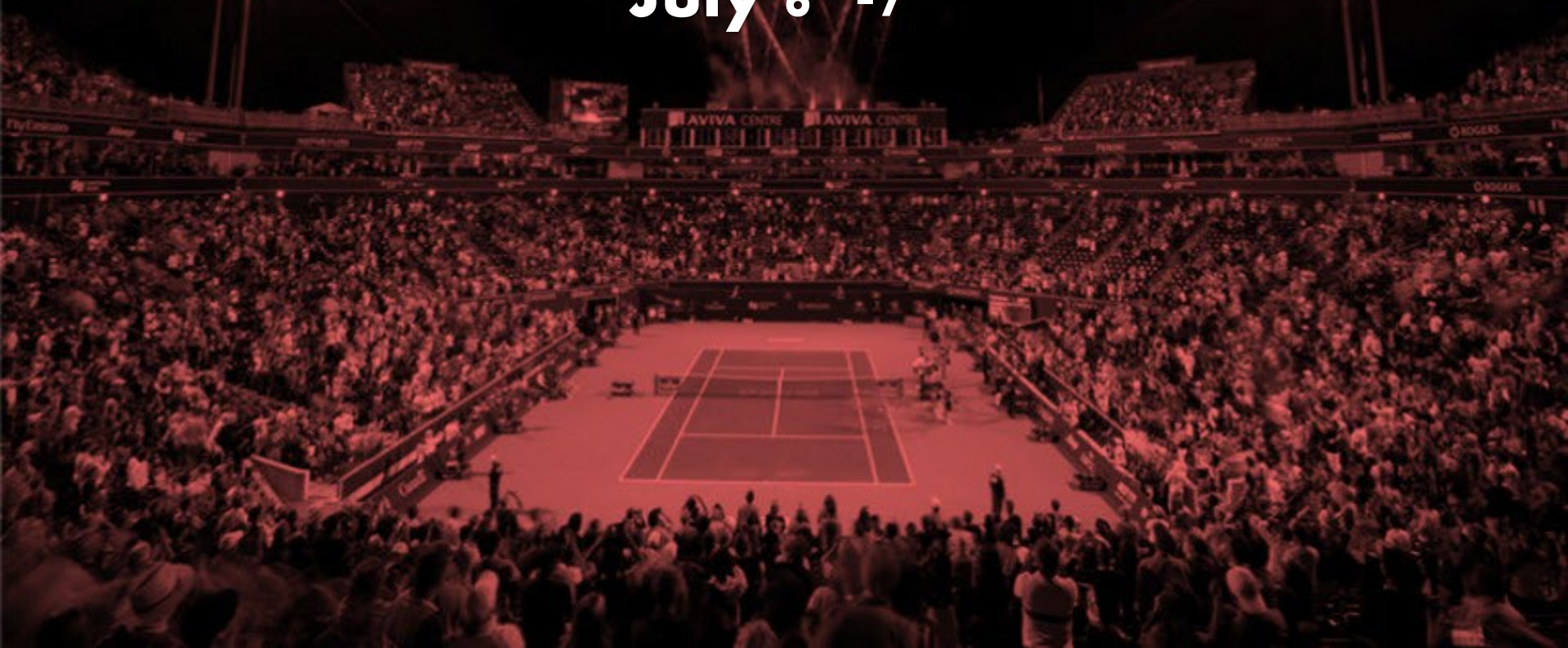


# NATIONAL BANK OPEN NEW VOLUNTEER ORIENTATION

July 6<sup>th</sup>-7<sup>th</sup>







TORONTO





**MEET THE  
TEAM**

TeamNL

Adesso  
Team

BELEEF

SWISS

TeamNL

# VOLUNTEER OFFICE



**Greg Jauncey**  
Director, Event  
Operations



**Caterina Lombardi**  
Manager, Event Operations  
& Volunteers



**Liam Macnab**  
Coordinator, Event  
Operations & Volunteers



**Sophie Bondy**  
Assistant Coordinator,  
Volunteers



# IMPORTANT FACES OF TENNIS CANADA



**Karl Hale**  
Tournament Director



**Gavin Ziv**  
CEO



**Rob Swann**  
Chief Commercial Officer



**Eva Havaris**  
VP, Tennis Participation &  
Partnership



**Guillaume Marx**  
VP, High Performance



**Nathalie Tremblay**  
VP, Marketing Strategy & Customer  
Experience



**Annie Blanchette**  
VP, People and Culture



**Marie-Renee Boisclair**  
SVP, Chief Financial Officer

# ABOUT TENNIS CANADA

- **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 – Next year the National Bank Open will transition to a 12-day main draw tournament.**
- **Operates national training centers in Toronto, Montreal and Vancouver.**
- **Administers Davis Cup, Billie Jean King Cup and the Olympic tennis teams**
- **Administers all wheelchair, junior and senior national teams**



# TELL ME MORE...



- **Community Tennis – making tennis accessible and affordable in schools, public facilities, private clubs and community centers**
- **All surplus from the National Bank Open events in Toronto and Montreal are invested into growing and developing the game of tennis**

# NATIONAL BANK OPEN 2024







IT'S THE BEST  
OF TENNIS

# TOURNAMENT INFO

- The National Bank Open presented by Rogers is owned and operated by Tennis Canada
- Only Wimbledon and the US Open are older



## SOBEYS STADIUM

- Completed in 2004
- Over 15 acres
- Centre Court holds 10,800
- 2,863 on GS
- 1000 on Court 1
- 12 outdoor and 4 indoor courts





# **SERVING UP SUSTAINABILITY 2024 KEY INITIATIVES**

*Tennis Canada is committed to the NBO becoming a zero-waste, carbon neutral tournament by 2030!*

Here we'll go over some of the key initiatives to help achieve these goals... along with ways YOU can help in the success of these initiatives!



