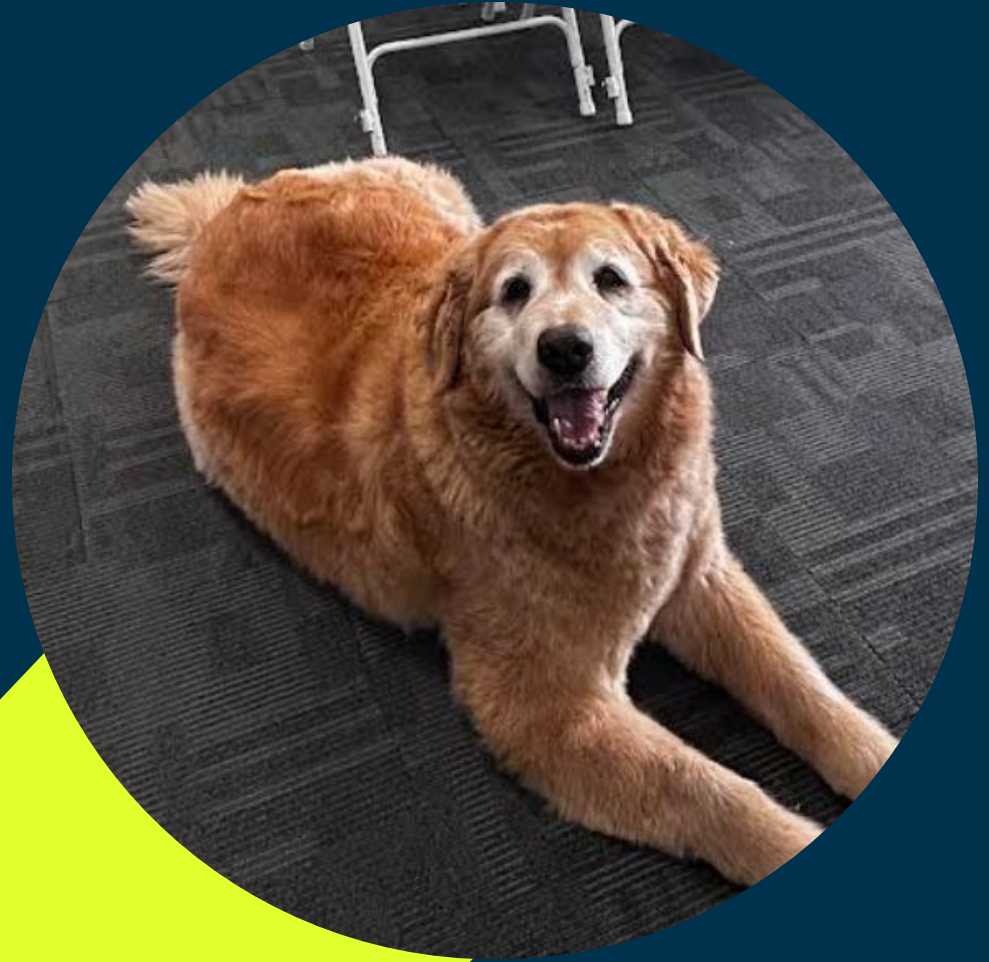


# **NATIONAL BANK OPEN NEW VOLUNTEER ORIENTATION**

**JUNE 21, 22 & 24, 2025**



# MEET THE TEAM





# Volunteer Office



**GREG JAUNCEY**  
SR. DIRECTOR, OPERATIONS



**CATERINA LOMBARDI**  
MANAGER, EVENT OPERATIONS &  
VOUNTEERS



**MACKENZIE FAHIE**  
COORDINATOR,  
EVENT OPERATONS &  
VOLUNTEERS



**SIMON LOCKYER**  
ASSISTANT COORDINATOR,  
EVENT OPERATIONS &  
VOLUNTEERS



**NICOLE IN**  
ASSISTANT COORDINATOR,  
EVENT OPERATIONS &  
VOLUNTEERS



# Important Faces of Tennis Canada



**Karl Hale**

**TOURNAMENT DIRECTOR**



**Gavin Ziv**

**CEO**



**Rob Swan**

**CHIEF COMMERCIAL  
OFFICER**



**Eva Havaris**

**SR. VP, TENNIS DEVELOPMENT  
& PARTNERSHIPS**



**Guillaume Marx**

**VP, HIGH PERFORMANCE**



**Nathalie Tremblay**

**VP, MARKETING STRATEGY &  
CUSTOMER EXPERIENCE**



**Annie Blanchette**

**VP, PEOPLE AND CULTURE**



**Aradhna Srivastava**

**CHIEF FINANCIAL OFFICER**





TORONTO



# 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.
- 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.*

