



TENNIS AUSTRALIA
Annual Report 2013-2014

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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.

Today TA has eight Member Associations (MAs) – state/territory-based governing bodies responsible for implementing TA initiatives. In 2005 TA celebrated its centenary, and that of its first event – the Australian Open. During more than a century of history, TA has developed into an AUD\$200 million business operating as a one-team Company with a nine-person Board of Directors, 14 Member Delegates (representing the MAs), more than 250 full-time or part-time employees and thousands more during the summer to assist with staging the Australian Open and the Australian Open Series events.

From developing programs for juniors to sport science and video analysis for our elite players, TA is committed to being at the forefront of the sport's development. Each year TA invests millions in tennis infrastructure, player development, participation programs, coach development, competitions and tournaments, and promotion of the game locally, nationally and internationally.

TENNIS VISION MORE AUSTRALIANS PLAYING TENNIS

HOW

1 MILLION
engaged fans

1 MILLION
registered players

1 GRAND SLAM®
champion

PRIORITIES

- ▶ Hot Shots ▶ Social Play
- ▶ Project Talent ▶ Places to Play
- ▶ Expansion – Asia

VALUES

- ▶ Excellence ▶ Humility
- ▶ Loyalty ▶ Teamwork

EDITOR: DANIELA TOLESKI PHOTOGRAPHY: GETTY IMAGES, TENNIS AUSTRALIA DESIGN: LISA MINICHELLO, ROOM44 PTY LTD.
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 TENNIS AUSTRALIA
AUSTRALIAN OPEN

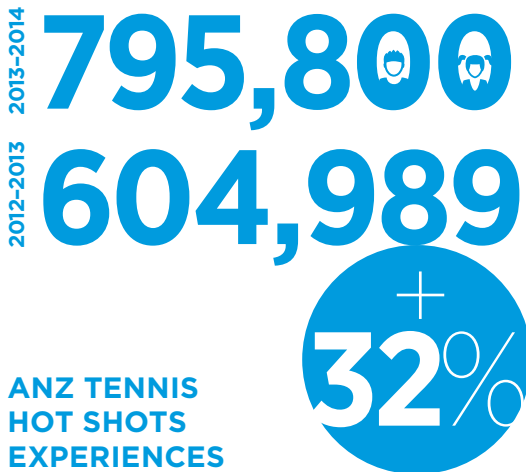
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AUSTRALIAN OPEN

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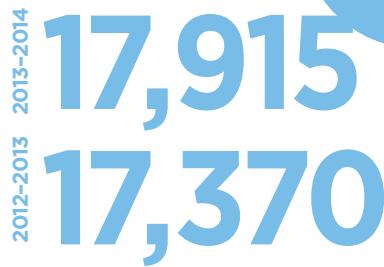
2013-2014 SNAPSHOT



THE ESSENTIAL FUNDAMENTALS ARE DEVELOPED THROUGH ANZ TENNIS HOT SHOTS.



CARDIO TENNIS PARTICIPANTS



COACH MEMBERS



TALENT DEVELOPMENT COACHES

AUSTRALIAN OPEN FACEBOOK FANS



▲ **PRESIDENT AND CEO'S REPORT "AT EVERY LEVEL OUR SPORT IS CHARACTERISED BY A SINCERE LOVE OF THE GAME FROM THOSE IN THIS COUNTRY WHO WORK IN IT, ADMINISTER IT, COACH, OFFICIATE, PLAY OR WATCH IT. IT IS WHAT SETS US APART."**



CRAIG TILEY
CEO

STEVE HEALY
PRESIDENT

Our strategy and revenue growth

The year was very much about strong organisational and financial consolidation to further strengthen the foundation for growth in our sport.

We refined our strategy around the key aspirational pursuits of one million registered players, one million engaged fans and one Grand Slam® champion. Our organisational restructure better reflects those goals and has generated enormous energy, focus and momentum around participation in particular.

Underpinning all of that and providing the launching pad for future growth was a financial turnaround that led to the best year-end result in the Company's history – a net surplus of AUD\$11,224,736 as at 30 June 2014 (compared to the 2013 net surplus of AUD\$1,622,811). The increase was largely due to additional net revenues from Australian Open 2014 and has fuelled our biggest investment in the sport.

Successful events

Of course that revenue doesn't come without a very successful event and Australian Open 2014 overcame some significant weather obstacles (an intense heatwave) and site limitations as a result of the ongoing redevelopment, to produce some amazing results on and off court. Interest levels across the globe were high, players and fans alike relishing the first Slam of the year. Two new winners Li Na and Stan Wawrinka, were crowned singles champions and received AUD\$2.65 million – the biggest prize money purse in the event's history.

AUD
\$11.2 m

NET SURPLUS AT 30 JUNE 2014 IS THE BEST YEAR-END RESULT IN THE COMPANY'S HISTORY.

Despite the weather, 643,280 fans attended and the highest single day attendance of 80,219 was achieved on the middle Saturday. The cumulative global audience across 196 countries was 342.8 million while ausopen.com had 17 million unique visitors and the #ausopen hashtag use increased by 132 percent. It was an annual reminder that the Australian Open is a fabulous international showcase of our sport and our nation.

For the first time a special charity match, 'A Night with Roger Federer and Friends', was staged at Rod Laver Arena on Wednesday 8 January 2014. The highlight for many, and indeed both of us, was witnessing two of arguably the greatest players ever to grace the tennis court – Australian tennis legend Rod Laver and Federer – warm-up together to start what turned out to be an amazing night. The event raised more than AUD\$1 million for the Roger Federer Foundation and Australian Tennis Foundation.

Grassroots tennis

Another first was the AO Blitz – a unique concept to further link the Australian Open to the community and drive greater interest at the grassroots level. All 256 main draw singles players were allocated an Australian town to play for. Community activations were held at 103 communities with 72,500 participants attending and more than 35,000 people completing online challenges.

It was another participation push across the playing spectrum but always paying special attention to our development program for primary school-aged children, ANZ Tennis Hot Shots which, this year, attracted more than 322,000 kids participating in schools alone and took the ANZ Tennis Hot Shots experiences past the 795,000 mark.

Another factor of our participation plan has been ongoing affiliation reform which is enabling more and more people to connect with their club, Member Association and the sport, reap the benefits, stay more engaged and play more. The other key component in participation is of course having somewhere to play and our focus on replenishing the national court inventory is also a platform upon which we are ensuring the long-term health of the sport.



THE SUPER 10s NATIONAL FINALS WERE HELD AT THE NATIONAL TENNIS CENTRE DURING AUSTRALIAN OPEN 2014.



ANZ TENNIS HOT SHOTS EXPERIENCED SIGNIFICANT GROWTH IN PARTICIPATION AND DELIVERERS IN 2013-2014.

The additional 234 new or reconditioned courts in the last 12 months increased the overall courts assisted through the National Court Rebate Scheme to 1838 since 2007. A series of regional venues are also under development, providing quality venues for players of all levels right around Australia.

Promising player results

On the elite player front, our young group continues to develop strongly with a good crop gradually ascending the rankings on the men's tour. Nick Kyrgios defeating world No.1 Rafael Nadal at Wimbledon to reach the quarterfinals was the obvious highlight. Among the women, Casey Dellacqua has been the standout with strong showings in the Slams and climbing back into the top 50 for the first time since her injuries. In fact, we had our largest main draw singles contingent at Wimbledon in 13 years. Sam Stosur capped the Aussie performance nicely by pairing with Serbia's Nenad Zimonjic to win the mixed doubles title. Both our Fed and Davis Cup teams are back in the World Group. While we all continue to work hard and know there is still lots to be done, the efforts of the Australian players this year have been a credit to them, their support teams, families and the Australian tennis community who's loyalty and support are a tremendous asset.

Our future

The year has also been very much about looking forward and setting up our future. Financially we are in a strong position for this. Our new Commercial Director Richard Heaselgrave comes to us with a wealth of global sporting experience and has quickly developed a comprehensive plan for expansion in Asia building on the work already done around the Australian Open International Trophy Tour, Asia-Pacific Wildcard Play-off and the Ballkids exchange program.

A big part of our future is the continued transformation of Melbourne Park, which will see the finishing touches applied to Margaret Court Arena in time for Australian Open 2015. This great work will continue across the site after the Victorian Government announced AUD\$338 million in funding for stage two of the Melbourne Park redevelopment in January 2014. The next phase includes

upgrades to Rod Laver Arena, a new footbridge from Birrarung Marr and a media and administration building. Thanks to the support of the Victorian Government, the Australian Open is setting the standard in world-class facilities. We will be very proud to showcase Australian Open 2015 as the only Grand Slam® to have three retractable roof stadiums.

We are continually looking at ways to improve and this led to a landmark decision to do the host broadcast of the Australian Open and Australian Open Series ourselves starting in 2015. This is in our bid to provide the best possible service to all of our broadcasters.

A dedicated team

We want to continue to innovate, grow and live by our values of loyalty, excellence, teamwork and humility. A solid foundation has been laid for much of this work and with that in mind we'd like to thank former CEO Steve Wood for his contribution during an eight-year reign and we wish him well in his next venture, as he will always be a big part of the Australian tennis family.

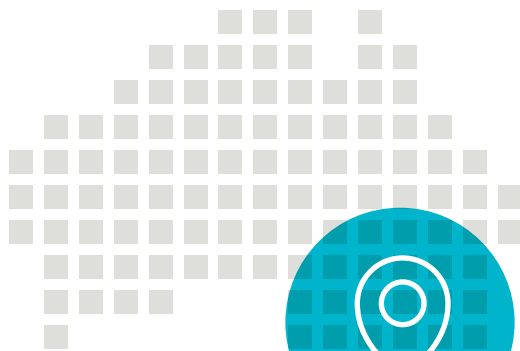
Thank you to our tremendous staff, the very dedicated Board, our highly-committed Member Associations, wonderful sponsors and partners and of course the incredible Australian tennis community for the support each and every year. At every level our sport is characterised by a sincere love of the game from those in this country who work in it, administer it, coach, officiate, play or watch it. It is what sets us apart.

We are very honoured and humbled to work with such dedicated people and look forward to continuing to give everyone the opportunity to enjoy our game as much as we do.

STEVE HEALY
PRESIDENT

CRAIG TILEY
CEO

▲ PARTICIPATION HIGHLIGHTS



IN ITS FIRST YEAR

72.5
THOUSAND

participants attended the AO Blitz community activations at 103 communities.



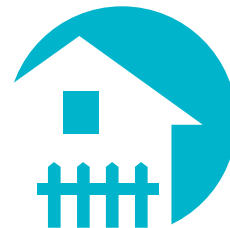
322,048

TENNIS IN SCHOOLS participants
(ANZ Tennis Hot Shots).

848

SCHOOLS are part of the National School Partnership Program.

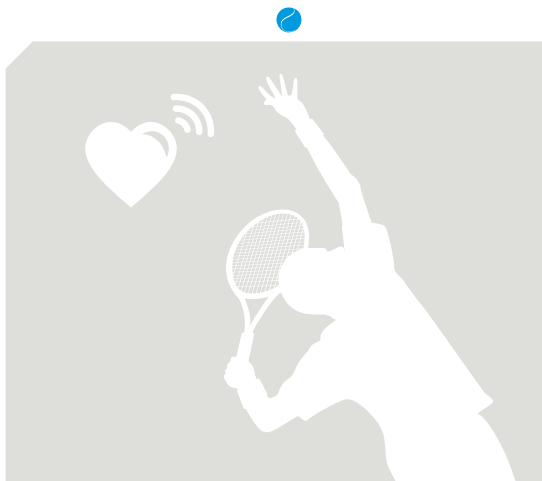
464



COMMUNITY PLAY CLUBS



SCHOOLS ARE FAST BECOMING THE PLACE WHERE KIDS FIRST PICK UP A RACQUET.