### ***Improving ease of sorting at tri-bins:***

#### ***What it is:***

3 Streams for waste – recycling, composting, and trash.

#### ***What you can help with:***

If asked, advise fans on how to properly sort the items.



### ***Promoting use of Central Waste Sorting Station***

#### ***What it is:***

Fans can spin a prize wheel when bringing waste to the sorting station, which then gets sorted into proper streams by staff.

#### ***How you can help:***

If asked, direct fans to the location of the sorting station/prize wheel, which will be located on the east end of the Courtyard.





### ***Promoting water refill stations***

#### ***What it is:***

Fans can bring any type of reusable water bottle to refill at one of the water refill stations. All water is filtered and chilled.

#### ***How you can help:***

If asked, direct fans to the nearest refill station. Stations located on the grounds at Gate C and practice courts and on concourse level at Gates A and E



### ***Raise awareness of TTC Free Ride Home***

#### ***What it is:***

NBO tickets can be presented at Pioneer Village for a free ride home with the TTC.

#### ***What you can help with:***

If asked how to use the NBO ticket for the TTC, advise that gates will be left open at Pioneer Village for patrons to walk through.

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Bianca Andreescu, 2019 Champion



# VOLUNTEER PROGRAM





- Over **1,250** Volunteers
- **27** different committees ranging in size from 4 to 240 volunteers
- Volunteers are from **11** to **90+** years of age
- Committee Heads have averaged **20** YOS
- Volunteers have averaged **6.5** YOS
- Longest serving volunteer is in her **48<sup>th</sup>** year!

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# **VOLUNTEER BENEFITS**

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



# YEARS OF SERVICE

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

# VOLUNTEER AWARDS

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



# UNIFORM



- 2 Shirts
- 1 Jacket
- 1 Hat/Visor



## Bottoms

- Shorts, skirts or pants are allowed

## Footwear

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



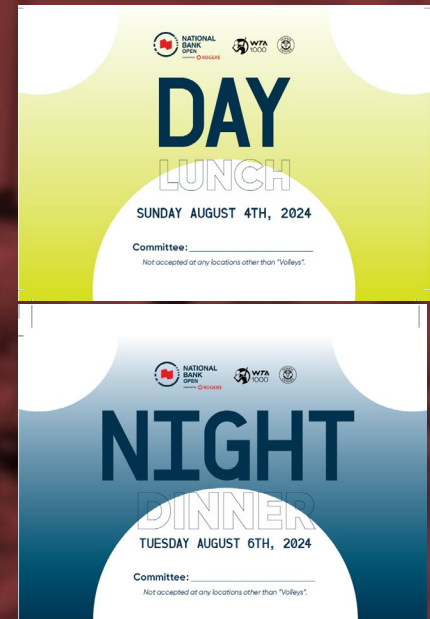
# UNIFORM & ACCREDITATION POLICY

- DO NOT REQUEST PHOTO'S OR AUTOGRAPHS FROM PLAYERS OR VIP'S
- Do not go into back of house areas unless required by your volunteer duties
- 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
- Participation in activities is only permitted when you are out of uniform and not wearing your accreditation



# CATERING

- ***Marigolds and Onions* is the official tournament caterer**
- **Meal vouchers can be exchanged only during the appropriate time for one meal and drink**
- **Coffee and water available all day**
- **Water refill stations**
- **Volleys meal hours**
  - **Lunch from 11:00am to 3:00pm**
  - **Dinner from 4:00pm to 9:00pm**
- **Refrigeration available for home brought meals at the Volunteer Office in Volleys**



# VOLLEYS

- **Volunteer restaurant**
- **Meeting place for many Committees and the Volunteer Office desk**

# VOLUNTEER PARTY





# 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.

# OUR EXPECTATION

- Represent Tennis Canada and the National Bank Open in a friendly and professional manner
- Follow the policies and procedures outlined in the volunteer handbook
- Maintain confidentiality of all privileged information regarding Tennis Canada and the National Bank Open

# 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



# 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](mailto:volunteers@tenniscanada.com) or directly at the desk in Volleys

# NEWSLETTER

- The volunteer newsletter will be sent out daily starting the day before the tournament
- Some of the content will include:
  - Volleys menu for the next day
  - Volunteer specific stories
  - Weather forecast

