

ROGERS CUP NEW VOLUNTEER ORIENTATION

July 6th – 7th



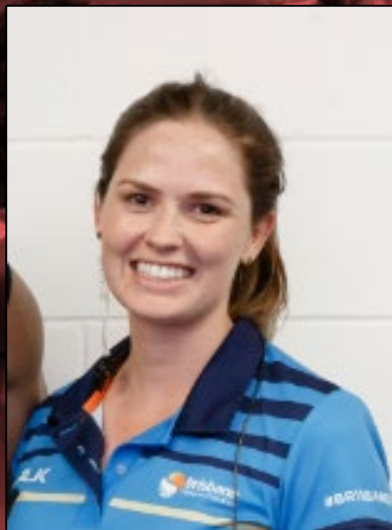
MEET THE TEAM



VOLUNTEER OFFICE



Greg Jauncey
Operations Manager



Zoe Beath
Assistant Volunteer
Coordinator



Nick Baker-Bell
Assistant Operations
Coordinator



Karl Hale
Tournament Director

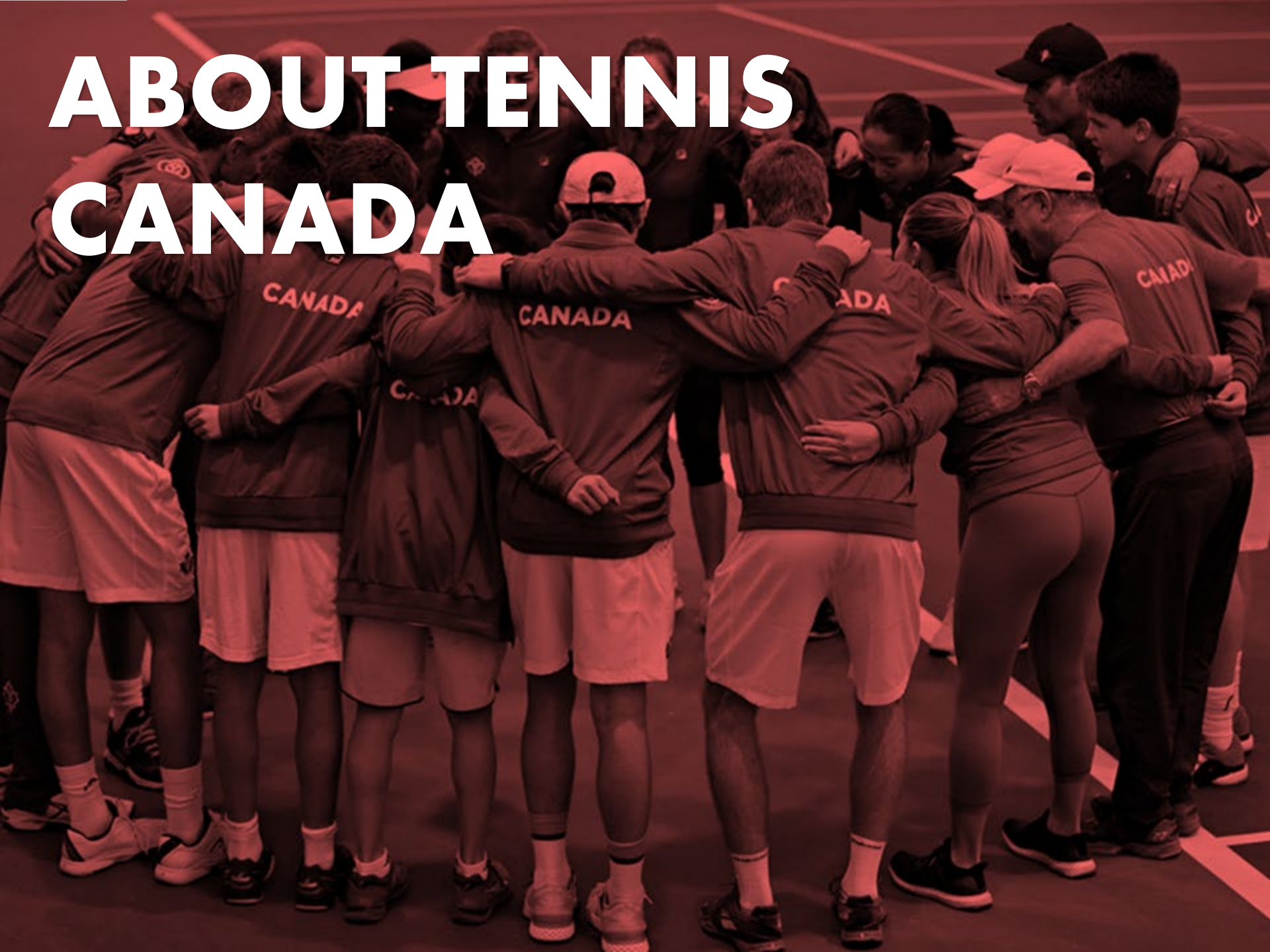


Gavin Ziv
VP Professional Events & Managing Director Rogers
Cup - Toronto

OTHER IMPORTANT FACES OF TENNIS CANADA



ABOUT TENNIS CANADA



WHAT IS OUR MISSION?

A group of tennis players in a huddle on a court, wearing 'CANADA' sweatshirts. The image is overlaid with a red tint.

*To lead the growth of Tennis in
Canada*

WHAT IS OUR VISION?

*To become a world-leading
tennis nation*

WHAT ARE OUR VALUES?



TEAM WORK /
TRAVAIL D'ÉQUIPE



PASSION



INNOVATION



ACCOUNTABILITY /
RESPONSABILISATION



INTEGRITY /INTÉGRITÉ



EXCELLENCE

TELL ME MORE...

- **Founded in 1890**
- **Owns and operates two of the premier level events on the ATP and WTA Tours**
- **Men & Women alternate annually between Toronto and Montreal**
- **Owns or supports 16 other professional level events in Canada**

TELL ME MORE...

- Operates national training centers in Toronto and Montreal
- Administers Davis Cup, Fed Cup and the Olympic tennis teams
- Administers all wheelchair, junior and senior national teams



TELL ME MORE...

- Responsible for the training, certification, and evaluation of all tennis officials in Canada
- Community Tennis – making tennis accessible and affordable in schools, public facilities, private clubs and community centers
- All surplus from the Rogers Cup events in Toronto and Montreal are invested into growing the game of tennis

TENNIS DEVELOPMENT



STRATEGIC PLAN

- **Tennis Players and Fans**
 - Increase the number of frequent tennis players under the age of 12
 - Increase the number of self-declared tennis fans
 - Help fuel the three major trends in tennis
 - Kids Tennis
 - Team Tennis (Leagues)
 - University and College Tennis

STRATEGIC PLAN

Davis Cup and Fed Cup

- **Maintain or improve our Davis Cup World Group and Fed Cup World Group II status**



Simona Halep, 2018 Champion

ROGERS CUP

2019



TOURNAMENT INFO

- The Rogers Cup presented by National Bank is owned and operated by Tennis Canada
- The 2019 tournament in Toronto will be the 138th edition of the Canadian Tennis Championships
- Only Wimbledon and the US Open are older

MORE TOURNAMENT INFO...



