

TENNIS AUSTRALIA
ANNUAL REPORT



CONTENTS

2014-2015 Tennis Vision	2-3
Highlights / Values	4-5
President and CEO's report	6-7

HIGHLIGHTS STRATEGIC INNOVATIONS	8-19
---	------

01 PARTICIPATION	20-25
----------------------------	-------

02 PERFORMANCE	26-31
--------------------------	-------

03 EVENTS & FACILITIES	32-35
-------------------------------------	-------

04 COMMERCIAL	36-39
-------------------------	-------

05 MEDIA & COMMUNICATIONS	40-43
--	-------

06 PEOPLE & BUSINESS SERVICES	44-51
---	-------

07 FINANCIAL REPORT	52-78
----------------------------------	-------

Key contacts	79-80
--------------	-------

TENNIS AUSTRALIA (TA) is the governing body of tennis within Australia. The Company was established by the Victorian, New South Wales, Queensland, West Australian, South Australian and Tasmanian Tennis Associations and the New Zealand Lawn Tennis Association in late 1904 to allow for the staging of the first Australasian Men's Championships in 1905.



2015

EDITORS: VIVIENNE CHRISTIE, ERIN CARTER PHOTOGRAPHY: GETTY IMAGES, TENNIS AUSTRALIA DESIGN: LISA MINICHELLO, ROOM44 PTY LTD. PRINT: ELLIKON GRAND SLAM™ IS A REGISTERED TRADEMARK OF GRAND SLAM TENNIS PROPERTIES LTD.



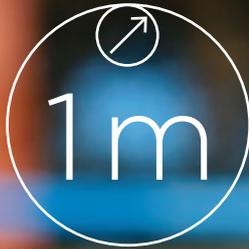
TENNIS AUSTRALIA
AUSTRALIAN OPEN



TENNIS AUSTRALIA
AUSTRALIAN OPEN

< CONNECT WITH US >

OUR OBJECTIVES



**ENGAGED
FANS**



**REGISTERED
PLAYERS**



**GRAND SLAM®
CHAMPION**

OUR VISION

For more than 100 years Tennis Australia has strived to promote the sport of tennis in Australia and to increase opportunities for all Australians to enjoy our great game. Today, our vision is to achieve one million engaged fans, one million registered players and one Grand Slam® champion. Helping us pursue these goals is a dedicated team of more than 250 full-time and part-time staff working across six business units: Participation, Performance, Events and Facilities, Commercial, Media and Communications and Business Services. Our vision is shared by the eight Member Associations and the thousands of staff who join us each summer to help deliver the Australian Open and Emirates Australian Open Series.

To achieve our vision we have developed six strategic innovations designed to increase participation and engagement in our sport. ANZ Tennis Hot Shots and FAST4 Tennis, an exciting new way to experience the game, are allowing more Australians of all ages and tennis abilities to pick up a racquet and have a hit, while our new tennis registration program, world-class content production, expansion events and expansion into Asia are driving a more engaged tennis community.

IT'S AN EXCITING TIME FOR TENNIS IN AUSTRALIA.

WITH ANZ TENNIS HOT SHOTS AND OTHER INNOVATIONS, MORE AUSTRALIANS OF ALL AGES AND ABILITIES ARE ENJOYING THE SPORT.



○ HIGHLIGHTS

IT HAS BEEN AN INCREDIBLE YEAR WITH A LOT OF SUCCESSFUL OUTCOMES, BUT THE MOST PLEASING HAS BEEN THE GROWTH, PASSION AND COLLECTIVE EFFORT OF OUR STAFF. THEY CONTINUE TO EXCITE AND EXCEL, PUSHING THE BOUNDARIES AND INNOVATING EVERY ASPECT OF OUR BUSINESS.

OUR TENNIS FAMILY VALUES - EXCELLENCE, HUMILITY, LOYALTY AND TEAMWORK - HAVE SHONE THROUGH IN EVERYTHING WE DO AND WE HAVE A REALLY STRONG FOUNDATION TO ACHIEVE OUR SHARED GOALS AND ASPIRATIONS.



VALUES



THE WORLD'S FASTEST-CLOSING ROOF ON MARGARET COURT ARENA WAS FULLY OPERATIONAL FOR AUSTRALIAN OPEN 2015.



PRESIDENT AND CEO'S REPORT

A RECORD 703,899 PEOPLE AT ANOTHER SUCCESSFUL AUSTRALIAN OPEN DROVE SUBSTANTIAL REVENUE GROWTH ...

CRAIG TILEY
CEO

STEVE HEALY
PRESIDENT



Our vision and revenue growth

Innovation and growth were central themes in the success of the 2014–2015 financial year, during which we returned a record surplus for the second year running.

The global launch of FAST4 Tennis, the first Tennis Australia host broadcast of all of our tennis events, a nationwide player registration incentive, major progress on Project TennisConnect, the creation of Tennis Cares and tennis playing a key role in the Male Champions of Change group to promote gender equity all headlined a very progressive 12 months.

A record 703,899 people at another successful Australian Open drove substantial revenue growth and, combined with efficient management of costs, ensured the realisation of an \$11.97 million surplus – the highest in the Company's history.

There were also some promising results on-court with a surge of young Australians breaking into the top 100 and into the top 50 for the top group.

The growth also extended to our ANZ Tennis Hot Shots program, which continues to build a strong participation base to help ensure the successful long-term future popularity of the sport.

Playing tennis

In the past year, more than 570,000 children enjoyed an ANZ Tennis Hot Shots experience and 1043 primary schools had tennis in their curriculum as part of the National School Partnership Program.

An additional 319 new or reconditioned courts have been delivered in the past 12 months, with a total of 2154 courts delivered as part of the National Court Rebate scheme since its inception in 2007. We continue to provide quality facilities for players of all abilities at both metropolitan and regional locations around the country.

The AO Tennis Blitz welcomed 34,000 people to more than 250 club open days nationwide and 23,000 people joined community activations in more than 20 towns.

The new Win a Wildcard competition, delivered as part of the AO Tennis Blitz, offered two amateur tennis players the opportunity to compete in the mixed doubles main draw at

Australian Open 2015. Eleven qualifying events were held at metropolitan and regional venues around Australia, with one lucky pair winning through to the Australian Open and a first round clash with eventual champions Martina Hingis and Leander Paes.

Player performance

The appointment of Pat Rafter led to a restructuring of the Performance team with the aim of building on all the good work of recent years.

The results from the Australian players have been encouraging.

Nick Kyrgios maintained his rapid rise, highlighted by a move inside the world's top 50, quarterfinals appearances at Wimbledon 2014 and Australian Open 2015 and his Newcombe Medal win. Together with fellow young guns Thanasi Kokkinakis and Bernard Tomic, a resurgent Sam Groth and the evergreen Lleyton Hewitt, our men have achieved strong results both as individuals and as a Davis Cup team.

In the women's game Daria Gavrilova rocketed inside the world's top 50 with impressive wins against Grand Slam® champions, including Maria Sharapova and Ana Ivanovic. She is joined in the world's top 100 by Sam Stosur, Casey Dellacqua, Ajla Tomljanovic and Jarmila Gajdosova.

In September 2014, Omar Jasika became the first player in 28 years to win both the boys' singles and doubles titles at the US Open. Our Junior Davis Cup and Fed Cup teams each won their Asia-Oceania World Group qualifying events in April and will contest the World Finals in Spain in September.

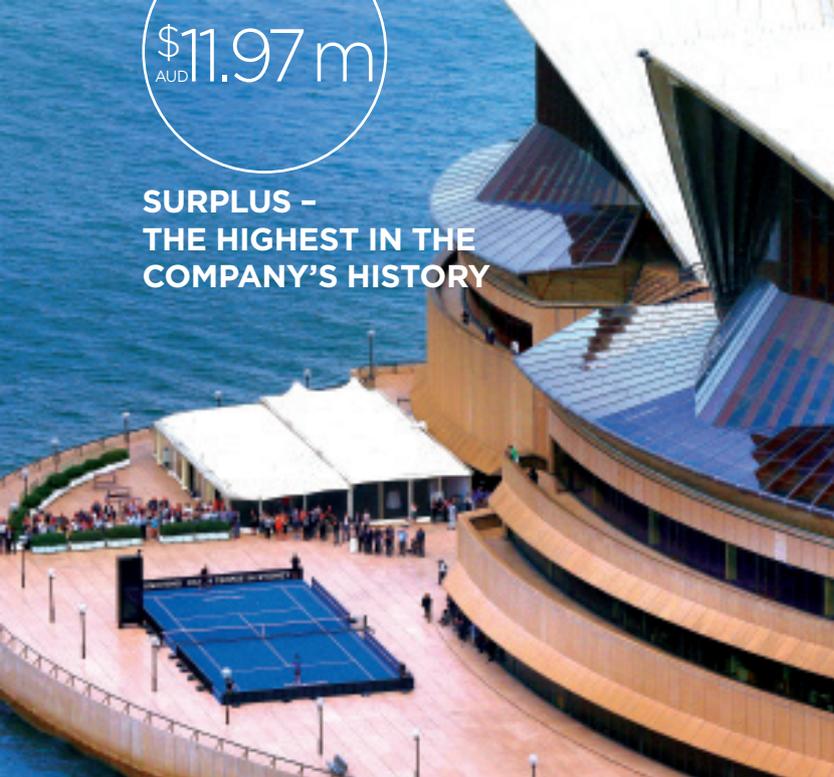
We have a hard working team helping to develop our future talent and, of course, our current players and their support teams should be commended for their efforts and dedication. We look forward to continuing to work together to achieve great results.

Major events

Australian Open 2015 was a record-breaking event. The men's and women's singles champions, Novak Djokovic and Serena Williams, each earned a record AUD\$3.1 million in a year where the total prize purse swelled to AUD\$40 million, the highest in history.

\$11.97 m
AUD

SURPLUS – THE HIGHEST IN THE COMPANY'S HISTORY



THE GLOBAL LAUNCH OF FAST4 TENNIS WAS AMONG MANY HIGHLIGHTS IN A YEAR OF INNOVATION AND GROWTH.

Fans, too, turned out in record-breaking numbers; 703,899 visitors attended Australian Open 2015, eclipsing the previous event record of 686,006 set in 2012. Super Saturday on the middle weekend of the tournament was once again the busiest day of the event, with 81,031 fans flocking to Melbourne Park to share in the Grand Slam® action.

Our online audience continued to grow, with more than 14.3 million unique visitors to ausopen.com throughout the tournament fortnight, and more than 1.2 million Australian Open hashtags used across all social media platforms.

We broke new ground in Australian sport, internally managing the Australian Open and Emirates Australian Open Series host broadcasts for the first time. In 2015 the Australian Open was broadcast to more than 200 nations worldwide, garnering a record audience of 370 million viewers.

New agreements with Emirates, Woolworths, McDonald's and Disney were among the highlights for us commercially, as well as some incredible support and co-operation with many of our existing partners.

Despite ongoing redevelopment work, the Melbourne Park site looked stunning for the event with new facilities for partners, corporates, broadcasters and fans. The completion of Margaret Court Arena in late 2014 made Melbourne Park the only Grand Slam® venue with three retractable roof stadiums. This world-class facility was met with overwhelming support from both players and fans at Australian Open 2015, and has effectively 'weatherproofed' the tournament.

This summer we also delivered five outstanding Emirates Australian Open Series events – Hopman Cup, Brisbane International presented by Suncorp, World Tennis Challenge, Apia International Sydney and Hobart International – as well as the global launch of FAST4 Tennis with Roger Federer and Lleyton Hewitt in Sydney, and the exciting 'Rafa's Summer Set' with Rafael Nadal in Melbourne. These world-class events cement our standing at the forefront of international tennis.



Looking ahead

There are exciting plans for the continued growth and development of our sport, from grassroots to the elite level. Participation initiatives including ANZ Tennis Hot Shots, FAST4 Tennis and our player registration program will remain a focus and continue to drive more people to play more tennis, more often, at tennis courts around the country.

We will also continue to grow the sport beyond our borders with increased business and sponsorship events in Asia, the Asia-Pacific Wildcard Play-off, our international ballkids exchange program and our 'Friends of the Australian Open' ambassadors.

The incredible support from the Victorian Government ensures we are able to continue the redevelopment of Melbourne Park at an amazing pace. The Victorian Government contributed AUD\$338 million for stage two of the project, which includes upgrades to Rod Laver Arena, a new footbridge from Birrarung Marr and a media and administration building.

Our team

It has been an incredible year with a lot of successful outcomes, but the most pleasing has been the growth, passion and collective effort of our staff. They continue to excite and excel, pushing the boundaries and innovating every aspect of our business.

Our tennis family values – excellence, humility, loyalty and teamwork – have shone through in everything we do and we have a really strong foundation to achieve our shared goals and aspirations.

Thank you to our Board, our staff, our eight Member Associations and our sponsors and partners – your dedication and ongoing hard work drives our success.

Of course, our sport would not be what it is today without the enduring support of the Australian tennis community. Players, coaches, officials, administrators and fans around the country are the often unsung heroes of tennis; thank you for your unrelenting contribution.

We are so fortunate to be part of such a passionate community and look forward to another year growing our great sport together.

STEVE HEALY
PRESIDENT

CRAIG TILEY
CEO

● STRATEGIC INNOVATIONS

ANZ TENNIS HOT SHOTS



REGISTERED PARTICIPANTS, A 41% INCREASE ON 2013-2014



SCHOOLS COMMITTED TO INCLUDE TENNIS IN THEIR HEALTH AND PHYSICAL EDUCATION CURRICULUM: 1043 PRIMARY SCHOOLS AND 95 SECONDARY SCHOOLS



FREE RACQUETS DISTRIBUTED TO PREP STUDENTS AT NATIONAL SCHOOL PARTNERSHIP PROGRAM SCHOOLS AROUND AUSTRALIA



ANZ TENNIS HOT SHOTS AT AUSTRALIAN OPEN 2015.

HIGHLIGHTS
STRATEGIC
INNOVATIONS



CHILDREN AT HARTWELL PRIMARY SCHOOL ENJOY THE FUN, NON-COMPETITIVE ENVIRONMENT OF ANZ TENNIS HOT SHOTS.

ANZ Tennis Hot Shots

ANZ Tennis Hot Shots, designed to introduce primary school-aged children to tennis in a fun, non-competitive environment, continued to attract junior players to the sport in record numbers. In the past financial year, ANZ Tennis Hot Shots was offered by 2898 registered deliverers in more than 2500 venues nationwide.

The continued growth of the program at tennis clubs and schools around Australia saw 321 clubs and 6814 kids participate in ANZ Tennis Hot Shots Leagues, which provide kids with a quality first competitive team tennis experience.

At Australian Open 2015 Tennis Australia launched the new INTennisCITY online platform, which supports schools in delivering tennis while rewarding students for ongoing physical activity.

MORE THAN 20% YEAR-ON-YEAR GROWTH IN THE NUMBER OF CHILDREN TAKING PART IN ANZ TENNIS HOT SHOTS ACTIVATIONS AT AUSTRALIAN OPEN 2015 AND THE EMIRATES AUSTRALIAN OPEN SERIES



01
PARTICIPATION

02
PERFORMANCE

03
EVENTS &
FACILITIES

04
COMMERCIAL

05
MEDIA &
COMMUNICATIONS

06
PEOPLE &
BUSINESS
SERVICES

07
FINANCIAL
REPORT

● STRATEGIC INNOVATIONS

TENNIS CONNECT

167,000

VERIFIED
PLAYERS
REGISTERED
TO TENNIS

LAUNCHED IN OCTOBER 2014,
THE TENNIS CONNECT PROGRAM
IS AIMED AT IMPROVING OUR
UNDERSTANDING OF THE TENNIS-
PLAYING COMMUNITY



PLAYERS OF ALL AGES AND PLAYING STANDARDS ARE BENEFITTING FROM THE TENNIS REGISTRATION PROGRAM.



HIGHLIGHTS

STRATEGIC INNOVATIONS

TennisConnect

Launched in October 2014, the TennisConnect program is aimed at improving our understanding of the tennis-playing community. With greater knowledge we will be able to better meet players' needs and tailor programs and initiatives for their benefit. The project raised the quality of data and reporting outcomes, and offered financial reward to participating Member Associations, clubs, schools and coaches.



\$1.67 m
AUD

AUD\$1.67 MILLION INVESTED INTO MEMBER ASSOCIATIONS, LOCAL CLUBS, SCHOOLS AND COACHES

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS & FACILITIES

04

COMMERCIAL

05

MEDIA & COMMUNICATIONS

06

PEOPLE & BUSINESS SERVICES

07

FINANCIAL REPORT

CREATING AN IMPROVED UNDERSTANDING OF THE COMMUNITY, THE JOIN TENNIS PROGRAM IS FACILITATING INVOLVEMENT IN THE GAME.

● STRATEGIC INNOVATIONS

FAST4 TENNIS



**OF FAST4 TENNIS
FEATURED ROGER
FEDERER AND
LLEYTON HEWITT
IN SYDNEY IN
JANUARY 2015**



**RAFAEL NADAL, OMAR JASIKA,
MARK PHILIPPOUSSIS AND
FERNANDO VERDASCO SHOWCASED
FAST4 TENNIS AT MARGARET
COURT ARENA IN THE LEAD-UP
TO AUSTRALIAN OPEN 2015**



**FAST4 TENNIS, AN EXCITING
NEW WAY TO EXPERIENCE THE
GAME, GAINED POPULAR APPEAL
FOLLOWING ITS LAUNCH IN SYDNEY
IN JANUARY**

FAST4 Tennis

FAST4 Tennis, an exciting new way to experience the sport, gained popular appeal following its worldwide launch in Sydney in January. FAST4 Tennis was showcased in Melbourne two days later, as well as at Apia International Sydney, the World Tennis Challenge and in all Legends matches at Australian Open 2015.

Based around four simple rules FAST4 Tennis was promoted at tennis clubs around Australia and it was launched in Shanghai in May with Michael Chang, Todd Woodbridge and Mark Woodforde.



ROGER FEDERER AND LLEYTON HEWITT AT THE GLOBAL LAUNCH OF FAST4 TENNIS IN SYDNEY.

HIGHLIGHTS

STRATEGIC INNOVATIONS

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS & FACILITIES

04

COMMERCIAL

05

MEDIA & COMMUNICATIONS

06

PEOPLE & BUSINESS SERVICES

07

FINANCIAL REPORT

● STRATEGIC INNOVATIONS

CONTENT PRODUCTION



TOTAL LIVE TV
AUDIENCE IN
JAPAN FOR KEI
NISHIKORI'S
FIVE
AUSTRALIAN
OPEN MATCHES



AUSTRALIAN OPEN
2015 ACHIEVED A
RECORD BROADCAST
AUDIENCE OF 369
MILLION VIEWERS
IN MORE THAN
200 COUNTRIES
WORLDWIDE



THE AUSTRALIAN OPEN 2015 AUDIENCE EXTENDED TO 900 MILLION HOUSEHOLDS IN MORE THAN 200 TERRITORIES WORLDWIDE.



**TENNIS AUSTRALIA
MANAGED THE HOST
BROADCAST OF THE
AUSTRALIAN OPEN AND
EMIRATES AUSTRALIAN
OPEN SERIES FOR THE
FIRST TIME IN 2015**



NICK KYRGIOS AT AUSTRALIAN OPEN 2015, WHERE THE HOST BROADCAST TEAM PRODUCED LIVE COVERAGE OF ALL 411 MAIN DRAW MATCHES.



THE TAC WAS AMONG SEVERAL NEW AUSTRALIAN OPEN SPONSORS.

HIGHLIGHTS

STRATEGIC INNOVATIONS

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

Content production

In a Grand Slam® first, Tennis Australia managed the host broadcast of Australian Open 2015 and the Emirates Australian Open Series. The broadcast team produced live coverage of all 411 main draw matches – up from 250 matches in 2014 – and more than 14,000 hours of live and delayed match coverage, news and highlights. The tournament was viewed in more than 900 million households in more than 200 territories worldwide. Up to 65 broadcast channels showed coverage of the tournament, in a year that also marked the start of new long-term broadcast agreements in more than 50 countries.

Online platforms continued to grow, with Tennis Australia and Australian Open website and social media channels delivering up-to-the-minute news and exclusive content to millions of fans worldwide.

● STRATEGIC INNOVATIONS

EXPANSION EVENTS



“THIS TOURNAMENT HAS BEEN RAISING THE STANDARD EACH YEAR, A TRUE EXAMPLE OF A TOURNAMENT THAT CONSISTENTLY TRIES TO ACCOMMODATE PLAYERS IN THE BEST POSSIBLE WAY, IMPROVE THE FACILITIES AND SHOWS GREAT APPRECIATION AND PASSION FOR THIS SPORT.”

NOVAK DJOKOVIC, AUSTRALIAN OPEN 2015



NOVAK DJOKOVIC AT AUSTRALIAN OPEN 2015.

HIGHLIGHTS**STRATEGIC
INNOVATIONS****01**

PARTICIPATION

02

PERFORMANCE

03EVENTS &
FACILITIES**04**

COMMERCIAL

05MEDIA &
COMMUNICATIONS**06**PEOPLE &
BUSINESS
SERVICES**07**FINANCIAL
REPORT

Congratulations

“TO EVERYONE WHO MAKES THIS EVENT ONE OF THE BEST IN THE WORLD, YOU MAKE US SO HAPPY EVERY TIME. CONGRATULATIONS ON PUTTING UP ONE OF THE GREATEST EVENTS IN THE WORLD. I CAN’T WAIT TO COME BACK.”

**MARIA SHARAPOVA,
AUSTRALIAN OPEN 2015**

MARIA SHARAPOVA RETURNED TO THE AUSTRALIAN OPEN FINAL.

TENNIS AUSTRALIA IS SETTING THE STANDARD FOR INTERNATIONAL TENNIS EVENTS AND STRENGTHENING ITS REPUTATION AS A WORLD LEADER IN EVENT DELIVERY

Expansion events

Tennis Australia continues to expand its world-class events portfolio. In addition to the Australian Open and Emirates Australian Open Series, the past year featured special events including the Newcombe Medal at Crown Palladium in Melbourne, One Night with Roger Federer and Lleyton Hewitt in Sydney, Rafa’s Summer Set in Melbourne, a victorious Davis Cup tie in Perth and Junior Davis and Fed Cup World Group qualifying for the Asia-Oceania region in Shepparton and Tatura in regional Victoria.

Tennis Australia is setting the standard for international tennis events and strengthening its reputation as a world leader in event delivery.

142

● STRATEGIC INNOVATIONS

EXPANSION INTO ASIA



LAUNCHED IN SHANGHAI, CHINA, IN MAY

HOURS OF BROADCAST VISION OF THE AUSTRALIAN OPEN ASIA-PACIFIC WILDCARD PLAY-OFF



LI NA AND RAFAEL NADAL ENDORSED THE AUSTRALIAN OPEN AT A SERIES OF EVENTS

MELBOURNE



MORE THAN 13 MILLION VIEWS OF AUSTRALIAN OPEN 2015, STREAMED LIVE ONLINE IN CHINA VIA IQIYI

LI NA AND RAFAEL NADAL STARRERD AT THE AUSTRALIAN OPEN, AS WELL AS IN SHANGHAI AND SHENZHEN EVENTS ATTENDED BY HUNDREDS OF CHINESE LOCALS.

