

AO>EVENTS

MEETINGS - CONFERENCES - INCENTIVES

SRB
2008
2011
2012
2013
2015
2016
2019
Djokovic
Novak



GET SET TO

RECONNECT

AO>EVENTS

MEMORABLE EVENTS, FOR ANY OCCASION

As the most-watched and most-attended Grand Slam, no event has more opportunities to surprise and delight guests than the Australian Open. Whether you're interested in educating, empowering or entertaining, AO Events offers the perfect place to host.

Creating programs that are infallibly bespoke and imaginative is what we do best. Boasting an extensive selection of one-of-a-kind spaces – ranging from intimate speakeasies to arena VIP experiences, there's no limit to what an AO Event can offer. The following pages will provide some inspiration around the many different ways that we can work together to create a truly memorable AO22 experience.



AO»EVENTS

ALL EYES
ON AO21



21

500

Players from 62 countries
were welcomed for AO21

1.8M

Australians watched the
Men's Final between Djokovic
and Medvedev, more than any
non-news program of 2021

30%

Increase in reach across
Facebook, Instagram,
Twitter & YouTube YOY

WHY HOST YOUR EVENT AT THE AO?

The Australian Open is the world's leading sports and entertainment event, comprising a range of offerings that hold universal appeal. We've made it our mission to create a tournament with something for everyone, including memorable fan experiences that extend far beyond the tennis court.

Unlike other sporting events, at the AO we continue to challenge the status quo by developing original offerings that can't be found anywhere else. So, if you're looking to host a special event or meeting, here's a taste of what it could look like.



GLOBAL BROADCAST

Fans from 210 countries and territories watched the AO21 broadcast, which was beamed into 900 million homes around the world each day – and 2022 is shaping up to be even bigger. From extending coverage beyond the summer tennis calendar to growing the AO brand with international influencers, we are ensuring every corner of the world can tune in to join the fun.

Our latest initiative caters to the light tennis viewer, with tailored content that appeals to those who aren't typically sport-orientated.

1.6M

American viewers watched Williams vs Osaka, making it the most-viewed AO match in the United States since Nadal vs Federer in 2017

9M

Unique viewers in Japan watched the Women's Final between Osaka and Brady on NHK, +1M more via WOWOW's subscription service

70%

Increase in viewership across India YOY

25%

Increase in China Central Television coverage hours YOY, cementing China as the AO's most powerful international broadcast region



90M

DOMESTIC BROADCAST

Dominating the ratings throughout the month of February, the Nine Network's coverage of AO21 was our most inventive and extensive yet. Broadcasting live from the AO precinct each day, Nine audiences were given access to every angle of the event, from world-class tennis to the array of entertainment experiences on offer.

Catering to the shift to smart devices, our new digital-first strategy will refresh and diversify future broadcast offerings. This allows us to cast the net wider in terms of audience and reach those interested in watching more than just traditional match play.

86M	Hours viewed on domestic broadcast partner - Nine Network
11.3M	Unique viewers of Nine Network's AO broadcast
21%	Increase in hours of online streaming of AO
224.3M	Minutes streamed on 9Now
1.8M	Viewers at national peak
#1	Ranking for 13 of the 14 tournament days, in terms of free-to-air viewership



86M

WORLD-CLASS CUISINE

Melbourne is known as a "Foodie Capital" of the world, so when the pandemic limited the travel of international chefs and producers, we turned to the talent in our own backyard. Centred around local ingredients, growers and chefs, our AO21 menu further raised Victoria's culinary profile while spotlighting eating and sourcing local. We celebrated and supported the impressive culinary talent we have in our own backyard.

Now, AO22 will work to blend this 'local first' mentality with a global palette, bringing the highest-quality dining experiences from around the world to Melbourne Park. This moves us closer to our goal of AO Food existing as a stand-alone culinary event, attracting epicureans through our menus, not only our matches.

1,600

New hospitality jobs created thanks to AO21

24%

Increase in food and beverage spend per patron YOY

13

World-renowned chefs from Victoria featured at AO21



A STRONG RETAIL GAME

While worldwide retail struggled through 2020, AO shopping continued to grow. From the introduction of digital personalisation stations in all AO shops, to our first-ever click and collect service, fans could access our collection in exciting new ways.

This year, we're looking forward to opening our first digital AO Marketplace, taking the AO shopping experience out into the world.

We will continue to blur the line between entertainment and shopping by collaborating with leading retailers to create world-class experiences and activations. We're also zeroing in on younger shoppers, revolutionising the AO Online Shop and more.

40%

Increase in AO Online Shop sales YOY

1

On-site customisation station at Ralph Lauren's AO Flagship Store, the first of its kind for the Official Outfitter of the AO

20%

Increase in average on-site transaction cost, to \$84 AUD

\$142

Average transaction value on AO Online Shop



FEEL THE BEAT OF THE AO

After a year without live music, AO21 got Australians dancing again. Conrad Sewell, G Flip, Julia Stone and Missy Higgins headlined an all-ANZ line-up with shows across the AO precinct.

The AO has earned the title of Australia's biggest music festival for several consecutive years. For AO22 we will continue to diversify our music offerings – celebrating local artists, intimate sessions and unique performance locations that you won't see or hear anywhere else.



