing the sport in all regions of the province, the foundation established this year provides confidence in our direction and our capacity to deliver.

None of this work is achieved in isolation. I am grateful for the commitment and professionalism of our staff team, the leadership and oversight of our Board, and the ongoing support of our partners, clubs, coaches, volunteers, parents and athletes across Nova Scotia. Together, we are building a stronger, more resilient future for tennis in our province.



# LETTER FROM THE COO

2025 was a year focused squarely on execution. From an operational standpoint, the priority was to translate organizational direction into practical improvements in how tennis is delivered, experienced, and supported across the province.

A major operational focus in 2025 was modernizing how players access tennis. The introduction of the Senior Player Card and Outdoor Player Card created clearer, more flexible entry points for participation, particularly for adults and seasonal players. These products complemented existing player cards and helped reduce friction for players engaging with the system for the first time or returning after time away.

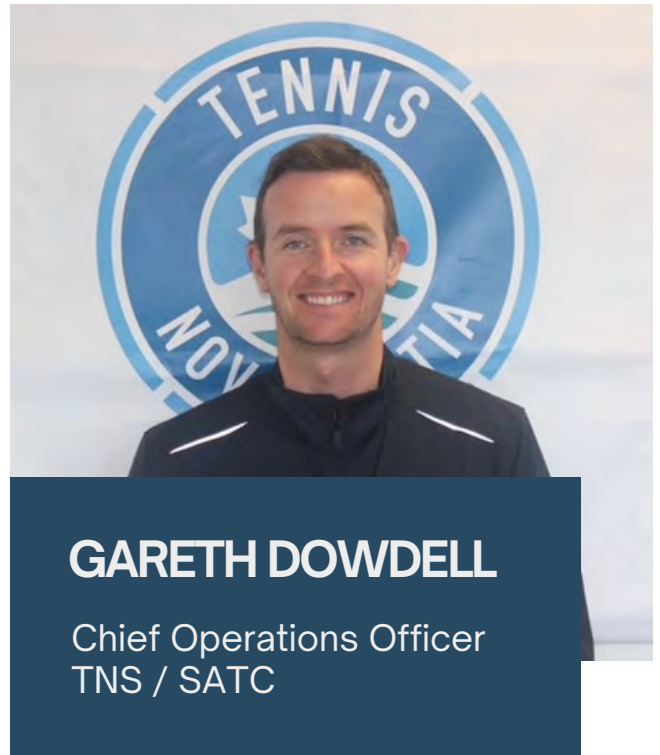
As a result, we saw growth across all player card categories and increased participation across programming streams. From an operations perspective, this validated a shift toward offering multiple, clearly defined participation products rather than a one-size-fits-all model.

Competition delivery was another core area of focus. Continued integration of the World Tennis Number (WTN) into provincial competition structures led to more evenly matched draws, improved competitive balance, and a noticeable reduction in players competing below appropriate levels.

To support true beginners, we introduced adult orange ball events designed specifically for players new to tennis, along with six new WTN-sanctioned tournaments. These events filled a clear gap between entry-level programming and traditional competition, improving the first competitive experience for adult players and easing progression through the system.

Within the High Performance program, the operational emphasis was on clarity and consistency. Clear expectations, improved communication practices, and defined roles contributed to a healthier daily training environment and stronger internal accountability. This work supported a positive culture shift within the Competitive team and improved collaboration among staff.

Looking ahead, operational planning for 2026 includes expanding High Performance staffing by at least two additional coaches. This is intended to improve athlete-to-coach ratios, support program sustainability, and reduce delivery risk as participation and performance demands continue to grow.



**GARETH DOWDELL**

Chief Operations Officer  
TNS / SATC

# LETTER FROM THE COO P2

A major operational focus in 2025 was modernizing how players access tennis. The introduction of the Senior Player Card and Outdoor Player Card created clearer, more flexible entry points for participation, particularly for adults and seasonal players. These products in 2025, we also focused on improving access to advanced coach education. Planning is underway to deliver a Club Pro 2 course in Atlantic Canada for the first time, removing a long-standing barrier for local coaches who previously had to travel to central Canada. From an operational standpoint, this represents a meaningful step toward building and retaining coaching capacity within the region.