HIGHLIGHTS

STRATEGIC
INNOVATIONS

**BALLKIDS PARTICIPATED
IN AUSTRALIAN OPEN 2015
VIA THE INTERNATIONAL
BALLKID EXCHANGE
PROGRAM; 20 FROM KOREA,
SIX FROM CHINA AND TWO
FROM SINGAPORE**

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

**KIDS TENNIS DAY AT
AUSTRALIAN OPEN 2015 SOLD
OUT, WITH A RECORD 13,883
PEOPLE PURCHASING TICKETS
IN ADVANCE**

LI NA HELPED PROMOTE TENNIS AUSTRALIA'S ONGOING EXPANSION INTO ASIA.

Expansion into Asia

Asia remains a key focus for Tennis Australia. At Australian Open 2015 Li Na and Rafael Nadal were announced as Friends of the Australian Open and in the following months, the two tennis champions endorsed the sport and the Grand Slam® of Asia-Pacific at a series of business events attended by hundreds of Chinese locals in Shanghai and Shenzhen. Through these events Tennis Australia has worked closer than ever before with partners including Kia and ANZ.

The Asian launch of FAST4 Tennis introduced a new way to play the sport, with approximately 1000 children enjoying a hit of tennis at the FAST4 Tennis activation zone in Shanghai. The Australian Open Asia-Pacific Wildcard Play-off and international ballkid exchange program continued to provide opportunities for our northern neighbours to join in the action and excitement of the Australian Open.

● PARTICIPATION

TENNIS AUSTRALIA PROMOTES AND FACILITATES PARTICIPATION IN TENNIS AT ALL LEVELS



PLAYERS REGISTERED TO TENNIS



PRIMARY SCHOOL-AGED CHILDREN EXPOSED TO TENNIS



IN ANZ TENNIS HOT SHOTS REGISTRATIONS

ANZ TENNIS HOT SHOTS

ANZ Tennis Hot Shots, using smaller courts, smaller racquets and low-compression balls, is the fun and easy way to learn tennis – and a growing number of young participants are enjoying its benefits. In 2014–2015, the program recorded a 41 percent increase, with 196,834 ANZ Tennis Hot Shots participants officially registered to the program under the 2829 registered ANZ Tennis Hot Shots Deliverers.

Tennis in Schools

571,179 Primary school students had a tennis experience delivered by an ANZ Tennis Hot Shots coach in their school this year.

The Australian Sports Commission (ASC) Sporting Schools initiative was officially launched at Australian Open 2015, with the aim of providing increased access for all primary school children to sport.

Through this initiative tennis has established the innovative platform INTennisCITY, which supports schools with the construction of matches while rewarding students for ongoing physical activity.

National School Partnership Program

Providing sustainable health and physical education programs for schools that facilitate physical activity and play in children underpins an ongoing commitment to the National School Partnership Program (NSPP).

In 2014–2015, 1043 primary schools committed to include tennis in their health and physical education curriculum, with a further 214 wanting to become involved.

The secondary school arm of the program was officially launched in November 2014 with 95 schools registering to deliver tennis. Students were exposed to tennis through the NSPP, providing them with a direct pathway to community-based programs and competitions at clubs.

STATE	Number of Primary schools	Number of Secondary schools
Tennis ACT	15	3
Tennis NSW	235	11
Tennis NT	16	4
Tennis Queensland	208	17
Tennis SA	88	6
Tennis Tasmania	40	8
Tennis Victoria	322	31
Tennis West	119	15
TOTALS	1043	95

ANZ Tennis Hot Shots coaches and clubs

1096 registered ANZ Tennis Hot Shots coaches offered programs in more than 2500 venues. Additionally, 469 clubs are registered for the Community Play program, helping clubs deliver a play-based program through parents, volunteers and coaches. ANZ Tennis Hot Shots Leagues, providing kids with a quality first competitive team tennis experience, is available at 321 clubs with 6814 kids participating.

Australian summer of tennis

Tennis Australia partnered with Nickelodeon to host Kids Tennis Days at Emirates Australian Open Series events, with 41,269 people visiting events in Perth, Brisbane, Sydney, Adelaide and Hobart.

HIGHLIGHTS

STRATEGIC
INNOVATIONS

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

FIVE LUCKY ANZ TENNIS HOT SHOTS PLAYERS WON A VIP EXPERIENCE WITH ROGER FEDERER.

MORE THAN 6000 KIDS HIT THE COURTS AND ENJOYED A RANGE OF TENNIS-RELATED ACTIVITIES AT MELBOURNE PARK

Kids Tennis Day at Australian Open 2015 sold out, with a record 13,883 people purchasing tickets in advance. More than 6000 children hit the courts and enjoyed a range of tennis-related activities at Melbourne Park. Roger Federer, Victoria Azarenka, Nick Kyrgios, Ana Ivanovic, Thanasi Kokkinakis and Eugenie Bouchard entertained a capacity crowd at Rod Laver Arena. Nickelodeon characters SpongeBob SquarePants, Dora the Explorer and the Teenage Mutant Ninja Turtles added to the fun atmosphere as they took to the courts, before Australian chart toppers Justice Crew gave a special performance. Five lucky ANZ Tennis Hot Shots players won the chance to meet Roger Federer from more than 3000 entries.

Other highlights of the Australian summer of tennis included:

- > 1423 registered ANZ Tennis Hot Shots kids participated in on-court demonstrations prior to Australian Open and Emirates Australian Open Series event matches.
- > 67 ANZ Tennis Hot Shots kids participated in the coin toss before Australian Open main draw matches.
- > More than 12,000 visitors – including special guests such as Bernard Tomic, Alicia Molik and Australian cricketer Steve Smith – played ANZ Tennis Hot Shots on mini courts at Australian Open 2015.
- > More than 30,000 people entered the ANZ Tennis Hot Shots Fan Zone, more than 8000 kids having their photo taken at the ANZ Tennis Hot Shots media wall.

ANZ Tennis Hot Shots additional benefits

ANZ Tennis Hot Shot of the Year

Trent Jacob (TJ) Gordon, from Umina in NSW, was named ANZ Tennis Hot Shot of the Year 2014 at Australian Open 2015. For winning the accolade, nine-year-old TJ enjoyed the opportunity to hit with Australian Fed Cup captain and ANZ Tennis Hot Shots Ambassador Alicia Molik with three friends at Umina Tennis Club, plus a year's worth of free coaching.

TJ was one of 12 finalists who attended the official ANZ Tennis Hot Shot of the Year awards night at Melbourne Zoo and enjoyed a behind-the-scenes experience at Melbourne Park, including a hit on Rod Laver Arena, during Australian Open 2015.



TRENT (TJ) GORDON, WITH ALICIA MOLIK, WAS NAMED ANZ TENNIS HOT SHOT OF THE YEAR.

● PARTICIPATION

“BIG EXPERIENCE FOR LITTLE ANNA”

“HE TOLD ME TO KEEP SMILING, NO MATTER WHAT!” – EIGHT-YEAR-OLD ANNA BISHOP, WHO FEATURED IN AN ANZ MARKETING CAMPAIGN WITH WORLD NO.1 NOVAK DJOKOVIC

Alicia Molik visits Moree Tennis Club

Moree Tennis Club was recognised for its commitment to introducing kids to tennis, as the largest Community Play club in 2014. Its prize was a special visit from Alicia Molik, who spent two days in Moree where she ran a session for local ANZ Tennis Hot Shots participants and visited local schools to further promote the program.

Thanks to ANZ, 18,975 prep students linked to the National School Partnership Program were provided with their first tennis racquet. Eight of the schools that received racquets also had a visit from John Fitzgerald, Todd Woodbridge or Alicia Molik to help launch their program.

Anna Bishop

Eight-year-old Anna Bishop, from Gunnedah in NSW, was selected from the 12 ANZ Tennis Hot Shot of the Year nominees to feature in a special ANZ marketing campaign. Anna also took to the court with world No.1 and five-time Australian Open men's champion Novak Djokovic and featured in the trophy presentation to Australian Open women's champion Serena Williams, generating tremendous exposure for ANZ Tennis Hot Shots.

CARDIO TENNIS

More than 562 registered deliverers offered Cardio Tennis to 5740 registered participants in 2014-2015.

A highlight included a national pilot for the delivery of a Cardio Tennis Fitness Challenge. Encompassing more than 25 deliverers, more than 500 participants took part in the six-week pilot, with one in three continuing with Cardio Tennis on completion. The Fitness Challenge will be officially launched to all Cardio Tennis deliverers across Australia in October 2015.

Helped by 12 deliverers and more than 120 participants, Cardio Tennis was also showcased to an estimated 30,000 Australian Open spectators through demonstrations at Margaret Court Arena.



A CAMPAIGN FEATURING ANNA BISHOP AND NOVAK DJOKOVIC GENERATED TREMENDOUS EXPOSURE FOR ANZ TENNIS HOT SHOTS.

COACHES

Coach Membership

Professional development, networking opportunities and business growth are among the many benefits for the 3387 coaches registered to Tennis Australia's Coach Membership program. For a second year, Tennis New Zealand's 189 coaches were also part of the Coach Membership program.

Coach education

Tennis Australia delivers a range of coaching courses and qualifications to current and prospective coaches. The 111 courses delivered to 1377 participants nationally included Intro to ANZ Tennis Hot Shots, Community Coaching, Junior Development, Club Professional, Master Club Professional and High Performance, along with Recognition of Current Competence.

The eighth annual Australian Grand Slam® Coaches' Conference featured presentations from Nick Bollettieri, Paul Annacone, Mats Merkel, Roger Rasheed and other educators. More than 340 coaches and industry professionals from 10 countries attended the four-day conference staged before Australian Open 2015.

A TOTAL OF 674 ATHLETES AND 171 PRIVATE COACHES PARTICIPATED IN 23 SUPER 10s SEASONS, WHICH CULMINATED WITH THE SUPER 10s NATIONAL FINALS HELD DURING AUSTRALIAN OPEN 2015

PROJECT TALENT

Talent Development coaches

Tennis Australia recognised 125 Talent Development coaches for their ongoing commitment and specialisation in developing players aged 12 years and younger. As part of the ongoing support to this group of coaches, 45 travel grants were distributed (AUD\$51,250) to assist in attending nationals and state championships. Additionally, 10 coaches shared a total of AUD\$44,000 in funding as recognition of exceptional athlete results achieved in the past year. Tennis Australia's four Talent Development Coach Mentors – Ian Barclay, Bill Bowrey, Rob Kilderry and Gary Stickler – continued to share their wealth of experience and support the Talent Development Coaches.



THE NATIONAL SUPER 10s COMPETITION PROMOTES TEAMWORK AND A CULTURE OF FAIR PLAY.

Super 10s & Super 12s

The national Super 10s competition provides 10/u athletes with a culture of fair play, promoting teamwork among young athletes. A total of 674 athletes and 171 private coaches participated in 23 Super 10s seasons, which culminated with the Super 10s National Finals held during Australian Open 2015. A group of Australian professional players welcomed the Super 10s National Finals participants to the five-day competition at the National Tennis Centre, in which 64 athletes and 16 Team Managers participated.

Building on the attributes of teamwork, hard work, competitiveness and sportsmanship fostered in Super 10s, Super 12s applies the same principles for athletes. In a total of nine seasons across the country, 260 players and 42 coaches participated in Super 12s.

Talent Development camps

Thirty-three Talent Development camps were held across Australia, with 978 athletes and 263 private coaches participating. These camps offered players, parents and private coaches exposure to an environment specialising in developing junior players.

CLUBS

Access to tennis

Tennis is committed to making clubs accessible, as well as helping people connect with the various communities associated with clubs and centres across Australia. Tennis finished 2014–2015 with 276,075 club members, which is 64,000 more players than in the previous year. The continued evolution of Affiliation Reform for Tennis Victoria, Tennis ACT, Tennis West and Tennis Tasmania was central to this result.

To further enhance access to tennis, an online court booking project was initiated in November 2014 culminating in the Book a Court program, which aims to allow casual players to book courts and play tennis anywhere in Australia.

HIGHLIGHTS

STRATEGIC INNOVATIONS

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS & FACILITIES

04

COMMERCIAL

05

MEDIA & COMMUNICATIONS

06

PEOPLE & BUSINESS SERVICES

07

FINANCIAL REPORT

● PARTICIPATION

“CONNECTING LOCAL COMMUNITIES”



80K
AO TENNIS BLITZ
EXPERIENCES
CREATED

6.7 m
PEOPLE REACHED
DURING THE AO
TENNIS BLITZ

THE AO TENNIS BLITZ VISITS CASINO IN NSW.

TennisConnect

The TennisConnect project was launched in October 2014 with a focus on building and consolidating the database of tennis participants. The project filtered the registered player database and raised the quality of data and reporting outcomes. Over a seven-month period more than 167,000 players verified their data and confirmed their primary place of play. The project rewarded stakeholders for taking part in the project and invested AUD\$1.67 million into Member Associations and local clubs, schools and coaches.

ONE Team Participation workshop

The annual Participation workshop was held at Melbourne Park in July 2014, introducing representatives from all Member Associations to the Participation story with an emphasis on five key focus areas: ANZ Tennis Hot Shots, Schools, Competitions, Clubs and Coaches.

AO TENNIS BLITZ

The AO Tennis Blitz, comprising five campaigns aimed to make tennis top of mind and give people a reason to pick up a racquet, connected local communities with the game while linking back to the Australian Open. Through these five campaigns the AO Tennis Blitz created 80,000 tennis experiences. This included more than 6.7 million people.

- > 34,000 people had a tennis experience at 254 club open days
- > 23,100 people had a tennis experience at THE GREAT TENNIS-TACULAR events
- > 9600 school children had a tennis experience with school tennis days
- > 500 people played in the first ever largest mixed doubles Win a Wildcard event
- > 13,000 people played and 1.7 million page views of the online game Hit the Target.

Australian Open player engagement

The AO Tennis Blitz was successfully integrated through Australian Open 2015 with a reach of 2.3 million*, AUD\$197,000 in exposure value and 5227 social media interactions during the three weeks of the Australian Open. The town of Kendall was cheering for Novak Djokovic and was consequently the AO Tennis Blitz men's champion for 2015, while Casino was cheering for Serena Williams and became AO Tennis Blitz women's champion for 2015.

*iSentia

The 128 players in the men's and the women's draw (256 towns) were allocated as follows:

STATE	Players
ACT	5
NSW	37
NT	5
Qld	31
SA	17
Tas.	10
Vic.	113
WA	38
TOTAL	256

35+ SENIORS

Australia enjoyed success at the ITF Super Seniors World Championships staged in Turkey in October 2014, with the Men's 75+ team (Bob Howes, Bruce Rehn, John Mansfield and Don Biddle) claiming the Bitsy Grant Cup and five other teams winning bronze medals. Australia also won seven gold medals in the individual championships (Kerry Ballard 65+ women's doubles, Don Biddle 75+ men's doubles and mixed doubles, Nola Collins 75+ women's doubles and mixed doubles, Max Byrne 80+ mixed doubles, Doug Corbett 85+ mixed doubles).

Tennis Seniors Australia conducts tournaments and competitions for players aged 35 and over. In January, the Australian National Teams Carnival was held in Canberra, with 100 teams and 600 players participating. The Australian National Individual Championships were held shortly after with 280 players competing.

Australia finished with eight gold medals at the ITF Seniors in La Baule, France. Ros Balodis and Glenn Busby claimed singles victories, with other gold medals awarded to Leanne Swaysland, winner of the 55+ women's doubles with Ros Balodis, Brenda Foster in the 50+ women's doubles, Eddie Myers winner of the 55+ mixed doubles with Leanne Scott, and Lyn Mortimer in the 60+ women's doubles.

The Australian 60s men's team (Andrew Rae, Wayne Pascoe, Michael Collins and Colin Holgate) won the ITF World Championships Von Cramm Cup. Chris O'Mara carried the flag in Ali Bey Turkey winning gold medals in the 45+ men's doubles and mixed doubles.

COMPETITIONS

Competitions allow participants to play socially through innovative formats. The priorities are FAST4 Tennis; ANZ Tennis Hot Shots Leagues (integrating Super 10s); Leagues Structure (inclusive of junior, adult and Asia-Pacific Tennis Leagues) and School Competitions.

There were 153 competition providers using Competition Planner and 79,078 unique players who played a match from 1 July 2014. All players have been processed in the rating system.

FAST4 Tennis rules:

FAST4 Tennis is Tennis Australia's new team-based competition designed to fit into busy schedules. While the fundamentals of the sport are unchanged, innovative rules ensure matches are competitive, exciting and can be played within a short period of time by players of all abilities.

- > Play lets
- > No ad scoring
- > Tiebreaker at three games all
- > First to four games wins.

FAST4 Tennis was globally launched in Sydney with "One Night with Roger Federer & Lleyton Hewitt".

FAST4 Tennis was further showcased via:

- > "The Summer Set" with Rafael Nadal playing Omar Jasika, Mark Philippoussis and Fernando Verdasco
- > John McEnroe v Pat Rafter at Apia International Sydney
- > Men's doubles and legends at the World Tennis Challenge, Adelaide
- > Legends events, Apia International Sydney and Australian Open 2015.

Asia-Pacific Tennis League (ATL)

The ATL is the pinnacle of domestic team-based competition. Sixteen teams participated in the ATL Play-offs, with 108 participants from 13 countries competing for AUD\$110,000 prize money. The Brisbane Chargers won the men's event and Bayside Thunder won the women's event.

Win a Wildcard

The Win A Wildcard competition was held for the first time and showcased FAST4 Tennis, with A Grade winners Masa Jovanovic and Sam Thompson competing at Australian Open 2015 against eventual champions Martina Hingis and Leander Paes. Nine pairs attended the Australian Open for the National B Grade final, competing against each other for top honours.

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

● PERFORMANCE

TENNIS AUSTRALIA PROVIDES PROFESSIONAL TRAINING PROGRAMS AND SERVICES FOR ITS PLAYERS



AUSTRALIANS COMPETED IN THE WIMBLEDON MAIN DRAW



AUSTRALIANS RANKED INSIDE THE WORLD'S TOP 100

With Pat Rafter effective in his role as Performance Director, the Performance group created a new leadership team.

The new Performance Leadership Team consists of:

- > Pat Rafter, Performance Director
- > Anna Caple, General Manager, Performance
- > Wally Masur, Davis Cup Captain
- > Josh Eagle, Davis Cup Coach/Head of Professional Men's Tennis
- > Alicia Molik, Fed Cup Captain
- > Nicole Pratt, Fed Cup Coach/Head of Professional Women's Tennis

This group, which also receives ongoing consultation and guidance from Paul Annacone, developed the Tennis Australia Performance Vision and Strategy.

Vision

To create 'opportunities' within pathways to enable athletes to compete:

- > with a great attitude
- > within a healthy culture
- > at their very best
- > with the very best in professional tennis.

The ultimate aim is to have top ranked players, Grand Slam® winners and world No.1 players who embody the culture and values of Australia.

THE PERFORMANCE LEADERSHIP TEAM HAS CONTINUED DEFINING THE FRAMEWORK OF OUR PERFORMANCE PATHWAY IN LINE WITH A RE-CHARGED PHILOSOPHY BASED ON AN INCLUSIVE, RESPECTFUL AND 'WHOLE ATHLETE' APPROACH

Strategy

We will achieve this through:

- > creating world-class National Academy (NA) environments that encourage hard work, dedication, discipline, healthy competition, respect and fun
- > ensuring an inclusive environment for younger athletes (10-15 birth year) to join their National Academy squad, partnering with private coaches, schools and regional bases and encouraging peer groups to push each other to new heights
- > helping our athletes to mature as young adults with their peers by attending school until Year 12 if possible
- > ensuring athletes embody our values of Compete, Commit and Respect unconditionally.

In addition to the creation of our Vision and Strategy, a review has taken place of the existing pathway and funding model.

The Performance Leadership Team has continued defining the framework of our performance pathway in line with a re-charged philosophy based on an inclusive, respectful and 'whole athlete' approach.



SAM GROTH MADE HIS TOP 100 DEBUT TO BECOME ONE OF 10 AUSTRALIANS IN THAT UPPER ECHELON.

A key highlight is the implementation of a strengthened Talent Development function within each of the National Academies. Primarily responsible for fuelling the National Academy environments with future talent, the Talent Development group will build strong relationships with key private coaches and operators by developing a solid understanding of the needs of coaches and players in their state.

At the close of the 2014–2015 financial year, key Performance highlights included:

- > five Australian men and five women currently ranked inside the world's top 100
- > eight Australians currently ranked inside the world's top 200 have hit career-high rankings in 2015: Bernard Tomic (No.24), Nick Kyrgios (No.25), Sam Groth (No.66), Thanasi Kokkinakis (No.69), James Duckworth (No.82), John Millman (No.118), Luke Saville (No.152) and Daria Gavrilova (No.41)
- > eleven Australians advanced to the second round of Australian Open 2015, the highest number since 2003, with Nick Kyrgios storming to the quarterfinals
- > six Australians advanced to the second round at Roland Garros, the nation's best start to the tournament in five years
- > three Australian men – Kokkinakis, Kyrgios and Tomic – won through the first round at Roland Garros for the first time since 2002, when Wayne Arthurs, Lleyton Hewitt and Mark Philippoussis all advanced
- > sixteen Australians competed in the Wimbledon main draw, the most since 2000 when there were 14 Aussies in action.

Developmental Tennis

The National Academies (NAs) are Tennis Australia's high performance environments that offer a comprehensive tennis training program to allow athletes to reach their full potential, with the ultimate vision of producing Grand Slam® champions we are proud of.

Through world-class coaching, sport science and medicine, Tennis Australia fosters successful professional athletic performance.

The NAs in Melbourne, Sydney, Brisbane, Perth, Adelaide, Canberra and Hobart have 57 athletes (seven of whom are wheelchair players) who variously fulfil the performance standards based on ranking, results and participation and who have the ambition to become professional tennis players. The benefits offered to NA athletes vary depending on whether the athletes are Full or Wildcard scholarship holders but include:

- > coaching, training, physical performance, and other sport science and medical support
- > access to NA training environments and related activities
- > New Balance apparel and footwear
- > access to professional team management via a Tour Coach and/or Tour Manager while on official Tennis Australia tours
- > travel subsidies when travelling to tournaments on an approved schedule.

Athletes achieve Full scholarship status by meeting the Athlete Development Criteria. Athletes may also receive a Wildcard into the NA upon selection by the National Head Coach. For athletes to maintain their position within the NA, they are required to meet standards relating to performance, behaviour and attitude. All junior players attending the NA must participate in schooling, as recognised by the education department in their respective state.

National Academies: Full, Wildcard and Wheelchair scholarship numbers

STATE	FULL	WILDCARD	WHEELCHAIR
VIC	11	9	3
TAS	1	1	
WA		3	
SA	2	4	
ACT		3	
NSW	3	7	4
QLD	7	6	
TOTAL	24	33	7

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

● PERFORMANCE

THE JUNIOR FED CUP TEAM FINISHED SEVENTH IN THE FINALS



AUSTRALIA'S JUNIOR DAVIS AND FED CUP TEAMS.

Junior Davis Cup and Junior Fed Cup teams

In 2014 the Junior Fed Cup team finished in seventh position in the finals. The team consisted of Destanee Aiava, Kimberly Birrell and Seone Mendez. The boys' team did not qualify for the finals.