AO VIRTUAL HUB

To help our partners, international stakeholders and their guests experience the AO from anywhere in the world, we created the AO Virtual Hub.

This first-of-its-kind digital experience leverages immersive 3D technology to transport users into the heart of the AO precinct, where they can watch exclusive content, host live events, join networking rooms and more.

We have big plans for the AO Virtual Hub, as we elevate our product to become more consumer-centric. This will allow our fans to experience the AO and wider entertainment offerings in ways that have never been before.

124

Pieces of custom content created for the platform

735

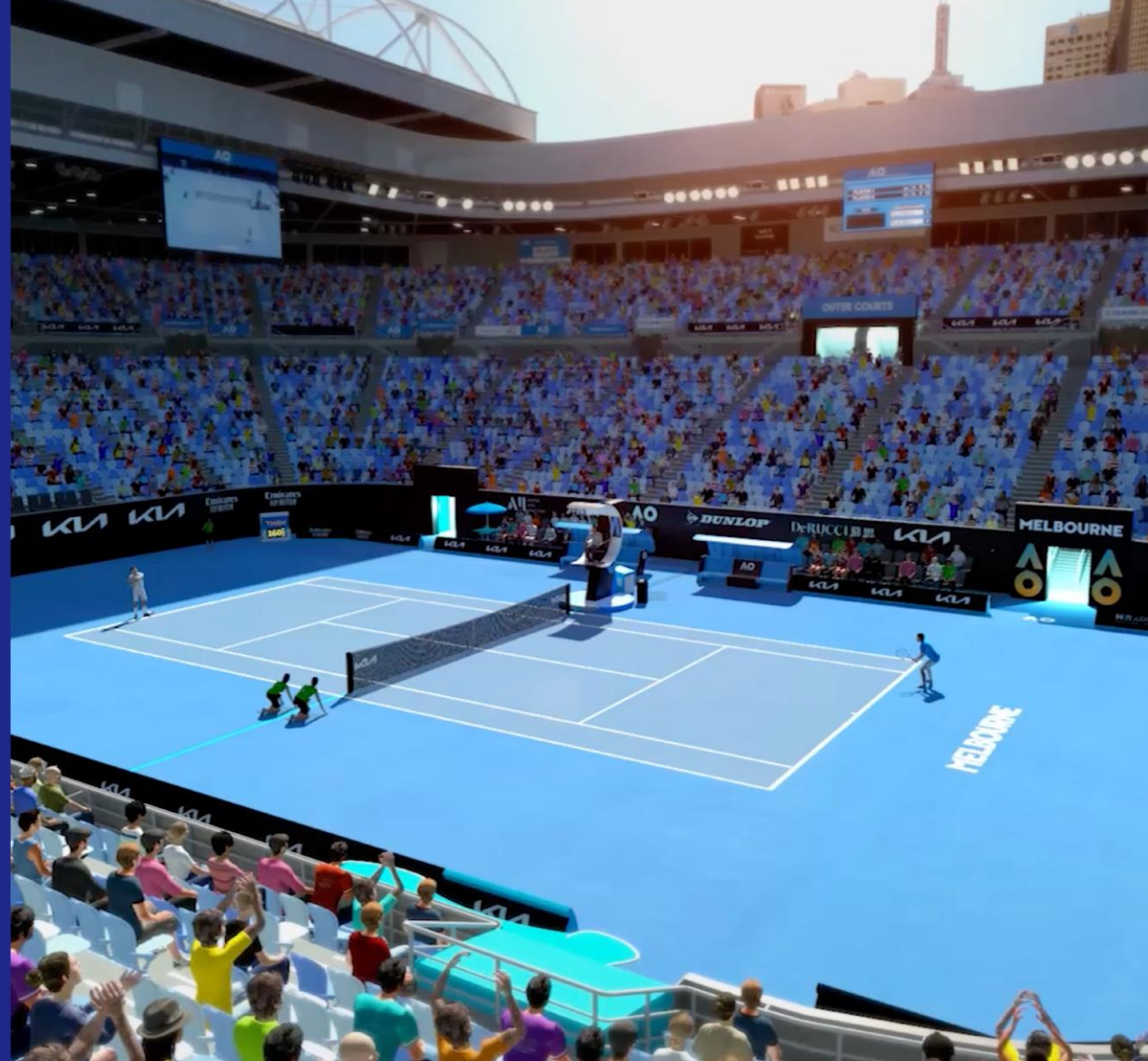
Hours of live streams covering practice sessions, private player areas and press conferences

24

Countries across the globe with users accessing AO Virtual Hub

102

Minutes of exclusive interviews, panel discussions and on-court clinics



A DIGITAL GAME PLAN

While many industries slowed in 2020, the digital world did nothing but boom – and we made sure that our properties evolved to follow suit.

We successfully widened our distribution and improved our ability to deliver a diverse range of intelligently tailored content. After launching on new platforms including Oculus, TikTok, Twitch and Wave.Tv, we reached our broadest digital audience to date, including a massive spike in international engagement.



