



Good Practice - Borgo Tennis Club

WP 2

Activity 1 (Good Practice)

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Good Practice Card

Name/ title of practice:	Promotion of Gender Inclusion in Tennis through Women-Focused Initiatives and Leadership Representation
Location:	BGE CORSE
Size and scale of organization:	Borgo, Corsica, France
Industry/Sector:	Large (310 members) - Sports / Sports Education / Non-profit
Contact info (for follow up, if available):	General Information: Email: borgotennisclub@gmail.com
Additional details:	The initiative is fully volunteer-driven, supported by the club committee, and endorsed by the French Tennis Federation.
Sources of information/References:	https://www.facebook.com/BorgoTennisClub/?locale=fr_FR

Good Practice/Content

Key focus/bias observed:	Gender bias in sports leadership and participation; promoting diversity and inclusion in tennis clubs.
Description of the <i>Practice</i>:	<p>Borgo Tennis Club, under the leadership of Camille Poli since 2020, has implemented several initiatives to increase female participation in tennis and ensure women have a strong presence in governance roles. The club developed women-only tournaments, dedicated training sessions for female beginners, and a female ambassadors program to encourage engagement. Additionally, the governance structure reflects gender equality, as the current and previous presidents have both been women. Communication strategies also showcase female role models, and coaches receive training to prevent gender bias.</p> <p>The ambassadors program is based on volunteering. Experienced or committed female players are identified to become key contact points for new members. They support them during their first steps in the club, encourage them to take part in sports activities, and share their needs with the management team.</p>
Implementation strategy:	<ul style="list-style-type: none"> ● Organizing women-only tournaments and training sessions to create a safe and welcoming environment ● Launching a female ambassadors program to promote leadership and involvement ● Setting minimum quotas for women on the club committee to ensure governance representation ● Including gender diversity awareness training for coaches ● Actively promoting female role models in communication and media channels
Key actors involved:	<ul style="list-style-type: none"> ● Club President (Camille Poli) and governance committee ● Coaches and training staff ● Female ambassadors within the club ● French Tennis Federation (support and guidelines) ● Local schools and community partners
Potential challenges and barriers for implementation:	<ul style="list-style-type: none"> ● Initial reluctance from some male members to prioritize women-focused activities ● Limited financial resources as the club relies on volunteers ● Balancing inclusivity with competition-level performance needs



Blueprint for success - recommendations for replication or adaptation of the Practice:	<ul style="list-style-type: none">● Start with small-scale actions such as women-only introductory sessions to build trust and confidence● Engage female ambassadors to promote role models and create peer networks● Provide training for coaches and volunteers on gender sensitivity● Ensure continuous communication and transparency to avoid resistance from other members
Key lessons learned:	<ul style="list-style-type: none">● Inclusion strategies require active promotion and sustained effort, not just passive acceptance● Leadership representation matters: having a woman president sends a strong message to members and the wider community● Combining social activities with competitive events is key to attracting and retaining female members
Other info/notes:	This good practice also supports broader inclusion goals beyond gender, as the strategies used (open discussions, ambassador programs) can be adapted to other diversity dimensions (age, culture, etc.).





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