633 

REGISTERED CARDIO TENNIS DELIVERERS

9930 
9966

TENNIS IN SCHOOLS (Cardio Tennis).

1613 

PARTICIPANTS COMPLETED TENNIS AUSTRALIA COACHING COURSES

6560 

DOWNLOADS OF THE TENNIS AUSTRALIA TECHNIQUE APP



1492 ATHLETES AND 402 PRIVATE COACHES PARTICIPATED IN A TOTAL OF 56 TALENT DEVELOPMENT CAMPS

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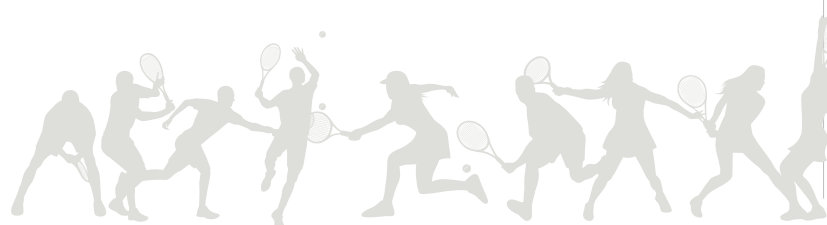
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▲ PARTICIPATION TENNIS AUSTRALIA PROMOTES AND FACILITATES PARTICIPATION IN TENNIS AT ALL LEVELS.

ANZ Tennis Hot Shots

The 2521 registered ANZ Tennis Hot Shots deliverers offered 795,800 children the chance to experience Tennis Australia's development program for primary school-aged children in the past 12 months. Using smaller courts, smaller racquets and low-compression balls, learning tennis is fun and easy for children as it enables them to start rallying right from their first lesson. The program recorded a 54 percent increase in 2013-2014 with 139,584 ANZ Tennis Hot Shots participants officially registered to the program.

ANZ Tennis Hot Shots in Schools

National Tennis in Schools program

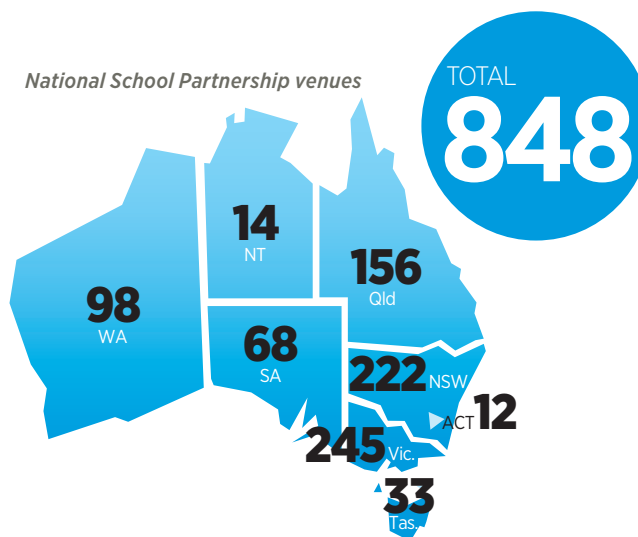
The ANZ Tennis Hot Shots in Schools program is aimed at connecting schools around Australia with local ANZ Tennis Hot Shots coaches and community club venues. The program, launched in July 2012, provides primary school-aged students with their first experience of tennis. ANZ Tennis Hot Shots coaches, who are endorsed by Tennis Australia, delivered a quality assured program to 322,048 participants nationally in 2013-2014.

National School Partnership Program

This program has experienced consistent growth since its launch on 1 January 2013 and has ensured more opportunities are available to students to become active through play directly at their school. In 2013-2014 there were 848 schools that committed to include tennis in their health and physical education curriculum via the National School Partnership Program (NSPP), with an additional 242 wanting to become involved. These schools became an official venue for ANZ Tennis Hot Shots enabling them to access all the program benefits, including a comprehensive resource linked directly to the national health and physical education curriculum as well as professional learning opportunities. The NSPP at these venues also provided the 704,959 students a direct pathway, linking them to community based programs and competitions at clubs.

THE PROGRAM RECORDED A 54 PERCENT INCREASE IN 2013-2014 WITH 139,584 ANZ TENNIS HOT SHOTS PARTICIPANTS OFFICIALLY REGISTERED TO THE PROGRAM.

National School Partnership venues



ANZ Tennis Hot Shots coaches and clubs

Community Play and Leagues

There are currently 464 tennis clubs registered for the Community Play program, helping clubs deliver a play-based program through parents, volunteers and coaches. In addition, 239 clubs and more than 3000 kids participate in ANZ Tennis Hot Shots Leagues, which provide kids with a quality first competitive team tennis experience.



THE USE OF MODIFIED EQUIPMENT MAKES LEARNING TENNIS FUN AND EASY.



TENNIS HOT SHOT OF THE YEAR JAYLA TRAN TOOK TO THE COURT WITH FORMER WORLD NO.8 ALICIA MOLIK.

Summer of tennis

Kids Tennis Day

Tennis Australia partnered with Nickelodeon once again to host Kids Tennis Days at all AO Series events, with 30,641 people visiting these events in Perth, Brisbane, Sydney, Adelaide and Hobart. Kids Tennis Day at Australian Open 2014 sold out, with 13,199 people purchasing tickets in advance. Hundreds of children hit the courts at Melbourne Park, some picking up a racquet for the first time, and also enjoyed entertainment and activities around the grounds. Rafael Nadal, Victoria Azarenka, Roger Federer, Lleyton Hewitt, Samantha Stosur, Pat Rafter and Eugenie Bouchard entertained a capacity crowd at Rod Laver Arena. Nickelodeon characters SpongeBob SquarePants, Dora the Explorer and the Teenage Mutant Ninja Turtles also took to the court, adding to the fun atmosphere. Five lucky Tennis Hot Shots players won the chance to meet Federer from more than 3000 entries.

Australian Open & AO Series Events 2014

There were 1258 registered Tennis Hot Shots kids who participated in on court demonstrations prior to matches at the Australian Open and AO Series Events during the summer of tennis. This is an increase of 251 participants from last year.

Tennis Hot Shots additional benefits

Tennis Hot Shot of the Year

Seven-year-old Jayla Tran (Point Cook, Vic.) was given the opportunity to hit with Australian Fed Cup captain and Tennis Hot Shots Ambassador Alicia Molik at Sanctuary Lakes Tennis Club in February 2014. Molik took to the court with Tran and three friends after Jayla won Tennis Australia's Tennis Hot Shot of the Year 2013 award at the Australian Open in January. Tran was one of 12 finalists from across the country who had the opportunity to go behind the scenes at Melbourne Park, have a hit at Rod Laver Arena, and attend the official Tennis Hot Shot of the Year awards night at Melbourne Zoo. As part of the accolade, Jayla was also awarded a year's worth of free coaching.



TOP TENNIS PLAYERS AND WELL-KNOWN CHARACTERS ENTERTAINED THE KIDS TENNIS DAY CAPACITY CROWD ON 11 JANUARY 2014.

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THE FAST-PACED CONCEPT OF CARDIO TENNIS KEEPS PARTICIPANTS ON THEIR FEET FOR THE DURATION OF THE WORKOUT.

Cardio Tennis

Celebrating its second year in January 2014, Cardio Tennis offers a fun and energising 60-minute workout that increases hand-eye coordination, tennis skill and fitness level. In 2013-2014 there were 633 registered deliverers offering Cardio Tennis to 7985 registered participants.

Cardio Tennis in Secondary Schools

A national pilot launched earlier in the year involved 79 secondary schools, who delivered Cardio Tennis to 9930 secondary school students in 2013-2014. Secondary school teachers indicated that the program must be fun and flexible as well as increase the health and fitness of students. A group of 21 students from John Forrest Secondary School in Western Australia demonstrated the program at Margaret Court Arena during Australian Open 2014. The program will be officially launched in October 2014 to all secondary schools across Australia.

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A NATIONAL PILOT LAUNCHED EARLIER IN THE YEAR INVOLVED 79 SECONDARY SCHOOLS, WHO DELIVERED CARDIO TENNIS TO 9930 SECONDARY SCHOOL STUDENTS IN 2013-2014.

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#gamechanger of the year

The Cardio Tennis #gamechanger of the year competition aimed to uncover Australian coaches or fitness trainers that are changing the face of tennis at their clubs and centres by rewarding Cardio Tennis deliverers with high numbers of participants each month. Bill Walters (SA) was the eventual winner and received an all expenses trip to the 2015 Australian Grand Slam® Coaches' Conference and tickets to Australian Open 2015.



TONI NADAL (RIGHT), UNCLE AND COACH OF RAFAEL NADAL, WAS A POPULAR PRESENTER AT THE 2014 AUSTRALIAN GRAND SLAM® COACHES' CONFERENCE.

Coaches

Coach Membership

Professional development, networking opportunities and business growth are just some of the benefits the 4008 coaches receive by registering to Tennis Australia's Coach Membership program. Coach categories include: qualified coach (Junior Development, Club Professional, Master Club Professional and High Performance), trainee coach, international coach or associate member. Coaches continue to drive participation and performance at all levels as well as being the face of many of our tennis clubs and centres. New Zealand International Membership was also launched with 177 new members joining.

Coach education

Tennis Australia delivers coaching courses and qualifications for current and prospective tennis coaches. The coaching courses include Intro to ANZ Tennis Hot Shots, Community Coaching, Junior Development, Club Professional, Master Club Professional, and High Performance along with Recognition of Current Competence. There were 111 courses delivered nationally with 1613 participants involved in 2013–2014.

The seventh annual Australian Grand Slam® Coaches' Conference featured presentations from Toni Nadal, Sven Groeneveld, Roger Rasheed, Judy Murray, Pat Rafter and the great Rod Laver. There were more than 300 coaches and industry professionals from six countries who attended the four-day conference staged before Australian Open 2014.

Technique app

The Tennis Australia Technique app has been downloaded 6560 times (3881 iPad, 2679 iPhone/iPod touch) in over 60 countries since its release in January 2013. The app is assisting coaches, teachers, parents and players to develop technique. The major feature of the app is the ability to record player strokes in high definition, which can then be compared to reference strokes, side-by-side or with an overlay.



ATHLETES ARE TESTED ON PHYSICAL, SKILLS AND FOOTWORK ABILITIES DURING TALENT DEVELOPMENT CAMPS.

Project Talent

Talent Development Coaches

Tennis Australia has recognised 152 passionate and committed coaches who specialise in the development of under 12 year olds. These private coaches are a vital element in the athlete development pathway. As part of the ongoing support 51 travel grants were distributed (AUD\$58,750) to Talent Development Coaches for attending Nationals and State Championships. In addition, 11 professional development workshops were delivered with 86 attendees.

Talent Development Coach Mentors

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.

Super 10s

The national Super 10s competition provides 10/u athletes with a culture of fair play, promoting teamwork among young athletes and encouraging an engaging environment for players and parents. There were 802 athletes and 171 private coaches who participated in a total of 28 Super 10s seasons. These seasons culminated in the Super 10s National Finals held during Australian Open 2014. The Australian Davis Cup and Fed Cup teams welcomed the Super 10s National Finals participants to the National Tennis Centre on 22 January 2014. During the five-day competition, 64 athletes and 16 Team Managers participated.

Super 12s

Following the national success of Super 10s, 38 athletes and seven private coaches competed in an inaugural Super 12s season in New South Wales in May–June 2014. Building on the attributes of teamwork, hard work, competitiveness and sportsmanship fostered in Super 10s; Super 12s applies the same principles for athletes. Super 12s will grow further around the country in the next financial year.