At the qualifying event in April 2015, held in Shepparton Vic, the girls' team consisting of Destanee Aiava, Seone Mendez and Jaimee Fourlis qualified in top spot, securing their place in the finals. The boys' team consisting of Alex De Minaur, Blake Ellis and Matthew Romios, also secured a spot in the finals, which are to be held in Madrid, Spain in September.

ITF World Junior teams

At the 2014 World Junior teams Finals in Prostějov, Czech Republic the girls' team consisting of Destanee Aiava, Jeanette Lin and Gabriela Ruffels finished in fourth place.

The boys' team competing at the 2015 qualifying event held in Kuching, Malaysia consisted of Rinky Hijikata, Tristan Schoolkate and Dane Sweeney. The team successfully qualified for the finals after finishing in third place. The girls' team consisting of Olivia Gadecki, Amber Marshal and Isabella Ryles finished in seventh place.

Professional Tennis

Player highlights for the 2014–2015 period included:

- > **Bernard Tomic** was the winner of the Claro Open in Colombia, made the final 16 of Australian Open 2015 and made the quarterfinals or better of six events in early 2015
- > **Nick Kyrgios** was a quarterfinalist at Australian Open 2015, reached the Estoril final and defeated Roger Federer in the Madrid Masters
- > **Sam Groth** was a quarterfinalist at the Brisbane International, reached the Australian Open third round and won the 2015 Aegon Manchester Trophy event
- > **Thanasi Kokkinakis** entered the top 100 in May 2015 after winning the Bordeaux Challenger and demonstrating all-round consistency that featured a fourth round run at Indian Wells
- > **James Duckworth** was the Charlottesville Challenger champion in October 2014 and a finalist at the Kolkata India Challenger in May 2015
- > **Sam Stosur** defended her Osaka singles title in October 2014 and claimed her eighth career title at Strasbourg in May 2015
- > **Casey Dellacqua** teamed with Yaroslava Shvedova to win the Madrid doubles title and reach the Roland Garros final. She achieved her best US Open result, reaching the fourth round.

CASEY DELLACQUA.

CASEY DELLACQUA ACHIEVED HER BEST US OPEN RESULT



HIGHLIGHTS

STRATEGIC
INNOVATIONS

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

THANASI KOKKINAKIS AND NICK KYRGIOS ADDED TO EARLY CAREER MILESTONES WITH SUCCESS IN DAVIS CUP.

Davis Cup

The Davis Cup squad includes:

- > Lleyton Hewitt
- > Marinko Matosevic
- > Nick Kyrgios
- > Thanasi Kokkinakis
- > Chris Guccione
- > Bernard Tomic
- > Matt Ebden
- > Sam Groth
- > John Millman
- > James Duckworth

The Davis Cup coaches include:

- Wally Masur > Davis Cup Captain
- Tony Roche > Davis Cup Coach
- Josh Eagle > Davis Cup Coach
- Ben Mathias > Davis Cup Squad Coach

DAVIS CUP 2014-2015 RESULTS

World Group Play-off

- September 2014
- Australia d Uzbekistan 5-0, Perth, Australia
- Nick Kyrgios d Denis Istomin 6-4 7-5 6-4
- Lleyton Hewitt d Farrukh Dustov 6-4 6-4 6-2
- Chris Guccione / Lleyton Hewitt d Farrukh Dustov / Denis Istomin 6-3 7-6(5) 6-2
- Sam Groth d Temur Ismailov 6-3 6-2
- Nick Kyrgios d Sanjar Fayziev 6-1 6-1

World Group 1st Round

- March 2015
- Australia d Czech Republic 3-2, Ostrava, Czech Republic
- Thanasi Kokkinakis d Lukas Rosol 4-6 2-6 7-5 7-5 6-3
- Bernard Tomic d Jiri Vesely 6-4 6-3 7-6(5)
- Adam Pavlasek / Jiri Vesely d Sam Groth / Lleyton Hewitt 1-6 7-6(2) 3-6 7-6(4) 6-2
- Bernard Tomic d Lukas Rosol 7-6(4) 6-3 7-6(5)
- Jan Mertl d Sam Groth 6-3 6-2

Fed Cup

The Fed Cup squad includes:

- > Sam Stosur
- > Casey Dellacqua
- > Jarmila Gajdosova
- > Olivia Rogowska
- > Storm Sanders

The Fed Cup coaches include:

- Alicia Molik > Fed Cup Captain
- Nicole Pratt > Fed Cup Coach
- Shannon Nettle > Fed Cup Squad Coach
- Chris Johnstone > Fed Cup Squad Coach
- David Taylor > Fed Cup Squad Coach

FED CUP 2014-2015 RESULTS

World Group

- February 2015
- Germany d Australia 4-1, Stuttgart, Germany
- Jarmila Gajdosova d Angelique Kerber 4-6 6-2 6-4
- Andrea Petkovic d Sam Stosur 6-4 3-6 12-10
- Angelique Kerber d Sam Stosur 6-2 6-4
- Andrea Petkovic d Jarmila Gajdosova 6-3 3-6 8-6
- Julia Goerges / Sabine Lisicki d Casey Dellacqua / Olivia Rogowska 6-7(2) 7-6(7) (10-6)

World Group Play-off

- April 2015
- Netherlands d Australia 4-1, 's-Hertogenbosch, Netherlands
- Kiki Bertens d Jarmila Gajdosova 6-1 6-3
- Casey Dellacqua d Arantxa Rus 7-5 6-3
- Kiki Bertens d Casey Dellacqua 6-2 6-3
- Arantxa Rus d Jarmila Gajdosova 0-6 7-5 7-5
- Richel Hogenkamp / Michaella Krajicek d Casey Dellacqua / Olivia Rogowska 6-2 7-6(3)

● PERFORMANCE

ADAM KELLERMAN WON THE AUSTRALIAN WILDCARD PLAY-OFF...

Wheelchair player highlights

Adam Kellerman won the Australian Wildcard Play-Off and was in the main draw of the 2015 Australian Wheelchair Open Championships. He was the singles runner-up at the Plock Orlen Polish Open (ITF2) and the winner at the VINCI Wheelchair Czech Open (ITF2) in June 2015 returning to his career-high No.12 ranking.

Dylan Alcott won six of his last eight tournaments; Nottingham 2014, Brisbane, Sydney and his first Grand Slam® at the Australian Open (quad division) 2015 and went on to win Pensacola and Japan in 2015 to reach a career-high No.2 ranking.

Sarah Calati represented Australia at the 2015 World Team Cup as the No.1 player and was runner-up in the Slovak Open (ITF3) in late 2015 to reach a ranking of 36.

Sports awards

Adam Kellerman won the Most Outstanding Athlete with a Disability at the Newcombe Medal in December 2014.

At Australian Open 2015, David Hall (OAM) was inducted into the Australian Tennis Hall of Fame in recognition of a record-breaking career that included the world No.1 ranking in singles and doubles, six Paralympic medals (including Gold at Sydney in 2000) and nine Australian Open titles.

High Performance services

Tennis Australia's sport science and medicine team comprises 15 full-time and multiple part-time staff who deliver medical, physiotherapy, strength and conditioning, psychology, nutrition, education and performance analysis support to players in the athlete development pathway in Australia and while travelling overseas.

DAVID HALL WAS INDUCTED INTO THE AUSTRALIAN TENNIS HALL OF FAME.



DYLAN ALCOTT CELEBRATED HIS TITLE WIN AT AUSTRALIAN OPEN 2015.

TENNIS AUSTRALIA'S SPORT SCIENCE AND MEDICINE TEAM COMPRISES 15 FULL-TIME AND MULTIPLE PART-TIME STAFF WHO DELIVER ... TO PLAYERS IN ITS ATHLETE DEVELOPMENT PATHWAY IN AUSTRALIA AND WHILE TRAVELLING OVERSEAS.

HIGHLIGHTS

STRATEGIC
INNOVATIONS

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

PAST AND PRESENT AUSTRALIAN PLAYERS GATHERED FOR THE NEWCOMBE MEDAL, AUSTRALIAN TENNIS AWARDS.

Newcombe Medal, Australian Tennis Awards

The Newcombe Medal is the premier award presented on a night that recognises players, coaches, clubs, communities, volunteers and officials for services to tennis. The awards ceremony has been held annually since 2010.

In 2014 the celebrations also featured a tribute to Australia's 1974 Fed Cup team, commemorating the 40th anniversary of its title win.

Newcombe Medal

Nick Kyrgios – Canberra, ACT

President's Spirit of Tennis Award

Carol Langsford – Collaroy Beach, NSW

Female Junior Athlete of the Year

Destanee Aiava – Narre Warren, Vic.

Male Junior Athlete of the Year

Thanasi Kokkinakis – North Adelaide, SA

Coaching Excellence – Club

Craig Louis – Gunnedah, NSW

Coaching Excellence – ANZ Tennis Hot Shots

Tim Connelly – Newport, Vic.

Coaching Excellence – Talent Development

Graeme Brimblecombe – Graceville East, Qld

Coaching Excellence – High Performance

Shannon Nettle – Mordialloc, Vic.

Most Outstanding Club

Morningside Tennis Centre (Queensland Catholic Lawn Tennis Association) – Morningside, Qld

Most Outstanding School

Parkes Public School – Parkes, NSW

Most Outstanding Tennis Community

Tennis Knox – Wantirna South, Vic.

Most Outstanding Professional Tournament

Hutchinson Builders Toowoomba International – Toowoomba, Qld

Most Outstanding Australian Ranking Tournament

McDonald's Bendigo Classic – Bendigo, Vic.

Excellence in Officiating

Tom Sweeney – Benalla, Vic.

Most Outstanding 35+ Tennis Senior

Ros Balodis – Flynn, ACT

Most Outstanding Athlete with a Disability

Adam Kellerman – St Ives, NSW

Volunteer Achievement Award

Wendy Hudson – Laurieton, NSW

● **EVENTS & FACILITIES**

**TENNIS AUSTRALIA STAGES
WORLD-CLASS EVENTS
AND INVESTS MILLIONS IN
TENNIS FACILITIES**



**INCREASE FROM 2014 OF
15% FOR FIRST ROUND
AUSTRALIAN OPEN LOSERS**

Australian Open 2015

Top seeds Novak Djokovic and Serena Williams achieved historic milestones with their respective victories at Australian Open 2015. Djokovic's 7-6(5) 6-7(4) 6-3 6-0 victory over Andy Murray in the final made him the first man in the Open Era to claim five Australian Opens. Serena defeated Maria Sharapova 6-3 7-6(5) for a record sixth victory at Melbourne Park.

Prize money

Prize money increased to an unprecedented high of AUD\$40 million, with the men's and women's singles champion each receiving AUD\$3.1 million. First round losers were awarded AUD\$34,500.

Player experience

With player experience firmly at front of mind, the Player Café and Lounge spaces increased considerably in size, with daily activities scheduled within these areas for entertainment. The implementation of a 'Heat Advice Indicator' helped inform and prepare players for matches.

Record fans and top facilities

The record 703,899 fans who attended Australian Open 2015 – smashing the previous high of 686,006 set in 2012 – enjoyed stunning new facilities, along with a plethora of activities and attractions:

- > ground pass holders were allowed entry into Hisense Arena where the atmosphere was amplified by the scheduled presence of a number of Australian players in the first week
- > the world's fastest-closing roof at Margaret Court Arena was fully operational, making the Australian Open the only Grand Slam® with three retractable roofs and effectively weatherproofing the event
- > Grand Slam® Oval, sponsor activations, the Garden Square hub and other attractions were well supported off the court, providing the opportunity for fans to extend their tennis entertainment experience



**PRIZE MONEY
FOR EACH
OF THE THE
AUSTRALIAN
OPEN
CHAMPIONS**

AUSTRALIAN OPEN CHAMPIONS SERENA WILLIAMS AND NOVAK DJOKOVIC SET NEW RECORDS AT MELBOURNE PARK.

Emirates Australian Open Series 2015

Apia International Sydney 2015

The men's final between Viktor Troicki and Mikhail Kukushkin marked the first ever meeting between two qualifiers in an ATP final. The sell-out crowd – the largest at Sydney Olympic Park since the Olympics – also saw a warm-up FAST4 Tennis match between John McEnroe and Patrick Rafter. In 2015, twilight sessions were successfully implemented with the addition of new LED lighting on show courts, while the full integration of the wheelchair event ensured Sydney leads the way in the global development of wheelchair tennis.



THE COMPLETION OF MARGARET COURT ARENA ADDED TO THE WORLD-CLASS FACILITIES ENJOYED BY PLAYERS AND FANS AT THE AUSTRALIAN OPEN.

Apia International Sydney 2015 winners

Men's singles: Viktor Troicki (SRB) d Mikhail Kukushkin (KAZ) 6-2 6-3

Women's singles: [2] Petra Kvitova (CZE) d Karolina Pliskova (CZE) 7-6(5) 7-6(6)

Men's doubles: Rohan Bopanna (IND) / Daniel Nestor (CAN) d Jean-Julien Rojer (NED) / Horia Tecau (ROU) 6-4 7-6(4)

Women's doubles: Bethanie Mattek-Sands (USA) / Sania Mirza (IND) d Racquel Kops-Jones (USA) / Abigail Spears (USA) 6-3 6-3

Sydney Wheelchair winners:

Men

Singles: [1] Shingo Kunieda (JPN) d [7] Joachim Gerard (BEL) 6-2 6-2

Doubles: Shingo. Kunieda (JPN) / Stephane Houdet (FRA) d Satoshi Saida (JPN) / Takashi Sanada (JPN) 6-0 6-0

Women

Singles: [1] Yui Kamiji (JPN) d [2] Jiske Griffioen (NED) 6-4 2-6 7-5

Doubles: Jiske Griffioen (NED) / Aniek Van Koot (NED) d Yui Kamiji (JPN) / Jordanne Whiley (GBR) 6-4 1-6 6-4

Brisbane International 2015

Fans received outstanding value for money as six of the world's top 11 men and four of the top 10 women contested Brisbane International 2015, where top seeds Roger Federer and Maria Sharapova were crowned champions. In defeating Milos Raonic to claim his 83rd career title, Federer also recorded his 1000th ATP match win – a significant milestone that provided increased exposure for the event, Brisbane and Queensland.

Brisbane International 2015 winners:

Men's singles: [1] Roger Federer (SUI) d [3] Milos Raonic (CAN) 6-4 6-7(2) 6-4

Women's singles: [1] Maria Sharapova (RUS) d [2] Ana Ivanovic (SRB) 6-7(4) 6-3 6-3

Men's doubles: Jamie Murray (GBR) / John Peers (AUS) d Alex Dolgoplov (UKR) / Kei Nishikori (JPN) 6-3 7-6(4)

Women's doubles: Martina Hingis (SUI) / Sabine Lisicki (GER) d Caroline Garcia (FRA) / Katarina Srebotnik (SLO) 6-2 7-5

Hobart International 2015

Local favourite Casey Dellacqua headlined an event featuring 23 of the world's top 60 players, with popular Heather Watson becoming the champion. The addition of Emirates and Woolworths lifted the tournament's corporate profile.

Hobart International 2015 winners:

Women's singles: Heather Watson (GBR) d Madison Brengle (USA) 6-3 6-4

Women's doubles: Kiki Bertens (NED) / Johanna Larsson (SWE) d Vitalia Diatchenko (RUS) / Monica Niculescu (ROU) 7-5 6-3

Hopman Cup 2015

Featuring four top 10 players and nine from the top 20, the Hopman Cup welcomed 95,672 patrons, marking the second-highest attendance in the event's history. Kids tickets were \$10 for all sessions, including the final where Poland defeated USA to become first-time champions.

● EVENTS & FACILITIES

THE RECORD 703,899 FANS WHO ATTENDED AUSTRALIAN OPEN 2015 ENJOYED STUNNING NEW FACILITIES AND A PLETHORA OF ACTIVITIES



DARIA GAVRILOVA CLAIMED A CAREER-HIGH RANKING IN THE MONTHS FOLLOWING HER AUSTRALIAN OPEN PLAY-OFF VICTORY.

Hopman Cup winner:

Poland d USA 2-1

Agnieszka Radwanska (POL) d Serena Williams (USA)
6-4 6-7(3) 6-1

John Isner (USA) d Jerzy Janowicz (POL) 7-6(10) 6-4

Radwanska / Janowicz (POL) d Williams / Isner (USA) 7-5 6-3

Tournaments and Officiating

As part of the restructure of officiating in Australia, Tennis Australia and Tennis Officials Australia signed a memorandum of understanding in March, which constitutes an important milestone and achievement for the advancement of officiating in Australia. The new TA Officiating Membership program will launch on 1 July 2015.

December Showdown

Over 16 days of team and individual events, 1500 matches were contested at Melbourne Park during the annual December Showdown. Incorporating 12/u events and above, the December Showdown culminated with the Australian Open Play-off, where Daria Gavrilova and Jordan Thompson respectively claimed victories to earn direct entry into the Australian Open singles main draws.

Pro Tour

Australian Open 2006 finalist Marcos Baghdatis headlined a new ATP Challenger event in Happy Valley, South Australia, in January, where Ryan Harrison was eventually crowned champion. Another Australian Pro Tour highlight was the combined events at Burnie and Launceston in Tasmania following Australian Open 2015.

Places to Play

National Court Rebate scheme

Assisting member affiliates and local government in the development or upgrade of courts and associated infrastructure, the National Court Rebate scheme supported 105 projects in total for 2014-2015. This generated more than AUD\$62 million in project value and 510 new and resurfaced courts (including 189 ANZ Tennis Hot Shots courts). To date, the National Court Rebate scheme has resulted in more than AUD\$270 million of total project spend from Tennis Australia, councils and project partners around Australia.

HIGHLIGHTS

STRATEGIC
INNOVATIONS

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

THE CLAY COURT DEVELOPMENT PROGRAM SUPPORTS THE MAINTENANCE OF COURTS AROUND THE COUNTRY.

Canberra Tennis Centre

The Canberra Tennis Centre (Lyneham) was transformed in a AUD\$27 million redevelopment, with the facility now boasting eight outdoor Plexipave courts, four indoor Plexipave courts, 12 European clay, four synthetic grass and four ANZ Tennis Hot Shots courts. This exciting redevelopment was a joint collaboration between Tennis Australia, Tennis ACT and the ACT Government.

Clay Court Development

The Clay Court Development program supported the maintenance of 49 courts, including new courts at Mornington (a Pro Tour host venue in March 2015) and Hume, which opened in March 2015.

Tennis World

Building on the success of Tennis World at Melbourne Park and Albert Reserve, where 6000 patrons collectively play tennis at the venues weekly, the business expanded interstate where it has been effectively implemented at Sydney Olympic Park Tennis Centre.

Melbourne Park redevelopment

The Melbourne Park redevelopment project continues to transform Melbourne Park, catering for the growing popularity of the Australian Open. Margaret Court Arena reached practical completion late in 2014, with the new facility fully operational for Australian Open 2015.

Site works for the new eight-storey Administration and Media Building (AMB) commenced directly after Australian Open 2015. This stunning facility will provide new administrative headquarters for Tennis Australia and Melbourne and Olympic Parks, plus a home for media during the Australian Open. Areas of the AMB may be operational for Australian Open 2016 and all works will be completed prior to Australian Open 2017.

Construction for the new footbridge over Batman Avenue, providing a new pedestrian entrance to the precinct and links to the city via Birrarung Marr, will commence after Australian Open 2016. The new bridge will be fully operational and will provide a new ticketed entry to the Australian Open for 2017.



THE CANBERRA TENNIS CENTRE WAS TRANSFORMED IN A AUD\$27 MILLION REDEVELOPMENT.

Refurbishment of Rod Laver Arena will commence after Australian Open 2016, with works to include new food and beverage outlets, an expanded public concourse, a new eastern-facing arena entrance, improved amenities and enhanced player facilities. The Rod Laver Arena upgrade works will continue until 2020.

Sustainability

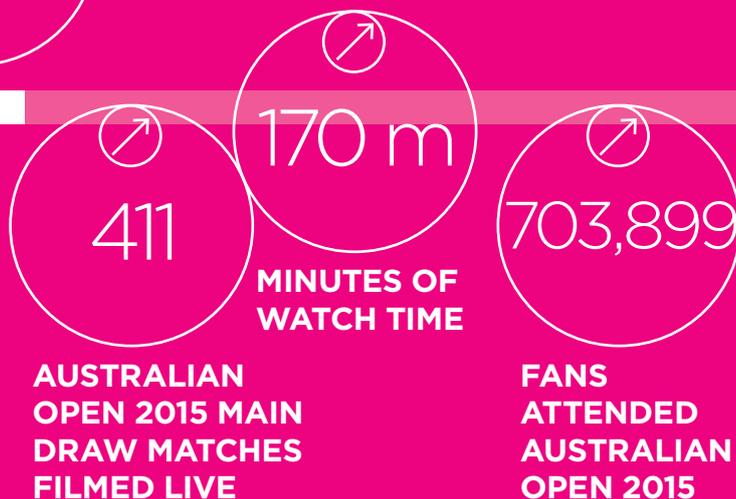
Australian Open 2015



- > The waste management system in place during Australian Open 2015 recycled 84 percent of waste generated. This represented a 36 tonne increase in recycling and four tonne decrease to landfill in comparison to Australian Open 2014
- > The fully commingle compaction system, first introduced by KS Environmental in conjunction with Melbourne and Olympic Parks just over a decade ago, continued to capture and divert large volumes that would otherwise be landfill
- > Various infrastructure, tailored systems, education, training and communications are provided across Melbourne Park to effectively manage the demands of high volume waste streams and a large attendance during the event.

● **COMMERCIAL**

TENNIS AUSTRALIA CONTINUES TO GROW BUSINESS REVENUES TO REINVEST IN THE SPORT



Media Rights

This was the first year of numerous long-term broadcast agreements worldwide, including Channel Seven (Australia), NHK (Japan), CCTV, SMG and iQiyi (China), Fox Sports (South East Asia), Sony Six (India and the sub-continent) and beIN Sports (Middle East and Northern Africa).

A record 369 million television viewers globally watched Australian Open 2015 in more than 200 countries, reaching more than 900 million households daily. Japan alone represented nearly a third of the total audience, while Channel Seven won the ratings every night in Australia. The men's singles final was the second most watched sporting event in the United Kingdom in the week of its broadcast, with 3.3 million viewers on the BBC. The men's final was the most watched event in Serbia, with 1.2 million viewers tuning in on RTS.

For the first time in tennis history, all 411 main draw matches of a Grand Slam® were filmed live at Australian Open 2015. In another first, Channel Seven (Australia), ESPN (all of the Americas) and ausopen.com (in 135 countries) streamed all matches live, generating more than 170 million minutes of watch time or the equivalent of 323 years' worth of Australian Open 2015 coverage viewed in just 14 days.

The global launch of FAST4 Tennis, featuring matches with Roger Federer, Lleyton Hewitt and Rafael Nadal was broadcast live by premium sports broadcasters to more than 180 countries, reaching more than 650 million homes. These included Channel Nine (Australia), Sky (New Zealand), iQiyi (China), Fox Sports (Asia and the Middle East), Sony Six (India and the sub-continent), Eurosport (Europe and Asia-Pacific), Sky Sports (UK and Ireland), SuperSport (Africa), ESPN (all of the Americas), The Tennis Channel (USA) and Televisa Deportes (Central America and the Caribbean).