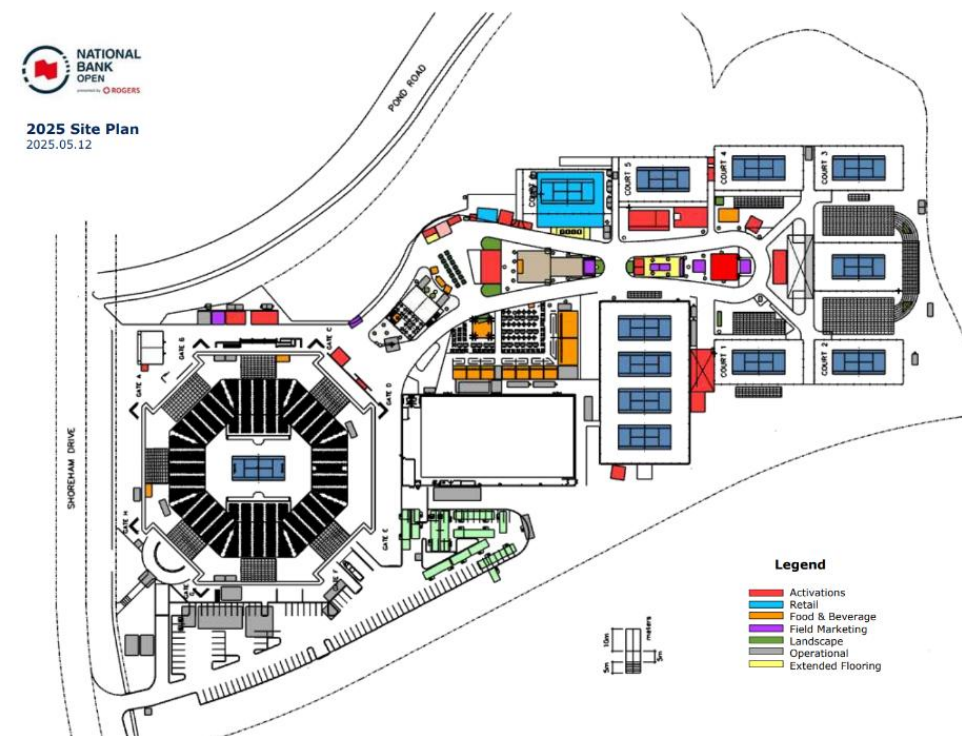




# NATIONAL BANK OPEN 2025







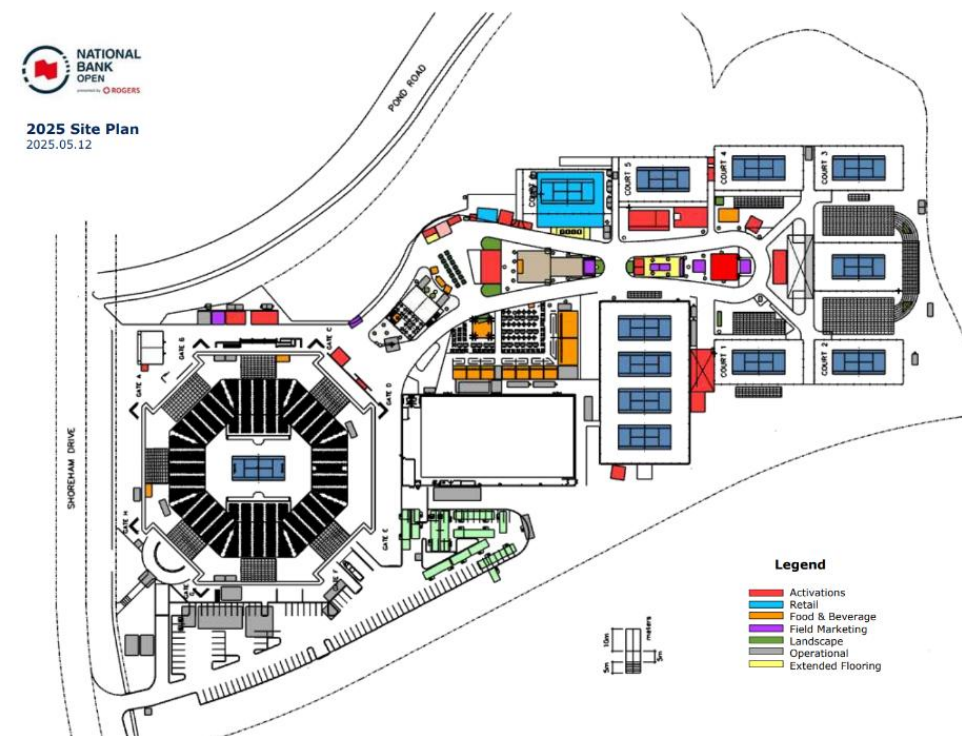
# Tournament Info

- 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 10,873
- 12 outdoor courts, 4 indoor courts (11 used during the tournament)
- Grandstand holds 4,187
- Court 1 holds 1074





# Tournament Info

*The NBO is getting Bigger and Better!*

*12-day main draw event with 1 day of qualifying*

*96 player main-draw (vs 56 previously)*

*Rest day between matches up until semi-finals*



# SERVING UP SUSTAINABILITY

## *2025 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 – mixed recycling, composting, and landfill.

### *What you can help with:*

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



## Promoting use of 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.

### *What you can help with:*

- 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:*

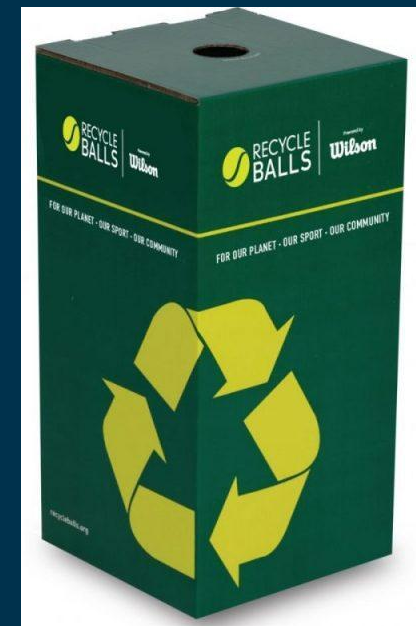
- Fans can bring any type of reusable water bottle to refill at one of the water refill stations. All water is filtered and chilled.