43.2M	Engagements on AO App	30%	Increase in reach across Facebook, Instagram, Twitter & YouTube YOY	69%	Increase in total ad clicks YOY
83%	Increase in international sessions on AO App YOY	66.1M	Impressions on Facebook	29M	Impressions on Weibo
1.1M	New AO App downloads	88.8M	Impressions on Instagram	1,462%	Increase in TikTok followers YOY
		42.8M	Video views on YouTube	23M	Views on TikTok



BUILDING A BIG FUTURE

EXPLORE OUR
GROWING PRECINCT,
WHICH TAKES PLAYER
AND PATRON COMFORT
TO NEW HEIGHTS.

\$1B

Our home, Melbourne Olympic Park, is in the final stage of a 10-year, \$1 billion redevelopment which will cement its status as one of top sports and entertainment precincts in the world.

WHEN COMPLETED IN 2023, THE NEW MELBOURNE OLYMPIC PARK WILL HAVE ALL OF THE FOLLOWING:

- | | | | |
|-------|---|---|--|
| 2,800 | Square metres of permanent broadcast space, including a state-of-the-art international media centre | 3 | New operable-roof, air-conditioned arenas to further weather-proof the event |
| 1 | World-class functions and events centre for elevated hospitality offerings and conferences | 4 | Levels in an all-new Player Pod featuring world-leading recovery areas, dining options, treatment rooms and family centres |
| 5,000 | Seat sunken show court and arena | | |

AO»EVENTS

AO GLAM SLAM

Finals weekend was made all the more colourful thanks to the Glam Slam—one of the world's biggest LGBTQIA+ tournaments.

Part of the GLTA (Gay and Lesbian Tennis Alliance) Tennis Tour, this event champions diversity, inclusion and gender equality in sport.



PRIVATE SPACES

At the AO, we have the largest Grand Slam precinct in the world. Starting in the heart of Melbourne's CBD and stretching for 3km down the river, our access to one-of-a-kind private spaces is unprecedented.

Whether you're interested in placing your guests in the centre of the tennis action, or transporting them to an environment that feels totally removed, we have rooms suitable for any and every occasion.

ROD LAVER ARENA SUPERBOX

- Take your pick of baseline or sideline views, with a selection of luxe Superboxes in the Upper Bowl of Rod Laver Arena
- A range of customizable food and beverage options served by your own dedicated wait staff
- An intimate and impressive space – perfect for holding important discussions and creating memorable experiences

👤👤👤 12, 15, 17

🍽️🍴 Gourmet Grazing

📍 35m2



RESTAURANT SUPERBOX

- A refreshed spin on an already exclusive experience, Restaurant Superbox dining will offer a rare opportunity to combine a culinary global great with some of the best seats in the house
- Experience a sensational menu designed by the masterminds behind Nobu, or a culinary delight from one of Melbourne's most sought-after chefs, Shane Delia of Maha
- Guests can enjoy a grazing menu throughout the session with the added element of plated, restaurant-style courses

 15 or 16

 Gourmet Grazing and
Plated Dining

 35.36m2



THE LOUNGE

- A tranquil oasis in the heart of Rod Laver Arena, perfect for large groups
- Provides direct access to your reserved seats
- Customisable gourmet grazing menu
- Luxury add-ons to enhance your experience, including a live musician, a Q&A with Tennis Legends, or a Piper-Heidsieck champagne waterfall

60

Gourmet Grazing

166m²



RLA PLAYER POD

- Historically off limits to the public, the Player Pod offers guests the chance to experience the AO finals from the secluded space the tennis elite call home
- Delight in gourmet canapés and food station dining, all while overlooking the bustle of the AO precinct

60

Gourmet Grazing

238m²



CORPORATE RESERVE JOHN CAIN ARENA

- Designed for large groups, this space allows you to delight up to 150 guests with the atmosphere and views of Grand Slam Oval
- Recently revamped to feel like a modern lounge space; there is no limit to what the design and fit out of this space can be

👤👤👤 100-150

🍽️ Grazing / 3-Course Set

📍 300m²



JOHN CAIN ARENA SUITES

- Host corporate events and entertain guests in a variety of settings—all while watching world-class tennis
- Choose from a range of colourful and customisable private spaces that can be complemented with games, activities and surprises
- Extensive wine list, signature cocktails and an inventive food menu will take your event to the next level
- Suite layouts include: boardroom, U-shaped meeting, hollow square and conference

 24 or 48

 Gourmet Buffet / Food Stations

 80m²



THE BOARDROOM

- Featuring panoramic views of Melbourne's most iconic sporting precinct, you won't find a boardroom with better scenery
- Available all day throughout the tournament to accommodate any event schedule
- Treat guests to a three-course meal personalised to your tastes, featuring wine pairings selected by a Treasury Wine Estates Sommelier
- Further enhance the dining experience by tapping one of the AO's world-renowned chefs to cook a bespoke menu just for the occasion

 18-22 Seated

 Three-course seated / Bespoke

 77m²



THE SUITE

- Sport and fine dining collide in this sophisticated setting, just a short walk from Rod Laver Arena
- Melbourne's top chefs will present a three-course degustation, coupled with a curated wine list
- Perfectly sized for a team dinner or special celebration against the backdrop of the AO

 28 Seated

 Three-course seated / Bespoke

 54m²



HYBRID MEETINGS AND EVENTS

- As the AO goes digital, so to does our AO Events offering
- Ask our team about bringing your meeting or event to life in a hybrid setting that connects your group at the AO with colleagues or friends around the world



INCENTIVES

At the AO, we work hard to ensure that no stone is left unturned when it comes to the guest experience.