AVIVA CENTRE

- Completed in 2004
- Over 15 acres
- Stadium holds 8,000
- 1,900 on GS
- 900 on Court 1
- 12 outdoor and 4 indoor courts

VOLUNTEER PROGRAM



TORONTO

- Over **1,150** Volunteers
- **26** Different committees ranging in size from 6 to 250+ volunteers
- Volunteers are from **11** to **90+** years of age
- Committee Heads have averaged **16** YOS
- Volunteers have averaged **6.5** YOS
- Longest serving volunteer is in her **44th** year

BENEFITS

- Accreditation pass
- Access to seating on Stadium Court
- Parking
- Tickets
- Uniform
- Water Bottle
- Meals

YEARS OF SERVICE

- Pin every year
- YOS pins
- Ticket packages
- Breakfast
- YOS Suite
- YOS Wall in Volleys

TORONTO

VOLUNTEER AWARDS

- **ABC awards recognize you for going above and beyond the call of duty**
- **Exemplifying volunteer core values**
- **Prizes/awards**

Uniform Package

- 2 shirts
(Men's/Women's)
- 1 Jacket
- 1 Hat (or choice of visor)
- You are able to exchange sizes at today's distribution and the first three days of the tournament.



UNIFORM & ACCREDITATION POLICY

- DO NOT REQUEST PHOTO'S OR AUTOGRAPHS FROM PLAYERS OR VIP'S
- When in public areas (anywhere that a ticketholder can go) you may take photos and ask for autographs as long as you are out of uniform and not wearing your accreditation
- Do not go into back of house areas unless required by your volunteer duties
- Participation in activities is only permitted when you are out of uniform and not wearing your accreditation

UNIFORM POLICIES

Footwear

- Clean running, training or tennis shoes **ONLY**
- No open toe footwear is allowed
- No sandals or flip-flops are allowed

Bottoms

- Shorts, skirts or pants are allowed
- Can be white, khaki, dark blue or black
- No other changes or alterations to the volunteer uniform are allowed

VOLLEYS

A group of young people, likely students, are gathered in a gymnasium. Some are holding tennis rackets. The image has a red overlay and is used as a background for the text.

- Meeting place for many Committees
- Volunteer Office desk
- Volunteer YOS and “Wall of Fame”
- Volunteer restaurant

VOLUNTEER PARTY



CATERING

- *Marigolds and Onions* is the official tournament caterer
- Pre-tournament shifts will be boxed meals
- Meal vouchers can be exchanged only during the appropriate time for one meal and drink
- Coffee and water available all day
- Volleys meal hours
 - Lunch from 11:00am to 3:00pm
 - Dinner from 4:00pm to 9:00pm



ATTENDANCE & RAIN

- All volunteers are expected to be onsite and ready to work when their shift is scheduled regardless of weather conditions
- Even if tennis is not played due to rain, the site is still open and we are here working
- If for whatever reason you are going to be late or miss a shift, your first point of contact is your Committee Head. If your CH cannot be reached then contact the Volunteer Office.

COMMUNICATION

- Questions that are specific to your committee (schedules, shifts, duties) should be directed towards your Committee Head
- Questions that are related to the volunteer program on a whole can be directed to the Volunteer Office
 - The best way to reach the Volunteer Office is by email: volunteers@tenniscanada.com or directly at the desk in Volleys

NEWSLETTER

- The volunteer newsletter will be sent out nightly starting the day before the tournament
- Some of the content will include:
 - Volleys menu for the next day
 - Volunteer specific stories
 - Weather forecast
 - ABC winners
 - Communication specific to the volunteer program



OUR EXPECTATION



- Represent Tennis Canada and the Rogers Cup in a friendly and professional manner
- Give your best at all times
- Follow the policies and procedures outlined in the volunteer handbook
- Do your best to ensure a positive experience for everyone with whom you have contact
- Maintain confidentiality of all privileged information regarding Tennis Canada and the Rogers Cup

WHAT YOU CAN EXPECT

- You will be treated as valued individuals
- You will be provided with a safe working environment
- The program will be improved each year based on volunteer feedback
- We will do our best to ensure that you enjoy your time with us





Elina Svitolina, 2017 Champion

**BREAK
5 MINUTES**



INTERACTION STATS

- Volunteers are our most important asset for customer service as they have the most touch points of interaction with our patrons
- The typical 100 level patron interacts with 8 volunteers before reaching their seat
- On average, each minute every volunteer will interact with one patron
- That's over **2.6 million** interactions