Talent Development Camps

During the year 56 Talent Development Camps were held across Australia, with 1492 athletes and 402 private coaches participating. The rising young tennis talents are tested on a range of abilities including physical, skills and footwork.

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Clubs

Connecting communities

Tennis Australia is committed to offering ease of access and connecting communities through clubs and centres.

Affiliation and Membership reform

Tennis South Australia, Tennis Queensland and Tennis New South Wales transitioned and have been using the new model for the last 12–24 months. This reform is the catalyst for flexible membership options. As a result these states have recorded a combined increase of 60,856 additional participants registered to tennis since the implementation of the new model. Tennis Victoria, Tennis ACT and Tennis West have informed all clubs and affiliates of the new Affiliation Reform model to be rolled out in 2014–2015, while Tennis Tasmania will implement its affiliation reform in January 2015.



CLUBS AROUND THE COUNTRY OPENED THEIR DOORS FOR WORLD TENNIS DAY IN MARCH 2014.

REPRESENTATIVES FROM ALL MEMBER ASSOCIATIONS ATTENDED THE ‘ONE TEAM WORKSHOP’, WHICH FOCUSED HEAVILY ON “PARTICIPATION - THE FUTURE OF TENNIS” AND CONNECTING IT ALL WITH “ONE STRATEGY, ONE MESSAGE, ONE STORY, ONE TEAM”.

ONE Team Workshop

The annual Tennis Conference was held in Melbourne in July 2014. Representatives from all Member Associations attended the ‘One Team Workshop’, which focused heavily on “Participation – the future of tennis” and connecting it all with “ONE strategy, ONE message, ONE story, ONE Team”.

World Tennis Day

The second annual World Tennis Day was held on 3 March 2014. Tennis clubs around Australia held free open days on the weekend prior, while Melbourne fans had the chance to hit on the Australian Open courts for an afternoon of free tennis on Monday 3 March 2014.



EXPERIENCED WHEELCHAIR TENNIS COACH GREG CRUMP RECEIVED THE COACH OF THE YEAR AWARD AT THE DISABILITY SPORT & RECREATION AWARDS IN 2013.

Competitions

Competitions allow participants to play socially through innovative formats. Currently the key drivers of competitions are ANZ Tennis Hot Shots Leagues (integrating Supers 10s), Junior (Teenage) Tennis Leagues, National School Competitions, Adult Tennis Leagues and the Asia-Pacific Tennis League. There are 112 competition providers using Competition Planner and 45,265 unique players using the system.

Inclusion

Indigenous

Tennis Australia continued to deliver tennis through clubs and remote community visits with Come and Try Days. As a result, 15 targeted athletes signed agreements for subsidised coaching, club membership and tournament participation. Another 45 participants are also receiving subsidised coaching. National Indigenous coach Ian Goolagong, along with support from the Member Associations and external partners, delivered tennis to more than 10 schools across the country through Tennis Australia's National Schools Partnership Program. Free weekly tennis lessons at the National Tennis Centre in Melbourne during February–May 2014 were also offered.

In addition, Tennis Australia supported the Goolagong National Development Camp during Australian Open 2014. This included transport, access to Rod Laver Arena for training sessions, accreditation, ground passes, lunch vouchers and balls.

AN EIGHT-WEEK WHEELCHAIR TENNIS PROGRAM HELD AT MELBOURNE PARK COMMENCED IN JULY 2013 WITH EXPERIENCED AUSTRALIAN WHEELCHAIR TENNIS COACH GREG CRUMP. HE WAS AWARDED WITH COACH OF THE YEAR HONOURS AT THE 2013 DISABILITY SPORT & RECREATION AWARDS IN MELBOURNE.



TENNIS AUSTRALIA SUPPORTED THE GOOLAGONG NATIONAL DEVELOPMENT CAMP DURING AUSTRALIAN OPEN 2014.

Wheelchair

An eight-week wheelchair tennis program held at Melbourne Park commenced in July 2013 with experienced Australian wheelchair tennis coach Greg Crump. He was awarded with Coach of the Year honours at the 2013 Disability Sport & Recreation Awards in Melbourne. He is also currently coaching a new junior player who was identified via the rehab/Tennis Hot Shots program at the Royal Children's Hospital in early 2014.

Intellectual Disability

The finals of the 2014 Australian Tennis Championships were held during the Australian Open at Melbourne Park. There were 44 entries in the men's and women's events, including the US entering a team of four players for the first time. Kelly Wren (NSW) and Archie Graham (Qld) defended their titles.

35+ Seniors

Tennis Seniors Australia runs tournaments and competitions for players aged 35 and over. Tennis Tasmania hosted 800 players from Tennis Seniors as part of the National Teams and Individual Championships for the first time in 2014.

Australia won the Austria Cup (Men 55+) for the ninth time in the last 10 years at the ITF World Teams Championships in Florida USA in April 2014. Australia conducted the inaugural Oceania Regional B1 ITF tournament at Kooyong Lawn Tennis Club in March 2014. This is the highest-level tournament, besides the ITF World Championships and attracted more than 300 players from Australia and neighbouring countries.

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AO Blitz

Online competition and community activations

The AO Blitz was comprised of two parts, an interactive online competition and a national community activation program to increase participation, awareness and interest in tennis. It aimed to connect local communities to tennis and linked back to the Australian Open. The 103 community activations held across the country from August 2013 to January 2014 promoted tennis to 72,500 participants. One of the highlights of the community engagement was in Parkes, NSW, where a new world record was attempted in November 2013. There were 772 people who joined former world No.8 Alicia Molik to bounce balls on tennis racquets.

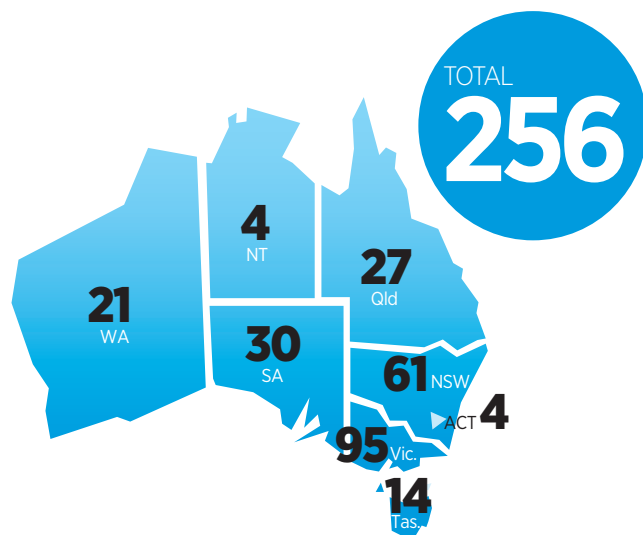
The interactive online competition had 35,424 individuals, schools and clubs complete tennis-themed challenges to win great prizes. Registered participants earned points for every challenge they completed and accumulated points for their town. The towns that earned the most points were represented on court by one of the world's top tennis players at Australian Open 2014.

Australian Open player engagement

The AO Blitz was successfully integrated through Australian Open 2014 with signage around the venue, links into the broadcast and the players engaged with their towns throughout the event.

AO BLITZ AIMED TO CONNECT LOCAL COMMUNITIES TO TENNIS AND LINKED BACK TO THE AUSTRALIAN OPEN. THE 103 COMMUNITY ACTIVATIONS HELD ACROSS THE COUNTRY FROM AUGUST 2013 TO JANUARY 2014 PROMOTED TENNIS TO 72,500 PARTICIPANTS.

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



Charity partners

The AO Blitz was proudly supported by the National Breast Cancer Foundation and Prostate Cancer Foundation of Australia. This was the first time these two organisations worked together on a major fundraising campaign and a total of AUD\$48,613.10 was raised.



LOCAL TOWNS EMBRACED THE AO BLITZ THROUGH THE INTERACTIVE ONLINE COMPETITION AND THE NATIONAL COMMUNITY ACTIVATION PROGRAM.



ALICE SPRINGS REPRESENTATIVES WERE IN MELBOURNE TO SHOW THEIR SUPPORT FOR ANDY MURRAY DURING AUSTRALIAN OPEN 2014.

THE AO BLITZ WAS PROUDLY SUPPORTED BY THE NATIONAL BREAST CANCER FOUNDATION AND PROSTATE CANCER FOUNDATION OF AUSTRALIA. THIS WAS THE FIRST TIME THESE TWO ORGANISATIONS WORKED TOGETHER ON A MAJOR FUNDRAISING CAMPAIGN AND A TOTAL OF AUD\$48,613.10 WAS RAISED.



YOUNG FAMILIES, KIDS, GRANDPARENTS AND LOCAL ORGANISATIONS CAME TOGETHER IN PARKES, NSW, TO RECORD 772 PEOPLE BOUNCING BALLS ON TENNIS RACQUETS.

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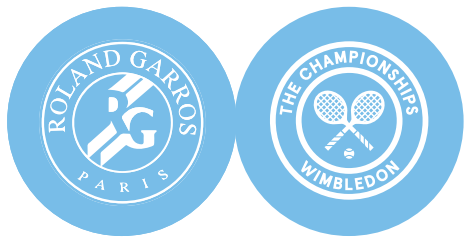
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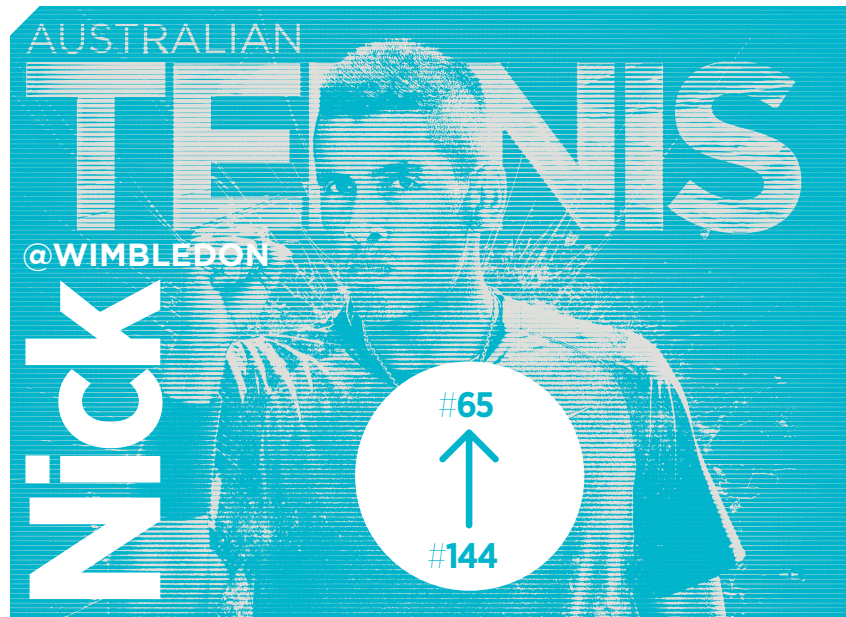


2014 QUALIFYING

JAMES DUCKWORTH progressed through qualifying to play in the main draw of Roland Garros and Wimbledon in 2014.



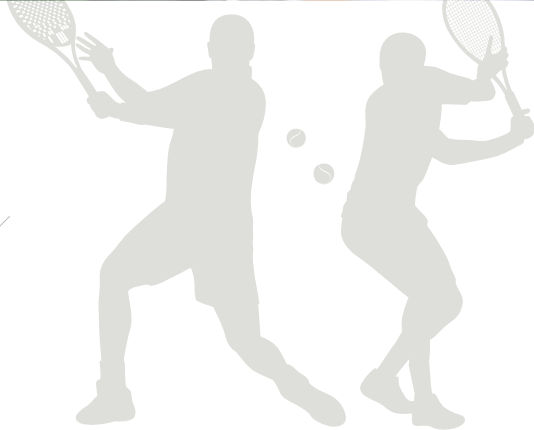
LLEYTON HEWITT started his 2014 Australian summer campaign well by winning the Brisbane International, defeating Roger Federer in the final.