Our finely-tailored AO packages make your guests feel like VIPS, while simultaneously satisfying specific objectives that are important to your business.

Take a sneak peek at the elevated incentives debuting at AO22.

PENFOLDS RESTAURANT

Returning as the AO's ultra-premium dining partner, Penfolds Conservatory will treat guests to their signature multicourse European menu, designed with the help of Penfold's own Magill Estate Head Chef, Scott Huggins, and paired perfectly with their world-famous portfolio of wines.



ROCKPOOL X BURNT ENDS

Crowd favourite Rockpool Bar & Grill returns to the Australian Open, but you have never seen—or tasted—a meal quite like this. The restaurant is bringing a touch of Singapore to Melbourne Park through a collaboration with fellow global powerhouse, and World Top 50 Restaurant, Burnt Ends, merging menus to create a truly once-in-a-lifetime culinary experience at AO22.



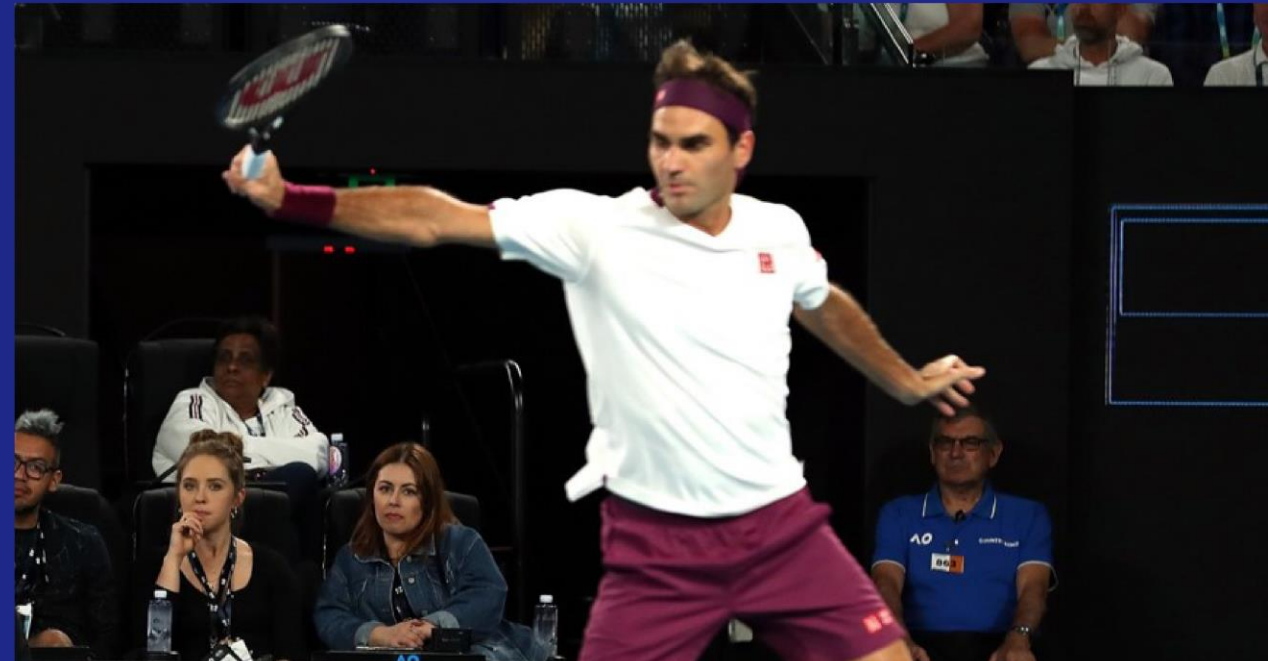
TALENT

Take your event to the next level with a visit from legendary players including the likes of Mark Philippoussis, Pat Cash, Jim Courier, John McEnroe plus members of the Tennis Australia executive team, High Performance Coaches, AO partners and more.



ON-COURT SEATS

Experience Rod Laver Arena centre court action from the best vantage point in the house; the comfort of your luxury on-court seat. Starting from \$1,200, this premium offering grants you access to a private lounge throughout the session, along with fine dining at the most exclusive AO Restaurant and refreshments throughout the event.



PLAYER FOR THE DAY

From the moment your guests arrive on-site, they will be treated with the same care as our elite athletes—enjoying tennis clinics with famous players, behind-the-scenes access to private player areas, on-court seats, five-star dining, and more.



TROPHIES

Create the perfect photo opportunity for your guests with exclusive access to the Norman Brooks Challenge Cup and Daphne Akhurst Memorial Cup, the men's and women's trophies. A professional photographer will capture photos for an AO keepsake that guests will always remember.