CUSTOMER SERVICE





**Our customer
service purpose?**

***Positive
Guest
Experience***

**How do we ensure
this with every
guest?**



SAFETY

COURTESY

**QUALITY
STANDARDS**

EFFICIENCY

**PASSION
FOR
TENNIS**

SAFETY

- **Provide a safe environment**
- **Work organized and clean**
- **Remain calm**



COURTESY

- **Be polite at all times**
- **Act as a host or hostess**
- **Show respect to all**



EFFICIENCY

- **Staff at optimum levels**
- **Immediate service recovery**
- **Escalate issues up**



PASSION FOR TENNIS

- **Be knowledgeable**
- **Empathize**
- **Share communication tools**



Displaying consistency with our quality standards only gets us half way there.

There are a few key behaviours to always follow.

KEY BEHAVIOURS



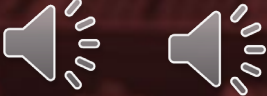
- Welcome all patrons & seek out guest contact
- Smile & make eye contact
- Display positive body language

EMERGENCY PROCEDURES

- In the event of an emergency, instructions will come from the Emergency Response Team through the Ops. Manager
- If evacuating, volunteers are not expected to clear areas, they are to leave with patrons
- The meeting place in the event of an evacuation is across Shoreham, North of the stadium on the grass area



EMERGENCY PROCEDURES

- 2 stage alarm 
- When in doubt? Call 911
- First aid responders on site



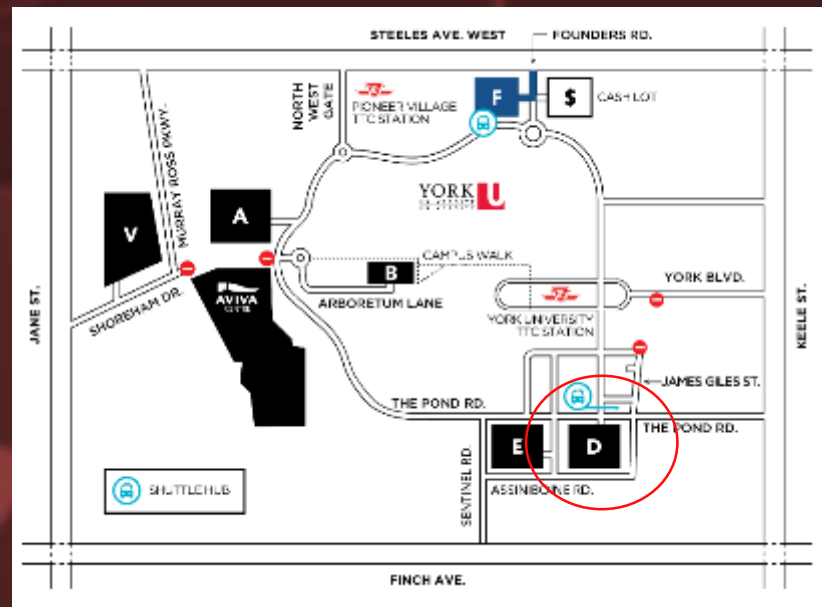
TORONTO

LOST CHILD

- **Contact security who will have onsite TPS officers walk the child in their immediate vicinity to look for their parents**
- **Relay information on channel 1 to guest services**
- **If the parent(s) are not immediately found, help take the child to guest services at the main entrance**

PARKING

- You will be provided with a parking pass that is good for one vehicle for the duration of the tournament in Lot D
- The pass can be used for multiple vehicles but only for one at a time
- You may still use your parking pass when off duty or on a day off when coming to the event



SHUTTLE BUS

- There will be shuttle buses provided from the parking lot to the site
- The buses run approximately every **10 minutes** and are shared with other workers
- Buses can fill up at peak time so be prepared
- It is a **10 minute** walk from the parking lot to the main entrance