Marketing Partnerships

Partnerships

Seven new partners joined the Australian Open family in 2015; Emirates, Woolworths, TAC, Canadian Club, Disney, McDonald's and Lindt. Innovation from both new and existing partners was first class, ranging from the TAC People's Court by TAC to the Woolworths Fresh Food Fair, Wolverine-inspired Kia and a Keith Urban hologram rocking out at the ANZ Jam Slam, all of which was captured by the Emirates A380 camera that traversed Grand Slam® Oval taking unique aerial footage.

Over the final days of Australian Open 2015 Disney transformed Hisense Arena into Melbourne's own Disney World, enhancing the experience for families and bringing a little magic to the event.

Compelling content was developed in association with McDonald's to bring the Australian Open Big Mac Legends to life.

Along with new partners joining the family for 2015 the team extended existing partnerships with Medibank, Optus, CPA Australia, Maxxis and K&L Gates.

Merchandise

Australian Open 2015 marked the first year of a five-year agreement with VBM as exclusive licensing agent. A new flagship store opened at Margaret Court Arena and merchandise sales for the event were strong, achieving 7 percent growth. The official Australian Open towel was once again the most sought-after item, with sales close to 25,000 units across the event.

A RECORD 369 MILLION TELEVISION VIEWERS GLOBALLY WATCHED AUSTRALIAN OPEN 2015 IN MORE THAN 200 COUNTRIES, REACHING MORE THAN 900 MILLION HOUSEHOLDS DAILY



OF THE AUSTRALIAN OPEN (ALSO LI NA)



INNOVATION FROM NEW AND EXISTING AUSTRALIAN OPEN SPONSORS, SUCH AS KIA, WAS FIRST CLASS.

Ticketing, Membership and Tour Operators

Australian Open 2015 continued the recent trend of large crowds, with a record 703,899 fans entering the gates at Melbourne Park.

Initiatives introduced for Australian Open 2015 included reserved seating for the new-look Margaret Court Arena and the introduction of dynamic mobile tickets, a first for any major sporting event in Australia. AO Membership numbers continued to increase, helped by the addition of two- and three-year membership options.

A record number of tour operators were appointed across the globe, including new agents in India, China and Japan.

More than one million fans attended Australian Open 2015 and Emirates Australian Open Series, Kids Tennis Day and FAST4 Tennis around the country.



MICHAEL CHANG, TODD WOODBRIDGE AND MARK WOODFORDE PARTICIPATED IN A VIP LEGENDS TENNIS WEEKEND IN CHINA.



DISNEY TRANSFORMED HISENSE ARENA IN THE FINAL DAYS OF THE AUSTRALIAN OPEN.

Asia

In 2015 Tennis Australia introduced several initiatives to more closely connect the Australian Open and key partners with Asian fans on a year-round basis. On the back of Li Na's success in 2014 and a huge viewing audience in China, the cities of Shanghai and Shenzhen were selected as priority markets.

Rafael Nadal and Li Na were introduced as Friends of the Australian Open and launched the Australian Open overseas for the first time, attending events in Shanghai in October generating global media coverage. A partnership was also formed with the Shanghai Rolex Masters.

A strategic calendar of events was successfully executed, including:

- > The Australian Open Wildcard Play-off, distributed to more broadcasters than ever before. More than 100 hours of content were broadcast live
- > A VIP viewing party for the men's singles final, with a live link to champion Novak Djokovic
- > VIP Legends Tennis Weekend with Michael Chang, Todd Woodbridge and Mark Woodforde
- > The "AO Fan Zone" in Shanghai.

HIGHLIGHTS

STRATEGIC INNOVATIONS

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS & FACILITIES

04

COMMERCIAL

05

MEDIA & COMMUNICATIONS

06

PEOPLE & BUSINESS SERVICES

07

FINANCIAL REPORT

● COMMERCIAL

TENNIS AUSTRALIA



AUSTRALIAN OPEN
2015 PARTNERS



HIGHLIGHTS

STRATEGIC INNOVATIONS



EMIRATES AUSTRALIAN OPEN SERIES 2015



World Tennis Championships



Brisbane International



Hopman Cup



APIA International Sydney



Rewarding experience



The straight talking online bank



Das Auto.

Hobart International



01

PARTICIPATION

02

PERFORMANCE

03

EVENTS & FACILITIES

04

COMMERCIAL

05

MEDIA & COMMUNICATIONS

06

PEOPLE & BUSINESS SERVICES

07

FINANCIAL REPORT

● MEDIA & COMMUNICATIONS

PROMOTING TENNIS LOCALLY, NATIONALLY AND THROUGHOUT THE WORLD



AUSTRALIAN
OPEN SOCIAL
MEDIA FANS



TIMES #AUSOPEN
WAS USED
THROUGHOUT THE
AUSTRALIAN OPEN

Digital

ausopen.com and mobile

Coverage in 2015 centered on enriching the user experience by inserting rich media across various platforms, including infographics, sound maps, video, social media highlights, curated data from IBM's live scoring application Slamtracker and AO Radio clips distributed on the popular live streaming platform audioboom, which drew more than 700,000 listeners. The official iPad app included a Video+ feature, showing near-live replays of the action at Rod Laver Arena from multiple camera angles.

The Social Shack received a makeover, becoming the centrepiece of the Garden Square buzz with a sleek studio for player appearances and Twitter takeovers, a Tweet-for-a-treat vending machine, photo opportunities with the Australian Open trophies and the popular #ausopen giant sign. Both the #aoselfie drive, including giant tennis balls at various locations, and Australian Open mosaic, which saw the best Instagram images pieced together to create two giant mosaics, deepened on-site engagement. Later displayed in Margaret Court Arena, the mosaic images generated 9.2 million impressions online.

With a focus on exclusive access, entertaining copy, great visuals and customer service, the Australian Open social media team received plaudits for being world leaders in their field and social media traffic grew by 10 percent to 2.7 million fans across Facebook, Twitter, Instagram, YouTube and Google. The greatest growth was on Instagram, which increased by 37 percent.

The @AustralianOpen account was mentioned more than 500,000 times on Twitter and gained 80,000 new followers, an impressive 33,000 of them coming on the first day of play. The #ausopen hashtag was used 813,000 times by tennis fans around the world.

The Australian Open continued its commitment to share #grandslamlove by passing the baton to the French Open in a fun series extending for 10 days in May. This comprised three short videos and six static postcards tracking the journey of the #ausopen giant ball from the banks of the Yarra River to the Eiffel Tower, where it was greeted by #RG15. Content was shared on Facebook and Twitter.

LATER DISPLAYED IN MARGARET
COURT ARENA, THE MOSAIC
IMAGES GENERATED 9.2 MILLION
IMPRESSIONS ONLINE

Emirates Australian Open Series

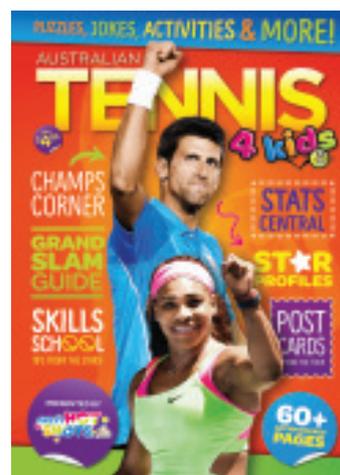
All Emirates Australian Open Series websites, as well as the Tennis World website, became fully responsive. The ANZ Tennis Hot Shots website was relaunched in January with a focus on facilitating registrations and streamlining content.

The Free Tennis Day section of tennis.com.au was upgraded with new functionality, including a secured section to encourage clubs to take part in the wider AO Tennis Blitz campaign to score a player at Australian Open 2015.

The Member Associations began upgrading their sites to the responsive tennis.com.au model, with new designs and targeted content. Tennis NSW was the first to complete its site in July of the new financial year, followed by the other Member Associations.

Publishing

Australian Tennis Magazine maintained subscriber levels on the previous year and digital audience continued to grow, with the *Australian Tennis Magazine* Facebook page interacting with more than 110,000 fans daily.





STAN WAWRINKA'S MEETING WITH GUIDE DOG PUPPIES WAS ONE OF MORE THAN 80 MEDIA OPPORTUNITIES AT AUSTRALIAN OPEN 2015.

The special *ATM 4 Kids* issue grew in prominence, with two editions produced in partnership with the ANZ Tennis Hot Shots team. These were distributed as gifts at Kids Tennis Days throughout Australia and in ANZ Tennis Hot Shots packages. Quality was boosted by an ANZ sponsorship, as well as an exclusive value-add arrangement with Sharpie that saw most issues distributed with a free Sharpie marker.

The *Australian Tennis Magazine* booth at Australian Open 2015 was the most successful yet, helped by a prominent position in Garden Square. Magazine sales and promotions were complemented by book sales and events, with Nick Bollettieri, Rod Laver and Ken Rosewall all popular visitors to the booth to participate in book signings.

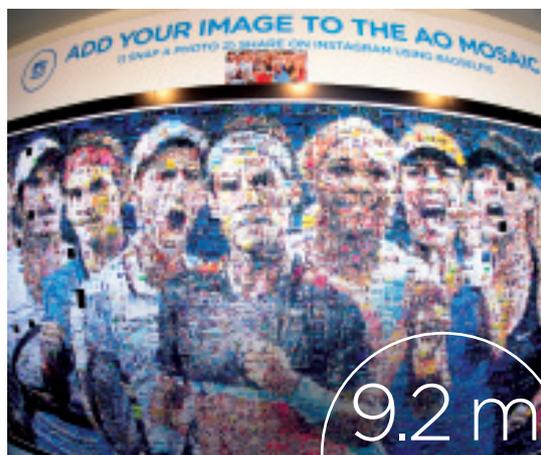
Australian Open program

Sold on site, online and at newsagents nationwide, the *Australian Open program* maintained the sales levels of the previous year. There was a significant upturn in fans purchasing *Australian Open Daily*, the tournament's daily schedule and draw. With sponsorship, this daily publication was increased by eight pages in 2015.

Publicity

The Australian summer of tennis was launched in October 2014 with a takeover of the Melbourne CBD, as giant Australian Open tennis balls appeared to crash land at Federation Square, City Square, Bourke Street Mall and Parliament House. Seven's *Sunrise* program crossed live to the activation and a large media contingent joined the Sports Minister, tennis legend Margaret Court and rising star Nick Kyrgios for a first look at the redeveloped Margaret Court Arena. Rafael Nadal and Li Na took part in official Australian Open launches in China.

These events kicked off a range of activations and promotional opportunities including the AO Tennis Blitz, which continued to generate goodwill in communities throughout the country. The Tennis Cares initiative was successfully launched to coincide with a 24-hour tennis marathon by wheelchair player Dylan Alcott, which received extensive coverage.



THE BEST FAN INSTAGRAM IMAGES WERE PIECED TOGETHER TO CREATE A GIANT AUSTRALIAN OPEN MOSAIC.

IMPRESSIONS

There was also widespread media exposure of the Australian Open Play-off, providing the opportunity to introduce a new generation of Australian players and promote the growing depth of local talent.

A major highlight of the Australian Open lead-in was the launch of FAST4 Tennis with Roger Federer and Lleyton Hewitt. The players participated in a spectacular publicity stunt on Sydney Harbour, complete with speedboat tennis and a blue FAST4 Tennis court on the forecourt of the Sydney Opera House, along with a match at Sydney Entertainment Centre. This was closely followed by Rafael Nadal taking on three opponents in a high-energy FAST4 Tennis showcase to launch Margaret Court Arena prior to Australian Open 2015.

Both events were broadcast on the Nine Network and reached a cumulative domestic audience of more than 22.5 million, with YouTube views of the Sydney Harbour publicity stunt numbering more than 220,000.

During Australian Open 2015, Tennis Australia's PR team successfully serviced more than 680 media (including print, online, photographers and radio) and facilitated more than 80 media opportunities. Highlights included a Lion King flash mob in the Player Café and Rafiki appearing on the roof of Margaret Court Arena, and Novak Djokovic's 'Jam Slam' with a Keith Urban hologram on Grand Slam® Oval.

The Australian Open followed successful activations at Emirates Australian Open Series events. Publicity was maximised at Brisbane International presented by Suncorp, with Roger Federer visiting several Queensland tourist attractions ahead of his 1000th match win in the men's final. In Perth, coverage of the Hopman Cup included Eugenie Bouchard's beach visit, Serena Williams posing with a koala and Andy Murray hitting with local ANZ Tennis Hot Shots participants.

HIGHLIGHTS

STRATEGIC INNOVATIONS

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS & FACILITIES

04

COMMERCIAL

05

MEDIA & COMMUNICATIONS

06

PEOPLE & BUSINESS SERVICES

07

FINANCIAL REPORT

● MEDIA & COMMUNICATIONS

Strong on-court results from local favourites also provided positive coverage for both tournaments and the sport of tennis throughout the Australian summer. After career-best performances from many Australian players at Emirates Australian Open Series events, the Australian Open marked the continued rise of Nick Kyrgios, Thanasi Kokkinakis and others.

Marketing

Australian Open 2015 – Get Closer to the Action

The Get Closer to the Action campaign featured a range of promotions and activations ahead of the summer of tennis, including Australian Open-dressed trams that provided exposure for four months throughout the city, and giant tennis balls that featured in various campaigns and social media activations.

The Get Closer to the Action campaign came to life at Australian Open 2015, with fans queuing daily for photographs with the giant balls. Digital billboards in the CBD were used to promote the daily schedule, proving valuable assets that will be built on in 2016.

Tennis participation was once again promoted during the tournament, with signage and activations inviting patrons to have a hit. Entertainment was also at the forefront. A new, earlier opening time for Grand Slam® Oval on Heineken Day worked well, with a change of music genre proving popular.

Emirates Australian Open Series events marketing campaigns were tailored for individual needs and markets, featuring aspects that made each tournament unique, including city landmarks and key players such as Roger Federer returning to Brisbane and Serena Williams competing at Hopman Cup.

ANZ Tennis Hot Shots campaign

With the ANZ Tennis Hot Shots website relaunched in time for Emirates Australian Open Series events there was a greater efficiency in linking consumers with venues and coaches, and prompt follow-up to ensure they start playing and register to the program. The 151,000 page views on the ANZ Tennis Hot Shots website was a 5 percent increase on the previous year, with visitors viewing more than five pages per session. The new expression of interest functionality has delivered more than 5000 coaching leads.

The relaunched website was complemented by a fully integrated consumer campaign that was launched in January to leverage Australian Open excitement. It was implemented across numerous media channels including TV, radio, print, digital and social media.

TV reach extended to more than 1 million people, achieving the 37 percent target with only 50 percent of budget spend. Integration was particularly strong on Nickelodeon's *Camp Orange* program, where contestants participated in a Slime Serve challenge.

The digital campaign had highly targeted placement on parenting sites such as Kidspot and Mamamia and, with more than 4.6 million impressions overall, the click through rate was 20 percent higher than the industry benchmark. On social media a Jules Lund video on the Today network generated a reach of more than 900,000, 31 percent higher than the standard campaign benchmark.

Production

Throughout the year the Tennis Australia Production team provided content for internal distribution, sponsors and commercial partners while helping to deliver events such as December Showdown, the Australian Open Play-off and Newcombe Medal.

Peak production occurred throughout the Australian summer of tennis. For the second consecutive year, video views across official Australian Open digital platforms exceeded 25 million during the Australian Open. The figures were distributed across ausopen.com, Australian Open mobile/tablet apps, YouTube, Facebook and Twitter channels. The delivery speed of content to official channels increased significantly, with production workflows set up to enable fast and efficient content distribution to all channels.

Sponsor video projects delivered by Tennis Australia Production grew by more than 300 percent year-on-year in January. Projects requiring daily video content delivery included Kia Open Drive, Kia Greatest Fan, the Australian Open Big Mac Legends Interview Series and TAC People's Court.

A daily update video was produced specifically for partners, providing tailored updates on event news and highlights and profiling a different partner's on-site activation each day of the event.

The use of LED ball guard technology on court was expanded during January to encompass Perth's Hopman Cup and FAST4 Tennis exhibition events in Sydney and Melbourne. The content delivery was fully integrated with the in-stadium production teams for the first time, enabling clear lines of communication with the host broadcast team and creating a better overall experience for fans in-stadium and TV viewers at home.

HIGHLIGHTS

STRATEGIC
INNOVATIONS

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

australian open



THE GET CLOSER TO THE ACTION CAMPAIGN CAME TO LIFE WITH FANS AT THE AUSTRALIAN OPEN.

THE AUSTRALIAN OPEN REMAINS THE BIGGEST ANNUAL OUTSIDE BROADCAST IN THE SOUTHERN HEMISPHERE AND 2015 SAW COVERAGE OF MORE MATCHES THAN EVER BEFORE

Broadcast

Delivery of the inaugural Tennis Australia host broadcast at Australian Open 2015 was extremely successful, with happy clients, many positive testimonials and a very impressed domestic broadcaster.

The Australian Open remains the biggest annual outside broadcast in the southern hemisphere and 2015 saw coverage of more Australian Open matches than ever before, including all main draw singles and doubles matches across 16 courts.

It followed the strong delivery of six lead-in broadcast events across the Emirates Australian Open Series – Hopman Cup, Brisbane International presented by Suncorp, Apia International Sydney and Kooyong – and FAST4 Tennis launches in Sydney and Melbourne.

These events provided superb preparation for Australian Open 2015, showcasing continuity in the host broadcast team, facilities and overall coverage delivery. Many broadcasters, including Channel Seven, cited the quality and consistency as the best attribute of the Tennis Australia host broadcast.

The successful broadcast was complemented by the largest and best on-site broadcast compound facilities

ever delivered at the Australian Open and Emirates Australian Open Series events. Builds around the country were centrally coordinated and incorporated upgraded commentary facilities and interview areas.

The depth of the host broadcast operation was highlighted by:

- > seven host broadcast events in four states
- > five separate outside broadcast trucks and more than 63 cameras in use across the Emirates Australian Open Series and FAST4 Tennis launch events
- > sixteen match courts covered during the first week of Australian Open 2015, using more than 104 cameras across the entire host broadcast
- > Remote Production used for the first time at a Grand Slam® on three match courts. Six courts were also covered with Intelligent Production, the most of any Grand Slam®
- > 329 total crew employed at Australian Open 2015, including management, production and technical staff
- > 330 on-site broadcasters at Australian Open 2015, including 10 from the Asia-Pacific region
- > six broadcast studios, two press rooms, three flash interview spaces, five dedicated broadcast interview spaces and 22 commentary booths on-site at Melbourne Park.

89

● PEOPLE & BUSINESS SERVICES

TENNIS AUSTRALIA'S TEAM MEMBERS ARE PASSIONATE AND COMMITTED TO ACHIEVING COMPANY GOALS

4581

PERCENTAGE OF AUSTRALIAN OPEN 2014 STAFF WHO RETURNED FOR 2015

NEW APPLICATIONS FOR AUSTRALIAN OPEN 2015 EMPLOYMENT OPPORTUNITIES

Human Resources

Rewards, recognitions and internal communications

The CEO recognised employees at Company-wide team chats through the Random Acts of Recognition awards program. Awards were presented to staff members who displayed Tennis Australia's values of humility, excellence, teamwork and loyalty. Employees were also recognised for their years of services with Tennis Australia with services awards being presented to staff on milestone years (five, 10, 15 and 20).

Internal communications are now centralised through HR and Company-wide communication is distributed through a tailored email address. Tennis Australia has also implemented a 'no internal email Wednesdays' initiative to increase collaboration and staff engagement.

Performance conversations

During the 2015 Performance and Development Review process, there was an emphasis on the "conversations" to ensure constructive two way communication between staff and their managers. In conjunction with the creation of individual key performance indicators linked to the strategic objectives of the Company, this ensured a higher level of engagement, accountability and focus across the whole organisation.

Professional development

Mischief Motivation Attitude (MMA) continued as Tennis Australia's training provider in 2014–2015. The sessions were energetic and informative, promoting participation and covering a range of topics that helped employees become more skilled, professional and competent operators. This program is supported by online training platform lynda.com, which provides a range of professional courses and allows staff to pursue personal development opportunities through non-work related courses. In addition to these short courses, personalised development plans for selected high performing staff members, along with Tennis Australia's education assistance programs, have further enhanced employees' performance and engagement.

Professional training and development in 2014–2015

Training and Development	People
First Aid	26
Warden Training	12
Present with Passion (Presentation Skills)	26
Lead the Way (Leadership Development)	22
Get in the Go Zone (Time Management)	26
Resilience	17
Knock Knock Who's There (Communication)	9
Win-Win Outcomes	14
How Teams Functions	10
Bring on the Conflict	9
CPR	16
Australian Open Team Leader Training	45
TOTAL	232

Australian Open 2015 staff

The HR team received 4581 new applications for Australian Open 2015 employment opportunities. It is pleasing to report that 89 percent of Australian Open 2014 staff members returned for Australian Open 2015. Work is underway with Melbourne and Olympic Parks and Delaware North Catering to consolidate staff-related activities throughout the Australian Open. These initiatives are aimed at delivering cost savings, higher customer service and an improved patron experience at the event.

Tennis Australia and Member Association Workforce Planning

Tennis Australia embarked on a Workforce Planning project with the Member Associations in early 2015. Meeting with all Member Association CEOs, the objective was to achieve greater alignment, efficiencies and to identify future opportunities and gaps. Alignment of Tennis Australia and Member Associations' organisational structures (titles, teams, etc.) and consistent resourcing models were implemented. This resulted in efficiencies for Member Associations, allowing for resources to be allocated to identified opportunities.

HIGHLIGHTS

STRATEGIC
INNOVATIONS

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

STAFF ENJOYED A "ONE TEAM" FAST4 TENNIS COMPETITION.



TENNIS CARES ASSISTED IN THE REBUILDING OF THE VANUATU TENNIS CLUB.

Community Partnerships

The Community Partnerships team worked with a range of partners throughout the year to promote inclusion and diversity throughout the Company. Ian Goolagong leads an Indigenous Reconciliation Action Plan that promotes relationships, respect and opportunities for Aboriginal and Torres Strait Islanders. Australian Open 2015 was launched with a Welcome to Country ceremony performed by Wurundjeri elder Auntie Joy Murphy. Events that continue to inspire the tennis family, such as the iconic Australian Tennis Championships, remain at the forefront of our inclusion activities.

Australian Tennis Foundation

This year, Tennis Australia and the Australian Tennis Foundation teamed up on the new Tennis Cares initiative. The Tennis Cares projects support people to build stronger communities.

The Tennis Cares projects reflects a diverse range of activities, including:

- > The global launch of the FAST4 Tennis format was activated through Tennis Cares charity events including One Night with Roger Federer and Lleyton Hewitt in Sydney and Rafa's Summer Set in Melbourne. Rafa's Summer Set included prominent friends of tennis, such as former tour player and current Federal Assistant Treasurer Josh Frydenberg.
- > Fundraising for Tennis Cares was established with valued partners ANZ and the #rallyforgood campaign, as well as Moët and Chandon. The #rallyforgood campaign enabled the building of new ANZ Tennis Hot Shots courts at an ACT school.
- > The devastation of Cyclone Pam in Vanuatu affected some of our closest tennis relationships in the Oceania region. The tennis team assisted in the rebuilding of the Vanuatu Tennis Club, along with a AUD\$100,000 Tennis Cares grant
- > In support of Dylan Alcott's successful 24-hour Wheelchair Tennis Challenge, tennis staff helped to raise AUD\$100,000 for Variety-The Children's Charity and Starlight Children's Foundation.