RLA FAN WALK ON

Follow in the steps of champions

- Guided tour under Rod Laver Arena that finishes with a viewing of the Walk of Champions
- Walk onto the hallowed blue court and witness the player warm-up from only feet away
- Professional Photographer available to capture on-court photos
- No more than 6 Fan Walks per match, ensuring a private experience that feels completely your own



THE CELLAR

Host an impromptu wine tasting in your private space

- Experience a private wine tasting hosted by a sommelier from Treasury Wine Estates
- Host your private tasting right in your arena suite, a private space or a private room in one of the AO's fine dining restaurants
- Enjoy vintages from Penfolds, Wynns, Coldstream Hills, Seppelt, Saltram and more
- Available to any size group
- Ability to reserve for multiple hour-long sessions



ATRIUM

AO's secluded garden bar

- Boasting live performance in a fun, vibrant setting, Atrium is one of the AO's most stylish entertainment hubs
- This is one of the AO's favourite hubs for entertaining and networking. Traditionally exclusively available to AO Partners, Vantage & Founders Club Members, and Superbox clients, Atrium is now accessible to any Premium Experience guest who wants to join in the party at AO22
- Enjoy trophy appearances and regular Q&A sessions by some of the world's former top players

AO GIFT PACKS

Make it more than memorable

- Surprise and delight guests with apparel, accessories and gear exclusive to the event
- Choose from the AO Shop collections as well as our iconic list of partner brands, including Ralph Lauren, Adidas, New Era, Happy Socks and more



BRAND NEW EXPERIENCES

With our new offerings, there are even more ways to immerse yourself in uniquely AO experiences.

- Private cooking classes with world-renowned chefs
- Private AO shopping experience with a dedicated stylist
- Breakdown of matches from AO commentators in the broadcast studios
- Backstage access at the AO Live Stage
- Bespoke panel discussions or innovation seminars featuring Tennis Australia's work in such areas as diversity and inclusion, sports technology and more

Have an idea of your own? Just say the word, and we'll work together to bring it to life.

AO»EVENTS

PRIVATE AO BALLPARK HIRE

THE PERFECT SERVE
OF FUN FOR KIDS
AND FAMILIES

Exclusive takeover of the AO's kids and families zone, filled with engaging activities like zip lines, water slides, bumper cars, and ANZ Tennis Hot Shots courts—plus family-friendly dining options and non-stop live entertainment. (Capacity: 1,200)



AO AFTER DARK

LIVE MUSIC AND COCKTAILS

- With live music and cocktails in hip destinations across the precinct, this is the AO like you've never seen—or heard—it before
- Enjoy an impressive line-up of live artists from across Australia
- The perfect spot for anyone looking to elevate their AO experience after a night session



BREAKFAST EVENTS

A WORLD-CLASS SETTING WITH THE BACKDROP OF THE AO

- Treat your guests to breakfast and the best views on-site before gates open at the AO
- Available for groups as small as 10 and large as 300
- Option to design a custom menu for your guests
- Venue hire fee based on time of day and session



CLOSED DOOR PRACTICE

UNPRECEDENTED
ACCESS TO THE STARS
IN THEIR ELEMENT

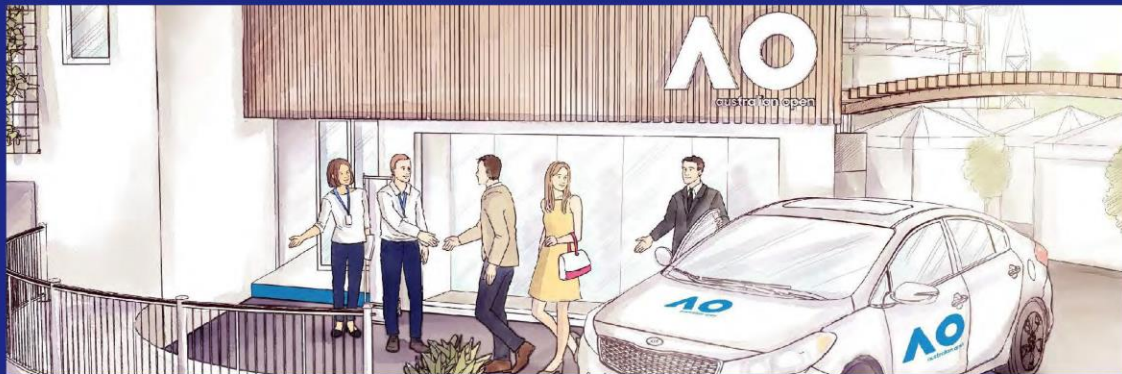
- New to AO22, be one of the first to sneak a peek as players practice behind closed doors in one of the AO arenas
- Practice generally takes place prior to gates opening and is subject to timing and availability



INCENTIVES

WHAT TO EXPECT FROM OUR INCENTIVE OFFERINGS

From the moment your guests arrive, they will be in great hands. The following illustrations will give you a sense of what a conceptual day at the AO could look like for your incentive guests. This collection of experiences is by no means exhaustive, but instead a tool to spark excitement around all of the opportunities we could create together.



Guest Arrival

Guests will be treated to a private entrance adjacent to the AO precinct, with access to Atrium.