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**BREAK 5 MINUTES**

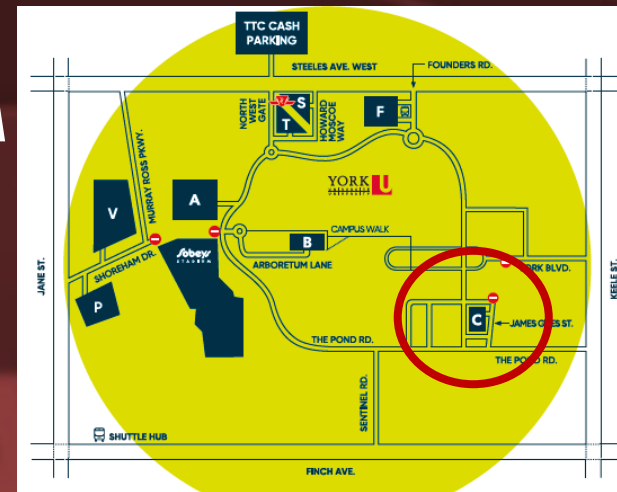


# PARKING

- Parking pass is good for one vehicle for the duration of the tournament in Lot C. You must register your vehicle with HONK.
- You may still use your parking pass when off duty or on a day off when coming to the event
- Lot C is a 10-15 minute walk from the main entrance, and Pioneer Village Subway Station is about a 7 minute walk
- A shuttle will run to and from Lot C 2.5 hours before gates open.

## TTC FREE RIDE PROGRAM

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







# EMERGENCY PROCEDURES

- In the event of an emergency, instructions will come from the Emergency Response Team through the Ops. Director
- 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 Dr, North of the stadium on the grass area



# EMERGENCY PROCEDURES

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



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# LOST CHILD

- **Contact security on channel 2 who will meet the child and bring them to the Public First Aid office**
- **Relay information on channel 1 to guest services**
- **If a child is missing, contact security on channel 2 and relay information to guest services. All exits will be closed immediately. Parents will be directed to wait at the Public First Aid office**

# **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**
  - **Plastic or Metal Bottles are allowed**
  - **Sunscreen in an aerosol can is allowed**



# **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**

- Extra copies can be found at Volunteer Office in Volleys

# 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: 1<sup>st</sup> offense, 2<sup>nd</sup>/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, Pass Control
- For others you have an office within the building
  - Eg. Promotions, Finance
- 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**



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# GUEST SERVICES

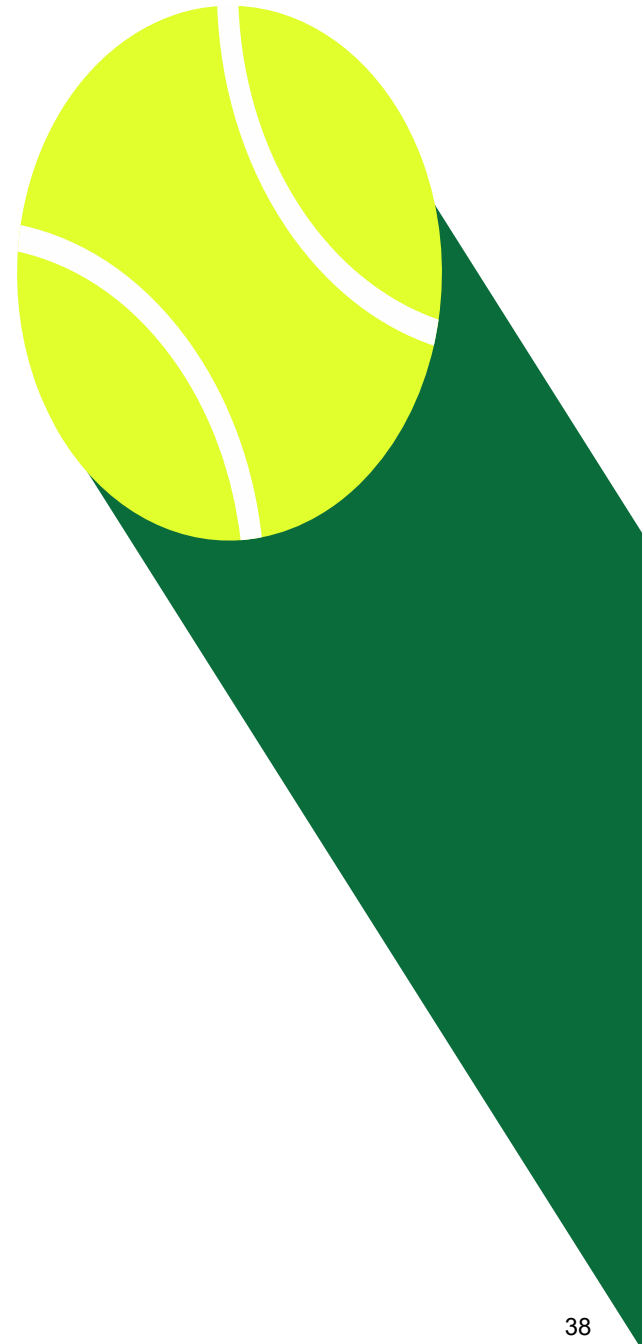
## Oxford dictionary:

- **Guest – a person who is invited to visit the home of or take part in a function organized by another.**
- **Who would our guests be?**



# INTERACTION STATS

- **Volunteers and event staff are our most important asset for guest service as they have the most touch points of interaction**
- **We have approximately 2000 volunteers/event staff so over the course of the event, that's over 5 million interactions**