- > A partnership with Reservoir East Primary School was established to install four ANZ Tennis Hot Shots courts and an Indigenous garden. The project was an example of tennis building local community pride. Parents of school children helped at several working bees and continue to be actively engaged in playing on the courts and maintaining the garden.

Health and Wellbeing Day

The annual Health and Wellbeing Day is our way of recognising the importance of promoting sport, healthy eating and good mental health. The day invites staff to participate in a range of activities, engage in sport and attend an expo involving suppliers and other organisations involved in tennis.

Tennis Australia delivered its second Health and Wellbeing Day in March 2015 with more than 150 staff given the opportunity to participate in a range of activities including boxing, Zumba, personal training and massage, as well as attend cooking demonstrations, guest speaker sessions, finance and superannuation talks and immunisation sessions.

Information Technology

Australian Open 2015

Australian Open 2015 saw the extension of precinct Wi-Fi to include Rod Laver Arena and Margaret Court Arena. The Wi-Fi service catered to fans both in-stadium and around the Margaret Court Arena concourse. The project provided a scalable and secure solution to deepen the consumer engagement and fan experience. The Australian Open 2015 Wi-Fi service handled more than 52 terabytes of data traffic, representing an increase of 250 percent on Australian Open 2014.

Players also enjoyed free Wi-Fi hotspots in all official Kia cars. This provided players access to web-based messaging platforms on arrival in Australia, as well as during transit between hotels and Melbourne Park. The aim was to provide a seamless and "always connected" experience for players and their teams.

● PEOPLE & BUSINESS SERVICES

A Media Asset Management (MAM) platform was developed and deployed for Australian Open 2015, with more than 20,000 digital still images uploaded to the cloud-based platform. The MAM is currently a private cloud platform for Tennis Australia internal use only. Planning is also underway to place all video assets into the cloud on the MAM platform in preparation for Australian Open 2016. All assets have associated metadata to ensure they are easily searchable.

Innovation

Introduction of Microsoft Office 365 into the business took place in June 2015. A pilot group will be provided Surface tablets and will be able to work as a mobile workforce using the Office 365 tools. These tools include Office 2013, Skype for Business and OneDrive for Business. The solution is currently a hybrid, with 20 percent of the Tennis Australia workforce using cloud services such as Office 365 and the remainder of the business using on-premise services.

Recognition

The iAwards recognise and honour the achievements of companies at the cutting edge of technology innovation, or who are significantly impacting the community. This year the Tennis Australia IT and Digital team received the Victorian award in the consumer category for its delivery of Australian Open 2015. The award recognised Tennis Australia's continuing drive to deliver fans, players, media and broadcasters an environment to make the most of today's technology advancements. The team delivered a digital platform enabling broadcast, mobile apps and online applications to engage with fans, players, staff, officials, broadcasters and media worldwide.

Business continuity management

In 2014-2015, Tennis Australia IT completed a fully redundant enterprise storage solution which is physically spread across two stadiums connected by a private fibre optic network. The network backbone has the capacity to handle large amounts of data and includes various paths for redundancy. This investment ensures the Australian Open is fully redundant, with very little risk of data loss in the event of a data centre shutdown. The Australian Open is also supported by disaster recovery as a service solution hosted by a cloud provider.

Legal

The Legal team continued to assist all Tennis Australia business units with contractual arrangements and strategic legal advice. The focus was on preparing, negotiating and finalising the many contracts involved in staging the Australian Open and Emirates Australian Open Series events, assisting with new business strategies and promoting good governance.

Highlights for the year included:

New partnerships

The execution of partnership contracts with a number of new event partners including Emirates, Disney, TAC, McDonald's and Woolworths.

Host broadcast

Assisting with the Company's transition to host broadcast, including finalising the arrangements for the build of a state-of-the-art temporary host broadcast facility at Melbourne Park and the engagement of the broadcast and production crew.

TennisConnect registration program

Advising on the implementation of the tennis registration initiative to strengthen the Company's link to tennis participants.

Anti-Doping Policy

Finalising an updated Tennis Australia Anti-Doping Policy to ensure compliance with the new WADA and ASADA anti-doping framework that came into effect on 1 January, 2015 and to reinforce the important role the Company plays in protecting the integrity of tennis. The updated policy was approved by ASADA and the Company's Board in December 2014 before commencing on 1 January.

Governance reform

Assisting with the preparation and adoption of changes to the Company's Constitution to achieve consistency with the Australian Sports Commission governance guidelines.

Safety and risk management

The legal and legislative system governing workplace health and safety has stabilised since the introduction of harmonised work, health and safety laws across Australia, providing the opportunity to mature the Occupational Health and Safety Management System and build upon the safety culture through a proactive approach to risk mitigation.

Tools developed to identify, assess and control risks are more readily available and the increased understanding of the risks that exist in the business is leading improved health and safety outcomes. This is evidenced in the traceable reduction of incident rates and lost time incident rates across all areas of the business.

Enterprise-Wide Risk Management

Australian Open and business project groups continue to refer to the Enterprise-Wide Risk Management Framework when identifying, assessing and controlling risks within their areas of responsibility. This framework structures the management of risk to ensure consistency, while also taking into account continuity of business operations.



**STAFF GIVEN THE
OPPORTUNITY TO
PARTICIPATE...**

THE HEALTH AND WELLBEING DAY INVITED STAFF TO PARTICIPATE IN A RANGE OF ACTIVITIES THAT UNDERLINED THE VALUE OF SPORT, NUTRITION AND MENTAL HEALTH.

Occupational Health and Safety Management

The new Occupational Health and Safety Management Systems development has progressed well over the past year and is now becoming increasingly integrated into daily business operations. While it is an ongoing process of improvement, we are turning our focus to monitoring the system to ensure it aligns with desired business outcomes and our targets.

Where opportunities exist to tailor the system to reflect actual business practices or changes in the legislative landscape, changes are made in consultation with relevant stakeholders.

Australian Open Safety Project

The main focus of the Australian Open Safety and Risk project groups is to provide programs and activities for the delivery of the Australian Open, to ensure we meet our regulatory and social responsibilities relating to the health, safety and wellbeing of staff and patrons. Delivery of a safe environment during a major event requires a high level of coordination and has seen vast improvements to processes and technology and ultimately, safer outcomes.

Policies

TA Member Protection Policy

The policy has been developed as part of Tennis Australia's ongoing commitment to the health, safety and wellbeing of its members and participants. Member Protection is all about practices and procedures that protect a sports organisation's members including athletes, administrators, coaches and officials.

Tennis Australia Anti-Doping Policy

Tennis Australia condemns doping as fundamentally contrary to the spirit of sport. The Tennis Australia Anti-Doping Policy seeks to preserve what is intrinsically valuable about sport. It endeavours to protect athletes' fundamental right to participate in doping-free sport and thus promote health, fairness and equality for athletes worldwide. It also ensures there are harmonised, coordinated and effective anti-doping programs at the international and national level with regard to the detection, deterrence and prevention of doping.

Code of Behaviour Tournaments and Weekly Competitions

Code of Behaviour regulates behaviour breaches related to and during tournaments and weekly competitions in Australia. Tennis Australia is committed to protecting

the integrity of tennis and ensuring there is a healthy and positive environment for players; improving the behaviour of players and spectators at tournaments and competitions is a major element of this.

Tennis Anti-Corruption Program

The purpose of the Tennis Anti-Corruption Program is to (i) maintain the integrity of tennis, (ii) protect against any efforts to improperly impact the results of any match and (iii) establish a uniform rule and consistent scheme of enforcement and sanctions applicable to all professional tennis events and to all governing bodies.

Privacy Policy

Tennis Australia is committed to the protection of personal information in accordance with the National Privacy Principles and the Australian Privacy Principles, set out in the Privacy Act 1988 (Cwlth).

Finance

The Finance area has continued to grow both within the Tennis Australia and Shared Services functions. It now works with all eight Member Associations providing accounts payable, receivable, payroll and management accounting services and co-ordinates the annual audits and preparation of statutory accounts. These services assist the Member Associations in ensuring standardised accounting procedures and is a significant cost saving measure for their organisations.

In the 2014-2015 financial year, a new web based budgeting software was introduced that streamlined the budgeting process making ongoing tracking of the budget more efficient ensuring that targets were being met, and the team were across all changes and updates on a daily basis. This system will extend to the ongoing forecasting process during 2015-2016 ensuring tight controls over the Company's finances are maintained.

The Finance team was also instrumental in the successful roll out of the TennisConnect incentive program, working closely with the Participation teams ensuring that systems were in place to ensure the efficient payment to more than 2500 providers who had engaged in the program.

The Management Accounting team worked very closely with each business unit to continue to improve our understanding of the business and ensure that all decisions that have a financial impact on the Company are analysed carefully and the best outcomes for the Company are achieved.

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

● PEOPLE & BUSINESS SERVICES

Tennis Australia Governance

Corporate Governance statement

TA – the Company and Governance structure

Tennis Australia (TA) is a not-for-profit Company limited by guarantee and registered in Victoria. The Company's purpose is to grow, manage, promote and showcase the game of tennis domestically and represent Australia's tennis interests internationally. The Australian Open, which is the Grand Slam® of Asia-Pacific, is owned and organised by TA each year at Melbourne Park. The Members of TA are the six state and two territory tennis associations also known as the Member Associations (MAs).

Board changes

The Annual General Meeting (AGM) was held on 29 October 2014 at which the President Stephen Healy announced that Dr Janet Young and Mr Ken Laffey were elected to the Board for three year terms and Mr Wally Masur was elected to the Board for a one year term. Mr Masur, on being selected as the Davis Cup Captain, resigned from the Board on 10 February 2015. Mr Harold Mitchell and Mr Chris Freeman were re-elected to the position of Vice President for a period of one year.

Composition of the Board of Directors

The Board comprises up to nine Directors of whom six are elected by the MAs at a General Meeting and up to three elected by the Directors at a Board meeting. All Directors are independent of simultaneous MA affiliation while they serve on the Board. In a further Constitutional reform during the year, the President, will in future, be elected by the Board. This continues the significant development in Corporate Governance reforms undertaken over recent years and fulfils undertakings given to the Australian Sports Commission.

Activities of the Board and Directors

The Board of Directors is responsible for guiding and monitoring the Company, its strategic direction, setting its goals for management, and monitoring its performance against these goals on behalf of the MAs. The Board met seven times during the year and received reports from the Chief Executive Officer (CEO) and other members of staff where appropriate. The names and qualifications of Directors are shown on [p.49](#) and a record of attendance at the eight meetings held during the year and other relevant data for the Directors is shown in the Directors' report.

[See pages 53–54](#)

The role of the CEO

The responsibility for the management and administration of the Company is undertaken by the CEO, who reports directly to the Board. While it is primarily the responsibility of the CEO to ensure that suitably qualified and experienced personnel are retained, the Board is made aware on a continuous basis of any changes in key personnel and the quality of replacement staff to ensure that the Executive Team is appropriately qualified and sufficiently experienced to discharge its responsibilities.

TA Audit and Risk Committee

The Board has an Audit and Risk Committee that includes Chris Freeman (Chairman), Peter Armstrong, Kerryn Pratt and David McGregor (external) with the President and CEO (ex officio). The role of the Committee is to assist the Board in discharging its responsibilities for financial reporting, risk management, maintaining an internal control system and addressing matters of Corporate Governance. The Audit and Risk Committee achieves this through overseeing the annual budget process, the financial reporting process and interacting with management and the external auditors on behalf of the Board.

TA's Remuneration Committee

TA's Remuneration Committee consists of Chris Freeman (Chairman), Harold Mitchell and Ken Laffey, with the President (ex officio). The Remuneration Committee determines matters affecting the terms and conditions of employment of the CEO and senior executives of the Company.

TA's Investment Advisory Committee

The Board has appointed an Investment Advisory Committee to assist the Board to manage its investment policy and to monitor the company's funds. The Committee also has a responsibility to evaluate and monitor the risk factors within the investment environment, recognising the Board's policy of risk aversion and its position as trustee of Company's funds. The Committee consists of Harold Mitchell (Chairman), Stephen Healy (ex officio), David Roberts, Scott Tanner, Janet Young and Craig Tiley with provision for up to two people from outside TA appointed by the Board each financial year. No outside appointments were made during the financial year 2014–2015.

Activities of the Nominations Committee

The Nominations Committee consists Chris Freeman (Chairman), Bill Cossey, Greg Hutchinson, Dean Ireland (external) and Stephen Healy (ex officio) and oversees the recruitment, retention and termination of senior executives, as well as succession planning for the CEO and all Directors. The Committee also manages the Board evaluation process.

TA's relationship with its MAs

Although the MAs are members of TA they are more involved in certain activities than normal Company shareholders as they implement many of TA's programs and activities. The Board of Directors adopts a policy of continuous disclosure with members via a phone call briefing and the circulation of a Board meeting Executive Summary to all MA Representatives immediately following each meeting. Further, the CEO conducts regular meetings with the CEOs of each MA and with Community Tennis staff at MA level. The Board and CEO meet at least twice a year with the MA Presidents and Member Representatives in a strategic planning forum. In addition, the President has provided regular written updates and feedback to all of the Directors of each MA.

Safeguarding the tennis community

All Directors, Committee Members, selectors, executives, managers and employees are expected to adhere to a code of conduct, acting with the utmost integrity and objectivity, striving at all times to enhance the reputation and performance of the Company. They are required to declare any conflict of interest, perceived or otherwise, they may have in matters before the Board or Committees as appropriate. They may not vote on, or participate in the debate on, matters in which they have a conflict and, where appropriate, they must absent themselves from meetings featuring discussions and votes on that issue. As the only members in the Company are the eight MAs, trading in company securities is not applicable.

TA has a Member Protection Policy, Code of Behaviour Tournaments and Weekly Competitions and a TA Disciplinary Policy that protect all members of the tennis community.

The Board



HAROLD MITCHELL AC
VICE PRESIDENT

SCOTT TANNER
DIRECTOR

PETER ARMSTRONG
DIRECTOR

KERRYN PRATT
DIRECTOR

DAVID ROBERTS
COMPANY SECRETARY

HIGHLIGHTS

STRATEGIC
INNOVATIONS

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

TENNIS AUSTRALIA BOARD (at 30 June 2015)

STEPHEN HEALY (PRESIDENT)

B.Ec and LLB

President and Chairman
Tennis Australia (since 2010)
Director Tennis Australia
(2008-2010)
President Tennis New South
Wales (2007-2010)
Vice President Tennis New
South Wales (2005-2007)
Tennis New South Wales
Board member (2002-2005)
Member of Tennis Australia
Player Development Board
(1994-2004)
Northern Suburbs Tennis
Association NSW President
(1990-1999)
Partner of Gadens Lawyers,
Group Leader Commercial
Property, Construction and
Planning
Former ATP ranked singles
and doubles player
Australian junior doubles
champion 1977

HAROLD MITCHELL AC (VICE PRESIDENT)

Director Tennis Australia
(since 2008)
Chairman Florey Institute
of Neuroscience and Mental
Health (since 2012)
Director Harold Mitchell
Foundation Limited (since 2012)
Executive Chairman Aegis
Media Pacific group of
companies (2011-2013)
Director the Melbourne City
School
Director Melbourne Symphony
Orchestra Pty Ltd (since 2008)
Director Mitchell Family Office
Pty Ltd
Director National Stroke
Research Institute Pty Ltd
Director Melbourne Rebels
Rugby Union Ltd (since 2009)
Director Alzheimer's Disease
Research Foundation Ltd
Director Australian Stockman's
Hall of Fame and Outback
Heritage Centre (since 2011)
Director Care Australia
(since 2004)
Director Crown Ltd (since 2011)
Director New York Philharmonic
Orchestra (since 2012)

CHRIS FREEMAN AM (VICE PRESIDENT)

B.Com F.FIN FDIA

Director Tennis Australia
(since 2007)
Chairman Watpac Ltd
(since 2012)
Property Advisory Board
Brisbane Airport Corporation
(since 2012)
Chair Brisbane Festival
Chair Brisbane City Council
Urban Renewal
Director Major Performing
Arts Board
Consultant Mirvac Limited

SCOTT TANNER

B.App.Sc, MBA

Director Tennis Australia
(since 2007)
Chief Executive Bank of
Melbourne (since 2011)
Director Melbourne Business
School (since 2012)
Former Director Bain
& Company, Inc.
Fellow Australian Institute
of Company Directors
Trustee Melbourne and
Olympic Parks Trust

DR JANET YOUNG

*PhD, BA (Hons), B.Com, MAPS,
FAICD*

Director Tennis Australia
(since 2008)
Sport Scientist and Lecturer at
Victoria University (since 2005)
Director Evonne Goolagong
Foundation
Head of Women's Tennis,
Tennis Australia (2000-2005)
Manager Fed Cup (2000-2005)
Director Tennis International
Consultants Pty Ltd
(1979-2000)
Tour Director and Referee
Women's Tennis Association
(1979-1986)
Director Key Personnel Pty Ltd
(1984-1988)
Director John P Young and
Associates Pty Ltd (1980-1989)
Member of two victorious Fed
Cup teams
Recipient of an ITF Award for
contributions to tennis
Inducted to the Australian
University Sports Honour Roll
as an Australian Champion

PETER ARMSTRONG

*B.Ec(Hons) Dip FP Dip Ed CPA
FAICD FAMI*

Director of Tennis Australia
since 2013
President Tennis Tasmania
2010-2013
Member Representative
to Tennis Australia 2007-13
Career educator (senior
secondary and tertiary)
Director MyState Limited
Director MyState Bank
Director The Rock Building
Society
Director Tasmanian Perpetual
Trustees Limited
Former Chair connectfinancial
and Teachers, Police & Nurses
Credit Union
Fellow of the Australian Institute
of Company Directors and the
Australian Mutuals Institute

KEN LAFFEY

Director of Tennis Australia
since 2014
President Tennis Queensland
2009-2014
Member Representative to
Tennis Australia 2009-2014
Tennis Queensland Director
1999-2003
Professional Tennis Coach -
Tennis Australia Coach member
Qualified Tennis Official
Owner and manager Laffs
Mt Gravatt Tennis Centre
1979-2013
Founder and President
Queensland Tennis Centres
Association
Grade player including
international tournaments

KERRYN PRATT

*Bachelor of Arts (Sports
Studies/Journalism)*

Director Tennis Australia
(since 2013)
Broadcaster/Journalist/
Producer
Australian Sports Commission
Board Member 1991-1995
Commentary roles at all
major sports events including
multiple Olympic and
Commonwealth Games most
recently the London Olympics
Commentary roles at a number
Grand Slams

World ranked tennis player
(WTA top 150 singles)
Australian Open doubles
semi-finalist and multiple
doubles title holder

OFFICE BEARERS

Craig Tiley
(CHIEF EXECUTIVE OFFICER)
David Roberts
(COMPANY SECRETARY)

MEMBER DELEGATES

Member Associations are
represented by the following
representatives at Tennis
Australia's AGM and at
Strategic Forums.

ACT

John Cattle

NSW

Greg Doyle
Wayne Pascoe

NT

Warren Martin

SA

Bill Cossey
Kent Thiele

Tas.

Philip Bowden
Andrew Youl

Vic.

David Stobart
Gary Clark

WA

Greg Hutchinson
Wayne Firn

Qld

Mark Bloomfield
Peter Robertson

PEOPLE & BUSINESS SERVICES

The
Executive
Team



Pat Rafter

Former world No.1

Director Performance
Tennis Australia since 2015
Two-time US Open champion
(1997-1998)
Australian Davis Cup Captain
(2011-2015)

Tom Larner

B Bus, CA

Director Events and Facilities
Tennis Australia since 2013

Manager Tennis Operations
Tennis Australia 2010-2013

Chief Executive Officer
Tennis Queensland 2008-2010

Commercial Analyst
Tennis Australia 2006-2008

Strategic Analyst
Royal Bank of Scotland
2000-2003

Manager
PricewaterhouseCoopers
1994-2000

David Roberts

B.Bus, CPA

Chief Operating Officer
Tennis Australia since 2012

Chief Financial Officer
Tennis Australia 2006-2012

Corporate Services Director
Tennis Australia 1997-2006

Treasurer & Tax Manager
Kraft Foods Ltd 1990-1994

Co-founder
Direct Marketing Agency
Robe John & Associates
Pty Ltd 1987

Craig Morris

*MA Sport Management
BA Education
Tennis Australia High Performance
coaching qualification*

Director Participation
Tennis Australia since 2013

Hot Shots Leader
Tennis Australia 2011-2013

Athlete Development Manager
Tennis Australia 2007-2011

Head of Women's Tennis
Tennis Australia 2009-2011

Coach Development Manager
Tennis Australia 2004-2007

Coach to Samantha Stosur
Tennis Australia Optus Achievers
program 2001-2004

Women's Tennis Coach
Australian Institute of Sport

Craig Tiley

*BSc Economics
BA Business Management
MS Kinesiology (ABD)*

CEO
Tennis Australia since 2013

Tournament Director
Australian Open since 2006

Director Tennis
Tennis Australia 2005-2013

Head Coach/Director of Tennis
University of Illinois 1994-2005

Captain
South African Davis Cup team
1998-2001

Vice-Chair
USTA's High Performance
Committee 2003-2005

US National Coach of the Year
(1999, 2003)

US Collegiate Hall of Fame
(2010)

Darren Pearce

Director
Media & Communications
Tennis Australia since 2009

Media Manager
Tennis Australia 2007-2009

Chief of Staff
Channel Nine News
Melbourne 2004-2007

State Editor
ABC News and Current Affairs
South Australia 2003-2004

Chief of Staff
ABC News Melbourne
2002-2003

Director News
Victoria WIN TV 2000-2002

Anna Caple

*BA Commerce
(Human Resources
& Industrial Relations)
MS Law
(Employment & Labour Law)*

Director People & Community
Partnerships
Tennis Australia since 2014

Manager Human Resources
Tennis Australia 2012-2014

Senior Human Resources Manager
ANZ & APAC Consumer Division
Newell Rubbermaid 2010-2012

Global Human Resources Manager
PrintSoft: Australia Post
2009-2011

Vice President Human Resources
Trident International Holdings
2008-2009

Australian Human Resources
Manager
Bosch 2006-2008

Richard Heaselgrave

*MA, Leisure Management
BA, German and Spanish*

Director Commercial
Tennis Australia since 2014

Chief Commercial Officer
The Football League
London, UK 2012-2014

Vice President Business
Development
NBA
London, UK 2009-2012

Sponsorship Sales and Event
Promotion
UEFA
Geneva, Switzerland
2005-2009

Sponsorship Director
International Sportsworld
Communicators
London, UK 2002-2005

European Head of Sponsorship
Anheuser-Busch
London, UK 2000-2001

TENNIS AUSTRALIA

OFFICE BEARERS

PRESIDENTS

W.H. FORREST 1904-1909
P.B. COLQUHOUN 1909-1926
SIR N.E. BROOKES 1926-1955
D.M. FERGUSON 1955-1960
N.W. STRANGE, OBE
1960-1965
C.A. EDWARDS, OBE
1965-1969
W.V. REID, OBE 1969-1977
B.R. TOBIN, AM 1977-1989
G.N. POLLARD, AM 1989-2010
S. HEALY 2010-

BOARD OF DIRECTORS

(SINCE 23 MAY 1994)