Atrium

Atrium is a private space where premium experiences guests can eat and drink in a tranquil environment.



AO Dining

Guests will be treated to a degustation experience like no other, celebrating the best Australian chefs and top-quality local produce.



The Player Entrance

Located only inches from Rod Laver Arena, the Player Entrance delivers a private experience like no other. Guests will come face to face with the world's best tennis players moments before they go on-court.



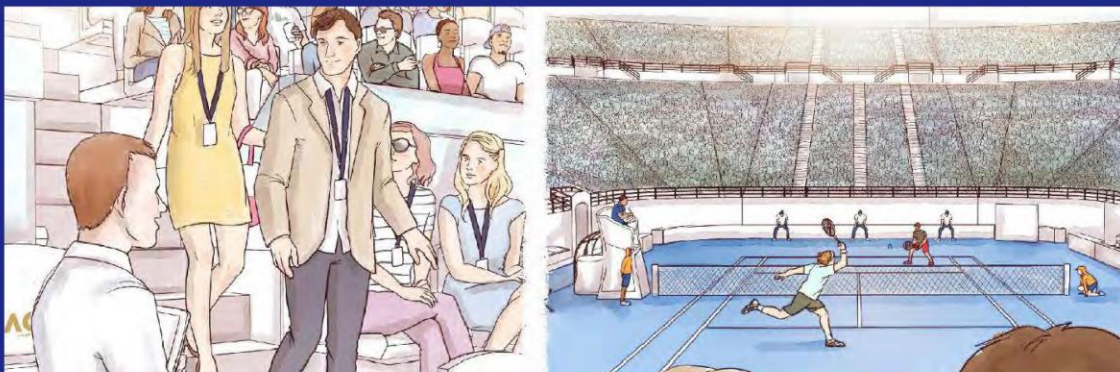
Walk of Champions

Reserved for top-tier guests, the Walk of Champions will be an impactful piece of any tour. Guests will have the honour of watching the greatest AO players descend the corridors and walk onto Rod Laver Arena right as the match begins.



Fan Walk On

When possible, you can choose additional surprises for guests, such as Fan Walk On. This experience gives guests the opportunity to step onto centre court and watch the world's most powerful players warm-up before their next match.



Lower Bowl Seating

Positioned in the front rows of Rod Laver Arena, guests will have access to the best seats in the house.



On-Court Seating

After a truly one-of-a-kind sporting experience? Look no further. Guests will sit just meters away from all the action, getting up close and personal with the world's top athletes.



Superbox

You will be the ultimate host with access to a private Superbox within Rod Laver Arena. Premium food and beverage options, plus private tennis viewing in an intimate setting makes this the perfect space for entertaining your most VIP guests.



AO After Dark

AO After Dark is the perfect place to keep the party going. Guests can enjoy live music and cocktails during each night session and long after match play has finished.



VIP Gifting

Tennis Australia will work with you to create a gifts and merchandise package suitable for VIP guests. Presented upon exit, this premium take-home offering is the ideal way to cap-off an unforgettable AO experience.



Departure

Leaving through the private entrance, guests will avoid all queues and taxi lines. This seamless exit is a stress-free way to conclude a memorable day at the AO, all thanks to you.

CONFERENCES

A SETTING THAT
CAN'T BE BEAT

The best thing about hosting a conference at the AO is your access to our home, Melbourne & Olympic Park. From arenas that seat 10,000 people, to intimate boardrooms that hold no more than ten, we have suitable spaces for every element of your conference.

This, paired with access to our seasoned Events Services Team and the unbeatable backdrop of the AO, will result in a seamless conference that will leave a lasting impression on your guests.

AO»EVENTS

THE FUTURE OF AO CONFERENCES

CENTREPIECE is our new state-of-the-art permanent conference centre, debuting at AO22.



Highlights include:

- Centralised location in the heart of the AO precinct
- Full A/V capabilities with the latest conferencing technology at your fingertips
- World-class food service from acclaimed Australian restaurant icons
- Conference layouts for up to 1,000 guests
- Gala Dinner layouts for up to 1,400 guests
- Cocktail Hour layouts for up to 3,000 guests
- Break-out rooms and private studios located throughout the venue
- A collection of customisable outdoor terraces
- Access to the most exclusive premium experiences available at the world's leading sports and entertainment event

SPECIAL EVENTS

At the Australian Open, tennis is just our day job. Our diverse programming celebrates entertainment that reaches far beyond world-class sport, so there are endless opportunities to integrate new events into our three-week calendar.

We love working with brands that think outside of the box and challenge us to build events like we've never done before. Let's take a look back at the special events that have kicked the AO up a notch.

AO INSPIRATIONAL SERIES

What: An invitation-only event that aims to empower leaders across the arts, business, media, and sport sectors to champion gender equality. This event celebrates women who have done impactful and empowering work, and features a panel discussion, speaker series, sit-down lunch and cocktail hour to facilitate networking.

Where: The Glasshouse, 500+ guests

When: Afternoon of the Women's Semifinals

Highlights: Former keynote speakers include Vogue Editor-In-Chief Anna Wintour, actress Rebel Wilson, filmmaker Baz Luhrmann and many more.