NICK KYRGIOS DEFEATED WORLD NO.1 RAFAEL NADAL

before bowing out to No.8 seed Milos Raonic in the quarterfinals at Wimbledon 2014. Kyrgios improved his ranking from No.144 to No.65 and became the youngest player to reach the quarterfinals at a Grand Slam® (19 years, 70 days) since compatriot Bernard Tomic (18 years, 255 days) at Wimbledon in 2011.

AUSTRALIA MADE ITS BEST START AT WIMBLEDON IN 15 YEARS WITH LLEYTON HEWITT, MARINKO MATOSEVIC, BERNARD TOMIC, NICK KYRGIOS, LUKE SAVILLE, CASEY DELLACQUA AND JARMILA GAJDOSOVA ALL REACHING THE SECOND ROUND IN 2014.



SAM STOSUR and Serbian partner Nenad Zimonjic won the 2014 Wimbledon mixed doubles title.



2011 WIMBLEDON BOYS' CHAMPION LUKE SAVILLE won his maiden Grand Slam® singles match at Wimbledon, defeating rising star and world No.50 Dominic Thiem in 2014.

ROUND 16

CASEY DELLACQUA reached the round of 16 at Australian Open 2014.

AGAINST POLAND DAVIS CUP

BERNARD TOMIC sealed the Davis Cup tie against Poland in 2013 with a win in the reverse singles rubber, allowing Australia to return to the competition's elite World Group.

JARMILA GAJDOSOVA WON THE NOTTINGHAM SINGLES TITLE IN JUNE 2014 AND WAS GRANTED A MAIN DRAW WILDCARD INTO WIMBLEDON.

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▲ PERFORMANCE TENNIS AUSTRALIA PROVIDES PROFESSIONAL TRAINING PROGRAMS AND SERVICES FOR ITS PLAYERS.

Developmental Tennis

National Academies

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. 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 53 athletes 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 medicine 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

	Home state of athletes			Training state of athletes		
	Full	Wildcard	Wheelchair	Full	Wildcard	Wheelchair
ACT		1			1	
NSW	8	4	3	5	3	3
Qld	8	7		9	8	
SA	2	3			2	
Tas.		2			2	
Vic.	4	4	2	8	6	2
WA	1	4		1	3	
TOTAL	23	25	5	23	25	5

As at 30 June 2014. Athletes achieve Full scholarship status by meeting the Athlete Development Criteria. Athletes may also receive a Wildcard into a National Academy upon selection by the National Head Coach.

THE AUSTRALIAN JUNIOR FED CUP TEAM OF PRISCILLA HON (Qld), KIMBERLY BIRRELL (Qld) AND MADDISON INGLIS (WA) FINISHED IN TOP SPOT AT THE JUNIOR FED CUP ASIA-OCEANIA QUALIFYING COMPETITION IN MAY 2014.

Junior Davis Cup and Junior Fed Cup Teams

Junior Davis and Fed Cup by BNP Paribas is an international team event for boys and girls aged 16 and under. The Australian Junior Fed Cup team of Priscilla Hon (Qld), Kimberly Birrell (Qld) and Maddison Inglis (WA) finished in top spot at the Junior Fed Cup Asia-Oceania qualifying competition in May 2014, securing its place in September's finals to be held at San Luis Potosi in Mexico. The Junior Davis Cup team of Max Purcell (NSW), Oliver Anderson (Qld) and Alex De Minaur (NSW) narrowly missed out in the Asia-Oceania qualifying play-offs going down 2-1 to Hong Kong.



THE AUSTRALIAN WORLD JUNIOR GIRLS' TEAM: CRAIG TYZZER (COACH), JEANETTE LIN, DESTANEE AIAVA AND SELINA TURLJA.

THE ITF WORLD JUNIOR TEAMS EVENT PROVIDED A GREAT OPPORTUNITY FOR YOUNG PLAYERS TO EXPERIENCE LIFE ON THE INTERNATIONAL CIRCUIT.

ITF World Junior Teams

The Australian girls' team of Destanee Aiava (Vic.), Jeanette Lin (Vic.) and Selina Turlja (SA) qualified for the World Junior Tennis finals in Prostějov, Czech Republic in August 2014 after finishing third at the Asia-Oceania qualifying event in May. Meanwhile, the Australian World Junior Tennis boys' team finished seventh at the Asia-Oceania qualifying event. The boys' team comprised Codey Gunn (Vic.), Greg Polmans (Vic.) and Stefan Norodom (SA). The ITF World Junior Teams event provided a great opportunity for young players to experience life on the international circuit. Each year the top 16 boys' and girls' teams from regional qualifying events compete for the World Junior Tennis title, with more than 100 countries represented in the opening stages of the competition.

Youth Olympic Games

The second Summer Youth Olympic Games will be held in Nanjing, China in August 2014. Marc Polmans (Vic.), Harry Bouchier (Tas.), Priscilla Hon (Qld) and Naiktha Bains (Qld) will represent Australia in tennis.



APIA INTERNATIONAL SYDNEY 2014: CHAMPION JUAN MARTIN DEL POTRO AND FINALIST BERNARD TOMIC.

Professional Tennis

Additional player highlights in 2013-2014

- ▶ Chris Guccione partnered with Rajeev Ram to win the 2014 Nottingham doubles title.
- ▶ Bernard Tomic was a finalist at the Apia International Sydney in 2014.
- ▶ Lleyton Hewitt defeated Juan Martin del Potro in the second round of the US Open in 2013.
- ▶ Nick Kyrgios won three Challenger titles in 2014 – Sarasota, Savannah and Nottingham-2.
- ▶ Marinko Matosevic was a finalist at Nottingham in June 2014.
- ▶ Matt Ebden won the Melbourne, Yokohama and Toyota Challenger titles in October–November 2013.
- ▶ Sam Groth won the Rimouski Challenger title in March 2014.
- ▶ Thanasi Kokkinakis was named the 104th player for the Australian Davis Cup Team, playing a dead rubber against France in 2014.
- ▶ Casey Dellacqua and Ashleigh Barty were US Open doubles finalists in 2013.

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Davis Cup and Fed Cup squads

The Davis Cup and Fed Cup squads are specifically designed to provide a flexible approach to supporting athletes in contention for Davis Cup and Fed Cup team selections. The players are

provided with either coaching and sport science/medicine support through Tennis Australia staff or a discretionary amount of capped funding.

The Davis Cup squad includes:

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

The Davis Cup coaches include:

Pat Rafter
– Davis Cup Captain
Tony Roche
– Davis Cup Coach
Josh Eagle
– Davis Cup Coach
Peter Luczak
– Davis Cup Squad Coach
Ben Mathias
– Davis Cup Squad Coach
Todd Langman
– Davis Cup Squad Coach

The Fed Cup squad includes:

Sam Stosur
Casey Dellacqua
Ashleigh Barty
Jarmila Gajdosova
Tammi Patterson
Olivia Rogowska
Storm Sanders
Ajla Tomljanovic

The Fed Cup coaches include:

Alicia Molik
– Fed Cup Captain
Jason Stoltenberg
– Fed Cup Squad Coach
Shannon Nettle
– Fed Cup Squad Coach
Louise Pleming
– Fed Cup Squad Coach
Chris Johnstone
– Fed Cup Squad Coach
David Taylor
– Fed Cup Squad Coach

DAVIS CUP 2013–2014 RESULTS

World Group Play-off

13–15 September 2013, Warsaw, Poland

Australia d Poland 4-1

Lleyton Hewitt d Lukasz Kubot 6-1 6-3 6-2
Bernard Tomic d Michal Przysiezny 7-5 7-6(1) 6-4
Mariusz Fyrstenberg/Marcin Matkowski d Chris Guccione/
Nick Kyrgios 5-7 6-4 6-2 6-7(5) 6-4
Bernard Tomic d Lukasz Kubot 6-4 7-5(5) 6-3
Nick Kyrgios d Michal Przysiezny 4-1 (Not finished)

World Group First Round

31 January–2 February 2014, La Roche sur Yon, France

France d Australia 5-0

Richard Gasquet d Nick Kyrgios 7-6(3) 6-2 6-2
Jo-Wilfried Tsonga d Lleyton Hewitt 6-3 6-2 7-6(2)
Richard Gasquet/Jo-Wilfried Tsonga d Lleyton Hewitt/
Chris Guccione 5-7 7-6(4) 6-2 7-5
Julien Benneteau d Thanasi Kokkinakis 6-4 6-1
Gael Monfils d Nick Kyrgios 7-6(5) 6-4
*The Australian Davis Cup team has a home World Group
Play-off tie against Uzbekistan from 12–14 September 2014
to retain its position in the World Group.*

FED CUP 2013–2014 RESULTS

World Group First Round

8–9 February 2014, Hobart, Australia

Australia d Russia 4-0

Casey Dellacqua d Irina Khromacheva 6-0 6-2
Sam Stosur d Veronika Kudermetova 6-4 6-0
Sam Stosur d Victoria Kan 6-2 6-3
Casey Dellacqua/Ashleigh Barty d Irina Khromacheva/Valeria
Solovyeva 6-1 6-3

World Group Semifinal

19–20 April 2014, Brisbane, Australia

Germany d Australia 3-1

Andrea Petkovic d Sam Stosur 6-1 7-6(7)
Angelique Kerber d Casey Dellacqua 6-1 6-0
Angelique Kerber d Sam Stosur 4-6 6-0 6-4
Ashleigh Barty/Casey Dellacqua d Julia Goerges/Anna-Lena
Groenefeld 6-2 6-7(5) 10-2

*The Australian Fed Cup team will remain in the World Group
for 2015 and will face Germany away in the first round on
7–8 February.*



BERNARD TOMIĆ SEALED VICTORY FOR AUSTRALIA AGAINST POLAND TO SEND THE AUSTRALIAN TEAM BACK INTO THE DAVIS CUP WORLD GROUP IN 2014.

Wheelchair player highlights

- ▶ Adam Kellerman was the singles winner at the ITF G2 Brisbane International and ITF 2 Wroclaw, Poland, reaching a career-high ranking of 12 in June 2014.
- ▶ Dylan Alcott won the Quad singles title at the ITF G3 New Zealand Wheelchair Tennis Open, ITF SS Sydney International and ITF G2 Melbourne Open. He was also a finalist in the BNP Paribas Open de France Super Series. He reached a career-high quad ranking of 4 in March 2014.

Sports awards

The Australian men's wheelchair tennis team was honoured at the New South Wales Sports Federation 2013 Awards. Ben Weekes, Adam Kellerman and Keegan Oh-Chee won the 'Team with a Disability' award ahead of four other finalists from power football, netball, goalball and rugby. The team was also crowned 'Best Team of the Year' at the 2013 NSW Wheelchair Sports Awards, where Oh-Chee took home the 'Best Young Athlete of the Year' award.



ADAM KELLERMAN ACHIEVED A CAREER-HIGH RANKING IN 2014.



AUSTRALIA DEFEATED RUSSIA TO REACH THE FED CUP WORLD GROUP SEMIFINAL IN 2014.

High Performance

Services

Tennis Australia's sport science and medicine team comprises of 15 full-time and multiple part-time staff that deliver medical, physiotherapy, strength and conditioning, psychology, nutrition, education and performance analysis support to players in its athlete development pathway in Australia and while travelling overseas. Strength and conditioning, physiotherapy and medical support, as well as performance analysis were provided to both the Fed Cup and Davis Cup teams during the year.