G.N. POLLARD, AM 1994-2010
D.L. NICHOLL, AM 1994-2008
W. BEISCHER 1994-2008
J.G. FRASER, OAM 1994-1997
A.R. HICKS 1994-1997
H.E. MACMILLAN 1997-2004
MS A.R. MITCHELL 1997-2008
J. REYNOLDS 1994-2003
A.J. RYAN 1994-2005
P. RITCHIE, AO 2004-2008
A. COOPER, AO 2004-2014
D. STOBART 2005-2009
C. FREEMAN, AM 2007-
S. TANNER 2007-
S. HEALY 2008-
G. HOLLOWAY 2008-2013
H. MITCHELL, AC 2008-
DR J. YOUNG 2008-
B. COSSEY, AM 2009-2011
J.B. FITZGERALD, OAM
2010-2013
J. DAVIES 2011- 2014
P. ARMSTRONG 2013-
K. PRATT 2013-
W. MASUR 2014 - 2015
KEN LAFFEY 2014-

COUNCILLORS

(SINCE WITHDRAWAL
OF NEW ZEALAND ON
30 JUNE 1922)

(TA COUNCIL DISBANDED
MARCH 2006)
(MEMBER REPRESENTATIVE
FROM MARCH 2006)

NEW SOUTH WALES

B.C. FULLER 1926
M.H. MARSH 1926
R.C. WERTHEIM 1926-1933
P.W. SANDRAL 1926-1927
M. MCL DUIGAN 1927-1930
H. SIMINTON 1930-1938
J. CLEMENGER, OBE
1933-1938
G. RENNICK 1938-1950
G. CROSS 1938-1940
N.W. STRANGE, OBE
1940-1960
A.W. COBHAM 1950-1965
T.M. KENNEDY 1960-1964
J.P. YOUNG, OBE 1964-1974
J.N. WATT 1966-1968
G.W. SAMPLE 1968-1970
G.E. BROWN 1970-1974
E.R. STEPHENS, MBE
1974-1975
J.K. HALL, OAM 1974-1979
C.E. SPROULE, OBE 1975-1977
W.V. AUSTIN 1977-1983
G.N. POLLARD, AM 1979-1989
D.L. NICHOLL, AM 1983-2003
K.C. SHEEL, OAM 1989-1991
J.C. WHITTAKER, OAM
1991-2007
M. BERGMAN, OAM
2003-2006
S. HEALY 2005-2010
H. BECK 2008-2013
M. PARSLOW 2010-2012
G. DOYLE 2013-
W. PASCOE 2013-

QUEENSLAND

F. PEACH 1926
E. MARTIN 1926
L.A. BAKER 1926-1949
W.S. SPROULE 1926-1955
A.H. BARRACLOUGH
1938-1950
G.A. BITCON 1949-1961
G. ELLIOT 1951-1959
R. MITCHELL 1960-1965
C.A. EDWARDS, OBE
1961-1962
JUDGE A.M. FRASER
1962-1979
N.C. VICKERS, MBE 1965-1975
G.E. GRIFFITH 1975-1991
J.L.C. MCINNES, OAM
1979-1989
F.G. HENNESSY 1989-1991
J.F. BROWN 1991-1993
B.D. THOMAS 1991-1992
G.E. GRIFFITH 1992-1993
D.A. KEATING, OAM
1993-1999
J.C. REYNOLDS 1993-1994
I.C. KLUG 1994-1996
J. RONEY 1996-1997
S. NUCIFORA 1997-1999
M. PHILP 1999-2004
A. COOPER, AO 1999-2009
M. FORD 2004-2005
S. AYLES 2005-2007
I. RODIN 2008-2009
K. LAFFEY 2009- 2014
D. KINGSTON 2010-2012
R. ROLFE 2012-2012
P. ROBERTSON 2013-
L.TAYLOR 2014-2014
M. BLOOMFIELD 2014-

SOUTH AUSTRALIA

W.P. DUNLOP 1926
T.H. HICKS 1926
P.B. WALD 1926-1941
H.W. POWNALL 1926-1930
E.F.K. MCIVER 1930-1931
E. LEWIS 1931-1938
JUDGE PIPER 1938-1940
R.R.P. BARBOUR 1940-1954
D.M. FRANKENBERG
1941-1969
F.E. PIPER 1954-1957
J.K. HALL, OAM 1957-1968
W.H. CARLIER 1968-1974
C.J. WOODGATE 1970-1974
J.P. YOUNG, OBE 1974-1975
G.D. FAIR 1974-1991
G.E. BROWN 1975-1976
J.D.C. NELSON 1976-1977
W.H. CARLIER 1977-1981
B.F. MCMILLAN 1981-1984
R.J. GREEN 1984-1995
C.J. ALTMAN 1991-1996
I.R. BEADMEADE 1995-1997
D. DALL 1996-2005
K. THIELE 1997-
W. COSSEY, AM 2005-

VICTORIA

S.E. JAMISON 1926
R.M. KIDSTON 1924
W.J. LAMPARD 1924-1926
H. MALCOLM 1926-1938
W.J. DAISH 1926-1931
R.R. TRELOAR 1931-1934
C.R. COWLING 1934-1951
A.R. BINGLE 1938-1941
A.L. HUGHES 1941-1947
J.K. HALL, OAM 1947-1949
R.N. VROLAND 1950-1964
W.B. BARNETT 1951-1957
J.J. COURTNEY 1958-1968
DR. J.N. DIGGLE 1964-1978
I.R. CARSON 1968-1975
J.P. YOUNG, OBE 1975-1980
DR J.G. FRASER, OAM 1978,
1980-1996
DR J.L. FOSTER 1978-1980

K.W. HOWARD 1980-1985
H.E. MACMILLAN 1985-2004
P. BELLENGER 1996-2003
D. STOBART 2003-
G. STONE 2004-2011
M. KEYS 2012- 2014
G. CLARK 2014-

TASMANIA

A.H. BUNTING 1926
H.S. UTZ 1926
E.B. COLES 1926-1929
G. CRAGG 1926-1934
SIR. T. NETTLEFOLD
1929-1947
W.H. WALKER 1934-1965
D.M. FERGUSON 1947-1955
J.T. TOMASETTI 1955-1965
W.V. REID, OBE 1965-1969
N.A. FRASER, AO, MBE
1969-1974
B.R. TOBIN, AM 1965-1977
V. HOLLOWAY, OAM 1974-1981
A.J. RYAN 1977-2005
E.C. STEWART 1981-1982
M. MCMULLEN 1982-1992
J. BARRENGER 1992-1993
W.J. FITZGERALD 1993-2003
R. MUNRO 2003-2007
G. HOLLOWAY 2005-2008
P. ARMSTRONG 2007-2013
P. BOWDEN 2008-
A. YOUL 2013-

WESTERN AUSTRALIA

L.M. HOWELL 1926
R. EAGLE 1922
H.G. JEFFERSON 1922-1926
E.D. GILCHRIST 1926-1930
H.A. PITT, CMG, OBE
1926-1954
T.E. ROBINSON 1930-1964
JUSTICE E.A. DUNPHY
1954-1968
JUDGE J.X. O'DIRSCOLL
1964-1969
G.B. DAVIS 1968-1969
J. LOUGHREY 1969-1990
J. HEATHCOTE 1972-1976
B.S. SANDERS 1976-1982
H.M. SPILSBURY 1982-1995
A.R. HICKS 1990-1996
MS. A.R. MITCHELL
1995-2008
D.P. RUNDLE 1996-1998
M. LEE, OAM 1998-2008,
2012-2012
J. DAVIES 2008-2012
D. WILLIAMS 2008-2012
G. HUTCHINSON 2012-
W. FIRNS 2012-

AUSTRALIAN CAPITAL TERRITORY

G.C. SCOTT 1980*
G.R. GORDON 1980-1984*
R.F. SMALLEY 1984-1989*,
1989-1993
D.K. BARKER 1993-2001
C. MASON 2001-2005
T. LANE 2005-2006
B. LILBURN 2006-2010
J. CATTLE 2011-

NORTHERN TERRITORY

M.F. HORTON, OAM
1981-1989*, 1989-2001
MS S. SMILES 2001-2008
W. MARTIN 2008-
*Observer status at council
meetings.

HONORARY TREASURERS

L.M. HOWELL 1925
H.G. JEFFERSON 1925-1926
W.J. DAISH 1926-1931
R.R. TRELOAR 1931-1934
D.M. FERGUSON 1935-1953
J.K. HALL, OAM 1953-1961

T.M. KENNEDY 1961-1968
J.K. HALL, OAM 1968-1979
J.L.C. MCINNES, OAM
1979-1999

HONORARY SECRETARIES

T.M. HICKS 1904-1926
H. MALCOLM 1926-1933

COMPANY SECRETARIES

A.H. BARRACLOUGH
1933-1938
J.F. FULLARTON 1938-1951
J.A.C. ANDREW 1951-1979
C.C. MCDONALD AM
1979-1987
T.J. DOHNT 1987-1997
D.A. ROBERTS 1997-

TENNIS AUSTRALIA NATIONAL AWARD FOR SERVICE TO THE GAME

1997

KEVIN BOLTON
DAVID BIERWIRTH
BILL CARLIER
DR JOHN DIGGLE
JIM ENTINK
GRAEME FAIR
DORN FOGARTY, OAM
RON GREEN
GEOFF KERR
JOHN MCINNES, OAM
MAX MCMULLEN
HARRY SPILSBURY
JOHN YOUNG, OBE

1999

IAN OCCLESHAW

2001

MAX ATKINS
BILL GILMOUR
JOHN NEWCOMBE, AO, OBE
TONY ROCHE, AO
MAX HORTON, OAM

2003

JACK MAY
COLIN MCDONALD
BARRY MCMILLAN

2004

PETER BELLENGER

2005

DENNIS DALL
HAMISH MACMILLAN
TODD WOODBRIDGE, OAM

2006

IAN BASEY
LINDSAY COX
MIKE DAWS
JIM SHEPPARD
COLIN STUBS

2007

JOHN WHITTAKER, OAM
ALAN TRENGOVE
JUDY DALTON

2008

WILLIAM (BILL) BEISCHER
FENTON COULL
DAVID HALL, OAM
DAVID JUDE
ANDREA MITCHELL

2009

KEN RICHARDSON
CAROL LANGSFORD, OAM

2011

MALCOLM BERGMANN, OAM
MALCOLM (MEL) ANDERSON
BRIAN GRACE
MICHAEL LEE, OAM

2012

MICHAEL (Mick) PARSLOW
KEN LAFFEY

LIFE MEMBERS

JOHN ANDREW †
SIR NORMAN BROOKES †
BILL EDWARDS, OBE †
DONALD FERGUSON, OBE †
KEN HALL, OAM †
VIV HOLLOWAY, OAM †
HARRY PITT, CMG, OBE †
TONY RYAN †
FRED SMALL †
CLIFF SPROULE, OBE †
HAROLD WALKER †
ROY YOUNG †
DR JOHN FRASER, OAM
NEALE FRASER, AO, MBE
BRIAN TOBIN, AM
WAYNE REID, OBE
DES NICHOLL, AM
GEOFF POLLARD, AM
ASHLEY COOPER AM
† Deceased

TENNIS AUSTRALIA COMMITTEES

(AS AT 30 JUNE 2015)

AUDIT AND RISK COMMITTEE

CHRIS FREEMAN
(CHAIRMAN)
STEPHEN HEALY (EX
OFFICIO)
CRAIG TILEY (EX OFFICIO)
KERRY PRATT
PETER ARMSTRONG
DAVID McGREGOR (external)

INVESTMENT ADVISORY COMMITTEE

HAROLD MITCHELL
(CHAIRMAN)
SCOTT TANNER
DR JANET YOUNG
CRAIG TILEY
DAVID ROBERTS
STEPHEN HEALY
(EX OFFICIO)

REMUNERATION COMMITTEE

CHRIS FREEMAN
(CHAIRMAN)
HAROLD MITCHELL
KEN LAFFEY
STEPHEN HEALY
(EX OFFICIO)

NOMINATIONS COMMITTEE

CHRIS FREEMAN
(CHAIRMAN)
BILL COSSEY
GREG HUTCHINSON
DEAN IRELAND
(external)
STEVE HEALY
(EX OFFICIO)

CONTRACT APPROVAL COMMITTEE

STEVE HEALY
DR JANET YOUNG
SCOTT TANNER

AO REVIEW TEAM 2015

C. TILEY (CHAIRMAN)
T. LARNER
D. PEARCE
D. ROBERTS
C. MORRIS
R. HEALESGRAVE
A. RICHARDSON
S. GLOVER
S. MAHIR
A. WEST

HIGHLIGHTS

STRATEGIC
INNOVATIONS

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

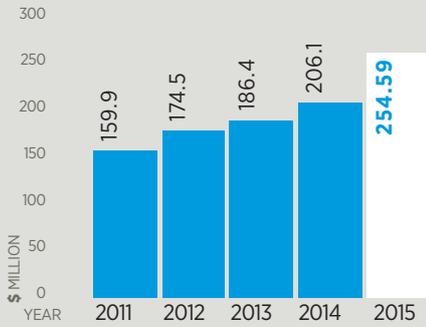
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FINANCIAL
REPORT

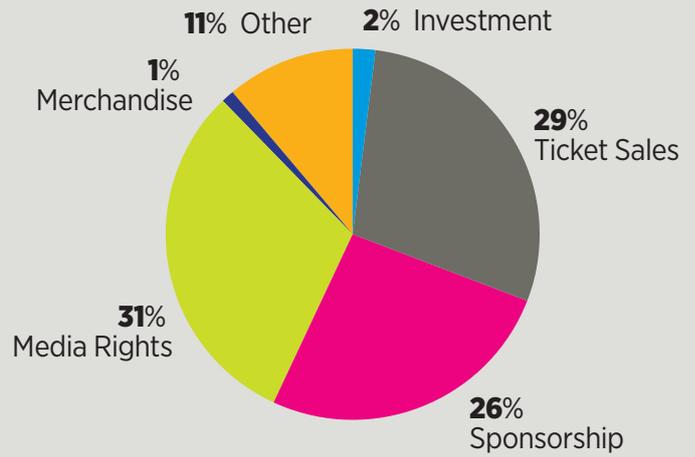
● FINANCIAL REPORT

FOR THE YEAR ENDED 30 JUNE 2015

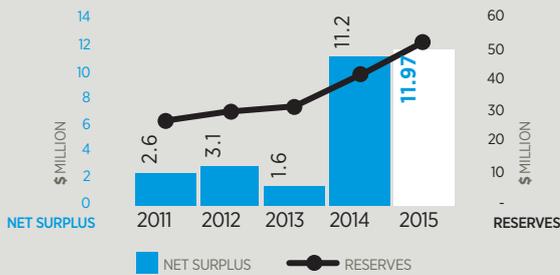
TENNIS AUSTRALIA
REVENUE



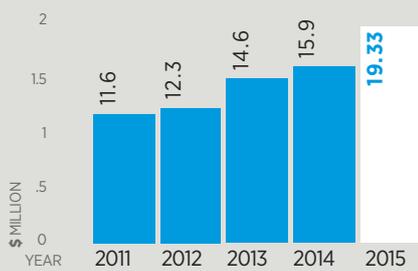
SOURCES OF REVENUE IN 2014-2015



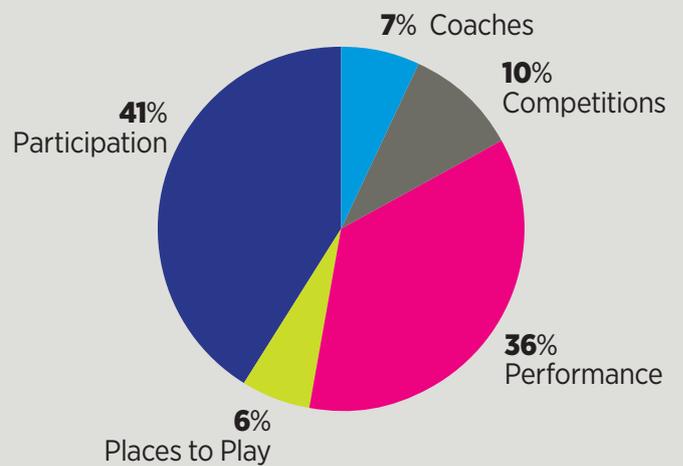
TENNIS AUSTRALIA
NET SURPLUS & RESERVE BALANCES



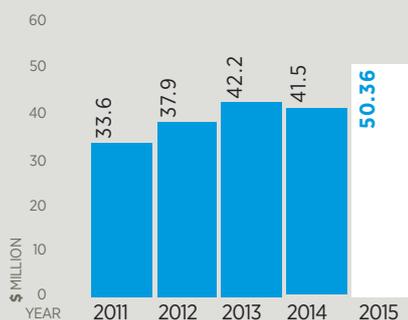
INVESTMENT IN MEMBER ASSOCIATIONS



INVESTMENT IN TENNIS IN 2014-2015



INVESTMENT IN TENNIS



DIRECTORS' REPORT

The Directors present their report together with the financial report of Tennis Australia Limited ('the Company') for the financial year ended 30 June 2015 and the auditor's report thereon.

1. Directors

The Directors of the Company at any time during or since the end of the financial year are:

President		
S Healy	Legal Practitioner	Director since 2008 (President since 2010)
Vice-president		
H Mitchell, AC	Company Director	Director since 2008 (VP since 2010)
C Freeman, AM	Company Director	Director since 2007 (VP since 2012)
Directors		
J Davies	Company Director	Director since 2011 (until October 2014)
S M Tanner	Banking Executive	Director since 2007
Dr J Young	Company Director	Director since 2008
A J Cooper, AO	Administrator	Director since 2004 (until October 2014)
K Pratt	Media Professional	Director since 2013
P Armstrong	Company Director	Director since 2013
W Masur	Media Professional	Director since 2014 (until February 2015)
K Laffey	Company Director	Director since 2014

2. Directors' meetings

The number of Directors' meetings (including meetings of committees of Directors) and number of meetings attended by each of the Directors of the Company during the financial year are:

Director	Board Meetings		Audit and Risk Committee Meetings		Nomination Committee Meetings		Remuneration Committee Meetings		Investment Advisory Committee Meetings	
	A	B	A	B	A	B	A	B	A	B
S Healy	7	7	2	2	1	1	1	1	1	1
H Mitchell	7	6	-	-	-	-	1	1	1	1
C Freeman	7	6	2	2	1	1	1	1	-	-
J Davies	3	2	-	-	-	-	1	1	-	-
S Tanner	7	6	-	-	-	-	1	1	1	1
Dr J Young	7	7	-	-	-	-	1	1	1	1
A J Cooper	3	3	-	-	-	-	1	1	-	-
K Pratt	7	7	2	2	-	-	1	1	-	-
P Armstrong	7	7	2	2	-	-	1	1	-	-
W Masur	1	1	-	-	-	-	-	-	-	-
K Laffey	4	4	-	-	-	-	-	-	-	-

A - Number of meetings held during the time the Director held office during the year
B - Number of meetings attended

3. Corporate governance

The Audit Risk Committee met on two occasions and the Investment Advisory Committee and Nomination Committee met on one occasion in the year under review. The Board of Directors meets as a separate Remuneration Committee and met once in the year under review.

4. Short and long-term objectives and strategies for achieving those objectives

The Company's objectives and strategies are as follows:

- > to create champions we are proud of through the fostering of player ethics and integrity
- > get more people playing tennis more often by making it easier to play
- > teach people to teach tennis
- > ensure there are competitive opportunities for players of all levels
- > improve tennis facilities
- > innovate throughout all our major events to ensure deep stakeholder and fan engagement
- > reinvest in the sport to fund our strategic objectives
- > to operate workplace health and safety practices to the highest standard

01
PARTICIPATION

02
PERFORMANCE

03
EVENTS & FACILITIES

04
COMMERCIAL

05
MEDIA & COMMUNICATIONS

06
PEOPLE & BUSINESS SERVICES

07
FINANCIAL REPORT

● DIRECTORS' REPORT

5. Principal activities

The principal activities of the Company during the course of the financial year were the promotion and development of the game of tennis in Australia, including the conduct of the Australian Open, other tennis tournaments and youth development programs. These principal activities are consistent with the strategies that assist in achieving the short and long-term objectives of the Company.

6. Performance measures

The Company has a detailed annual Professional Development Review (PDR) process that ensures key performance indicators (KPI) are set across all business units in the Company. These KPIs form the basis of the performance incentives provided to senior management. The two key areas of consideration relate to:

- > the performance of the Australian Open and the Australian Open Series events
- > the effectiveness of Performance and Participation programs.

7. Operating and financial review

The Company's net result for the year ended 30 June 2015 was a net surplus of \$11,975,465. This compares with a net surplus of \$11,224,736 for the year ended 30 June 2014. The increase in net surplus mainly reflects the additional net revenues generated from Australian Open 2015.

Significant changes in the state of affairs

In the opinion of the Directors there were no significant changes in the state of affairs of the Company that occurred during the financial year under review not otherwise disclosed in this report or the financial statements.

8. Events subsequent to reporting date

There has not arisen in the interval between the end of the financial year and the date of this report any item, transaction or event of material and unusual nature likely, in the opinion of the Directors of the Company, to affect significantly the operations of the Company, the results of those operations, or the state of affairs of the Company, in future financial years.

9. Likely developments

The Directors do not anticipate any major changes in the basis of operations of the Company and the future results of those operations in subsequent financial years.

10. Indemnification and insurance of officers

Indemnification

The Company has agreed to indemnify the Directors of the Company against all liabilities to another person (other than the Company or a related body corporate) that may arise from their position as Directors of the Company, except where the liability arises out of conduct involving a lack of good faith. The agreement stipulates that the Company will meet the full amount of any such liabilities, including costs and expenses.

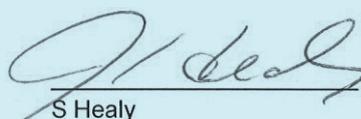
Insurance premiums

The Company has an insurance policy in place in respect of Directors' and officers' liability, legal expenses and insurance contracts, for current and former directors and officers of the Company. In the current year the Company paid premiums totalling \$30,335 in respect of this policy (2014: \$24,259).

11. Lead auditor's independence declaration

The Lead auditor's independence declaration is set out on page 78 and forms part of the directors' report for the financial year ended 30 June 2015.

This report is made in accordance with a resolution of the Directors:



S Healy
President

Dated at Adelaide this 24th day of August 2015.

● STATEMENT OF FINANCIAL POSITION

	NOTE	2015	2014
Assets			
Cash and cash equivalents	11	16,446,403	21,596,825
Trade and other receivables	12	12,804,873	7,043,914
Inventories	13	131,632	293,322
Other financial assets, including derivatives	14	44,502,984	34,896,778
Total current assets		73,885,892	63,830,839
Non-current assets			
Trade and other receivables	12	1,392,210	798,409
Intangible assets	15	261,827	319,158
Property, plant and equipment	16	5,877,812	5,836,280
Total non-current assets		7,531,849	6,953,847
Total assets		81,417,741	70,784,686
Liabilities			
Trade and other payables, including derivatives	17	13,519,719	11,525,835
Employee benefits	18	4,685,331	4,122,409
Income received in advance	19	4,081,014	6,765,083
Total current liabilities		22,286,064	22,413,327
Non-current liabilities			
Employee benefits	18	428,887	373,701
Income received in advance	19	3,000,000	4,270,333
Total non-current liabilities		3,428,887	4,644,034
Total liabilities		25,714,951	27,057,361
Net assets		55,702,790	43,727,325
Members' equity			
Retained earnings		41,754,695	29,779,230
Reserves		13,948,095	13,948,095
Total members' equity		55,702,790	43,727,325

The statement of financial position is to be read in conjunction with the notes to the financial statements set out on pages 59 to 74.