### *What you can help with:*

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

## Other Initiatives!

- All staff and volunteers receive sustainability training.
- Annual waste audits to understand what is successful and where we can improve.
- Tennis balls are collected and recycled via RecycleBalls Canada.







?

Félix Auger-Aliassime



# VOLUNTEER PROGRAM

A large group of approximately 100 volunteers, mostly wearing blue and yellow shirts and yellow caps, are posed in many rows on a green tennis court. In the center front row, a woman in a white tennis dress stands next to a man in a white polo shirt, with a golden retriever sitting in front of them. To the right, a person in a large, green, round mascot costume with a red cap is visible. The background shows the blue seating of a large stadium with various sponsor banners like "BARRADOS", "ROGERS", "betway", "NATIONAL BANK", and "sobeys". A large digital screen in the distance displays "WELCOME TO THE PEEL TENNIS". The sky is overcast.

TORONTO



- Almost **1500** volunteers
- **27** different committees ranging in size from **4 to 280** volunteers
- Volunteers are from **11 to 90+** years old
- Committee Heads have an average of **19 years** of service!
- Volunteers have an average of **6 years** of service.
- Longest standing volunteer is in her **49<sup>th</sup>** year!





# Volunteer Benefits

**Accreditation  
Pass**

**Access to seating  
on Centre Court**

**Parking**

**Tickets**

**Uniform**

**Meals**

**Water Bottle**

**Prizes/Gifts**

**Volunteer Party**





# Volunteer Commitment Program

	Tier 1	Tier 2
Uniform Package	1 hat, 1 jacket, 2 t-shirts, 1 water bottle	1 hat, 1 jacket, 2 t-shirts, <b>1 polo</b> , 1 water bottle
Meals	1 meal and 1 beverage from Volleys for every shift worked	1 meal and 1 beverage for every shift worked (7 from Volleys, <b>3 from Courtyard</b> )
Transportation	Free parking in dedicated area	Free parking in dedicated area
Tickets	Complimentary ticket package that increases in quantity with years of service. Discount on additional tickets.	Complimentary ticket package that increases in quantity with years of service. <b>2 extra bonus pairs.</b> Discount on additional tickets.
Merchandise	20% discount code for Tennis Canada online merchandise	20% discount code for Tennis Canada online merchandise





# Years of Service

- Pin every year
- Years of service pins
- Ticket packages
- Breakfast
- Years of service suite
- Years of service 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

Polo!



**1 hat/visor**

**1 jacket**

**2 t-shirts (tier 1) / 2 t-shirts + 1 polo (tier 2)**

**Bottoms:** shorts, skirts or pants are allowed

**Footwear:** clean running, training or tennis shoes *only*. Not open toe footwear is allowed





# Uniform & Accreditation Policy

- DO NOT REQUEST **PHOTOS OR AUTOGRAPHS** FROM PLAYERS OR VIPS.
- 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.
- Volleys meal hours
  - **Lunch** from **11:00am to 3:00pm**
  - **Dinner** from **4:00pm to 9:00pm**
- Coffee and water available all day.
- Water refill stations.
- Refrigeration available for home brought meals at the Volunteer Office in Volleys.

**Volleys:** volunteer restaurant and meeting place for many committees and the Volunteer Office desk.





A group of diverse people are smiling and posing for a photo at a volunteer party. They are holding various props, including a large flower, a microphone labeled 'CH 10 NEWS', a speech bubble saying 'HELP!?', heart-shaped glasses, bunny ears, and a mustache. The background features a 'NATIONAL BANK' logo and a 'FINITI' logo. The entire image has a reddish-pink tint.