AO»EVENTS

SHOW COURT FINALS



What: To play upon the excitement of Finals Weekend, guests have the chance to dine on-court in the centre of John Cain Arena. This exclusive culinary experience is further elevated with world-class stage performances, live music and Q&As with tennis stars such as Ana Ivanovic, Jim Courier, Caroline Wozniacki and more.

Where: John Cain Arena, 1,500 guests dining on-court

When: Finals Weekend

Highlights: For AO20, guests enjoyed the award-winning "La Soiree", a unique, theatrical phenomenon blending cabaret, circus and contemporary variety – accompanied by guest appearances from legendary tennis players.

FORTNITE

What: The largest competitive gaming event in Australian history, featuring 100 Fortnite Esports players from around the world, competing to win \$500,000 in prize money and charitable donations. This tournament is a great example of a large scale event that operated alongside the tennis—attracting a new demographic of fans to the AO who would have otherwise been unlikely to attend.

Where: Margaret Court Arena, 6,000 fans

When: Finals Weekend—any court takeovers can be organised during the second week of the AO, including Finals Weekend

Highlights: The two day tournament generated 15M+ video views on YouTube content posted by Esports influencers, 4.5M impressions on AO social channels. The content shared by just six of the top Esports players reached 56.4M social media feeds.



AO CHEF SERIES

What: Four of the food and hospitality industry's most talented chefs developed one-of-a-kind degustation experiences, exclusive to the AO. In addition to watching the chefs prepare and serve their dishes, guests get to directly interact with these culinary masters in a uniquely intimate environment.

Where: The Glasshouse, situated in the heart of Melbourne & Olympic Park, 800+ guests over 8 nights

When: First week of the AO, with each chef's custom menu showcased across two nights

Highlights: Past chefs have ranged from Michelin star-rated internationals to local Melbourne success stories

Some of the names who have featured at AO Chef Series have been:

- Alejandro Saravia – Pastuso, Farmers Daughters, Melbourne
- Donna Hay – Australian food icon
- Sara Todd – Antares, Goa
- Charlie Carrington – Atlas, Melbourne
- Mark Briggs – Sardine, East Gippsland



AO»EVENTS

HEALTH AND WELLNESS

- Health and Wellness is a new pillar of the AO which will empower attendees of the Happy Slam to live happier and healthier lives year-round. Debuting at AO22, offerings are set to include:
- AO Mind: created in partnership with experts in the field, this digital content series will incorporate mental health, coaching masterclasses and financial wellbeing
- AO Body: We will get Australia moving with 14 days of activity including yoga, meditation and social tennis play, plus a new Health and Wellness Centre at the eastern courts



BRING YOUR HEALTH
AND WELLNESS EVENT
TO LIFE AT THE AO

ARENA MATRIX

Arena	Capacity	Food	Production Capability	Previous Uses	Footprint
John Cain Arena	10,500 (attendance)	Arranged through Delaware North Catering – customised to the needs of your guests	Full LEDs, scoreboards, lighting, stage rigging, arena PA/sound system, custom flooring, AO court branding	Show Court Finals, NBL Outdoor Game, car exhibitions, expos	13,100 m ² (total arena footprint)
	2,000 (gala dinner or banquet function)				2,760 m ² of floor space
	3,000 (cocktail)				
	8,500 (plenary session or theatre set up)				
Margaret Court Arena	6,000 (attendance)	Arranged through Delaware North Catering – customised to the needs of your guests	Full LEDs, scoreboards, lighting, stage rigging, arena PA/sound system, custom flooring, AO court branding	Fortnite, AO Finals Viewing Party, open roof cinema, trade shows	3,200 m ² (total arena footprint)
	600 (banquet)				1,834 m ² of floor space
	1,200 (cocktail)				
	1,500 (theatre)				
	5,000 (plenary session or theatre set up)				

SEASONED SUPPLIERS

As the world's leading sports and entertainment event, we have spent years building strong relationships with suppliers.

These trusted companies, paired with our seasoned internal teams, ensure that the AO runs smoothly year after year – and your event with us will be no different. Think of us as a one-stop-shop for all of your event needs, taking significant stress and risk off of your plate.

SEASONED SUPPLIERS

AV*	<ul style="list-style-type: none"> · Harry the Hirer · Microhire
Event / Exhibition Build*	<ul style="list-style-type: none"> · Referrals to Tennis Australia preferred agencies
Furniture Hire*	<ul style="list-style-type: none"> · DANN Event Hire · Harry the Hirer · Valiant
Food and Beverage	<ul style="list-style-type: none"> · Delaware North · AO Restaurant partners (previous partners have been Rockpool, Nobu, Magill Estate, Beijing Betty, etc) · Pop-up restaurants on Grand Slam Oval (AO22 outlets TBC)
Merchandise and Gifting	<ul style="list-style-type: none"> · AO Shops · Pop-up retail outlets at the AO (AO22 outlets TBC)
Talent – Tennis Legends	<ul style="list-style-type: none"> · Procured through AO
Accreditation	<ul style="list-style-type: none"> · Application process managed by the AO
Accommodation & Travel	<ul style="list-style-type: none"> · Hotel rooms can be booked via the AO Accommodation Team and through AO Accommodation Partner · Room blocks can be arranged, subject to date and availability · AO Travel Team can assist with booking flights
Transportation	<ul style="list-style-type: none"> · AO can organise transportation to and from the event · AO Kia Player Fleet available upon special request · AO can organise special access for entry of larger groups
Helicopter Services	<ul style="list-style-type: none"> · Microflite
Concierge Services	<ul style="list-style-type: none"> · In-house Concierge Team can be contacted to help with things like restaurant bookings, organising transportation, on-site dry cleaning, translation services and more
Live Music Acts	<ul style="list-style-type: none"> · AO can organise music for any occasion to boost the atmosphere of your event · Ability to liaise with the AO Live Stage acts through Tennis Australia

