



KEEP HER IN THE GAME

37%

OF GIRLS ONLY DO SPORT & PHYSICAL
ACTIVITY DURING PE LESSONS AT SCHOOL.

THE PROBLEM

43%

OF TEENAGE GIRLS WHO
WERE ONCE ENGAGED
FEEL SIDELINED IN THEIR
TEENS, COMPARED WITH
24% OF BOYS.

50%

OF TEENAGE GIRLS
SAY THEY DON'T FEEL
GOOD ENOUGH TO
TAKE PART IN SPORT.

7 IN 10

GIRLS AVOID BEING ACTIVE WHEN
ON THEIR PERIOD

38%

OF TEENAGE GIRLS DON'T FEEL SAFE EXERCISING
OUTSIDE.

48%

OF GIRLS WOULD BE MORE LIKELY TO
TAKE PART IF THEIR FRIENDS DID.

41%

OF TEENAGE GIRLS SAY SCHOOL WORK PREVENTS
THEM FROM EXERCISING.

61%

OF TEENAGE GIRLS FEEL
JUDGED WHEN DOING SPORT

27%

OF GIRLS WOULD PARTICIPATE IF THEY
SAW MORE WHO LOOK LIKE THEM.

Too many girls step away from tennis in their teens; long before they've had the chance to grow in the game.

Too many women can't find a competition that works for them or simply feel unwelcome in the spaces that do exist.

The result?

When this happens, it isn't just individual players who miss out. It's the whole sport. Courts are left quieter, with fewer pathways, fewer role models, and fewer opportunities for girls to see themselves in the game.

Without action, the cycle continues. Girls who leave the game in their teens rarely return, and without women competing and leading, the system remains tilted against them. Every player who walks away represents not just lost potential on court, but a lost coach, mentor, and role model for the next generation.

THE SOLUTION



Her Court was established to address a significant gap in Australian tennis. For too long, women and girls have struggled to find pathways that are accessible, safe, and genuinely supportive. Many leave the game in their teens, while others step away later in life because competitions and environments fail to meet their needs.

We are working to change that. Her Court exists to create opportunities where women and girls feel welcome, encouraged, and able to thrive — both on and off the court.

Sport is more than recreation. It is a cornerstone of community and a proven driver of social outcomes. For young people in particular, sport provides identity, resilience, and belonging. When girls leave the game, they are not only missing the chance to develop their sporting ability, but also the wider benefits that participation brings to health, confidence, and community connection.

Her Court is more than a sporting initiative. It is a platform designed to keep women and girls engaged in tennis and, in doing so, to deliver lasting social and community impact.

Her Court is seeking to reshape tennis for women and girls through:

COMPETITIONS

Regular fixtures in accessible time slots, women's-only formats, and pathways that keep teenage girls engaged instead of dropping out.

EVENTS

Community days, skills clinics, workshops, and social tournaments designed to bring players together in a welcoming, supportive atmosphere.

SAFE ENVIRONMENTS

Structured competitions with staff oversight, clear scheduling, and venues that make parents and players confident about participation.

COMMUNITY

Connecting players through mentoring programs, peer networks, and off-court opportunities to build friendships that last.

EDUCATION

Practical workshops on nutrition, health, and training tailored to female athletes, plus the development of programs and resources for schools, coaches, and other sports clubs.

RESEARCH

Collecting data on women's experiences in tennis, publishing insights, and using evidence to influence how the sport can change for the better.



*This is Her Court.
A movement for opportunity.
A home for talent.
A community for every stage of life.*

THE PARTNERSHIP

Partnering with Her Court is more than a sponsorship. It is a commitment to reshaping the future of tennis and ensuring that women and girls are not left behind.

Your investment supports programs that:

- Retain girls in the sport through their critical teenage years.
- Provide women with safe, structured competitions that fit their lives.
- Equip coaches, schools, and clubs with tools to create inclusive sporting environments.
- Generate research and data that influence how sport is delivered across Australia.
- Inform government and sporting bodies, driving changes to policy and legislation that better protect and support women in sport.

For you as a partner, this is also an opportunity to:

- Publicly align your brand with empowerment, health, and gender equity in sport.
- Engage visibly with players, families, and communities through competitions, events, and education programs.
- Lead the way in addressing one of sport's most urgent challenges: keeping women and girls in the game.

