



NEW ROLE FOR TRIOPLUS DIRECTOR

TrioPlus director Phil Sandilands has been appointed Business Development Manager of the Tennis Industry Association, bringing with him 30 years' experience in the tennis industry, principally in facilities management and development and for ten years Director of Facilities at the LTA until 2001.

He wants the sport to become more cost effective, not necessarily in terms of club membership fees but in equipment, court construction, entry level tennis etc.

Working alongside the board and Gilly English, Administration and Events Manager, Phil is focused on helping to grow and drive the organisation through four linked elements – member retention, member growth, income generation and profiling and positioning.

He is mindful of the diversity of the membership base, which means that providing relevant benefits for members is not a simple task. One of the challenges is a recognition that because the TIA has a very varied membership, from the brands to independent traders, they all need different things and the task is to make sure enough is done to develop the opportunities that are relevant to them all.

Another of the core challenges is for the TIA to deliver insight by conducting or encouraging meaningful research into the state of the sport and the industry, as in the USA.

Phil would like to hear from any current or prospective members who are interested in providing feedback to help build the profile and benefits of TIA membership. He can be contacted on phil@tiauk.org or 07786 390855.

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