AFTER A NUMBER OF TITLE WINS, DYLAN ALCOTT ROSE TO A QUAD RANKING OF NO.4 IN EARLY 2014.

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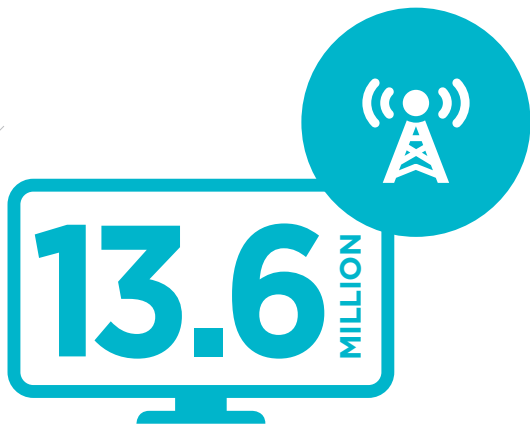
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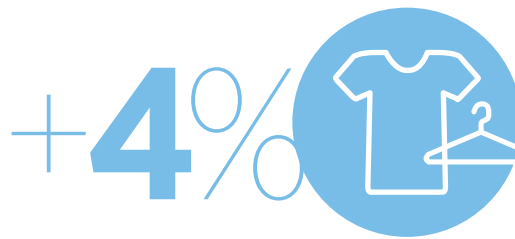
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▲ COMMERCIAL HIGHLIGHTS



AUSTRALIANS REACHED VIA THE DOMESTIC TELEVISION BROADCAST during Australian Open 2014.



INCREASE ON MERCHANDISE SALES from 2012-2013.



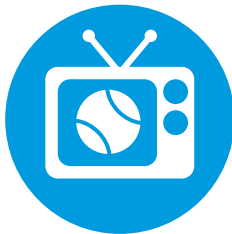
TENNIS FANS SAILED TO MELBOURNE ON P&O CRUISES marking the first ever Australian Open cruise.



5 NEW PARTNERS JOINED AUSTRALIAN OPEN 2014: CPA Australia, Hisense, Specsavers, Steggles and Motorola.



SPECSAVERS PROVIDED A RANGE OF GIVEAWAYS TO PATRONS AT GRAND SLAM® OVAL.

16 MILLION 

CCTV RECORDED NEARLY 16 MILLION VIEWERS for the women's final.



MILLIONS TUNED IN TO THE WOMEN'S FINAL BETWEEN LI NA AND DOMINIKA CIBULKOVA.

3.1 MILLION 

THE MEN'S FINAL ON THE SEVEN NETWORK peaked at 3.1 million viewers domestically.



THE AUSTRALIAN OPEN TROPHIES VISITED THE CHEN CLAN ACADEMY IN GUANGZHOU, CHINA.

29 DAYS 

FOUR ASIAN COUNTRIES AND SEVEN CITIES WERE VISITED IN 29 DAYS AS PART OF THE AUSTRALIAN OPEN INTERNATIONAL TROPHY TOUR.



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▲ COMMERCIAL TENNIS AUSTRALIA IS GROWING BUSINESS REVENUES TO REINVEST IN THE SPORT.

New partnerships

ANZ joins Tennis Hot Shots

ANZ announced its partnership of Tennis Australia's fast-growing children's starter program, Tennis Hot Shots on 7 May 2014. ANZ has been supporting tennis in Australia since 2010 as a partner of the Australian Open. In addition to taking on the ANZ Tennis Hot Shots program, its new partnership with Tennis Australia includes a further five years as a partner of the Australian Open. In year one, ANZ will invest funds to provide tennis equipment for local communities, as well as provide funding for an additional 50 schools currently on the waitlist to join the ANZ Tennis Hot Shots program.

Rebel joins kids' starter program

Tennis Australia's kids' starter program partnered with Rebel as its Official Sports Retailer in November 2013. The two-year agreement has made Rebel stores across Australia become the destination zone for all equipment and tennis apparel, a range of products designed specifically for primary school-aged children. The licensed products included mini nets, red, green and orange starter tennis balls, plus sweatbands, headbands and t-shirts, skirts and shorts.

Australian Open 2014

Jacob's Creek signing on for a further five years is a great testament to the continuing growth and success of the Australian Open. CPA Australia, Specsavers, Hisense, Steggles and Motorola also joined the Australian Open partner family for the 2014 event.

Merchandise sales

Merchandise sales at Australian Open 2014 exceeded 2013 sales by four percent. The most popular item continued to be the player towel. The official Australian Open online shop, www.australianopenshop.com was live from 2 October 2013, launching the new 2014 official licensed products.

Ticketing and tour operators

Ticket pre-sales for Australian Open 2014 were at an all-time high as 643,280 fans entered the gates at Melbourne Park with a strong demand for ground pass tickets on the middle weekend. New tour operator partnerships included P&O Cruises. This resulted in a first-time cruise from Sydney to Melbourne selling out in record time. The Australian Open used Fan Marketplace, powered by Ticketek for the first time, allowing fans to safely sell Australian Open tickets they can no longer use and to purchase tickets that have been passed in. This offered fans a 100 percent guarantee by the Australian Open that all tickets for sale were genuine and sold at face value.

TICKET PRE-SALES FOR AUSTRALIAN OPEN 2014 WERE AT AN ALL-TIME HIGH AS 643,280 FANS ENTERED THE GATES AT MELBOURNE PARK.

THE EXCLUSIVE AO MEMBERS' LOUNGE AT HISENSE ARENA HAD AN INCREASE ATTENDANCE RATE OF FIVE PERCENT IN 2014.

AO Membership benefits

The exclusive AO Members' Lounge at Hisense Arena had an increase attendance rate of five percent in 2014. AO Membership benefits include access to tickets before general public sale, opportunity to enter the ticket ballot for the French Open, Wimbledon and the US Open, along with complimentary ground passes for other events during the year. There are three membership options – Game, Set or Match. The popular Match membership, which guarantees pre-sale ticket access to lower level seating for the final five sessions at the Australian Open has a waitlist.



JACOB'S CREEK JOINED THE AUSTRALIAN OPEN FOR A FURTHER FIVE YEARS.



MEMBERS ENJOYED THE EXCLUSIVE AO MEMBERS' LOUNGE AT HISENSE ARENA.

Australian Open dining

Australian Open 2014 featured two new public dining options. The public steakhouse style restaurant Grass 'n' Grain on the River Terrace impressed, while the elegant new contemporary Australian dining option, Zest, overlooking Garden Square was a fusion of South East Asian flavours with a menu designed for sharing.

Premium Ticketing

A variety of packages were available for clients including single session packages as well as the premium finals package offering a truly VIP experience. Seven sessions sold out in dining at Australian Open 2014. For the first time patrons could purchase picnic boxes and Zest public restaurant vouchers as an up-sell while purchasing tickets through Ticketek.

Media Rights

The Seven Network won the domestic ratings on both weeks with the men's final peaking at 3.1 million (and averaged 2.14 million) viewers. Meanwhile, CCTV recorded nearly 16 million viewers for the women's final and a peak of 22 million viewers during the women's presentation ceremony.

Tennis Australia signed the third consecutive one-year deal with Japanese broadcaster NHK for free-to-air rights of Australian Open 2014. Supersport signed on for a five-year deal to broadcast the event in Sub-Saharan Africa.

A VARIETY OF PACKAGES WERE AVAILABLE FOR CLIENTS INCLUDING SINGLE SESSION PACKAGES AS WELL AS THE PREMIUM FINALS PACKAGE OFFERING A TRULY VIP EXPERIENCE. SEVEN SESSIONS SOLD OUT IN DINING AT AUSTRALIAN OPEN 2014.



VIP DINING EXPERIENCES IN CORPORATE AREAS COMPLEMENTED THE TENNIS ACTION.

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29 DAYS



FOUR ASIAN COUNTRIES AND SEVEN CITIES WERE VISITED.



International Trophy Tour dates

- Seoul, Korea: 27 September 2013
- Singapore: 29 September-2 October 2013
- Beijing, China: 4-7 October 2013
- Shanghai, China: 8-10 October 2013
- Guangzhou, China: 12-15 October 2013
- Shenzhen, China: 17-18 October 2013
- Hong Kong: 20-22 October 2013
- Shanghai, China: 24 October 2013

THERE WAS SIGNIFICANT MEDIA COVERAGE WITH AUD\$1.18 MILLION RECORDED IN MEDIA VALUE DURING THE TOUR.



Asia - expansion

Australian Open International Trophy Tour

The third Australian Open International Trophy Tour visited four countries and seven cities in 29 days in 2013. The Norman Brookes Challenge Cup and Daphne Akhurst Memorial Cup toured Korea, China, Hong Kong and, for the first time, Singapore. The trophies joined the world's top players at the China Open in Beijing and the Rolex Masters in Shanghai. Major public activations, designed to promote both the Australian Open and tennis, were held in Beijing, Shanghai, Guangzhou and Shenzhen with more than 10,000 people attending.

Popular Chinese singers Li Xiangxiang and Liu Xin added to the excitement, generating more than 1000 mentions on social media site Weibo. Both trophies visited the Singapore Fox Sports Studios, featuring on two of the most popular sports programs - *Fox Sports Central* and *Score Tonight*. Joint promotions with Lacoste and Rolex had the trophies exclusively displayed at Lacoste stores in Singapore and China, along with a special appearance by Rod Laver at the Rolex store on the Bund in Shanghai. There was significant media coverage with AUD\$1.18 million recorded in media value during the tour. The Australian Open International Trophy Tour was supported by Australian Open major partner Kia and long-time partner Lacoste.



SIX BALLKIDS FROM THE CHINA OPEN WERE SELECTED TO ATTEND AUSTRALIAN OPEN 2014.

Ballkids exchange program

As part of the ongoing partnership with the China Open, Tennis Australia identified, trained and then selected six ballkids to attend Australian Open 2014. A ceremony was held on court prior to the finals where the ballkids were presented with their selection certificates and then the Australian Open's reigning top Ballboy and Ballgirl – Dylan Colaci and Olivia O'Meara – showed the trophies to the packed arena. The ceremony was broadcast during the 'live finals' on CCTV5 and six television networks in China aired follow up reports on the ballkids exchange program. In addition, there were 20 ballkids selected from Korea as part of Kia's Korean activation and participation program. These ballkids had the opportunity to meet Rafael Nadal during a private luncheon hosted by senior Kia management to welcome its brand ambassador to Seoul.

Asia-Pacific Wildcard Play-off

The second Australian Open Asia-Pacific Wildcard Play-off was staged in Shenzhen from 18–24 November 2013. Li Na officially launched the event in Beijing during a press conference for Crown Resorts in October 2013. Top Asian players were in fierce competition for coveted Australian Open wildcards into singles, doubles and for the first time boys' and girls' singles main draws in 2014. The final two days of the Asia-Pacific Wildcard Play-off (Saturday 23 and Sunday 24 November) were broadcast on Guangdong TV Sport Centre and Fox Asia. Daily reports also featured during the sports news on CCTV5.

The winners were:

Men's singles: Di Wu (CHN)

Women's singles: Hao Chen Tang (CHN)

Men's doubles: Yuki Bhambri (IND) and Michael Venus (NZL)

Women's doubles: Xinyun (Monica) Han (CHN) and Miki Miyamura (JPN)

Boys' singles: Fajing Sun (CHN)

Girls' singles: Wushuang Zheng (CHN)



AUSTRALIAN TENNIS LEGEND TODD WOODBRIDGE SHOWCASED THE AUSTRALIAN OPEN TROPHIES IN ASIA.