*Ability to use your own preferred supplier(s) subject to AO approval

INVESTMENT & ITINERARY



CASE STUDY

THE CLIENT:

A luxury automotive brand looking for an exciting way to activate an incentive against the backdrop of AO20

THE BRIEF:

1. Design a "day out" encompassing a number of engaging touchpoints that will stick with guests long after the AO.
2. Treat guests to experiences that cannot be found anywhere else in Australia.

THE RESULT:

Our Premium Experiences team developed an incentive itinerary designed to wow guests at every turn.

This itinerary (featured on the next page) covered everything from interactive private dining in world class restaurants and surprise appearances from legendary tennis players, to immersive on-court experiences and exclusive access to a secret jazz club hidden within the precinct.

THE TAKEAWAY:

There are no limits to what can be created for you and your guests at the Australian Open. It's like a blank canvas, ready and waiting for our brands to work together to add plenty of colour.



THE CLIENT:

A luxury automotive brand looking for an exciting way to activate an incentive against the backdrop of AO20

THE BRIEF:

1. Design a "day out" encompassing a number of engaging touchpoints that will stick with guests long after the AO.
2. Treat guests to experiences that cannot be found anywhere else in Australia.

THE RESULT:

Our Premium Experiences team developed an incentive itinerary designed to wow guests at every turn.

This itinerary (featured on the next page) covered everything from interactive private dining in world class restaurants and surprise appearances from legendary tennis players, to immersive on-court experiences and exclusive access to a secret jazz club hidden within the precinct.

THE TAKEAWAY:

There are no limits to what can be created for you and your guests at the Australian Open. It's like a blank canvas, ready and waiting for our brands to work together to add plenty of colour.



LUXURY AUTOMOTIVE INCENTIVE ITINERARY

AO2020 Men's Semifinals – Friday, January 31st

3.30 pm – 4.00 pm	Incentive Guests arrival at the AO via Atrium (50 Guests) <ul style="list-style-type: none"> • Guests transported from Hotel to the AO • Champagne upon arrival 	6.30 pm – 7.15 pm	Immersive On-Court Experience <ul style="list-style-type: none"> • Guests escorted on-court at Margaret Court Arena • 360 Degree LED video showcasing the history of the Australian Open • Surprise appearance from Pat Rafter (who is the narrator of the video)
4.00 pm – 4.30 pm	Incentive Guests escorted to Rockpool Private Dining <ul style="list-style-type: none"> • Guests to be welcomed by Executive Chef • AO Gift Pack provided to Incentive Guests (AO Embroidered Official Player Towel, AO Champagne and AO Special Edition Hat) 	7.15 pm – 7.30 pm	Guests move to their seats <ul style="list-style-type: none"> • Reserved Lower Bowl Rod Laver Arena Seats
4.30 pm – 5.00 pm	Meet and Greet with AO Trophies <ul style="list-style-type: none"> • Photos with the Australian Open Trophies 	7.30 pm – End of Play	Incentive Guests enjoy world-class tennis and can move between seats and the Rockpool Private Suite
5.00 pm – 6.30 pm	AO Dining Experience presented by Rockpool Dining Group and Penfolds Wine Tasting <ul style="list-style-type: none"> • Interactive experience with Executive Chef • Penfolds sommelier-guided wine tasting • Specially designed cocktail/grazing menu 	End of Play	Incentive Guests move to Secret Jazz and Cocktail Bar (on-site) <ul style="list-style-type: none"> • Incentive Host to entertain Guests
		12 am	Incentive Guests meet at The Atrium for Transport back to Hotel <ul style="list-style-type: none"> • Guests transported from AO to Hotel

THANK YOU

WE HOPE YOU'RE
EXCITED BY WHAT'S
POSSIBLE WITH AN
AO EVENT.

These concepts and case studies are not exhaustive, but instead, pieces of a customisable framework that can be thoughtfully tailored to satisfy the objectives of your business.

After more than a year of feeling disconnected and disengaged, AO Events provide the perfect setting to reconnect and share in a range of truly memorable experiences.

If your brand shares in our passion for pushing the bar on corporate events and hospitality, we'd love to hear from you. AO22 will undoubtedly be one for the books, and we look forward to exploring all that we can build together.

LET'S
CONNECT

1300 309 166 | email@tennis.com.au | ausopen.com/aoevents