Her Court's vision is bold: to become the largest women's tennis organisation in Australia.

Together, we can create lasting impact — not just for tennis, but for the wellbeing, confidence, and equality of women and girls across Australia.

Her Court welcomes partners who share our vision of transforming sport for women and girls. We offer flexible partnership levels designed to provide meaningful impact and recognition, while allowing room for collaboration and customisation.

CHAMPION PARTNER: \$25,000 - \$50,000+

- Lead partner status across Her Court programs and events.
- Prominent branding on major competitions, campaigns, and research publications.
- Opportunities to co-design initiatives and shape advocacy efforts, including submissions to government and sporting bodies.
- Recognition as a driving force behind systemic change in women's sport.

IMPACT PARTNER: \$10,000 - \$20,000

- Visibility across competitions, events, and education programs.
- Recognition in promotional materials, research reports, and community activities.
- Opportunities to support targeted initiatives such as school programs, coach education, or regional competitions.
- Positioned as a key contributor to keeping women and girls in sport.

COMMUNITY PARTNER: \$2,500 - \$8,500

- Support specific areas of our work such as mentoring programs, entry-level competitions, or community events.
- Branding recognition within selected activities.
- Demonstrate commitment to grassroots sport and local impact.

TAILORED PARTNERSHIPS

We also welcome bespoke partnerships. Whether your priority is player wellbeing, education, research, or policy change, Her Court will work with you to design an initiative that reflects your organisation's values and objectives.

Your support can help transform tennis for the next generation.

Our partnerships team would love to chat to you.

Contact: **Rebekah Kinney | Founder & CEO**
rebekah@hercourt.com.au | (+61) 439 259 112



THE TEAM



Rebekah Kinney
Founder & CEO

Sport has always been part of my story - as a player, a communicator, and a leader.

Her Court started because I was frustrated.

I spent months trying to find a women's-only competition that wasn't locked into 11am on a Thursday - because a girl's gotta work. There was nothing. For three years I played almost exclusively against men. The few women and girls I did see were often on their way out: twelve-year-olds already feeling defeated, women giving up

because there was no pathway forward, and clubs that weren't interested in creating women's comps. To make it worse, many comps had players turning up at random courts at all hours, with no staff around. It didn't feel safe, and it definitely didn't feel welcoming.

I knew I wasn't the only one. And instead of walking away, I built something new.

I bring both lived experience and professional expertise to Her Court. I'm a tennis player myself, I hold a Certificate in Applied Sports Nutrition, and I'm completing my Master of High Performance Sport. Professionally, I've served as Head of Communications for one of Australia's largest lobbying organisations, leading national campaigns and engaging more than 250,000 supporters.

I've also had the opportunity to share Her Court's vision on national media, including the ABC during the Australian Open; showing that the conversation about women in sport is gaining momentum.

Her Court is personal for me - it's the change I needed as a player.

Her Court is powered by more than a team - it's a community. From volunteers to local supporters, every initiative we run is strengthened by the people who believe in this vision. Real change in sport only happens when communities are involved, and it's this foundation of support that makes our work possible.



Dayle Kinney - Partnerships Manager

Dayle is a mother of six, including four daughters, and has seen firsthand the difference that sport makes in shaping confidence and resilience. She brings extensive experience from the not-for-profit and music/talent industries, where she has specialised in building partnerships that deliver meaningful outcomes for both organisations and communities.

Kate Lewis - Women's Nutrition Specialist

Kate is passionate about reshaping how women and girls understand their health. Discovering that women were often overlooked in nutrition research and protocols, she committed to closing the gap through education and practical support. As a new mother, she is driven to ensure her daughter grows up with strong, healthy role models in both food and sport.



Philip Kinney - Business Development Manager

Phil is an experienced business development leader with a track record of helping organisations grow and thrive. He holds an MBA and has worked internationally across sectors, advising start-ups, not-for-profits, and established companies on strategy, sustainability, and market growth.

With decades of experience in consulting, publishing, and leadership, Phil specialises in building new opportunities, strengthening partnerships, and driving organisational momentum. His global perspective, combined with hands-on business expertise, makes him a valuable asset in shaping Her Court's long-term growth and impact.

THE FUTURE OF TENNIS IS HER COURT

Join us in creating opportunities for women and girls —
on and off the court.

rebekah@hercourt.com.au

www.hercourt.com.au

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