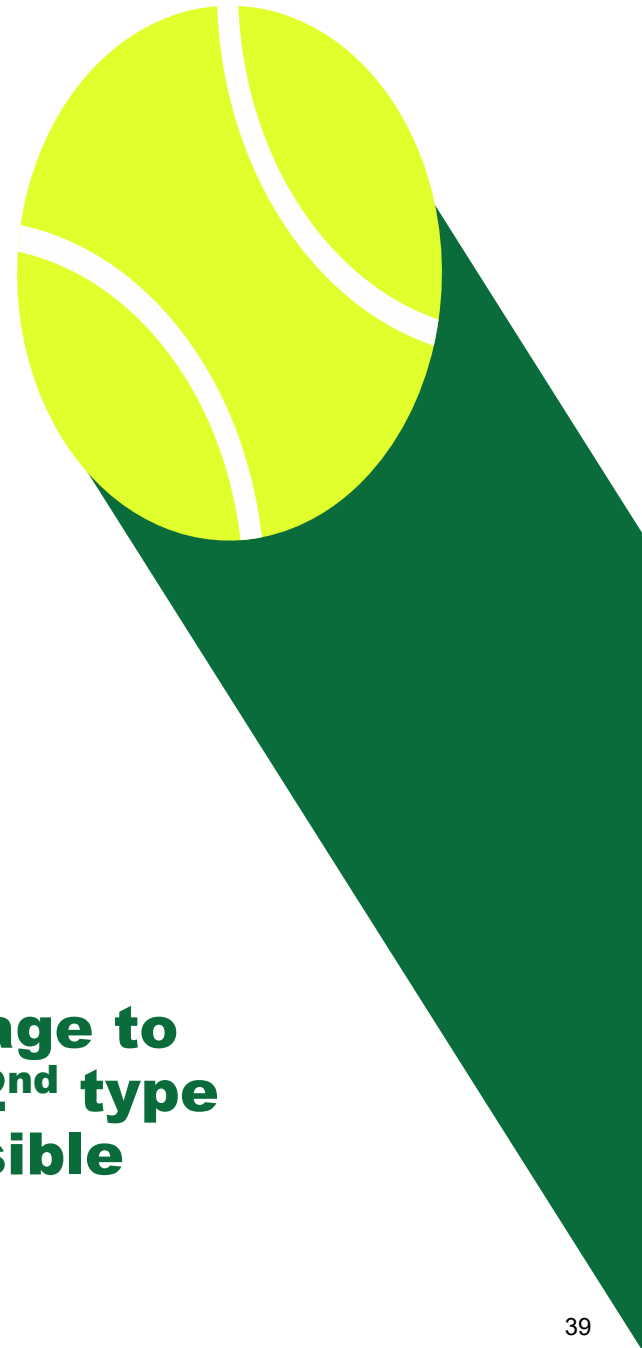




# INTERACTION STATS

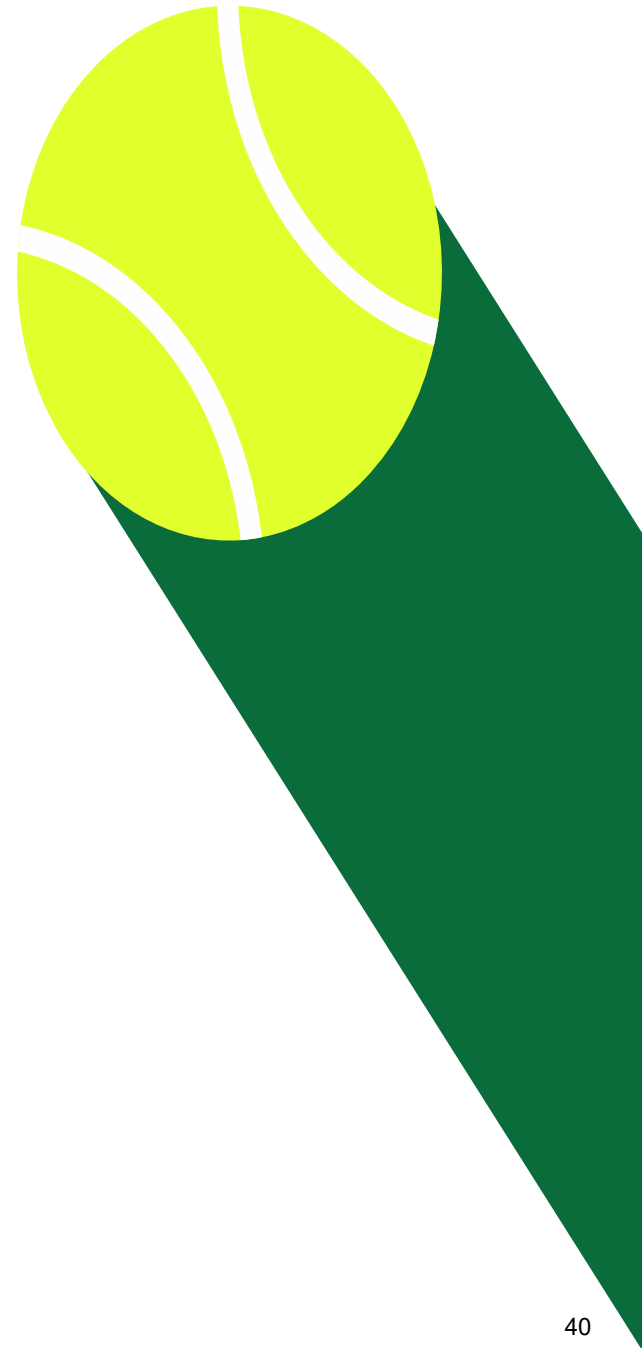
**There are two types of service interactions we provide to guests**