TORONTO

NEW THIS YEAR

**All outbound travel from Pioneer Station on
TTC Transit Operators will be FREE to all
patrons and accredited volunteers**

TORONTO

WATER REFILL STATIONS

- **Water bottle refill stations**
 - North East side of concourse
 - South West side of concourse
 - South side of concourse
- **Volunteer Relief Tent**
 - South end
- **Volleys**



TORONTO

SECURITY & PROHIBITED ITEMS

- **Major event level security**
 - **Bag Checks**
 - **Walk through metal detectors**
 - **Must wear accreditation at all times**
- **Prohibited Items and Terms of Entry**
 - **Links are located on your accreditation**
 - **Clear Plastic Bottles are the only type of bottle allowed**
 - **No aerosol cans are allowed (sunscreen)**



Simona Halep, 2016 Champion

VOLUNTEER HANDBOOK

- **To be sent out shortly to all volunteers (electronically)**
- **To be read before first shift**
- **Includes all additional information about Tournament and Volunteer program**

VOLUNTEER POCKET GUIDE

- **Distributed by Committee Heads when you arrive for your first shift**
- **Extra copies can be found at Volunteer Office in Volleys**



FEEDBACK

- Feedback from our volunteers is always welcomed and encouraged
- Volunteers have two ways for providing general feedback:
 - In person at the Volunteer Office
 - By emailing volunteers@tenniscanada.com

PERFORMANCE REVIEW

During the tournament, all volunteers will be evaluated on their initiative, punctuality, competence, general conduct and overall performance.

PERSONNEL REPORT FORMS

- Absenteeism, Late to shift, Misconduct/Neglect of duty ...or any type of behavior that violates the volunteer program's standards
- 3 steps: 1st offense, 2nd/final offense, Termination
- To be filled out by Committee Head or Captain and signed by volunteer

WHERE TO GO ON DAY 1

- **For many Committees it will be Volleys**
 - **Eg. Stadium Control, PCOC**
- **For others you have an office within the building**
 - **Eg. Promotions, Ballcrew**
- **For others it will be the actual operations area where the Committee works**
 - **Eg. Transportation, Guest Services**