Asia-Pacific Tennis League

The Asia-Pacific Tennis League is a unique and fast-paced competition that features four-game sets, no-ad scoring, no service lets and a range of other innovative concepts designed to make all matches exciting for players and fans. In its second season, the league comprised five Australian conferences – South Australia, Western Australia, Victoria, New South Wales and Queensland – each offering both a men's and women's competition. There was a mix of youth and experience across all 53 teams in the 2013 season including Pat Rafter, Casey Dellacqua, Nick Kyrgios and Storm Sanders. The winning team from each conference were joined at the Asia-Pacific Tennis League Play-offs in January by wildcard entrants from New Zealand, the Pacific-Oceania region, Korea and Japan for a share of \$110,000 in prize money. The 2014 champions were the RSY Royals from Victoria (women's) and the New Zealand Kauris (men's).

Australian Open 2014 broadcast audience

The Asia-Pacific region continued to hold the highest global broadcast exposure, reaching a cumulative audience in excess of 177 million viewers for Australian Open 2014. The women's final between Li Na and Dominika Cibulkova averaged 19.8 million viewers and recorded a peak audience of 50 million viewers.

Asian reach online

Tennis Australia continued its Australian Open Chinese-language website with China's largest internet portal Tencent. The success of Li Na elevated Chinese interest once again with 700,000 unique browsers recorded daily. More than 6.5 million unique visitors to ausopen.com were from Asia.

Official merchandise

Tennis Australia's Chinese licensee Erke had an official Australian Open and Tennis branded merchandise range available for the second consecutive year.

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TENNIS AUSTRALIA

PARTNERS, SPONSORS AND SUPPLIERS



ANZ
Naming rights to ANZ Tennis Hot Shots.



Australian Paralympic Committee
Wheelchair Athlete Development and Paralympic and World Team Cup Supporter.



Australian Sports Commission/Australian Institute of Sport
Sports Collaboration Agreement to fund the growth in participation in tennis and support of the AIS Tennis Program.



Australian Davis Cup Tennis Foundation.



Optus
Optus Australian Open Wheelchair Championships
Optus Australian Wheelchair Tennis Team.



Wilson
Official Ball Tennis Australia, Australian Pro Tour, National Junior Championships, ANZ Tennis Hot Shots and Talent Search Development Program.
Official Launch Pad Program of ANZ Tennis Hot Shots.



Plexicushion
Official Court Surface.



MLC
Naming rights to MLC Tennis Hot Shots.



Medibank
Naming rights to Medibank Junior Development Series.

AUSTRALIAN OPEN

SPONSORS, SUPPLIERS AND PARTNERS

*Australian Open 2014 Sponsors
Major Sponsor*



Kia Motors
Official Supplier of Motor Vehicles.

Associate Sponsors



ANZ
Official Bank.



Jacob's Creek
Official Supplier of Wine.



Rolex
Official Timekeeper and Timepiece.
Official Sponsor – Hawk-Eye.

Partners



IBM
Official Information Technology Partner.



Lacoste
Official Outfitter.
Official Supplier of On Court Uniforms.



Medibank
Official Health Insurance Provider.



MLC
Official Sponsor – Advice, Life Insurance, Superannuation and Investment Services.



Optus
Official Telecommunications Provider.



State Government of Victoria.

Sponsors



CPA Australia
Official Accounting and Business Partner.



Heineken
Official Beer.



Hisense
Official Television.



Maxxis
Official Tyre.



Mount Franklin
Official Premium Water.



Powerade
Official Soft Drink and Sports Drink.



Virgin Australia
Official Airline.



Wilson
Official Ball of the Australian Open.
Official Launch Pad Program of ANZ Tennis Hot Shots.

Suppliers



Aruba
Official Supplier of Network Solutions.



Cadbury
Official Supplier of Confectionary.



Cancer Council Australia
Official Sunscreen Supplier.

Suppliers continued



City of Melbourne

K&L GATES

K&L Gates
Official Supplier of Legal Services.



Melbourne and Olympic Parks
Official Supplier of Venue Services.



Motorola
Official Two Way Radio.



Peters
Official Supplier of Ice-Cream.



Specsavers
Official Eyecare Provider.



Steggles
Official Poultry.



Toshiba
Official Supplier of Printer Products and Services.

Media Partners



3AW
Official AM Radio Station.



Nova 100
Official FM Radio Station.

Herald Sun

Herald Sun
Official Newspaper.

Hotel Suppliers



Bayview on the Park Melbourne
Official Junior Player Hotel.



Crown Hotels
Official Tournament Guests' Hotel.



Grand Hyatt Melbourne
Official Player Hotel.



Hilton on the Park Melbourne
Official Media, Broadcast and VIP Guests' Hotel.



InterContinental Melbourne
The Rialto
Official Tournament Guests' Hotel.

Broadcast Partners Domestic Broadcasters



Seven Network
Free-to-air TV/Host Broadcaster.



Fox Sports
Pay TV.

International Broadcasters



Abu Dhabi
Pan-Middle East.



CCTV
China.



ESPN
North America.



ESPN International
Central and Latin America.



ESPN Star Sports
Pan-Asia (excl. China and Japan).



Eurosport
Pan-Europe.



Fiji TV
Fiji.



Shanghai TV
China.



Sky New Zealand
New Zealand.



Supersport
Sub-Sahara Africa.



WOWOW
Japan.

Australian Open Series 2014 Major Sponsors

Apia International Sydney



Rewarding experience
Apia
Title sponsor
- Apia International Sydney.



Destination NSW
Strategic Partner
- Apia International Sydney.



Volkswagen
Platinum sponsor
- Apia International Sydney.

Brisbane International



Suncorp
Presenting Partner
- Brisbane International.



Tourism and Events
Queensland
Brisbane International.



Brisbane Marketing
and Brisbane City Council
Brisbane International.

Hyundai Hopman Cup



Hyundai Motor
Company Australia
Title sponsor - Hyundai
Hopman Cup.



Eventscorp
Major sponsor - Hyundai
Hopman Cup.



Amcom
Major sponsor - Hyundai
Hopman Cup.

Hobart International



Moorilla
Hobart International.



Events Tasmania
Hobart International.

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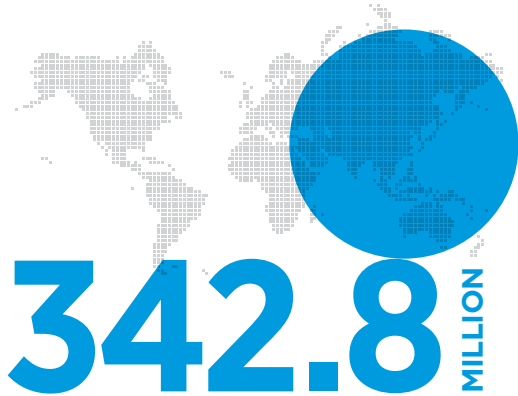
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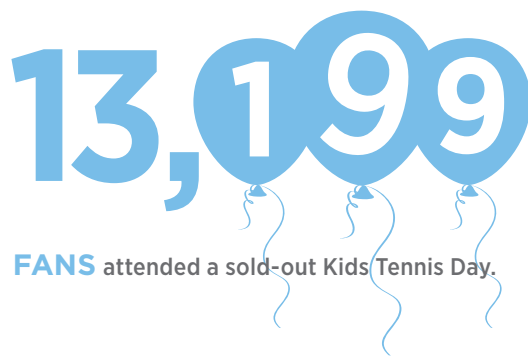
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CUMULATIVE GLOBAL AUDIENCE across 196 countries for Australian Open 2014.



YOUNG FANS SOAKED UP THE UNIQUE ATMOSPHERE OF A SOLD OUT KIDS TENNIS DAY AT ROD LAVER ARENA.



MARGARET COURT ARENA WILL BE THE THIRD COURT AT MELBOURNE PARK TO OFFER A RETRACTABLE ROOF.

AUD **\$338** MILLION

IN FUNDING ANNOUNCED FOR STAGE 2 OF THE MELBOURNE PARK REDEVELOPMENT with a new bridge from Birrarung Marr, upgrades to Rod Laver Arena, and media and administration building in planning stages.

MORE THAN AUD **\$222** MILLION

INVESTED TO IMPROVE FACILITIES NATIONWIDE since 2007.

OFFICIAL ATTENDANCE FOR THE HYUNDAI HOPMAN CUP WAS

84 THOUSAND



The second highest attendance total in the 26 year history of the event.

A RECORD ATTENDANCE OF 105,730 ATTENDED BRISBANE INTERNATIONAL 2014.

63,837

FANS VISITED SYDNEY OLYMPIC PARK for Apia International Sydney 2014.

THE TOURNAMENT CALENDAR INCLUDED 192 AUSTRALIAN MONEY TOURNAMENTS OFFERING AUD\$928,000 IN TOTAL PRIZE MONEY.

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

AUSTRALIAN OPEN 2014 OFFERED AUD\$33 MILLION IN PRIZE MONEY, HAVING INCREASED AN INCREDIBLE AUD\$7 MILLION IN THE PAST TWO YEARS.

Australian Open 2014

New winners

Two new names were inscribed on the magnificent tournament trophies in 2014. Li Na finally conquered the Australian Open in her third final, adding the latest chapter to the booming narrative that is Chinese tennis. The men's game unearthed a new winner in Stan Wawrinka, who overcame lopsided head-to-head records against Novak Djokovic and then world No.1 Rafael Nadal in the final to triumph on the Grand Slam® stage. Also upsetting the established order were maiden major finalist Dominika Cibulkova, teen Eugenie Bouchard and flashy Bulgarian Grigor Dimitrov. Yet it was Li and Wawrinka, underdogs turned champions, who broke through to become hugely popular winners, enshrining themselves in Australian Open history and establishing a new order for the season to follow.

Prize money rise

Australian Open 2014 offered AUD\$33 million in prize money, having increased an incredible AUD\$7 million in the past two years.

Attendance

Australian Open 2014 had a total of 643,280 fans attend the tournament. The middle Saturday (Heineken Day) was the busiest of the 2014 event, with 80,219 fans on site. Furthermore a first Monday day/night attendance record was set, with 63,595 people enjoying the tennis.

Eastern Plaza & National Tennis Centre

For the first time, fans had access to the Eastern Plaza from 8 am during the first eight days of the tournament. This provided the unique early access to watch the top players practising and warming-up at the National Tennis Centre, along with a special breakfast menu available from the food and beverage outlets.

Australian Open Series 2014 Events

Apia International Sydney

The men's final between Juan Martin del Potro and defending champion Bernard Tomic had a record crowd of 10,203, eclipsing the previous highest crowd of 9558 back in 2010. Domestically, the event recorded 2.73 million viewers for the duration of the tournament. The event successfully implemented 'The Village' concept in 2014, with six major sponsors – Apia, Volkswagen, Dick Smith, FedEx, USANA and Ricoh as well as Tennis NSW – activating in the expo style marquee on site. The Interactive Zone was a hub of activity with three shaded mini courts and a climbing wall providing opportunities for participation.