# 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 as 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







Denis Shapovalov



# BREAK 5 MINUTES



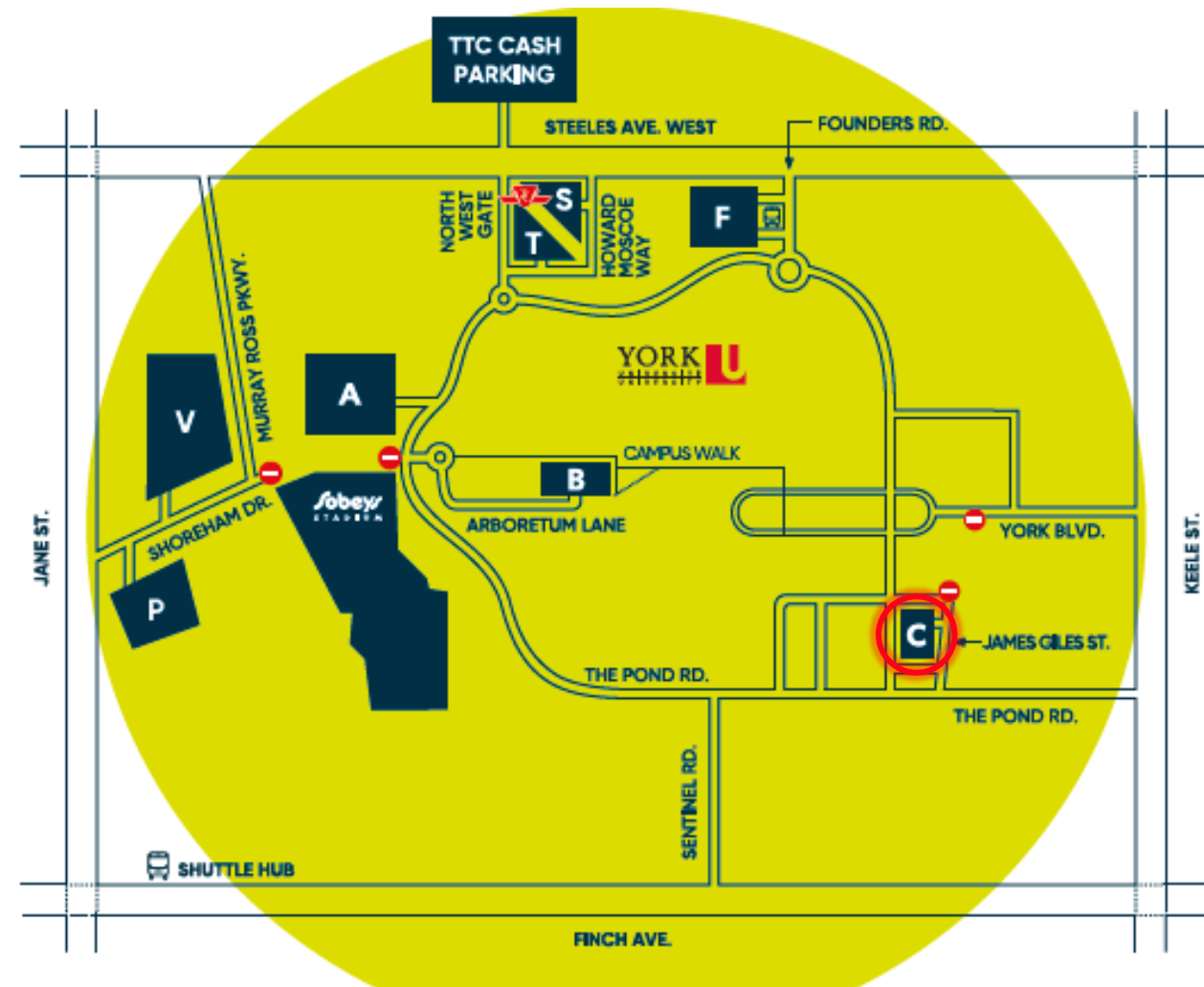
A photograph of three volunteers at a recruitment booth for the National Bank Open 2025. The booth is a blue table with the event logo and 'VOLUNTEER RECRUITMENT 2025' text. A woman on the left, wearing a blue vest and glasses, has her arms outstretched. A woman on the right, also in a blue vest, is giving a thumbs up. A third woman in a red and white striped shirt stands behind the booth. The booth features a colorful circular graphic and a sign that says 'VOLUNTEER! VOLUNTEER! VOLUNTEER!'. In the background, there is a 'NO PUBLIC ACCESS' sign and a green door.