- **Proactive service interactions**
  - **These are things we provide in advance of the event or at the event in an attempt to make the experience of coming a positive one**
  - **Example of a proactive service interaction?**
  - **This is all about setting the stage to hopefully have as little of the 2<sup>nd</sup> type of service interactions as possible**



# INTERACTION STATS

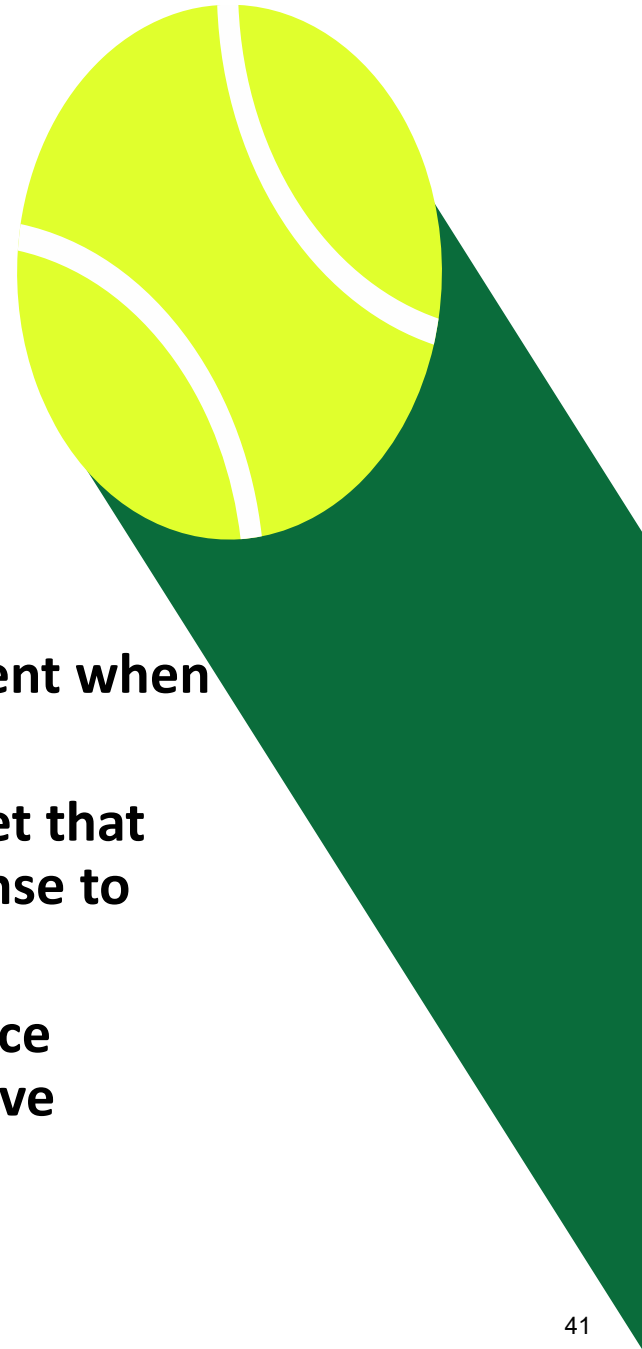
- **Reactive service interactions**
  - **These happen when an issue of any size has arisen.**
  - **Through this training you will learn the mentality we want you to adapt to make your own choice for how to respond to the service issues.**
- **Small issues that can come up at an event?**
- **Large issues that can come up at an event?**





# **NEWTON'S 3<sup>RD</sup> LAW OF MOTION....**

**Force always acts in equal but opposite pairs. Another way of saying this is for every action, there is an equal but opposite reaction**



- This law can be applied to guest service at our event when we consider how we respond to issues that arise.**
- If a guest has a negative experience, we must meet that negative experience with an equal positive response to just balance their experience equation.**
- To ensure we meet the purpose of our guest service program, that actual goal is to exceed their negative experience with our response.**

# OUR GUEST SERVICE PURPOSE?

## *Positive Guest Experience*

Each guest leaves our property after every visit feeling that they had a positive experience

## HOW DO WE ENSURE THIS WITH EVERY GUEST?

We do this through what we call our Quality Standards

These are the 4 things that we want everyone to have front of mind when interacting with guest that has an issue

Again, size of issue does not matter, your solution should be rooted in at least one of these quality standards

**So, what are they?**





# QUALITY STANDARDS

## SAFETY

Provide a safe environment  
Work organized and clean  
Remain calm

## COURTESY

Positive body language,  
smile, and make eye  
contact  
Host/hostess mentality  
Show respect to all