Apia International 2014 winners:

Men's singles: [1] Juan Martin del Potro (ARG) d Bernard Tomic (AUS) 6-3 6-1

Women's singles: Tsvetana Pironkova (BUL) d [5] Angelique Kerber (GER) 6-4 6-4

Men's doubles: Daniel Nestor/Nenad Zimonjic (CAN/SRB) d [3] Rohan Bopanna/Aisam-Ul-Haq Qureshi (IND/PAK) 7-6(3) 7-6(3)

Women's doubles: Timea Babos/Lucie Safarova (HUN/CZE) d [1] Sara Errani/Roberta Vinci 7-5 3-6 [10-7]

Brisbane International

Both the men and women's draws had memorable finals with high-profile players Lleyton Hewitt, Roger Federer, Serena Williams and Victoria Azarenka featuring. The men's final peaked at 1.56 million viewers nationally on 7Two. The attendance figure of 105,730 was the best ever for the event, surpassing the 2012 record of 92,834 patrons. Another record was achieved on Suncorp Sunwise Kids Day as 20,477 fans attended the day/night session to enjoy the tennis action and meet their favourite Nickelodeon characters.

Brisbane International 2014 winners:

Men's singles: Lleyton Hewitt (AUS) d [1] Roger Federer (SUI) 6-1 4-6 6-3

Women's singles: [1] Serena Williams (USA) d [2] Victoria Azarenka (BLR) 6-4 7-5

Men's doubles: [2] Daniel Nestor/Mariusz Fyrstenberg (CAN/POL) d [4] Juan Sebastian Cabal/Robert Farah (COL) 6-7(4) 6-4 [10-7]

Women's doubles: Alla Kudryavtseva/Anastasia Rodionova (RUS/AUS) d Kristina Mladenovic/Galina Voskoboeva (FRA/KAZ) 6-3 6-1



AUSTRALIAN OPEN 2014 SINGLES WINNERS: LI NA AND STAN WAWRINKA.

Hobart International

The Hobart International featured one of the strongest fields in the tournament's history, which resulted in improved ticket sales and a record attendance. Australia's No.1 Sam Stosur, defending champion and world No.25 Elena Vesnina, Britain's No.1 Laura Robson and Casey Dellacqua all participated. The spotlight also turned to former world No.1 Martina Hingis who defeated the world's No.1 junior Belinda Bencic 3-6 6-1 [10-6] in an entertaining exhibition match to conclude day one.

Hobart International 2014 winners:

Women's singles: Garbine Muguruza (ESP) d Klara Zakopalova (CZE) 6-4 6-0

Women's doubles: Monica Niculescu/Klara Zakopalova (ROM/CZE) d Lisa Raymond/Shuai Zhang (USA/CHN) 6-2 6-7(5) [10-8]

Hyundai Hopman Cup

France won the Hyundai Hopman Cup for the first time, beating Poland 2-1 in a thrilling final in front of more than 10,000 fans. In a first for the event, every session was broadcast live and free-to-air nationally in high definition on the event's new home at 7mate. The second highest attendance total in the 26-year history of the event was recorded with 84,000 fans enjoying the tennis action at Perth Arena.

Hyundai Hopman Cup 2014 winners:

[3] France d [1] Poland 2-1

Jo-Wilfried Tsonga (FRA) d Grzegorz Panfil (POL) 6-3 3-6 6-3
Agnieszka Radwanska (POL) d Alize Cornet (FRA)
6-3 6-7(7) 6-2

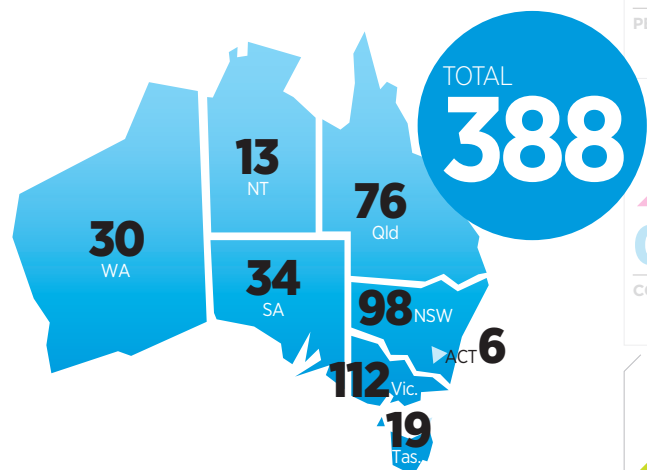
Alize Cornet/Jo-Wilfried Tsonga (FRA) d Agnieszka Radwanska/Grzegorz Panfil (POL) 6-0 6-2

Tournament opportunities

The tournament calendar included 192 Australian Money Tournaments offering AUD\$928,000 in total prize money. The first half of 2014 had 15 Australian Pro Tour events with USD\$350,000 in prize money up for grabs. Juniors had the opportunity to participate in 214 tournaments with Victoria (April 2014), Queensland (July 2014) and New South Wales (September 2014) hosting elevated State Junior Championships giving junior athletes

Platinum level points. The AGL Loy Yang Traralgon Junior International held in January 2014 delivered an economic impact of AUD\$1.2m to the local economy. The annual spectator attendance at tournaments across metropolitan and regional venues is in excess of one million patrons.

The breakdown of 2014 tournaments per state/territory:



December Showdown

The sixth annual December Showdown was held over 16 days in 2013. Teams from China, Hong Kong, New Zealand and Oceania participated in a first for the event. Jordan Thompson and Casey Dellacqua won their respective Play-offs to receive direct entry into the singles main draws at Australian Open 2014.

Officials

Some of Australia's officials achieved the highest number of promotions during the annual ITF/ATP/WTA re-certification meeting. Cheryl Jenkins (Qld) was promoted to Gold Badge Chief of Umpire; Kerrilyn Cramer (Vic.) progressed to Gold Badge Referee and Tom Sweeney (Vic.) and Simon Cannavan (Qld) advanced to Silver Badge Chair Umpires. Five officials gained ITF White Badge certification at the Level 2 school held in Thailand. Selected Tennis Australia Officiating courses were delivered via the Bounce online platform for the first time.

Pro Tour

The Pro Tour calendar year in 2014 included 27 events offering USD\$705,000 in total prize money. Eight events were Category \$50,000 Challengers, a significant increase over the last two years given the 2012 calendar only featured two events. The commercial model for Pro Tour events is well established with prosperous links with our regional and state Local Government Authorities. Community activations, geographical alignment of events, live streaming, exploring facilities suitable to host, website development and offering great competitive opportunities to players continue to be the focus in this area.

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Facilities

National Court Rebate Scheme

The Tennis Australia National Court Rebate Scheme assists member affiliates and local government in the development of new or upgraded tennis courts and associated infrastructure. Since 2007, the scheme has resulted in 1838 new or resurfaced courts and a total project value of AUD\$222,400,864.

Regional partnerships

Construction of the new multi-million dollar sports facility at Lyneham commenced in early July 2014. The AUD\$27 million shared project with Next Generation Clubs Australia includes funding from the ACT Government, Tennis Australia and Tennis ACT to redevelop the tennis facilities at The National Sports Club, Lyneham, where Nick Kyrgios launched his tennis career. The all-new Tennis ACT facility will include eight Plexipave hard courts, 12 clay courts, four synthetic grass courts, four ANZ Tennis Hot Shots courts and an indoor tennis centre with four Plexipave hard courts. The tennis hub is due to be operational by next January, with the entire redevelopment project to be completed by mid-2015.

A series of regional venues are under development, servicing tennis communities around the country with world-class facilities. These venues include (among others):

- ▶ **Blacktown (NSW):** a new facility adjoining the award-winning Blacktown Leisure Centre that will boast 16 Plexicushion courts (including show court), with capacity for a further 16 courts (including 12 international standard clay courts) in a future stage.
- ▶ **Arkinstall Park (NSW):** a regional facility in parkland setting, accommodating local and event needs.
- ▶ **Mornington (Vic.):** a 12-court clay (Conipur Pro Clay) facility linked to a leisure centre to provide a multi-use hub for the community.
- ▶ **Caloundra (Qld):** a redevelopment of an existing venue to provide clay courts, upgraded hard court surfaces and a new clubhouse, turning the venue into a Regional Centre for the Sunshine Coast.

THERE IS EVEN MORE ON THE HORIZON; DURING AUSTRALIAN OPEN 2014 VICTORIAN PREMIER DENIS NAPHTINE AND SERBIAN STAR ANA IVANOVIC ANNOUNCED AN AUD\$338 MILLION SECOND STAGE OF DEVELOPMENT.

Melbourne Park redevelopment

The Melbourne Park redevelopment is a gift that keeps on giving to Australian Open players and fans. With every new cutting-edge facility comes an exciting new look and feel for the tournament, like the unveiling of Margaret Court Arena. The scene of many stunning Australian Open battles, Margaret Court Arena had a dramatic new look during Australian Open 2014 including a distinctive new roof providing fans with more than 3200 square metres of shade 360 degrees around the Margaret Court Arena concourse level. The roof was fixed in an open position in 2014 and will be fully retractable for Australian Open 2015.

There is even more on the horizon; during Australian Open 2014 Victorian Premier Denis Naphthine and Serbian star Ana Ivanovic announced an AUD\$338 million second stage of development, which will include a new western entrance bridge connecting the city to the precinct and a major refurbishment of Rod Laver Arena. Such innovation at Melbourne Park will continue to uphold the Australian Open's place among the world's greatest sporting and entertainment events. This investment is estimated to generate significant benefits for Victoria and create 1300 construction jobs. Year round, the Melbourne Park precinct hosts more than 2.1 million patrons across 200 events and delivers more than AUD\$420 million in economic benefits. The second stage, expected to commence after Australian Open 2015, follows the initial AUD\$366 million investment which included the redeveloped Margaret Court Arena, as well as the new National Tennis Centre training facility, the Edwin Flack pedestrian bridge and a new Eastern Plaza.

Tennis World

There are more than 5500 patrons playing tennis at Tennis World venues weekly, utilising court hire in programs such as ANZ Tennis Hot Shots, Cardio Tennis, Tennis Workouts, group and private coaching and social competitions. Tennis World's online booking system was available to all customers from February 2014 and more than half of all bookings are now made online. New programs including Hot Shots Community Play and Ladies' Social Tennis mornings were also successfully introduced in 2013-2014. Tennis World at Albert Reserve and Melbourne Park recorded a combined overall revenue increase of 21 percent and a similar jump in overall court hours utilised (122,000) at both Albert Reserve and Melbourne Park venues.

Waste v recycling and breakdown



Sustainability

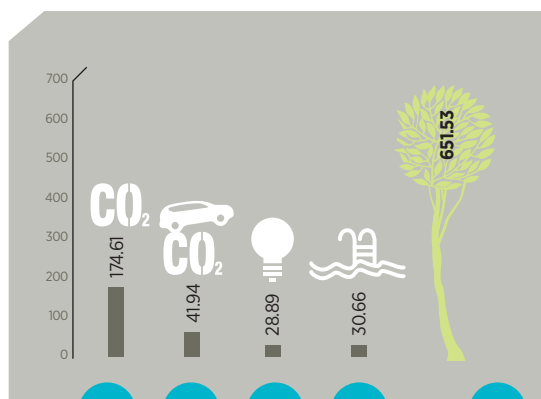
Australian Open 2014 waste

The waste management system in place during Australian Open 2014 recycled 81 percent of commingled/organics waste collected on site. Material recycled this year included commingled recyclable packaging, steel, cardboard, polystyrene and food organics. The fully commingle compaction system, first introduced by KS Environmental in conjunction with Melbourne & Olympic Parks a decade ago, continued to capture and divert large volumes that would otherwise be landfill. The food organics recovery also diverted 42.56 tonnes from 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.

Sustainable facilities

The Eastern Plaza (incorporating the National Tennis Centre) and the redeveloped Margaret Court Arena are all environmentally sustainable facilities. Each project utilised green construction practices to ultimately conserve energy and water, provide healthier interior environments, cost less to operate and reduce greenhouse gas emissions.