No matter where you meet you enter through the VIP entrance or Main Entrance



Simona Halep, 2016 Champion

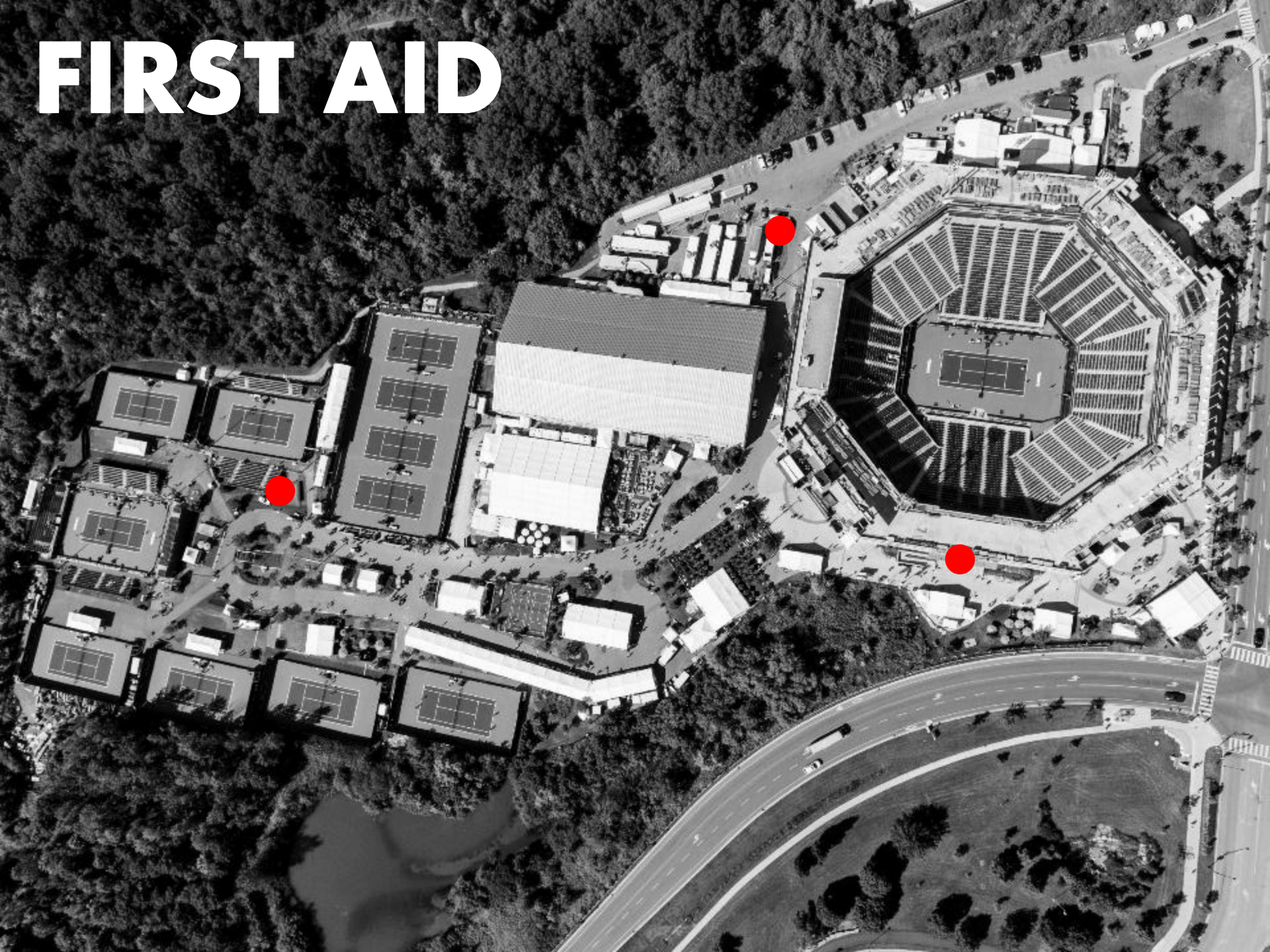
KEY SITE POINTS



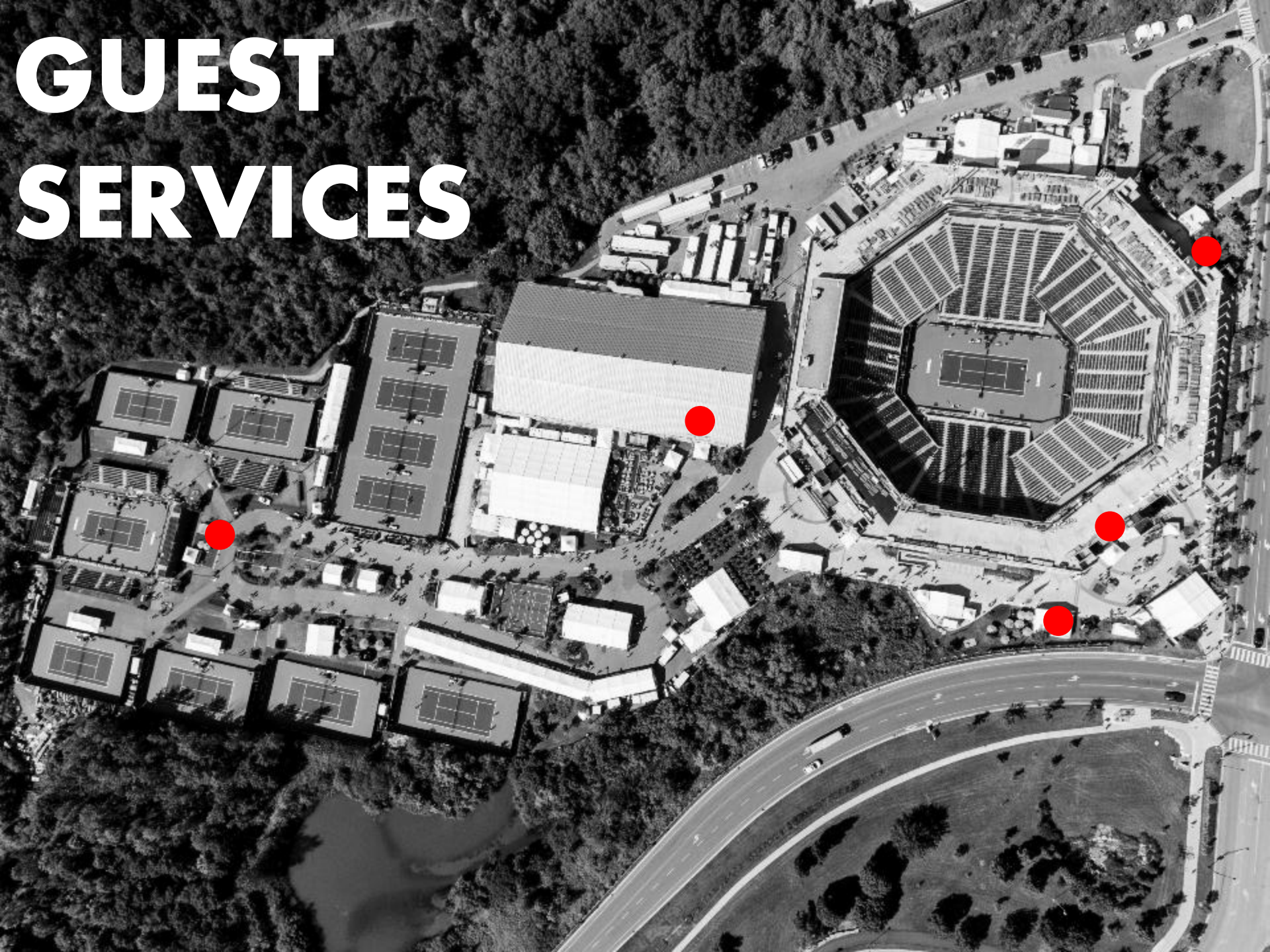
ENTRANCES



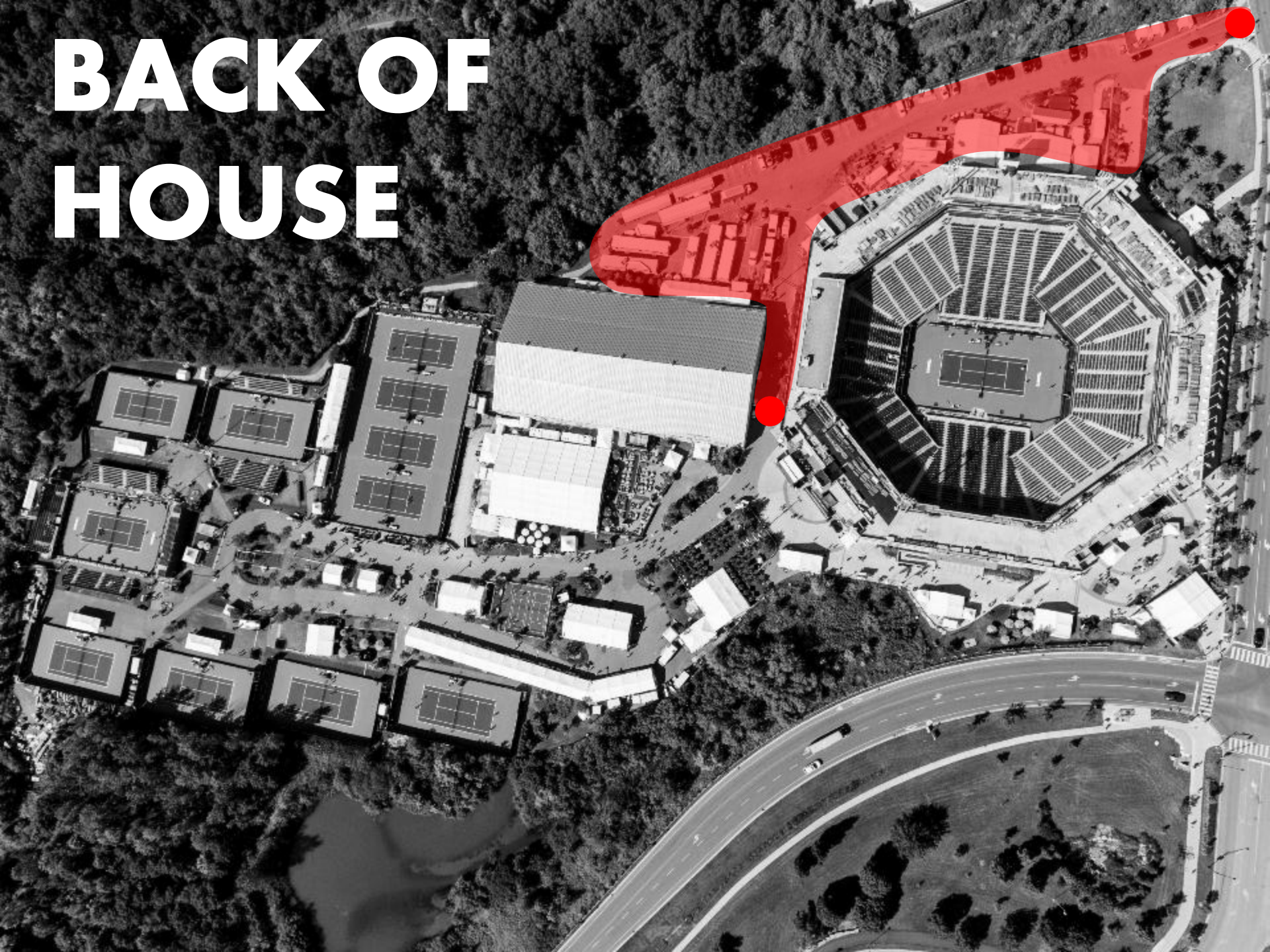
FIRST AID



GUEST SERVICES



BACK OF HOUSE



PLAYER UPDATE



TOP 10

Naomi Osaka
Ashleigh Barty
Karolina Pliskova
Kiki Bertens
Petra Kvitova
Angelique Kerber
Elina Svitolina
Simona Halep
Sloane Stephens
Aryna Sabalenka

SIGNATURE PLAYERS

Serena Williams
Venus Williams
Victoria Azarenka
Caroline Wozniacki

CANADIANS

Bianca Andreescu
Eugenie Bouchard

CHAMPIONS LIST

YEAR

2018 Simona Halep
2017 Elina Svitolina
2016 Simona Halep
2015 Belinda Bencic
2014 Agnieszka Radwanska
2013 Serena Williams
2012 Petra Kvitova
2011 Serena Williams

YEAR

2010 Caroline Wozniacki
2009 Elena Dementieva
2008 Dinara Safina
2007 Justine Henin
2006 Ana Ivanovich
2005 Kim Clijsters
2004 Amelie Mauresmo
2003 Justine Hénin-Hardenne

TIMELINE



BY THE TIME YOU LEAVE...

1. SITE TOUR

2. PACKAGE PICK UP

- **Uniform**
- **Parking Pass**
- **Accreditation**
- **Water bottle & Accessories**
- **Tickets**



**ROGERS
CUP**



Belinda Bencic, 2015 Champion

Question Time





WELCOME TO THE TEAM

TORONTO