01
PARTICIPATION

02
PERFORMANCE

03
EVENTS &
FACILITIES

04
COMMERCIAL

05
MEDIA &
COMMUNICATIONS

06
PEOPLE &
BUSINESS
SERVICES

07
FINANCIAL
REPORT

TENNIS AUSTRALIA LIMITED
(A COMPANY LIMITED BY GUARANTEE)
ABN 61 006 281 125

● STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

	NOTE	2015	2014
Revenue from sale of goods	6	3,669,075	3,561,316
Revenue from operations & events	6	240,012,787	192,877,150
Other revenues from operating activities	6	294,144	282,357
Total revenue	6	243,976,006	196,720,823
Other income	7	5,245,733	5,388,001
Total revenue and other income		249,221,739	202,108,824
Operations & events expenses		(154,879,795)	(122,079,886)
Tennis expenses		(48,439,983)	(40,067,236)
Commercial expenses		(4,571,315)	(3,051,386)
Media & marketing expenses		(9,893,948)	(7,578,322)
Facility grants		(1,917,740)	(1,464,560)
Other expenses		(22,516,163)	(20,155,496)
Total expenses		(242,218,944)	(194,396,886)
Finance income	9	5,365,258	3,968,283
Finance costs	9	(392,588)	(455,485)
Net finance income	9	4,972,670	3,512,798
Net surplus for the period		11,975,465	11,224,736
Other comprehensive income		-	-
Total comprehensive income for the period		11,975,465	11,224,736

The statement of profit or loss and other comprehensive income is to be read in conjunction with the notes of the financial statements set out on pages 59 to 74.

● STATEMENT OF CHANGES IN EQUITY

	FACILITY DEVELOPMENT RESERVE	PLAYER & PARTICIPATION DEVELOPMENT RESERVE	RETAINED EARNINGS	TOTAL EQUITY
Balance at 1 July 2013	5,948,095	8,000,000	18,554,494	32,502,589
Total comprehensive income for the period				
Total other comprehensive income	-	-	-	-
Surplus for the period	-	-	11,224,736	11,224,736
Balance at 30 June 2014	5,948,095	8,000,000	29,779,230	43,727,325

Balance at 1 July 2014	5,948,095	8,000,000	29,779,230	43,727,325
Total comprehensive income for the period				
Total other comprehensive income	-	-	-	-
Surplus for the period	-	-	11,975,465	11,975,465
Balance at 30 June 2015	5,948,095	8,000,000	41,754,695	55,702,790

The statement of changes in equity is to be read in conjunction with the notes to the financial statements set out on pages 59 to 74.

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

● STATEMENT OF CASH FLOWS

	NOTE	2015	2014
Cash flows from operating activities			
Cash receipts from customers		266,851,723	220,797,900
Cash paid to suppliers and employees		(263,486,331)	(212,323,813)
Interest received		659,534	660,838
Net cash from operating activities	23	4,024,926	9,134,925
Cash flows from investing activities			
(Borrowings)/repayments from member/affiliate loans		(1,109,854)	(34,738)
Acquisition of other investments		(6,000,000)	
Acquisition of property, plant and equipment	16	(2,065,494)	(2,652,813)
Proceeds from sale of property, plant and equipment		-	8,881
Net cash used in investing activities		(9,175,348)	(2,678,670)
Cash flows from financing activities			
Net cash from financing activities		-	-
Net (decrease)/increase in cash and cash equivalents		(5,150,422)	6,456,255
Cash and cash equivalents at 1 July 2014		21,596,825	15,140,570
Cash and cash equivalents at 30 June 2015	11	16,446,403	21,596,825

The statement of cash flow is to be read in conjunction with the notes to the financial statements set out on pages 59 to 74.

● NOTES TO THE FINANCIAL STATEMENTS

1. Reporting entity

Tennis Australia Limited (the "Company") is a company domiciled in Australia. The address of the Company's registered office is Batman Avenue, Melbourne, Victoria. The Company is a not-for-profit entity and the primary business is the development of tennis in Australia.

2. Basis of preparation

(a) Statement of compliance

The financial statements are Tier 2 general purpose financial statements which have been prepared in accordance with Australian Accounting Standards – Reduced Disclosure Requirements adopted by the Australian Accounting Standards Board and the Corporations Act 2001. These financial statements comply with Australian Accounting Standards – Reduced Disclosure Requirements.

The financial statements were approved by the Board of Directors on 24 August 2015.

(b) Basis of measurement

The financial statements have been prepared on the historical cost basis except for derivative financial instruments and trading investments which are measured at fair value. The methods used to measure fair values are discussed further in note 4.

(c) Functional and presentation currency

The financial statements are presented in Australian dollars, which is the Company's functional currency.

(d) Use of estimates and judgements

The preparation of financial statements in conforming with the AASBs requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised and in any future periods affected.

Information about significant areas of estimation uncertainty and critical judgements in applying accounting policies that have the most significant effect on the amount recognised in the financial statements are described in the following notes:

- > Note 16 – property, plant and equipment (impairment assessment and determination of useful lives)
- > Note 21 – operating leases (lease classification)

3. Significant accounting policies

The principal accounting policies adopted in the preparation of the financial report are set out below. Certain comparative amounts have been reclassified to conform to the current year's presentation.

(a) Foreign currency transactions

Transactions in foreign currencies are translated at the foreign exchange rate at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are translated to Australian dollars at the foreign exchange rate ruling at that date. Foreign exchange differences arising on translation are recognised in the income statement. Non-monetary assets and liabilities that are measured in terms of historical cost in a foreign currency are translated using the exchange rate at the date of the transaction. Non-monetary assets and liabilities denominated in foreign currencies that are stated at fair value are translated to Australian dollars at foreign exchange rates ruling at the dates the fair value was determined.

(b) Financial instruments

(i) Non-derivative financial instruments

Non-derivative financial instruments comprise investments in equity and debt securities, trade and other receivables, cash and cash equivalents and trade and other payables.

Non-derivative financial instruments are recognised initially at fair value. Subsequent to initial recognition non-derivative financial instruments are measured as described below.

A financial instrument is recognised if the Company becomes a party to the contractual provisions of the instrument. Financial assets are derecognised if the Company's contractual rights to the cash flows from the financial assets expire or if the Company transfers the financial asset to another party without retaining control or substantially all risks and rewards of the asset. Financial liabilities are derecognised if the Company's obligations specified in the contract expire or are discharged or cancelled.

Cash and cash equivalents comprise cash balances and call deposits. Bank overdrafts that are repayable on demand and form an integral part of the Company's cash management are included as a component of cash and cash equivalents for the purpose of the statement of cash flows.

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

● NOTES TO THE FINANCIAL STATEMENTS

3. Significant accounting policies CONTINUED

Financial assets at fair value through profit or loss

A financial asset is classified as at fair value through profit or loss if it is held for trading or is designated as such upon initial recognition. Financial assets are designated at fair value through profit or loss if the Company manages such investments and makes purchase and sale decisions based on their fair value in accordance with the Company's documented risk management or investment strategy. Attributable transaction costs are recognised in profit or loss when incurred. Financial assets at fair value through profit or loss are measured at fair value, and changes therein are recognised in profit or loss.

Financial assets designated at fair value through profit or loss comprise equity securities that otherwise would have been classified as available for sale.

Loans and receivables

Loans and receivables are financial assets with fixed or determinable payments that are not quoted in an active market. Such assets are recognised initially at fair value plus any directly attributable transaction costs. Subsequent to initial recognition, loans and receivables are measured at amortised cost using the effective interest method, less any impairment losses.

Loans and receivables comprise cash and cash equivalents and trade and other receivables.

Cash and cash equivalents

Cash and cash equivalents comprise cash balances and call deposits with maturities of three months or less from the acquisition date that are subject to an insignificant risk of changes in their fair value, and are used by the Company in the management of its short-term commitments.

(ii) *Derivative financial instruments*

The Company hold derivative financial instruments to hedge its exposure to foreign currency risks arising from operating, financing and investing activities. In accordance with its treasury policy, the Company does not hold or issue derivative financial instruments for trading purposes. However, derivatives that do not qualify for hedge accounting are accounted for as trading instruments.

Derivative financial instruments are recognised initially at fair value. Subsequent to initial recognition, derivative financial instruments are stated at fair value through profit and loss. The gain or loss on remeasurement to fair value is recognised immediately in profit or loss.

The fair value of forward exchange contracts is their quoted market price at the balance sheet date, being the present value of the quoted forward price.

(c) **Property, plant and equipment**

(i) *Recognition and measurement*

Items of property, plant and equipment are measured at cost or deemed cost less accumulated depreciation (see below) and accumulated impairment losses. The cost of property, plant and equipment at 1 July 2004, the date of transition to AASBs, was determined by reference to its cost at that date.

Cost includes expenditures that are directly attributable to the acquisition of the asset. The cost of self-constructed assets includes the cost of materials, direct labour, the initial estimate, where relevant, of the costs of dismantling and removing the items and restoring the site on which they are located, and an appropriate proportion of production overheads. Purchased software that is integral to the functionality of the related equipment is capitalised as part of that equipment.

Where parts of an item of property, plant and equipment have different useful lives, they are accounted for as separate items (major components) of property, plant and equipment.

Any gain or loss on disposal of an item of property, plant and equipment (calculated as the difference between the net proceeds from disposal and the carrying amount of the item) is recognised in profit or loss.

(ii) *Subsequent costs*

Subsequent expenditure is capitalised only when it is probable that the future economic benefits associated with the expenditure will flow to the Company. Ongoing repairs and maintenance are expensed as incurred.

● NOTES TO THE FINANCIAL STATEMENTS

3. Significant accounting policies CONTINUED

(iii) Depreciation

Items of property, plant and equipment are depreciated from the date that they are installed and are ready for use, or in respect of internally constructed assets, from the date that the asset is completed and ready for use.

Depreciation is calculated to write off the cost of property, plant and equipment less their estimated residual values using the straight line basis over their estimated useful lives. Depreciation is generally recognised in profit or loss, unless the amount is included in the carrying amount of another asset.

The estimated useful lives in the current and comparative years of significant items of property, plant and equipment are as follows:

> Plant and equipment	3-10 years
> Leasehold improvements	3-16 years
> Memorabilia	Indefinite

Depreciation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

(d) Intangible assets

(i) Recognition and measurement

Intangible assets that are acquired by the Company, which have finite useful lives, are measured at cost less accumulated amortisation and accumulated impairment losses.

(ii) Subsequent expenditure

Subsequent expenditure is capitalised only when it increases the future economic benefits embodied in the specific asset to which it relates. All other expenditure, including expenditure on internally generated goodwill and brands, is recognised in profit or loss as incurred.

(iii) Amortisation

Amortisation is recognised in profit or loss on a straight-line basis over the estimated useful life of intangible assets, other than goodwill, from the date they are available for use. The estimated useful life for the current and comparative periods are as follows:

> Domain names	Indefinite
> Trademarks	10 years

Amortisation methods, useful lives and residual values are reviewed each reporting date and adjusted if appropriate.

(e) Inventories

Inventories are measured at the lower of cost and net realisable value. The cost of inventories is based on the first-in first-out principle, and includes expenditure incurred in acquiring the inventories and bringing them to their existing location and condition. Net realisable value is the estimated selling price in the ordinary course of business, less the estimated costs of completion and estimated costs necessary to make the sale.

(f) Impairment

(i) Financial assets (including receivables)

A financial asset is impaired if there is objective evidence of impairment as a result of one or more events that occurred after the initial recognition of the asset, and that the loss event(s) had an impact on the estimated future cash flows of that asset that can be estimated reliably.

An impairment loss in respect of a financial asset measured at amortised cost is calculated as the difference between its carrying amount, and the present value of the estimated future cash flows discounted at the original effective interest rate.

Individual significant financial assets are tested for impairment on an individual basis. The remaining financial assets are assessed collectively in groups that share similar credit risk characteristics.

All impairment losses are recognised in profit or loss.

An impairment loss is reversed if the reversal can be related objectively to an event occurring after the impairment loss was recognised, and this reversal is recognised in profit or loss.

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

● NOTES TO THE FINANCIAL STATEMENTS

3. Significant accounting policies CONTINUED

(ii) *Non-financial assets*

The carrying amounts of the Company's non-financial assets, other than inventories, are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists then the asset's recoverable amount is estimated. For intangible assets that have indefinite lives or that are not yet available for use, recoverable amount is estimated at each reporting date.

An impairment loss is recognised if the carrying amount of an asset or its cash-generating unit exceeds its recoverable amount. A cash-generating unit is the smallest identifiable asset group that generates cash flows that largely are independent from other assets and groups. Impairment losses are recognised in profit or loss. Impairment losses recognised in respect of cash-generating units are allocated first to reduce the carrying amount of any goodwill allocated to the units and then to reduce the carrying amount of the other assets in the unit (group of units) on a *pro rata* basis.

The recoverable amount of an asset or cash-generating unit is the greater of its value in use and its fair value less costs to sell. In assessing value in use, the estimated future cash flows are discounted to their present value using a discount rate that reflects current market assessments of the time value of money and the risks specific to the asset.

Impairment losses recognised in prior periods are assessed at each reporting date for any indications that the loss has decreased or no longer exists. An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount. An impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

(g) **Employee benefits**

(i) *Long-term employee benefits*

The Company's net obligation in respect of long-term service benefits is the amount of future benefit that employees have earned in return for their service in the current and prior periods. The obligation is calculated using expected future increases in wage and salary rates including related on-costs and expected settlement dates, and is discounted using the rates attached to the Commonwealth Government bonds at the balance sheet date which have maturity dates approximating to the terms of the Company's obligations.

(ii) *Short-term employee benefits*

Short-term employee benefits are expensed as the related service is provided. A liability is recognised for the amount expected to be paid if the Company has a present legal or constructive obligation to pay this amount as a result of past service provided by the employee and the obligation can be estimated reliably.

(iii) *Termination benefits*

Termination benefits are expensed at the earlier of when the Company can no longer withdraw the offer of those benefits and when the Company recognises costs for a restructuring. If benefits are not expected to be settled wholly within 12 months of the end of the reporting period, then they are discounted.

(h) **Provisions**

A provision is recognised if, as a result of a past event, the Company has a present legal or constructive obligation that can be estimated reliably, and it is probable that an outflow of economic benefits will be required to settle the obligation. Provisions are determined by discounting the expected future cash flows at a rate that reflects current market assessments of the time value of money and the risks specific to the liability.

● NOTES TO THE FINANCIAL STATEMENTS

3. Significant accounting policies CONTINUED

(i) Revenue

(i) *Sale of goods*

Revenue from the sale of goods in the course of ordinary activities is measured at the fair value of the consideration received or receivable, net of returns and allowances, trade discounts and volume rebates. Revenue is recognised when persuasive evidence exists, usually in the form of an executable sales agreement, that the significant risks and rewards of ownership have been transferred to the buyer, recovery of the consideration is probable, the associated costs and possible return of goods can be estimated reliably, there is no continuing management involvement with the goods, and the amount of revenue can be measured reliably. If it is possible that discounts will be granted and the amount can be measured reliably, then the discount is recognised as a reduction of revenue as the sales are recognised.

(ii) *Rendering of services*

Revenue from rendering of services is recognised in the profit or loss in proportion to the stage of completion of the transaction at reporting date. The stage of completion is assessed by reference to surveys of work performed.

(iii) *Australian Open revenue*

Under agreements entered into with Melbourne & Olympic Parks Trust, the Company is responsible for and is entitled to bring to account all of the income and expenditure for the Australian Open. This financial report includes the results from Australian Open 2015. Under the agreements a percentage of agreed revenue items is payable to the Melbourne & Olympic Parks Trust and has been accrued or paid during the current financial period. Where income is received in advance, the amount is deferred and recognised as revenue upon completion of the applicable Australian Open.

(j) Other income

Government grants

Grants that compensate the Company for expenses incurred are recognised as other income in the statement of comprehensive income when funding is received. Grants that compensate the Company for the cost of an asset are recognised in the income statement as other income on a systematic basis over the useful life of the asset.

(k) Lease payments

Payments made under operating leases are recognised in profit or loss on a straight-line basis over the term of the lease. Lease incentives received are recognised as an integral part of the total lease expense, over the term of the lease.

(l) Finance income and finance costs

Finance income comprises interest income on funds invested, dividend income, changes in the fair value of financial assets at fair value through profit or loss and foreign currency gains. Interest income is recognised as it accrues in profit or loss, using the effective interest method. Dividend income is recognised in profit or loss on the date that the Company's right to receive payment is established.

Finance costs comprise interest expense on borrowings, unwinding of the discount on provisions, foreign currency losses, changes in the fair value of financial assets at fair value through profit or loss and impairment losses recognised on financial assets.

Borrowing costs that are not directly attributable to the acquisition, construction or production of a qualifying asset are recognised in profit or loss using the effective interest method.

(m) Income tax

The income of the Company is exempt from income tax, and accordingly, no provision has been made in the accounts for income tax payable.

Withholding tax from other jurisdictions is provided when the liability is due and payable.

(n) Goods and services tax

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the taxation authority. In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of the expense.

Receivables and payables are stated with the amount of GST included. The net amount of GST recoverable from, or payable to, the ATO is included as a current asset or liability in the balance sheet.

Cash flows are included in the statement of cash flows on a gross basis. The GST components of cash flows arising from investing and financing activities which are recoverable from, or payable to, the ATO are classified as operating cash flows.

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

NOTES TO THE FINANCIAL STATEMENTS

3. Significant accounting policies CONTINUED

(o) Facility loans and Member Association loans

Member Association loans are secured and interest is payable over the term of the loan at the published 180 day bank bill swap rate. The rate is adjusted at six monthly intervals on 30 June and 31 December each year. Facility loans are repayable over a maximum of 10 years with interest charged at the bank bill 180 day swap rate.

(p) New accounting standards and interpretations not yet adopted

The following accounting standards, amendments to accounting standards and interpretations have been identified as those which may impact the Company in the period of initial adoption. They were available for early adoption for the Company's annual reporting period beginning 1 July 2014, but have not been applied in preparing this financial report.

AASB 9 Financial Instruments becomes mandatory for the Company's financial statements for the period beginning on or after 1 January 2018 and could change the classification and measurement of financial assets. The Company does not plan to adopt this standard early and the extent of the impact has not been determined.

AASB 15 Revenue from Contracts with Customers becomes mandatory for the Company's financial statements for the period beginning on or after 1 January 2017 and establishes a comprehensive framework for determining whether, how much and when revenue is recognised. The standard replaces existing revenue recognition guidance. The Company does not plan to adopt this standard early and the extent of the impact is being assessed.

There are also other amendments and revisions to accounting standards and interpretations that have not been early adopted. These changes are not expected to result in any material changes to the Company's financial performance or financial position.

(q) Changes in accounting policies

Except for the change below, the Company has consistently applied the accounting policies set out in Note 3 to all periods presented in these financial statements.

The Company has adopted the following new standard and amendments to standards, including any consequential amendments to other standards, with a date of initial application of 1 July 2013.

AASB 13 *Fair Value Measurement*

AASB 13 establishes a single framework for measuring fair value and making disclosures about fair value measurements when such measurements are required or permitted by other AASBs. It unifies the definition of fair value as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date.

It replaces and expands the disclosure requirements about fair value measurements in other AASBs, including AASB 7. As a result, the Company has included additional disclosures, where appropriate, in this regard.

In accordance with the transitional provisions of AASB 13, the Company has applied the new fair value measurement guidance prospectively and has not provided any comparative information for new disclosures. Notwithstanding the above, the change had no significant impact on the measurements of the Company's assets and liabilities

4. Determination of fair values

A number of the Company's accounting policies and disclosures require the determination of fair value, for both financial and non-financial assets and liabilities. Fair values have been determined for measurement and/or disclosure purposes based on the following methods. Where applicable, further information about the assumptions made in determining fair values is disclosed in the notes specific to that asset or liability.

(i) *Intangible assets*

The fair value of intangible assets is based on the discounted cash flows expected to be derived from the use and eventual sale of the assets.

(ii) *Investments in equity and debt securities*

The fair value of financial assets at fair value through profit or loss is determined by reference to their quoted bid price at the reporting date.

(iii) *Trade and other receivables*

The fair values of trade and other receivables are estimated at the present value of future cash flows, discounted at the market rate of interest at the measurement date. Short-term receivables with no stated interest rate are measured at the original invoice amount if the effect of discounting is immaterial. Fair value is determined at initial recognition and, for disclosure purposes, at each annual reporting date.

(iv) *Forward exchange contracts*

Forward exchange contracts are marked to market using listed market prices or by discounting the contractual forward price and deducting the current spot rate.

Where discounted cash flow techniques are used, estimated future cash flows are based on management's best estimates and the discount rate is a market related rate for a similar instrument at the balance sheet date. Where other pricing models are used, inputs are based on market related data at the reporting date.

(v) *Inventories*

The fair value of inventories acquired in a business combination is determined based on its estimated selling price in the ordinary course of business less the estimated costs of completion and sale, and a reasonable profit margin based on the effort required to complete and sell the inventories.

● NOTES TO THE FINANCIAL STATEMENTS

5. Financial Risk Management

The Company has exposure to the following risks from their use of financial instruments:

- > Credit risk
- > Market risk

This note presents information about the Company's exposure to each of the above risks, their objectives, policies and processes for measuring and managing risk, and the management of capital. Further quantitative disclosures are included throughout this financial report.

The Board of Directors has overall responsibility for the establishment and oversight of the risk management framework. The Board has established the Audit & Risk Committee, which is responsible for developing and monitoring risk management policies. The Committee reports regularly to the Board of Directors on its activities.

Risk management policies are established to identify and analyse the risks faced by the Company, to set appropriate risk limits and controls, and to monitor risks and adherence to limits. Risk management policies and systems are reviewed regularly to reflect changes in market conditions and the Company's activities. The Company, through its training and management standards and procedures, aims to develop a disciplined and constructive control environment in which all employees understand their roles and obligations.

The Audit & Risk Committee oversees how management monitors compliance with the Company's risk management policies and procedures and reviews the adequacy of the risk management framework in relation to the risks faced by the Company.

Credit risk

Credit risk is the risk of financial loss to the Company if a customer or counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the Company's receivables from customers and investment securities.

Trade and other receivables

The Company's exposure to credit risk is influenced mainly by the individual characteristics of each customer. The demographics of the Company's customer base including the default risk of the industry and country, in which customers operate, has less of an influence on credit risk. Approximately 14 percent (2014: 13 percent) of the Company's revenue is attributable to transactions with a single customer.

The Company has established an allowance for impairment that represents its estimate of incurred losses in respect of trade and other receivables and investments. The main components of this allowance are a specific loss component that relates to individual exposures.

Market risk

Currency risk

The Company is exposed to currency risk on trade receivables and trade payables that are denominated in a currency other than the functional currency of the Company, being the Australian dollar (AUD). The currencies in which these transactions primarily are denominated are Euro and USD.

The Company hedges at least 76 percent of all trade receivables and trade payables denominated in a foreign currency. The Company uses forward exchange contracts to hedge its currency risk, most with a maturity of less than one year from the reporting date. When necessary, forward exchange contracts are rolled over at maturity.