# 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. Shuttle is primarily for those with mobility restrictions





# 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 Drive, North of the stadium on the grass area.



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



# 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.





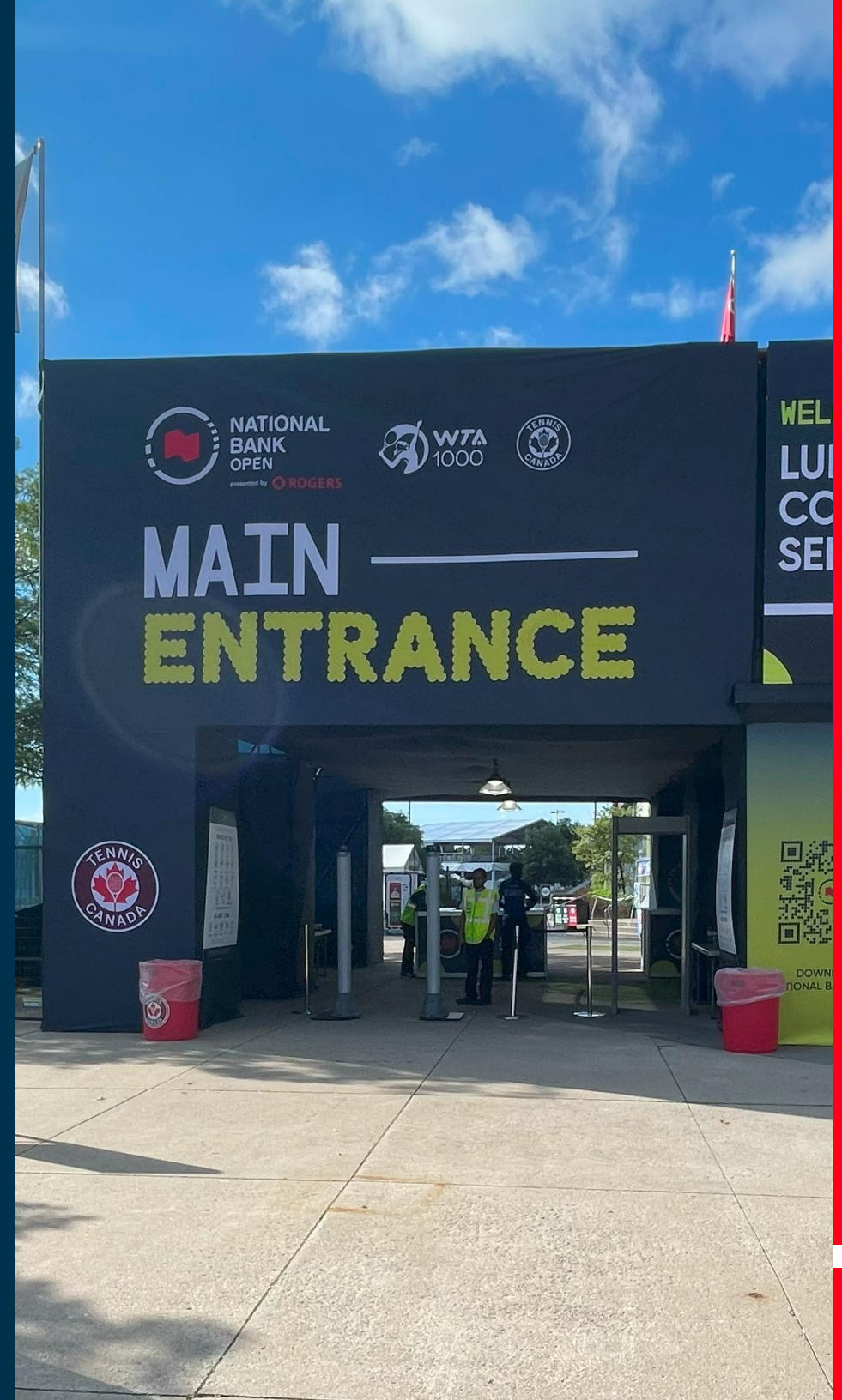
# Security & Prohibited Items

## 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 on the North-West side of the stadium between *gate G and H*.**



?



Carlos Alcaraz





# 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 2 types of service interactions we provide to guests:

**1) 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

**2) 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*

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 guests that have 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?



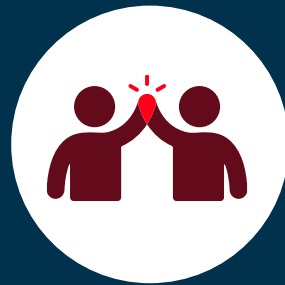


# Quality Standards



## SAFETY

Provide a safe environment.  
Work organized and clean.  
Remain calm.



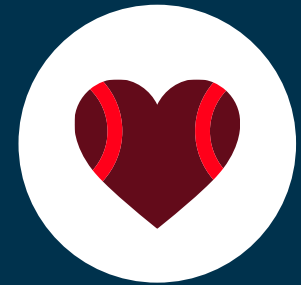
## COURTESY

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



## EFFICIENCY

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 it rains.