## EFFICIENCY

Staff at optimum levels  
Immediate service  
recovery  
Escalate issues up

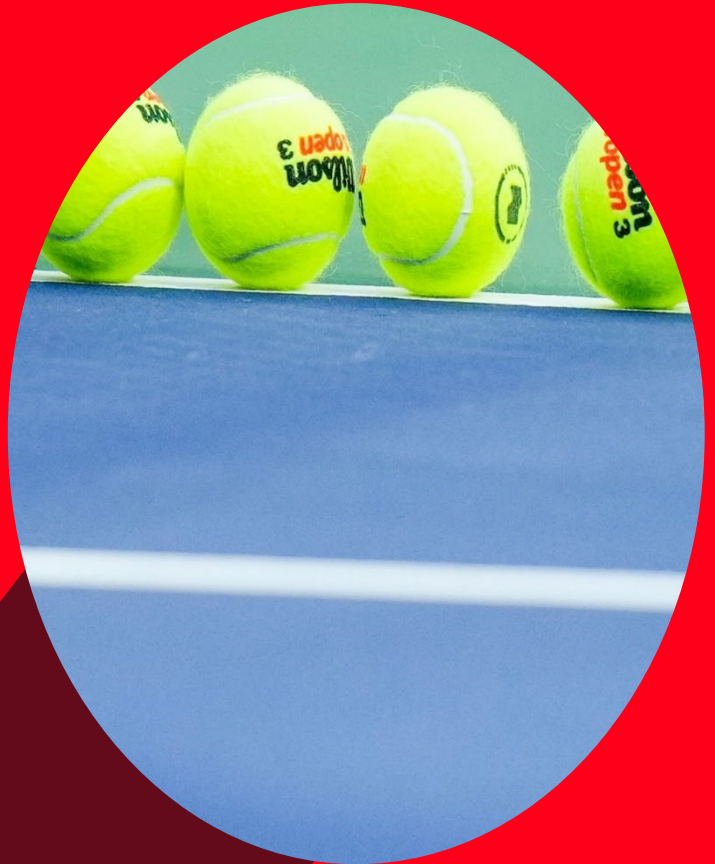
## PASSION

Empathize  
Be knowledgeable  
Share communication  
tools

# REAL LIFE EXAMPLES

We dry every seat in the stadium every time in rains.

Why?





# LAST THING

- **Everyone should feel empowered to make guest service decisions when they encounter issues.**
- **If the decisions made about how to handle these issues is rooted in at least one of the quality standards, you are likely to have made a wise decision**
- **If someone does not feel comfortable or empowered enough to make the call, they can always escalate this issue up.  
Volunteers/Staff → Supervisor → Guest Services → Volunteer Program Manager**
- **We trust you, good luck and have fun!**