Interest risk

The Company adopts a policy of ensuring that between 30 and 60 percent of its interest rate risk exposure is at fixed-rates.

Other market price risk

Market risk exposure arises from the Company's investment portfolio. These investments are classified on the balance sheet as fair value through profit or loss. All investments present a risk of loss of capital. The maximum risk resulting from these investments is determined by the fair value of these investments.

The Board has established the Investment Advisory Committee, which monitors the mix of debt and equity securities in its investment portfolio based on market indices. Material investments within the portfolio are managed on an individual basis by the Fund Managers who have discretionary power to make buy and sell decisions, subject to being within the guidelines established with the Fund Managers.

The primary goal of the Company's investment strategy is to achieve optimum return relative to risk. The Company is assisted by external advisors in this regard. In accordance with this strategy, investments are designated at fair value through profit or loss because their performance is actively monitored and they are managed on a fair value basis.

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

● NOTES TO THE FINANCIAL STATEMENTS

5. Financial Risk Management CONTINUED

Investment management

The Board has appointed the Investment Advisory Committee to monitor, on its behalf, the effectiveness of the investment process of the Company in achieving optimum return relative to risk. The Investment Advisory Committee's function is to:

- > Make recommendations for the appointment of advisers on asset allocation and manager selection, fund managers, custodians and other service providers;
- > Review the performance of these service providers;
- > Review management's brief to asset allocation advisers regarding acceptable levels of risk and projected operating financial performance of the Company;
- > Review asset allocation advisers' recommendations on asset allocation and make recommendations to the Board of Directors;
- > Review advisers' recommendations on manager selection and make recommendations to the Board of Directors;
- > Review management's reports on investment performance and outlook and make appropriate recommendations to the Board of Directors; and
- > Review compliance with and the ongoing appropriateness of, the company's Reserves Policy and Investment strategy.

Capital management

The Company is a company limited by guarantee. Every member of the Company undertakes to contribute to the property of the Company in the event of the Company being wound up while they are a member, or within one year after they cease to be a member, for payment of the debts and liabilities of the Company contracted before the time they cease to be a member and of the costs, charges and expenses of winding up and for adjustment of the rights of the contributories among themselves, such amount as may be required, not exceeding \$100.

The Company is not subject to externally imposed capital requirements. There were no changes in the Company's approach to capital management during the year.

● NOTES TO THE FINANCIAL STATEMENTS

6. Revenue

	2015	2014
Revenue from sale of goods	3,669,075	3,561,316
Revenue from operations & events	240,012,787	192,877,150
Other revenues:		
Interest received:		
affiliated clubs & Member Associations	24,029	30,191
other parties	270,115	252,166
	294,144	282,357
Total revenue	243,976,006	196,720,823

7. Other income

	2015	2014
Net gain on sale of property, plant and equipment	-	8,881
Government grants	5,245,733	5,379,120
Total other income	5,245,733	5,388,001

Government grants

The Company has been awarded government grants from the Australian Sports Commission ('ASC'), Australian Paralympic Committee ('APC'), Department of Education, Employment, Workplace Relations ('DEEWR') and Tourism Victoria and Sport Policy & Programs Office for Sport. One of the grants from the ASC relates to a sport grant and is dependent upon the Company supporting its sport development initiatives, including the implementation of recommendations arising from the High Performance Advisory Panel. The DEEWR grant relates to Indigenous sport programs and is dependent upon the Company providing Indigenous tennis programs. The APC grant is provided to support high performance programs in wheelchair tennis and the Tourism Victoria grant is provided to promote Melbourne and Victoria.

These grants are recognised as income at their fair value at the time they became receivable.

8. Other expenses

	2015	2014
The Company has the following expenses:		
Depreciation expenses:		
- plant and equipment	2,014,285	1,668,042
- leasehold improvements	9,677	24,037
Amortisation expense	57,331	57,331
Cost of goods sold	927,367	1,375,029
Movement in the provision for employee entitlements	618,108	442,805
Operating lease rental expense	1,684,940	1,521,035

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

NOTES TO THE FINANCIAL STATEMENTS

9. Finance income and finance costs

	2015	2014
Recognised in profit or loss		
Interest income on investments at fair value through profit or loss	2,034,326	1,401,733
Interest income on bank deposits	351,078	375,461
Dividend income on investments at fair value through profit or loss	29,564	519,218
Net change in fair value of financial assets at fair value through profit or loss	1,828,921	1,670,413
Net foreign exchange gain	1,121,369	-
Net change in fair value of derivatives at fair value through profit or loss	-	1,458
Finance income	5,365,258	3,968,283
Net foreign exchange loss	-	(455,485)
Net change in fair value of derivatives at fair value through profit or loss	(392,588)	-
Finance expense	(392,588)	(455,485)
Net finance income and expense	4,972,670	3,512,798

The above finance income and finance costs include the following in respect of assets/(liabilities) held at amortised cost:

Total interest income on financial assets	351,078	375,461
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No finance income or finance costs are recognised through equity. This is consistent with the Statement of profit or loss and other comprehensive income on page 56.

10. Auditor's remuneration

	2015	2014
Audit services		
Auditors of the Company		
<i>KPMG Australia:</i>		
Audit and review of the financial reports	67,000	65,000
	67,000	65,000
Other services		
<i>KPMG Australia and International</i>		
Grant assurance procedures	3,400	3,200
Payroll assurance procedures	10,500	-
Professional services – Delegation of Authority	-	6,000
Professional services – Additional assurance procedures	-	3,000
Professional services – Governance Review	24,586	-
Taxation services – Foreign Ambassador Agreements	9,388	-
Taxation services – US Taxation Exemption	14,410	-
Taxation services – US Taxation Return	11,218	-
	73,502	12,200

● NOTES TO THE FINANCIAL STATEMENTS

11. Cash and cash equivalents

	2015	2014
Bank balances	16,446,403	21,596,825
Cash and cash equivalents	16,446,403	21,596,825

Cash and cash equivalents comprise cash balances and call deposits. The call deposits are readily convertible into known amounts of cash and are held at amortised cost.

12. Trade and other receivables

	2015	2014
Current		
Trade receivables	6,437,054	3,285,773
Other receivables	2,766,639	1,980,114
Prepayments	2,845,322	1,562,569
Facility loans receivable from member affiliated clubs	175,510	141,243
Secured loans receivable from Member Associations	580,348	74,215
	12,804,873	7,043,914
Non-current		
Prepayments	157,500	133,152
Facility loans receivable from member affiliated clubs	516,418	459,724
Secured loans receivable from Member Associations	718,292	205,533
	1,392,210	798,409

13. Inventories

	2015	2014
Inventory on hand	131,632	293,322
	131,632	293,322

14. Other financial assets

	2015	2014
Current		
Fixed interest investments designated at fair value through profit or loss	18,229,144	21,116,248
Equity investments designated at fair value through profit or loss	2,443,263	699,270
Cash investments designated at fair value through profit or loss	23,830,577	13,079,802
Derivatives recognised at fair value	-	1,458
	44,502,984	34,896,778

The Company's exposure to credit, currency and interest rate risks related to investments is disclosed in note 5.

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

● NOTES TO THE FINANCIAL STATEMENTS

15. Intangible assets

	DOMAIN NAME	TRADEMARK	TOTAL
Cost			
Balance at 1 July 2013	32,500	573,316	605,816
Additions	-	-	-
Balance at 30 June 2014	32,500	573,316	605,816
Balance at 1 July 2014	32,500	573,316	605,816
Additions	-	-	-
Balance at 30 June 2015	32,500	573,316	605,816
Amortisation			
Balance at 1 July 2013	-	229,327	229,327
Amortisation charges for the year	-	57,331	57,331
Balance at 30 June 2014	-	286,658	286,658
Balance at 1 July 2014	-	286,658	286,658
Amortisation charges for the year	-	57,331	57,331
Balance at 30 June 2015	-	343,989	343,989
Carrying amounts			
Balance at 1 July 2013	32,500	343,989	376,489
Balance at 30 June 2014	32,500	286,658	319,158
Balance at 1 July 2014	32,500	286,658	319,158
Balance at 30 June 2015	32,500	229,327	261,827

● NOTES TO THE FINANCIAL STATEMENTS

16. Property, plant and equipment

	LEASEHOLD IMPROVEMENTS	PLANT AND EQUIPMENT	MEMORABILIA	TOTAL
Cost				
Balance at 1 July 2013	2,502,797	15,507,678	1,876,397	19,886,872
Additions	-	2,652,813	-	2,652,813
Disposals	-	(107,596)	-	(107,596)
Balance at 30 June 2014	2,502,797	18,052,895	1,876,397	22,432,089
Balance at 1 July 2014	2,502,797	18,052,895	1,876,397	22,432,089
Additions	-	2,065,494	-	2,065,494
Disposals	-	(518,981)	-	(518,981)
Balance at 30 June 2015	2,502,797	19,599,408	1,876,397	23,978,602
Depreciation and impairment losses				
Balance at 1 July 2013	2,417,214	12,594,112	-	15,011,326
Depreciation charge for the year	24,037	1,668,042	-	1,692,079
Disposals	-	(107,596)	-	(107,596)
Balance at 30 June 2014	2,441,251	14,154,558	-	16,595,809
Balance at 1 July 2014	2,441,251	14,154,558	-	16,595,809
Depreciation charge for the year	9,677	2,014,285	-	2,023,962
Disposals	-	(518,981)	-	(518,981)
Balance at 30 June 2015	2,450,928	15,649,862	-	18,100,790
Carrying amounts				
At 1 July 2013	85,583	2,913,566	1,876,397	4,875,546
At 30 June 2014	61,546	3,898,337	1,876,397	5,836,280
At 1 July 2014	61,546	3,898,337	1,876,397	5,836,280
At 30 June 2015	51,869	3,949,546	1,876,397	5,877,812

The carrying value of the memorabilia collection was tested for impairment at balance date and no such impairment was noted. The useful life of the collection has been determined to be indefinite taking into consideration the expected usage of the collection and the lack of external factors that could lead to the collection being deemed obsolete.

01
PARTICIPATION

02
PERFORMANCE

03
EVENTS &
FACILITIES

04
COMMERCIAL

05
MEDIA &
COMMUNICATIONS

06
PEOPLE &
BUSINESS
SERVICES

07
FINANCIAL
REPORT

NOTES TO THE FINANCIAL STATEMENTS

17. Trade and other payables	2015	2014
Trade creditors	3,512,842	2,947,581
Other payables	9,615,747	8,578,254
Derivatives recognised at fair value	391,130	-
	13,519,719	11,525,835

18. Employee benefits	2015	2014
Current		
Provision for long service leave	1,933,725	1,555,739
Provision for annual leave	2,751,606	2,566,670
	4,685,331	4,122,409
Non-current		
Provision for long service leave	428,887	373,701
	428,887	373,701

19. Income received in advance	2015	2014
Current		
Australian Open	2,317,054	5,920,019
Other	1,763,960	845,064
	4,081,014	6,765,083
Non-current		
Australian Open	3,000,000	4,270,333
	3,000,000	4,270,333

20. Capital and reserves

Facility development review

The facility development reserve was established by a resolution of the Board and comprises of funds held for future facility developments.

Player & participation development reserve

The player and participation development reserve was established by a resolution of the Board and comprises of funds held for the future development of players and player participation in tennis.

Member equity

The Company is a company limited by guarantee. Every member of the Company undertakes to contribute to the property of the Company in the event of the Company being wound up while they are a member, or within one year after they cease to be a member, for payment of the debts and liabilities of the Company contracted before the time they cease to be a member and of the costs, charges and expenses of winding up and for adjustment of the rights of the contributories among themselves, such amount as may be required, not exceeding \$100.

● NOTES TO THE FINANCIAL STATEMENTS

21. Operating leases

	2015	2014
Leases as lessee		
Non-cancellable operating lease commitments as follows:		
Less than one year	1,612,061	1,535,289
Between one and five years	3,837,107	3,363,600
More than five years	11,238,764	10,313,642
	16,687,932	15,212,531

The Company leases goods and property under non-cancellable operating leases expiring from 1 to 21 years. Leases generally provide the Company with a right of renewal at which time all terms are renegotiated.

Under the property lease with Melbourne & Olympic Parks Trust the Company is required to pay \$702,423, which includes the National Tennis Centre and annual CPI adjustment. Under Australian Accounting Standards only the future minimum payments should be disclosed.

During the financial year ended 30 June 2015, \$1,684,940 was recognised as an expense in the income statement in respect of operating leases (2014: \$1,521,035).

22. Capital and other commitments

As a requirement of the Operational Agreement entered into with Melbourne & Olympic Parks Trust, the Company is required to make payments into a special purpose sinking fund jointly managed by the Company and the Trust.

The annual amount payable is \$500,000 and is payable each year from 2010 to 2016.

The Company is also required to make an annual fixed payment to Melbourne & Olympic Parks Trust that is adjusted for CPI through to 2036. This payment is to obtain the right to 100 percent of merchandise revenues and a portion of catering and ticketing rebates payable to Melbourne & Olympic Parks Trust during the Australia Open.

It is the Company's expectation that the above commitments will be more than offset by new revenues accruing to the Company in the areas of catering, ticketing and merchandise over the period of the commitments.

23. Reconciliation of cashflows from operating activities

	NOTE	2015	2014
Cashflows from operating activities			
Surplus for the year		11,975,465	11,224,736
<i>Adjusted for:</i>			
Depreciation	16	2,023,962	1,692,079
Amortisation	15	57,331	57,331
Unrealised foreign exchange (gains)/losses		-	(1,458)
Increase in fair value of investments		(3,607,664)	(3,384,576)
Gain on disposal of property, plant & equipment	7	-	(8,881)
Operating profit before changes in working capital and provisions		10,449,094	9,579,231
(Increase)/decrease in trade and other receivables		(5,244,906)	183,185
Decrease in inventories		161,690	72,786
Increase/(decrease) in trade and other payables		1,995,342	(1,042,766)
Decrease in income received in advance		(3,954,402)	(100,316)
Increase in employee benefits		618,108	442,805
Net cash from operating activities		4,024,926	9,134,925

01

PARTICIPATION

02

PERFORMANCE

03

EVENTS &
FACILITIES

04

COMMERCIAL

05

MEDIA &
COMMUNICATIONS

06

PEOPLE &
BUSINESS
SERVICES

07

FINANCIAL
REPORT

NOTES TO THE FINANCIAL STATEMENTS

24. Other related party transactions

The Company has related party relationships with its key management personnel.

The names of each person holding the position of director of the Company during the financial year were: Stephen Healy (President), Harold Mitchell, AC, Ashley Cooper, AO, Scott M Tanner, Chris Freeman, AM, Dr Janet Young, Jim Davies, Kerryn Pratt, Peter Armstrong, Wally Masur and Ken Laffey.

Key management personnel and Director transactions

A number of key management personnel, or their related parties, have held positions in other entities that results in them having control or significant influence over the financial or operating policy of these entities.

Only one such entity transacted with the Company in the current reporting period. The terms and conditions of the transactions with key management personnel and the related party were no more favourable than those available, or which might reasonably be expected to be available, on similar transactions to non-key management personnel related entities on arm's length basis.

The aggregate value of transactions and outstanding balances relating to key management personal and entities over which they have control or significant influence are as follows:

Cost	TRANSACTION VALUE YEAR ENDED 30 JUNE		BALANCE OUTSTANDING AS AT 30 JUNE	
	2015	2014	2015	2014
Mr J Fitzgerald Ambassador fees	-	190,000	-	16,500
Mr H Mitchell Advertising fees	-	1,786,186	-	77,751
Ms K Pratt Commentator fees	29,565	-	-	-

Mr J Fitzgerald ceased being a director of the Company in October 2013. Therefore dealings with John Fitzgerald Pty Ltd during the current financial period are no longer a related party transaction and contracts continue to be on normal commercial terms and conditions.

Mr H Mitchell relinquished any interest in Aegis Media Group in August 2013. Therefore media planning and buying services through Vizeum Australia Pty Ltd during the current financial period are no longer a related party transaction and contracts continue to be on normal commercial terms and conditions.

Ms K Pratt was contracted with the Company to provide media commentary services during the Australian Open and Hopman Cup, the contract with the Company is on normal commercial terms and conditions. Ms K Pratt absents herself from meetings where such contract matters are discussed.

Key management personnel compensation

The key management personnel compensation was \$4,481,177 for the year ended 30 June 2015 (2014: \$4,902,490).

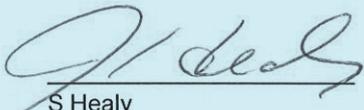
25. Subsequent events

There has not arisen in the interval between the end of the financial year and the date of this report any item, transaction or event of material and unusual nature likely, in the opinion of the Directors of the Company, to affect significantly the operations of the Company, the results of those operations, or the state of affairs of the Company, in future financial years.

● DIRECTORS' DECLARATION

1. In the opinion of the Directors of Tennis Australia Limited ('the Company'):
 - (a) the financial statements and notes set out on pages 55 to 74, are in accordance with the Corporations Act 2001, including:
 - (i) giving a true and fair view of the Company's financial position as at 30 June 2015 and its performance for the financial year ended on that date
 - (ii) complying with Australian Accounting Standards – Reduced Disclosure Requirements and the Corporations Regulations 2001
 - (b) there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of the Directors:



S Healy
President

Dated at Adelaide this 24th day of August 2015.

●
01
PARTICIPATION

●
02
PERFORMANCE

●
03
EVENTS &
FACILITIES

●
04
COMMERCIAL

●
05
MEDIA &
COMMUNICATIONS

●
06
PEOPLE &
BUSINESS
SERVICES

●
07
FINANCIAL
REPORT

● INDEPENDENT AUDITOR'S REPORT



Independent auditor's report to the members of Tennis Australia Limited

Report on the financial report

We have audited the accompanying financial report of Tennis Australia Limited (the Company), which comprises the statement of financial position as at 30 June 2015 and the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, notes 1 to 25 comprising a summary of significant accounting policies and other explanatory information, and the directors' declaration.

Directors' responsibility for the financial report

The directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards – Reduced Disclosure Requirements and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making these risk assessments, the auditor considers internal control relevant to the entity's preparation of the financial report that gives a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

We performed the procedures to assess whether in all material respects the financial report presents fairly, in accordance with the *Corporations Act 2001* and Australian Accounting Standards – Reduced Disclosure Requirements, a true and fair view which is consistent with our understanding of the Company's financial position and of its performance.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of the *Corporations Act 2001*.

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Liability limited by a scheme approved under Professional Standards Legislation.

● AUDITOR'S OPINION

*Auditor's opinion*

In our opinion the financial report of Tennis Australia Limited is in accordance with the *Corporations Act 2001*, including:

- (a) giving a true and fair view of the Company's financial position as at 30 June 2015 and of its performance for the year ended on that date; and
- (b) complying with Australian Accounting Standards – Reduced Disclosure Requirements and the Corporations Regulations 2001.

KPMG

Gordon Sangster
Partner

Melbourne

24 August 2015

●
01

PARTICIPATION

●
02

PERFORMANCE

●
03EVENTS &
FACILITIES●
04

COMMERCIAL

●
05MEDIA &
COMMUNICATIONS●
06PEOPLE &
BUSINESS
SERVICES●
07FINANCIAL
REPORT

TENNIS AUSTRALIA LIMITED
(A COMPANY LIMITED BY GUARANTEE)
ABN 61 006 281 125

● LEAD AUDITOR'S INDEPENDENCE DECLARATION



Lead Auditor's Independence Declaration under Section 307C of the Corporations Act 2001

To: the directors of Tennis Australia Limited

I declare that, to the best of my knowledge and belief, in relation to the audit for the financial year ended 30 June 2015 there have been:

- (i) no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

KPMG

Gordon Sangster
Partner

Melbourne
24 August 2015

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MEMBER
ASSOCIATIONS● **TENNIS AUSTRALIA****TENNIS ACT**

John Cattle, President
 Ross Triffitt, CEO
 A: PO Box 44
 Dickson ACT 2602
 National Sports Club
 Riggall Place
 Lyneham ACT 2602
 P: +61 2 6160 7800
 F: +61 2 6247 2029
 E: tennis@tennisact.com.au
 W: tennis.com.au/act

TENNIS NSW

Greg Doyle, President
 Alistair MacDonald, CEO
 A: PO Box 6204
 Silverwater NSW 1811
 Sydney Olympic Park
 Tennis Centre
 Rod Laver Drive
 Sydney Olympic Park
 NSW 2127
 P: +61 2 9024 7600
 F: +61 2 9763 7655
 E: tennis@tennisnsw.com.au
 W: tennis.com.au/nsw

TENNIS NT

Warren Martin, President
 Sam Gibson, General
 Manager
 A: Unit 1, 90 Ross Smith
 Avenue
 Fannie Bay NT 0820
 P: +61 8 8981 5609
 F: +61 8 8981 5616
 E: tennisnt@tennis.com.au
 W: tennis.com.au/nt

TENNIS QUEENSLAND

Mark Bloomfield,
 President
 Cameron Pearson, CEO
 Queensland Tennis Centre
 190 King Arthur Terrace
 Tennyson Qld 4105
 P: +61 7 3120 7900
 F: +61 7 3120 7929
 E: info@tennisqueensland.com.au
 W: tennis.com.au/qld

TENNIS SA

Kent Thiele, President
 Steve Baldas, CEO
 A: PO Box 43
 North Adelaide SA 5006
 Memorial Drive Complex
 War Memorial Drive
 Adelaide SA 5000
 P: +61 8 7224 8100
 F: +61 8 8212 6518
 E: sareception@tennis.com.au
 W: tennis.com.au/sa

TENNIS TASMANIA

Phil Bowden, President
 Mark Handley, Executive
 Director
 A: GPO Box 115
 Hobart Tas. 7001
 Domain Tennis Centre
 2 Davies Avenue
 Glebe Tas. 7000
 P: +61 3 6108 8200
 F: +61 3 6108 8215
 E: info@tennistasmania.com.au
 W: tennis.com.au/tas

TENNIS VICTORIA

Gary Clark, President
 Matthew Kennedy, CEO
 A: Locked Bag 6001
 Richmond Vic. 3121
 AAMI Park
 Olympic Boulevard
 Melbourne Vic. 3000
 P: +61 3 8420 8420
 F: +61 3 8420 8499
 E: tvreception@tennis.com.au
 W: tennis.com.au/vic

TENNIS WEST

Greg Hutchinson,
 President
 Geoff Quinlan, CEO
 A: PO Box 116
 Burswood WA 6100
 State Tennis Centre
 Victoria Park Drive
 Burswood WA 6100
 P: +61 8 6462 8300
 F: +61 8 9361 1500
 E: info@tenniswest.com.au
 W: tennis.com.au/wa

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15



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**TENNIS
AUSTRALIA**

STEVE HEALY PRESIDENT

CRAIG TILEY CEO

Postal Address:

Private Bag 6060
Richmond Vic. 3121
Melbourne Park

Location:

Olympic Boulevard
Melbourne Vic. 3001
P: +61 3 9914 4000
F: +61 3 9650 2743
W: tennis.com.au

3121

**AUSTRALIAN
OPEN**

CRAIG TILEY TOURNAMENT DIRECTOR

Postal Address:

Private Bag 6060
Richmond Vic. 3121
P: +61 3 9914 4000
F: +61 3 9650 1040
W: ausopen.com

20
15