*Why?*

*What quality standards did we use here?*







# 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!**





Jannik Sinner



# Key Site Points



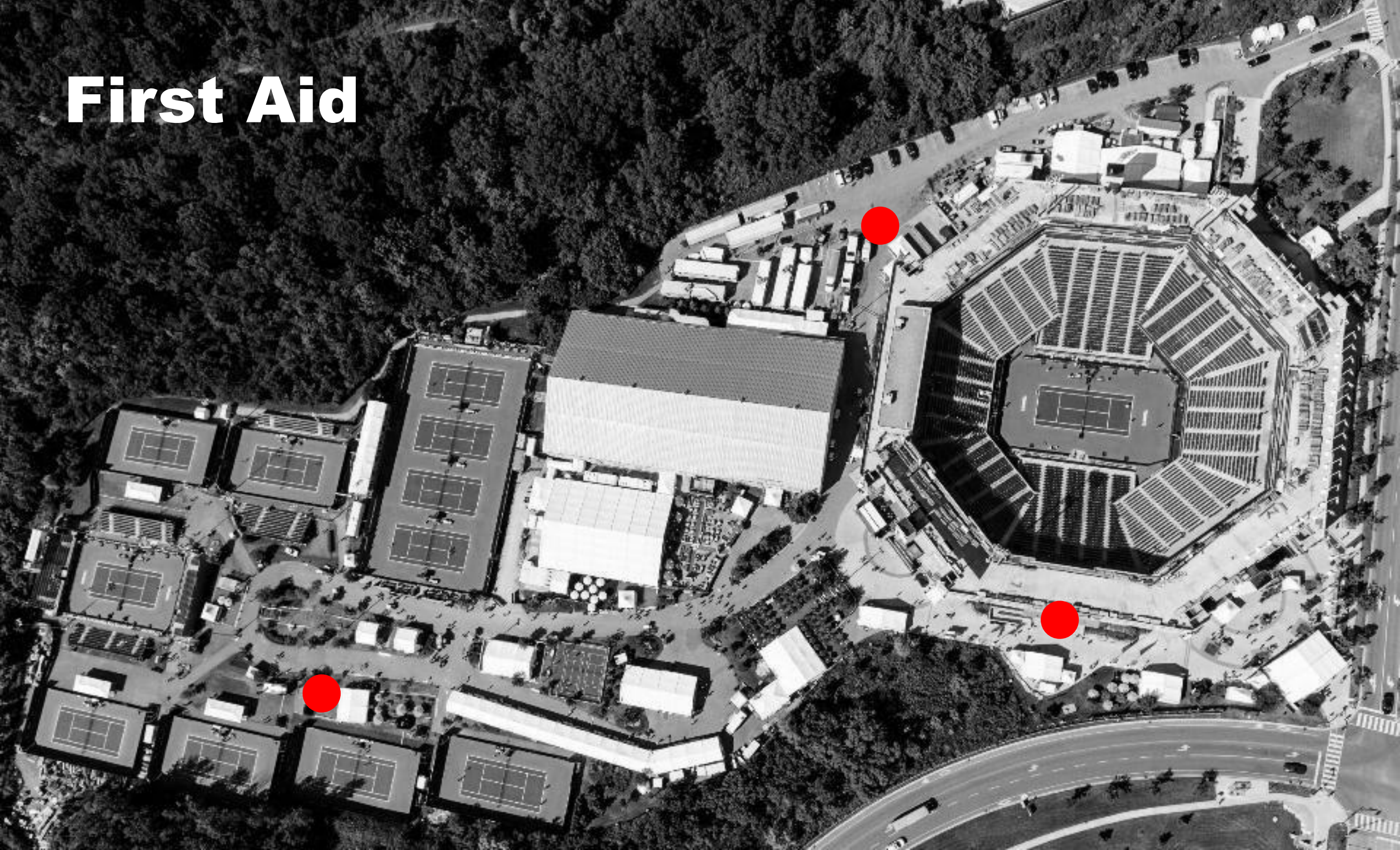


# Entrances



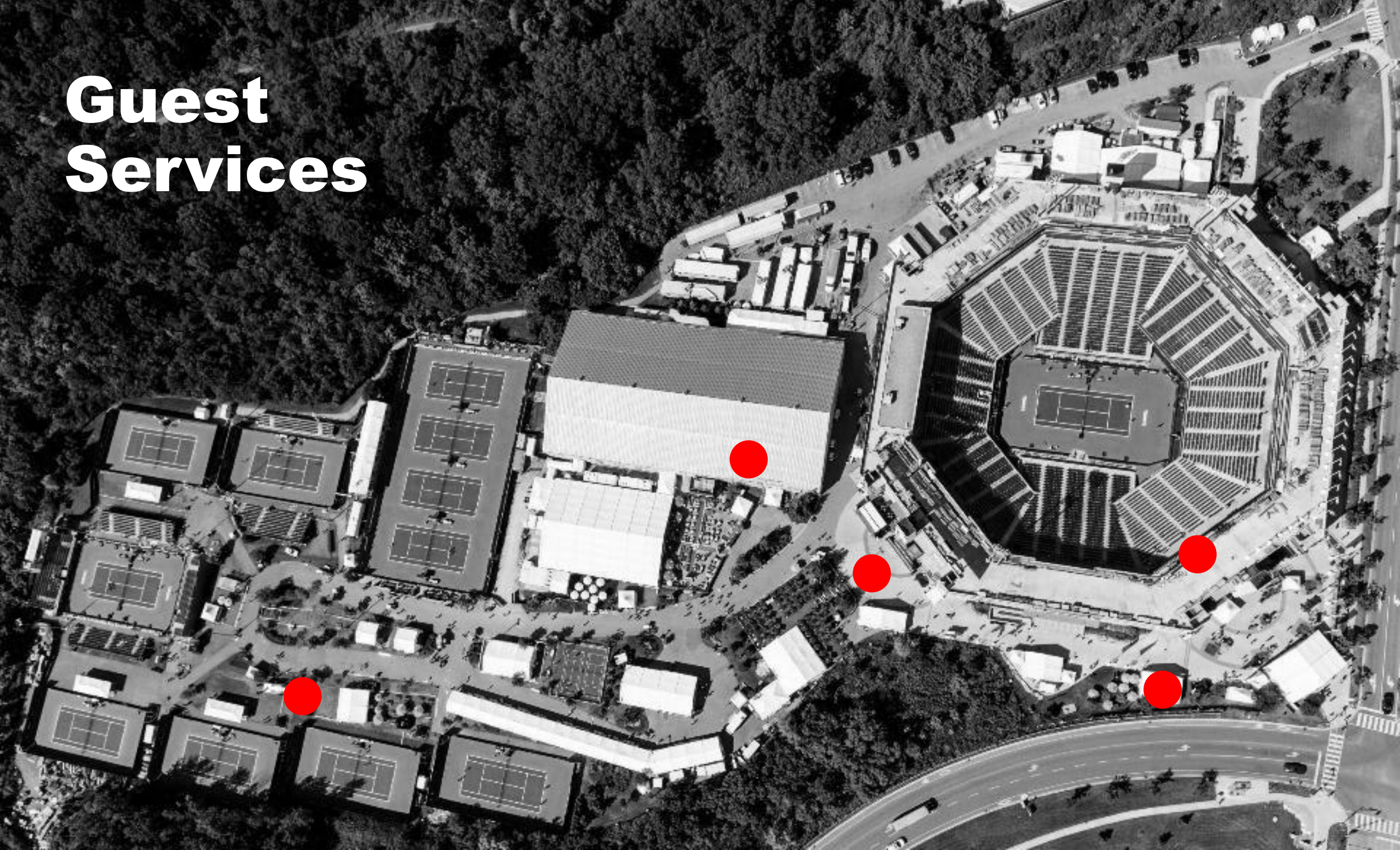


# First Aid



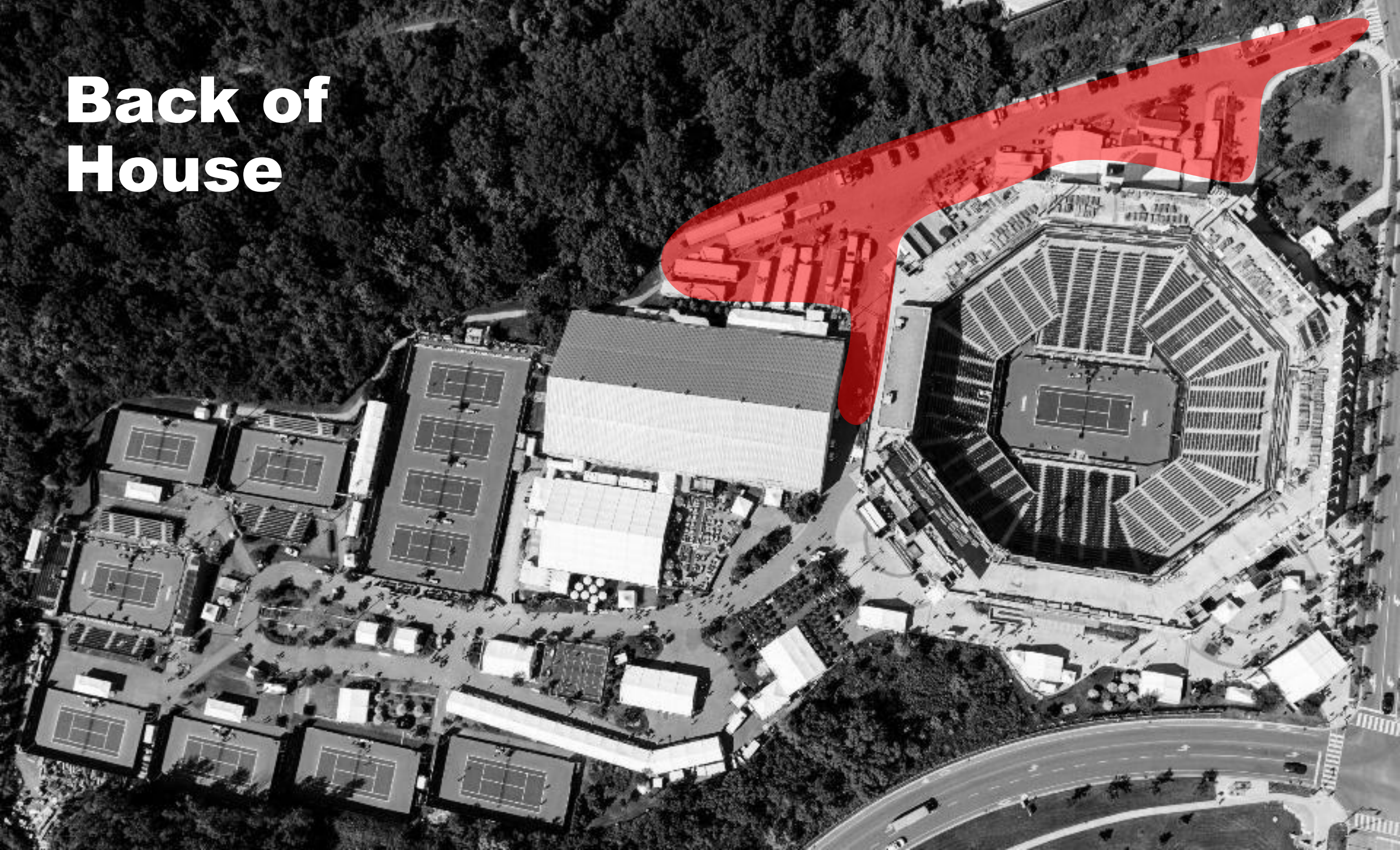


# Guest Services





**Back of  
House**





# Champions List

**2024** Alexei Popyrin

**2023** Jannik Sinner

**2022** Pablo Carreno Busta

**2021** Daniil Medvedev

**2019** Rafael Nadal

**2018** Rafael Nadal

**2017** Alexander Zverev

**2016** Novak Djokovic

**2015** Andy Murray

**2016** Novak Djokovic

**2013** Rafael Nadal

**2012** Novak Djokovic

**2011** Novak Djokovic

**2010** Andy Murray

**2009** Andy Murray

**2008** Rafael Nadal

**2007** Novak Djokovic

**2006** Roger Federer

**2005** Rafael Nadal

**2004** Roger Federer



# Player Update

## Current Top 10

1. Jannik Sinner