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nbc.ca





# KEY SITE POINTS



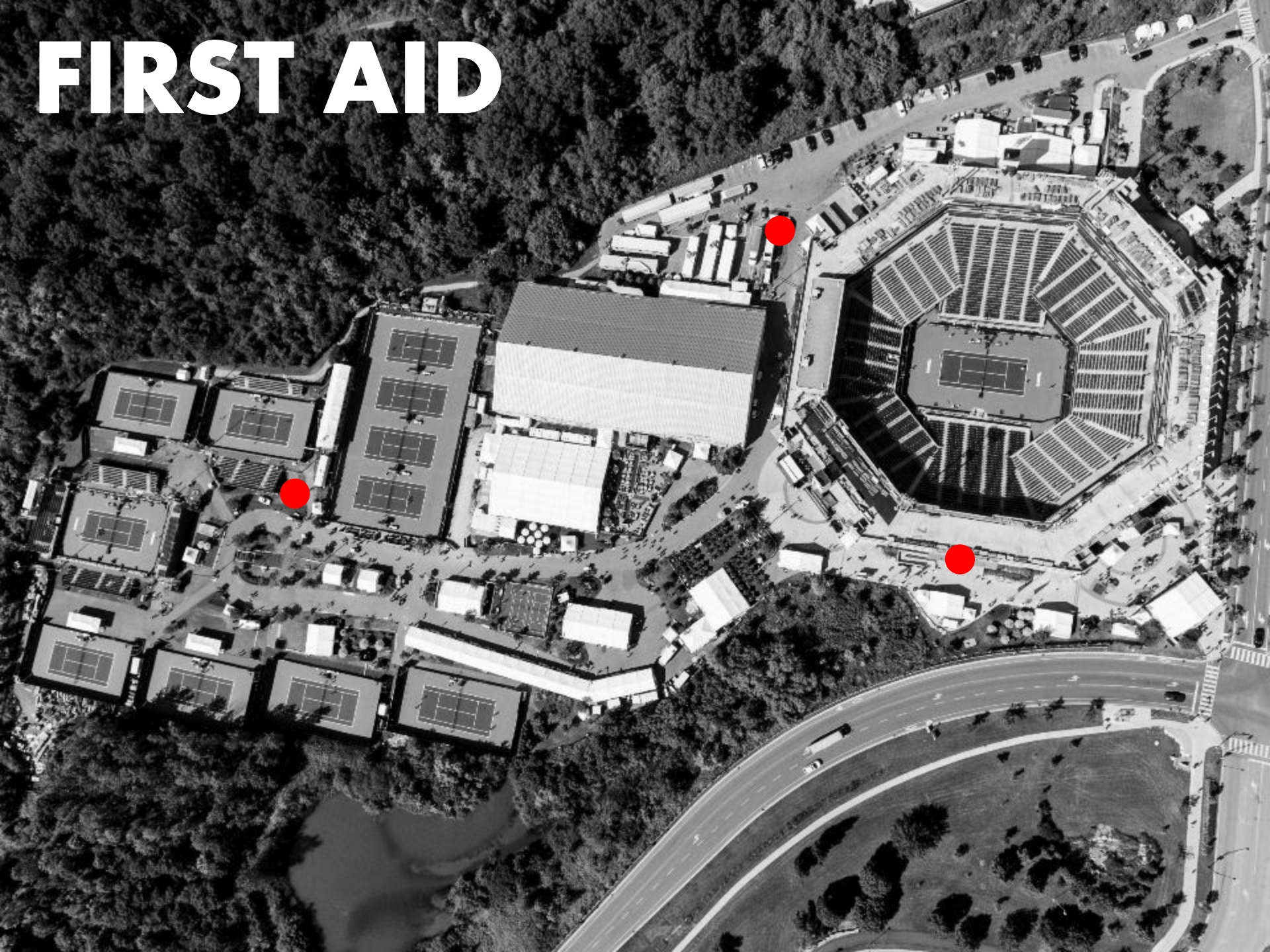


# ENTRANCES



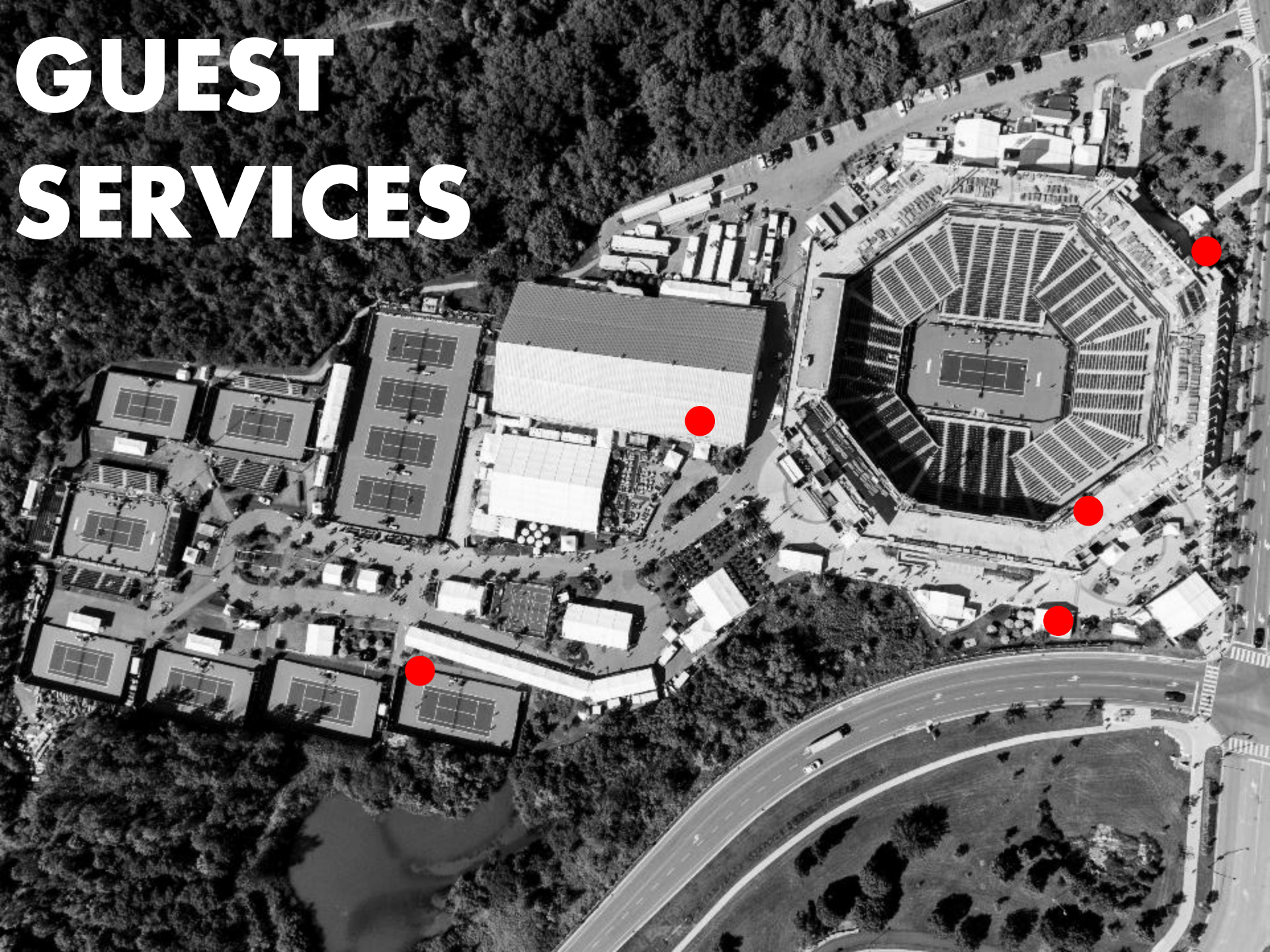


# FIRST AID



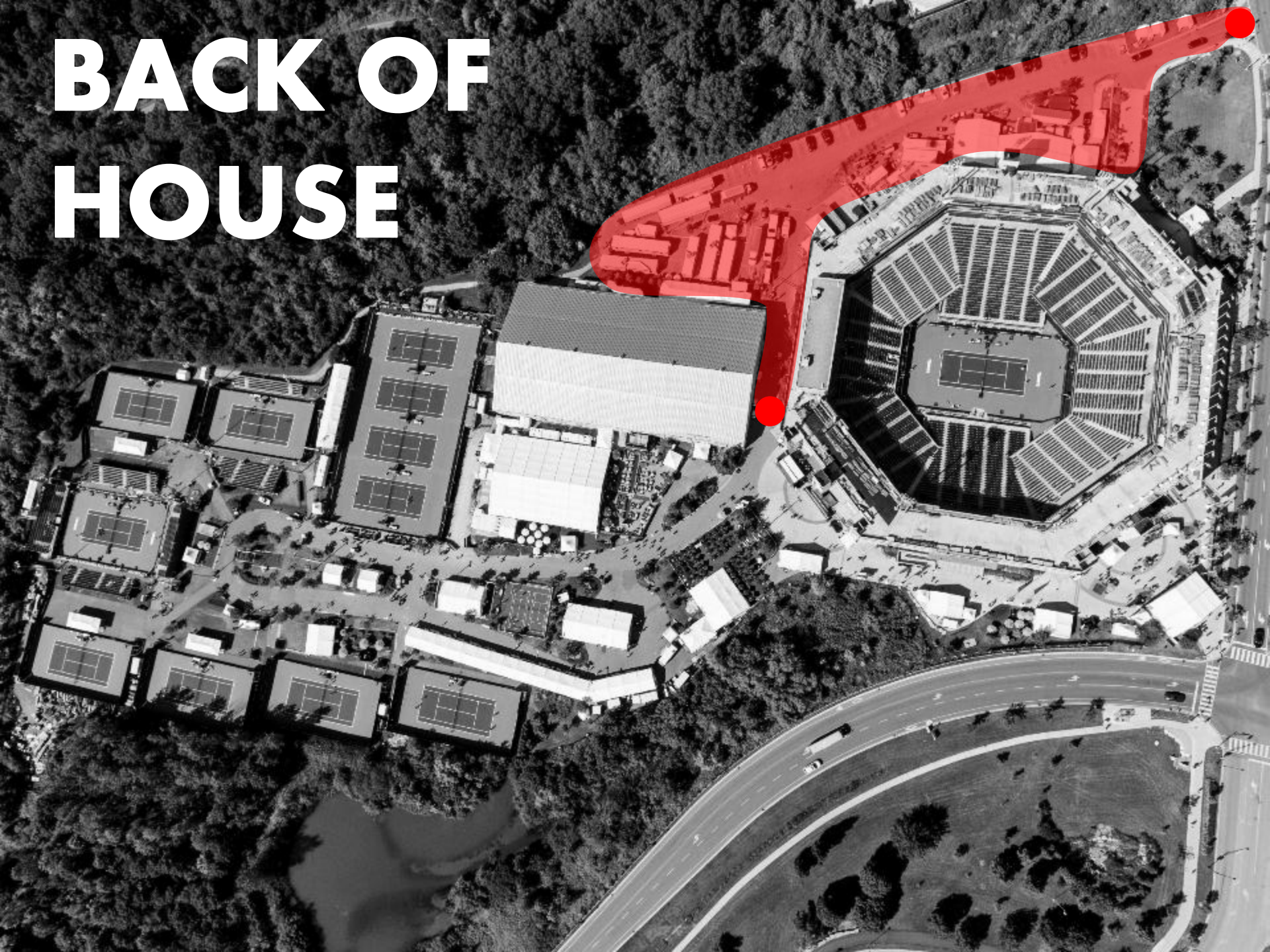


# GUEST SERVICES





# BACK OF HOUSE



# CHAMPIONS LIST

## YEAR

2023 Jessica Pegula  
2022 Simona Halep  
2021 Camila Giorgi  
2019 Bianca Andreescu  
2018 Simona Halep  
2017 Elina Svitolina  
2016 Simona Halep  
2015 Belinda Bencic  
2014 Agnieszka Radwanska

## YEAR

2013 Serena Williams  
2012 Petra Kvitova  
2011 Serena Williams  
2010 Caroline Wozniacki  
2009 Elena Dementieva  
2008 Dinara Safina  
2007 Justine Henin  
2006 Ana Ivanovich  
2005 Kim Clijsters



# PLAYER UPDATE

**(Not confirmed)**

## CURRENT TOP 10

Iga Swiatek  
Coco Gauff  
Aryna Sabalenka  
Elena Rybakina  
Jessica Pegula  
Marketa Vondrosuva  
Jasmine Paolini  
Qinwen Zheng  
Maria Sakkari  
Ons Jabeur

## CANADIANS

Leylah Fernandez  
Bianca Andreescu  
Gabriela Dabrowski  
Rebecca Marino  
Genie Bouchard  
Marina Stakusic

## OTHER TOP 44

Madison Keys  
Jelena Ostapenko  
Danielle Collins  
Victoria Azarenka  
Emma Navarro  
Caroline Garcia  
Mirra Andreeva  
Katie Boulter  
Elise Mertens  
Karolina Muchova

# TIMELINE





# NEXT STEPS...

## TODAY – Site Tour & Package Pick up

- Uniform
- Accreditation
- Water bottle & Accessories
- Ticket selection

**\*\*Parking Pass is virtual & was already  
emailed to you\*\***





# WELCOME TO THE TEAM!



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