Ensuring continuity of indoor tennis remains a critical operational priority. Throughout 2025, we actively explored all viable options to support the replacement of the Sobeys Atlantic Tennis Centre bubble, with a target of Fall 2026. This work has focused on feasibility, timing, and risk mitigation to ensure minimal disruption to players, programs, and staff. We remain committed to clear and timely communication as this process continues.

The work completed in 2025 strengthened the organization's ability to deliver quality tennis experiences day to day. Operational systems are clearer, competition pathways function more effectively, and staffing plans are aligned with future demand.

I am grateful to the staff, coaches, officials, volunteers, and partners whose professionalism and commitment made this progress possible. Their efforts ensure that the strategic direction of Tennis Nova Scotia is matched by consistent, reliable delivery on the ground.



# VISION, MISSION & VALUES

## OUR MISSION

To improve lives through tennis.

### TENNIS NOVA SCOTIA ROLE

To lead the growth of tennis and make tennis **available** and **accessible** to all.

### SOBEYS ATLANTIC TENNIS CENTRE ROLE

To deliver tennis for future generations by modelling **accessibility** and **inclusiveness**.

## OUR STRATEGIC GOALS

### PARTICIPATION

Attract, engage, and retain new generations of diverse players.

### EXCELLENCE

Inspire and facilitate excellence for all players with a special emphasis on junior athletes.

### ORGANIZATIONAL EFFECTIVENESS

Develop a responsive, efficient, visionary, and ‘best in class’ provincial organization.

### COACHING AND OFFICIATING

Improve the player experience by providing training for coaches, officials, and tennis providers.

### COMMUNITY AND FACILITY DEVELOPMENT

Improve the tennis infrastructure to ensure all players have access to year-round tennis play.

### COLLABORATION

Partner with Tennis Canada, Sport Nova Scotia, and others to improve the tennis ecosystem.

## OUR VALUES

### INNOVATION

We encourage creative approaches to deliver tennis programs and services.

### EXCELLENCE

We create environments that inspire excellence in players, coaches, staff, and volunteers.

### PASSION

Tennis changes lives in positive ways and everyone should have the opportunity to play.

### INCLUSIVENESS

The participations of all people who desire to be engaged in tennis.

## OUR GUIDING PRINCIPLES

ENGAGEMENT - ACCOUNTABILITY - SELF-SUSTAINABILITY - TRUST AND TRANSPARENCY

# OUR TEAM

## BOARD OF DIRECTORS

Lesek Demont – <b>Chair</b>	Peter Smith
Colin Piercey – <b>Vice Chair</b>	Jeff Jones
Jon Gaunce – <b>Treasurer</b>	Simone Tosoni
Ruth Roy – <b>Secretary</b>	Jim Ritcey
Pam Cooley	Deidre Taylor
Don Forgeron	Ted Graham

## LEADERSHIP & MANAGEMENT TEAM

- Brad Lawlor **CEO**
- Gareth Dowdell **TNS Chief Operations Officer**
- Marijke Nel **TNS Technical Director**
- Molly Pineau **TNS Director of Competitions and Communications**
- Hilda LaPierre **TNS Finance Manager**
- Archie Jordan **TNS Head of Maintenance**
- Laurel MacAdam **SATC Facility and Customer Relations Director**
- Gabe Girard **Head of Community Development**
- Juan Barreto **Head of U10 Development**
- Dany Veremeichuk **Head of Competitive Tennis**
- Roman Kucherenko **Director of Competitive Tennis**





# TD TEAM HIGHLIGHTS

## 2025 Technical Director Team

Marijke Nel **Technical Director**

Roger Cochrane **Assistant Technical Director**

Esme MacGillivray **Assistant Technical Director** (Summer Student)



TD VISIT AT BRIDGEWATER TENNIS CLUB

## Key Focuses for 2025

1. Tennis for Schools/Rookie Tours
2. Tennis Month in Canada
3. Coach Certification and training
4. Canada Games
5. TD Visits to member clubs
6. Wheelchair Tennis Program
7. TNS Awards and Recognition

# 1. TENNIS FOR SCHOOLS & ROOKIE TOURS

The TD team targets clusters of schools near member organizations, and delivers Tennis for Schools sessions during PE lessons, using mini nets, red balls and kids' racquets. With at least 3 visits per school, this leads to many kids learning how to rally during these sessions, and then being invited to participate in a Rookie Tour event at the local club/municipality courts.