2. Carlos Alcaraz
3. Alexander Zverev
4. Taylor Fritz
5. Novak Djokovic
6. Jack Draper
7. Lorenzo Musetti
8. Tommy Paul
9. Holger Rune
10. Ben Shelton

## Other Top 65

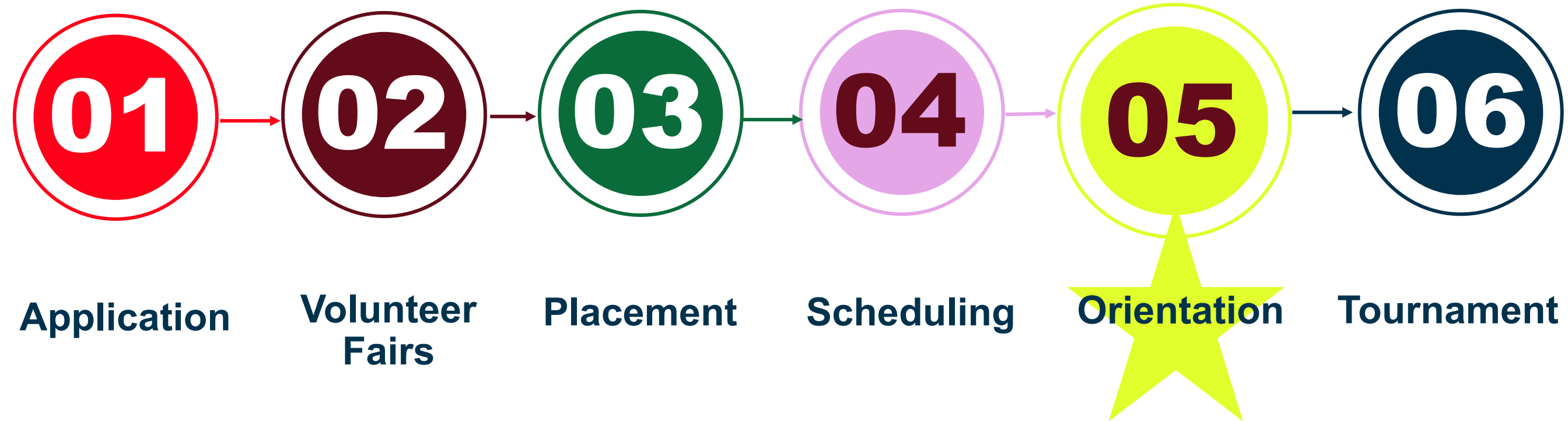
Daniil Medvedev  
Alex de Minaur  
Frances Tiafoe  
Andrey Rublev  
Arthur Fils  
Casper Rudd  
Jakub Mensik  
Francisco Cerundolo  
Grigor Dimitrov  
Ugo Humbert  
Alexei Popyrin  
Karen Khachanov  
Tomas Machac  
Flavio Cobolli  
Stefanos Tsitsipas  
Sebastian Korda  
Felix Auger-Aliasime 🍁  
Alejandro Davidovich Fokina  
Hubert Hurkacz  
Jiri Lehecka  
Denis Shapovalov 🍁

Brandon Nakashima  
Alex Michelsen  
Matteo Berrettini  
Tallon Griekspoor  
Giovanni Mpetshi Perricard  
Jordan Thompson  
Nuno Borges  
Sebastian Baez  
Alexandre Muller  
Matteo Arnaldi  
Gael Monfils  
Marcos Giron  
Gabriel Diallo 🍁  
Alexander Bublik  
Lorenzo Sonego  
Miomir Kecmanovic  
Quentin Halys  
Zizou Bergs  
David Goffin  
Roberto Bautista Agut  
Daniel Altmaier  
Camilo Ugo Carabelli

Pedro Martinez  
Alejandro Tabilo  
Luciano Darderi  
Joao Fonseca  
Fabian Marozsan  
Jaume Munar  
Jacob Fearnley  
Cameron Norrie  
Benjamin Bonzi  
Tomas Martin Etcheverry  
Francisco Comesana  
Laslo Djere  
Kei Nishikori  
Learner Tien  
Damir Dzumhur  
Yunchaokete Bu  
Roberto Carballes Baena  
Hamad Medjedovic  
Mattia Bellucci  
Roman Safiullin  
Rinky Hijikata  
Reilly Opelka



# Timeline





# Next Steps...

## TODAY – Site Tour & Package Pick Up

- Accreditation
- Uniform
- Water bottle and accessories

\*Parking pass is virtual and has already been sent to you.

\*Tickets will be digitally sent over next couple of weeks.







# WELCOME TO THE TEAM!

# TORONTO