**This year, the team delivered sessions at the following schools:**

1. Spring Street Academy, Amherst (in support of the Town of Amherst)
2. West Highlands School, Amherst (in support of the Town of Amherst)
3. Hawthorn Elementary School, Dartmouth (in support of St George's TC)
4. Portland Estates Elementary School, Dartmouth (in support of St George's TC)
5. Bayview Community School, Mahone Bay (in support of Mahone Bay TC)



The Tennis for Schools sessions were followed by 3 Rookie Tour events, one in Amherst (18 participants), one at St George's Tennis Club (54 participants) and one at Mahone Bay Tennis Club (22 participants).

When bringing their children to the relevant Rookie Tour, parents received information about summer programming offered by each of the hosting member organizations.

## 2. TENNIS MONTH IN CANADA

Tennis Canada announced Tennis Month in Canada for 2025 was to be held in June.

This began a coordinated effort with Tennis Canada, Tennis Nova Scotia and seven of our member clubs to provide 14 tennis events across the entire province during the month June.

The focus group for these events was junior players. Each club held a Try Tennis event for those players brand new to the game as well as a Play Day event for returning players who were involved in the club's program in 2024.

Sobeys Atlantic Tennis Centre (SATC) held the signature event with 50 players participating in a Red/Orange/Green Match Day round robin.

Tennis Month in Canada was a great success in Nova Scotia.



Try Tennis Day at Lunenburg Tennis Club

# 3. COACH CERTIFICATION AND TRAINING

## COACH TRAINING CONTINUED TO BE CATEGORIZED AS FOLLOWS:

- Certification events/courses offered by TNS Course Developers
- Out-of-province certification events/courses attended by TNS coaches
- Seasonal Coach Mentorship by TD Team

## CERTIFICATION EVENTS/COURSES OFFERED BY TNS COURSE DEVELOPERS

Tennis Nova Scotia increased the number of Course Developers who are qualified to lead certification courses in Nova Scotia.

### Current Course Developers:

Marijke Nel (Provincial lead, Instructor Course, Club Pro 1)

Juan Barreto (Instructor Course, Club Pro 1)

Gabriel Girard (Instructor Course)

They offered the following courses in Nova Scotia in 2025, with the number of attendees noted at each:

Spring Instructor Course, SATC 14

Club Professional 1, SATC 7

Seasonal Coach Workshop, Amherst 9

Wheelchair coach training, Truro 6



# 3. COACH CERTIFICATION AND TRAINING P2

## OUT-OF-PROVINCE CERTIFICATION EVENTS ATTENDED BY TNS COACHES:

**Coach 3 (ON):** Danylo Veremeichuck, Roman Kucherenko

**Club Professional 2 (ON):** Hetvee Chaudhari, Akash Reddy, Andreina Cabrera, Gabriel Girard

**Wheelchair Instructor Course (ON):** Milad Tamadon

## SEASONAL COACH MENTORSHIP BY TD TEAM

The Technical Director Team spends a portion of every club visit on Professional Development with local coaches.

The team builds relationships with the coaches in which the coaches are encouraged to share which of the Quality Standards of Tennis they find most challenging in program delivery, and what type of support would be most useful to them.

The team offers a wide array of curriculum-related tools and resources which are shared in off-court and on-court sessions to address such challenges.

TD visits always include activities which the team delivers on court, alongside the local coaches, so that the learning takes place during instruction and during the scheduled off-court sessions.



# 4. CANADA GAMES ST JOHN'S, NL

Nova Scotia finished in 5th place at the 2025 Canada Games event in St. John's, NL, making its strongest ever bid for a spot among the top 4 teams.

Notably, the team tied British Columbia 2-2 after singles - and came within a set of a 3-3 score after doubles, which would have required one more match (mixed doubles) to determine the victor.

In this situation, Nova Scotia was chomping at the bit to field the mixed doubles team of Caden Colburne and Meghna Anand, in whom there was every reason to have confidence in the winning point.

A notable factor in the team's success was the fact that Nova Scotia had significantly raised the standard of its High Performance programs in the 2 years following the arrival in the province of former ATP Tour player, Head Coach Danylo Veremeichuk. Combined with the inclusion of Caden Colburne, ranked ?? in the country at the time, who remained undefeated in the No. 1 singles position, it made the team a stronger contender than ever for a top 4 spot.

## **Team Nova Scotia consisted of:**

**Head Coach:** Danylo Veremeichuk

**Assistant Coach/Manager:** Marijke Nel

### **Girls:**

Paige Ramsay (c)

Meghna Anand

Sofie Hajek

Vida Campbell

Alternate: Yael Kupitman

### **Boys:**

Kieryn Minor (c)

Caden Colburne

Simon Mujoomdar

Jacob Propper

Alternate: David Propper



Team NS at the 2025 Canada Games

# 5. TD VISITS TO MEMBER CLUBS

The Technical Director Team supported 26 member organizations in 2025, delivering over 75 in-person site visits and traveling thousands of kilometers during both the indoor and outdoor seasons.

Member organizations received a variety of activities as part of the team's support, including:

- Tennis for Schools to feed summer programs
- Rookie Tour events
- Wheelchair tennis sessions
- Try Tennis sessions for kids and adults
- Group lesson support for kids and adults
- Programming structure and support
- Themed workshops and clinics, adapted to specific skill levels
- Social events and fundraisers
- Competitive events and one-day tournaments

The TD Team interacts with the leadership at member organizations, helping to determine the nature of support most needed by that club/municipality.

2025 also saw TNS complete a 5-year contract of partnership with HRM in delivering tennis as part of its recreational summer programs at the following locations:

- Gray Arena (north Dartmouth)
- Merv Sullivan Park (north end)
- Transom Drive Park (Bedford)
- Teachery Park (Bedford)

The program received much positive feedback from players, parents and administrators alike, but future sustainability was drawn into question with the budget which has been required to support it for its 5-year duration.



# 6. WHEELCHAIR TENNIS PROGRAM

TNS entered 2025 with wheelchair tennis being offered in 3 regions of the province:

- HRM
- Valley (Hantsport/Kentville)
- Truro

While functioning as the hub of coach training, the HRM Program continued supporting a competitive stream and recreational stream, with frequent attendance from 7 athletes.

Three of Nova Scotia's competitive players were injured and unable to compete.

Vicki Morton was the only player to proudly represent Nova Scotia at several ITF tournaments during the year, and at the Birmingham National Wheelchair Championships in Vancouver, BC, where she finished the year as #3 on the Canadian Women's ranking list.

Milad Tamadon attended the Wheelchair Instructor Course offered in Toronto, while Richard Liu began in-house coach training at SATC.

The Truro Wheelchair Tennis Program, now offered year-round, at the Cougar Dome during the indoor season and at Truro Tennis Club during the outdoor season, has immeasurably valuable support from a team of dedicated volunteers and coaches.

The program qualified for funding to purchase its own fleet of wheelchairs - and is now considering supplementing that fleet with additional chairs in the 2026 season.

Technical Director, Marijke Nel, supported the Truro Wheelchair Tennis Program on several occasions, including two coaching workshops delivered to players and volunteers/coaches, one during the indoor season and one during the outdoor season.

For the outdoor workshop, which was held at Truro Tennis Club, 5 of the HRM players traveled to Victoria Park, to show their support and encouragement for the Truro coach/volunteers and players. This was definitely a highlight for the players and coaches from both programs.

# 6. WHEELCHAIR TENNIS PROGRAM P2



TMarijke also delivered a coaching session for the Truro athletes, in which the Club Pro 1 candidates were incorporated as coaches into the wheelchair tennis practice session during a Club Pro 1 course weekend. This was a valuable experience for the CP1 candidates, who had limited exposure to wheelchair tennis before this encounter.

In June of 2025, Wheelchair Tennis Program lead, Marijke Nel, used Professional Development funding provided by Support4Sport to attend the Wheelchair Tennis Program at the USTA National Campus in Orlando, FL.

While there, she was able to assist and learn in two wheelchair tennis programs:

- The Performance Academy lead by Jason Harnett, preparing the 3 top US juniors for the Wheelchair Tennis Tour (USTA National Campus)
- “National Rollers” recreational wheelchair tennis program at the Fort Gatlin Recreation Centre (Fort Gatlin, FL)

# 7. TNS AWARDS AND RECOGNITION

- 1 **Junior Male Athlete of the Year:** Caden Colburne
- 2 **Coach of the Year:** Evan Jardine, Cape Breton Regional Municipality
- 3 **Official of the Year:** Iain MacLeod (Pictured Bottom Right)
- 4 **Volunteer of the Year:** Carolyn McAllister, Lunenburg Tennis Club
- 5 **Community Sport Organization of the Year:** Mahone Bay Tennis Club (Pictured Bottom Left)



# Recreation Highlights

## SATC - P1



### Junior Recreation Numbers

Overall Junior Recreational Tennis registrations year-over-year increased by an average of 15.5 percent. Registrations from September through December increased by an average of 40 percent, reflecting strong late-year growth and momentum carried over from a successful summer camp season.

### Adult Recreation Numbers

Adult Recreational Tennis experienced 20.5 percent year-over-year growth, with registrations increasing by 24 percent from January through April and surging by 50.5 percent from September through December

# Recreation Highlights

## SATC - P2

### Summer Camp Highlights

- Increased average weekly camper attendance from 48 (2024) to 58 campers per week, with a total of 587 spots filled.
- A total of 384 unique campers were registered and attended camp.
- Three of nine weeks operated at 100 percent capacity.
- SATC partnered with Suburban FC, welcoming between 20 and 25 of their campers for two weeks in afternoon sessions.

### School visits

Between January and May, SATC visited over six schools, reaching more than 1,600 students through in-school tennis programming

### Open House

59 families, representing 209 attendees, RSVP'd for the event, with many additional families attending. The Open House featured a prize shootout, try-tennis stations, a BBQ, face painting, an obstacle course, and pickleball.



# Competitive Highlights

## SATC

- Ran a full-year, academy-style Competitive Program with 70 full-time athletes.
- Competitive Stream reached full capacity for the first time, with a waitlist, reflecting strong demand and program stability.
- Grew ITF-ranked players from 4 to 6 over the year.
- National Championship results: 7th place in U16 Singles and Semifinalist in U12 Singles
- Two male U12 players finished in the national Top 10.
- NCAA Division I commitments increased from 4 to 10, targeting 12–15 by 2026.
- U15 National Prospect Team representation rose from 1 to 2 players.
- Launched a leadership and mentoring program for SATC coaches to support professional development.
- Program attracted experienced coaches from other provinces, enhancing staff depth and expertise.



# COMPETITION HIGHLIGHTS

## NEW COMPETITION OPPORTUNITIES

- The first ever Wheelchair ITF Tournament at was hosted at Sobeyes Atlantic Tennis Centre in October.
- We added new 3.5 and 4.5 events to our level-based tournaments to create more balanced draws and tighter competition.
- Ran our first Junior WTN tournament.

## NOVA SCOTIA OPEN

- 457 unique players competed across 67 events. A 15% increase in participation from 2024.
- A total of 647 entries were recorded, with 777 matches played over nine days.
- There was strong growth in the Rogers First Set Tour - Rookie Tournament which was hosted on the opening weekend with 30 recreational juniors participating across red, orange, green and yellow ball events - many whom were playing in their first ever tournament.

## BY THE NUMBERS

- Provincial Tournaments Offered: 23
- TNS Leagues Offered: 3
- SATC Box Leagues Offered: 2
- Tennis Canada Community Leagues Offered: 12