Australian Open 2014 environmental impacts



- CO₂ saved****
Total greenhouse benefits (tonnes Co₂ eq)
- CO₂ saved****
Number of cars permanently removed from the road
- Energy saved****
Number of household's annual electricity
- Water saved****
Number of backyard swimming pools
- Trees planted*****
Number of trees planted

** Environmental Impacts calculated from Environmental Benefits of Recycling Calculator 2008, Department of Environmental and Climate Change NSW and Organics figures have been calculated from Department of Environmental and Climate Change NSW, document 'Environmental benefits of recycling' (page 14).

*** Calculation based on an average tree capturing 268kg of CO₂-e over it's lifetime.

Source: www.greenfleet.com.au

DISCLAIMER:

The Environmental Impacts figures have been produced using information from Environmental Benefits of Recycling Calculator 2008, Department of Environmental and Climate Change NSW. The figures represented are to be treated as approximate and are an indication only of the environmental benefits of recycling. Organics figures have been calculated from Department of Environmental and Climate Change NSW, document 'Environmental benefits of recycling' (page 14).

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71 THOUSAND



NICK KYRGIOS' SOCIAL MEDIA PROFILE EXPLODED during Wimbledon 2014, his Twitter account growing from 18,000 to 71,000 followers.

12%



AUSOPEN.COM UNIQUE VISITS INCREASED by 12 percent year on year to 17 million during Australian Open 2014.

60 MILLION



IN JUNE 2014, THE AUSTRALIAN OPEN YOUTUBE CHANNEL REACHED A MILESTONE, passing 60 million lifetime views.



THE PORTRAITS VIDEO SERIES WAS SHOWN BY LEADING INTERNATIONAL BROADCASTERS DURING AUSTRALIAN OPEN 2014.



DANIELA HANTUCHOVA SHOWED OFF HER SKILLS AS A PIANIST IN AN OFF-COURT PUBLICITY OPPORTUNITY.

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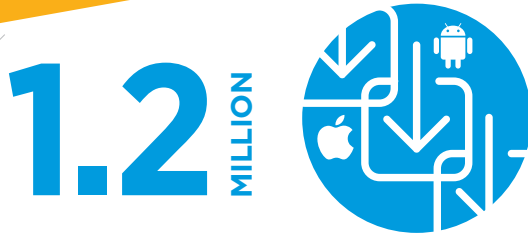
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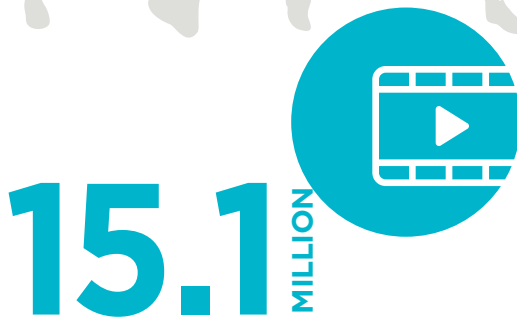
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AUSTRALIAN OPEN APPS DEVELOPED with IBM for iPad, Android and iPhone were downloaded 1.2 million times by new fans.



OFF-COURT PUBLICITY OPPORTUNITIES with players and legends were managed by the Publicity team during Australian Open 2014.



RECORD VIDEO TRAFFIC ON AUSOPEN.COM with live streaming and video on demand content attracting 15.1 million plays.

JANUARY 2014 RECORDED THE HIGHEST-EVER NUMBER OF NEW AUSTRALIAN TENNIS MAGAZINE SUBSCRIBERS IN A SINGLE MONTH.



SHORT AUSTRALIAN OPEN VIDEO HIGHLIGHTS WERE AVAILABLE INSTANTLY ON TWITTER.

▲ MEDIA & COMMUNICATIONS TENNIS AUSTRALIA PROMOTES THE GAME LOCALLY, NATIONALLY AND INTERNATIONALLY.

Digital

Australian Open website and apps

Australian Open 2014 traffic increased to the ausopen.com website and associated channels across mobile, video, radio and social media. Website unique visits increased by 12 percent to 17 million and there were 466.9 million page views. The new ausopen.com desktop site design improved accessibility and exposure of content across all channels. Australian Open apps developed with IBM for iPad, Android and iPhone were downloaded 1.2 million times by new fans.

A year-round ausopen.com site is in development with launch expected in September. The purpose of the site is to use imagery, a fresh design, easy navigation and simplified text to present high priority content in a more impactful way, in particular ticketing information and AO Membership.

Social Shack

The Social Shack in Garden Square aimed to cross the boundary between virtual and physical realms by providing a centrepiece for social media activity and fan engagement on site at Australian Open 2014. Australian Open Facebook likes increased by 115,908 during the tournament to 1,158,308 with an audience reach of 12.5 million and there was a 132 percent increase in the use of the #ausopen hashtag.

Social media

The Australian Open Facebook page reached the milestone of one million likes in October 2013. The Social Media team also launched a new internal training program titled #TennisU, offering sessions to staff covering a number of topics including basic knowledge of social media, understanding Tennis Australia's various channels and using the medium to achieve business goals.

Nick Kyrgios' social media profile exploded during Wimbledon, his Twitter account growing from 18,000 to 71,000 followers. A multi-channel campaign for Nick's quarterfinal against Milos Raonic, encouraged people to support Nick using the hashtag #GoNick.

An email blast to the Australian Tennis Weekly channel presented a new biographical video highlighting Kyrgios' key achievements to date, supported by a #GoNick banner on tennis.com.au. The Australian Open logo was also modified to include pink headphones on Serving Man.

THE AUSTRALIAN OPEN FACEBOOK PAGE REACHED THE MILESTONE OF ONE MILLION LIKES IN OCTOBER 2013.

Publications

Australian Tennis Magazine

Australian Tennis Magazine advertising sales experienced real momentum during the Australian summer as integrated packages (encompassing *Australian Tennis Magazine* print and iPad issues) were purchased. January 2014 recorded the highest-ever number of new *Australian Tennis Magazine* subscribers in a single month. A special *Australian Tennis Magazine* for Kids issue, produced in partnership with the Participation team, was popular throughout the summer offering a range of activities and tennis facts.

The *Australian Tennis Magazine* booth at the Australian Open was the most successful yet. There was also considerable interest generated by book signings by both Ken Rosewall and Rod Laver at various stages during the tournament. The *Australian Tennis Magazine* Facebook page is interacting with more than 62,000 fans.

Official Australian Open program

The Australian Open program was sold on site, online and in newsagencies throughout Australia. Patrons who purchased the program on site received a copy of the Daily Schedule and Draw, and as an added bonus the January issue of *Australian Tennis Magazine*.



THE GET COURT UP TAGLINE WAS AT THE FOREFRONT FOR THE AUSTRALIAN OPEN 2014 MARKETING CAMPAIGN.

Publicity

The summer of tennis started much earlier in 2013, with the AO Blitz participation promotion leveraging interest in the Australian Open at a grassroots level. The publicity team managed local media coverage of tennis activations in more than 100 communities around Australia, exposing an audience of more than seven million people to the campaign and Australian Open 2014.

Roger Federer generated enormous media coverage throughout the summer with his debut appearance and runner-up finish at Brisbane International, the successful 'A Night with Roger Federer and Friends' charity event in Melbourne and his strong run at Australian Open 2014.

The Tennis Australia publicity team managed more than 110 off-court publicity opportunities with players and legends during Australian Open 2014, and many more media opportunities at AO Series events and the December Showdown. Successful media initiatives – including an expansion of the popular legends 'access hour', interview opportunities with former champion Pete Sampras and greater media access at the Legends Lunch – created additional coverage opportunities and resulted in widespread local and international exposure.

Nick Kyrgios' charge to the 2014 Wimbledon quarterfinals was the story of the tournament, with Kyrgios and his family featuring in news headlines and across national TV including programs such as *Sunrise*, *Today*, *A Current Affair* and *The Project*. Across the three-week tournament period Kyrgios generated more than 6000 news items across print and broadcast media with a cumulative audience of more than 127 million people.

Marketing

Australian Open – Get Court Up

All player images were removed from the Australian Open 2014 marketing collateral with the 'Get Court Up' tagline moving to the forefront. Tennis participation was promoted at the event with signage and activations inviting people to play tennis. All consumers purchasing a ticket to the Australian Open or any Australian Open Series event received an invitation to find their local court. Email marketing was personalised and populated with the recipient's name, featuring a direct link to their local Find a Court search functionality. Australian Open patrons were also invited in the first week and final weekend to 'Play Next to the Best', as courts were made available for social play at Melbourne Park.

AO Series marketing campaign

An umbrella marketing campaign was implemented across the three events leading into the Australian Open – Brisbane International, Apia International Sydney and Hyundai Hopman Cup. Hobart International utilised the WTA marketing campaign in 2014.

THE PRODUCTION AND BROADCAST OPERATION TEAMS ORGANISED THE SUCCESSFUL DELIVERY OF THE HOST AND DOMESTIC BROADCAST OF 'A NIGHT WITH ROGER FEDERER AND FRIENDS' CHARITY EVENT SHOWN LIVE IN PRIME TIME ON CHANNEL SEVEN.



ROD LAVER'S APPEARANCE WAS A HIGHLIGHT OF THE 'A NIGHT WITH ROGER FEDERER AND FRIENDS' CHARITY EVENT.

Production

A Night with Roger Federer and Friends

The Production and Broadcast Operation teams organised the successful delivery of the host and domestic broadcast of 'A Night with Roger Federer and Friends' charity event shown live in prime time on Channel Seven.

Video content

Short Australian Open video highlights available instantly to Twitter recorded more than 900,000 views during the tournament, while Tennis Australia's new video portrait series featuring the top eight players was shown by several leading international broadcasters during Australian Open 2014. Record video traffic on ausopen.com with live streaming and video on demand content attracted 15.1 million plays, up 200 percent on 2013. Tennis Australia's multi-channel YouTube strategy had all Australian Open 2014 matches uploaded and archived in real-time during January. In June 2014, the Australian Open YouTube channel reached a milestone, passing 60 million lifetime views. With a strong base of 105,000 subscribers, the channel continues to offer new exposure.

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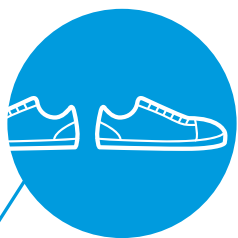
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2321



NEW APPLICATIONS for Australian Open 2014 employment.

96%



OF AUSTRALIAN OPEN 2013 STAFF returned for Australian Open 2014.



250



FULL-TIME OR PART-TIME Tennis Australia employees.



THERE WERE MORE THAN 380 BALLKIDS IN THE AUSTRALIAN OPEN 2014 SQUAD.



TENNIS AUSTRALIA EMPLOYEES WON THE TEAM FITNESS CHALLENGE AHEAD OF MELBOURNE & OLYMPIC PARKS AND DELAWARE NORTH COMPANIES DURING THE 2013 WORK SAFE WEEK.



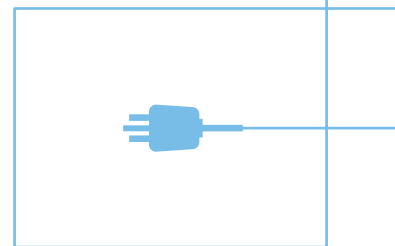
DEVICES DETECTED AND CONNECTED to the Australian Open Wi-Fi network during Australian Open 2014.



ACCREDITATIONS WERE GENERATED THIS YEAR, 100% of which were processed via the Australian Open online accreditations system.

48km

OF TEMPORARY CABLING WAS ROLLED OUT AND 22KM OF DATA CABLING was installed for Hawk-Eye across seven match courts.



FORMALISATION OF A DEDICATED COMMUNITY PARTNERSHIPS TEAM FOCUSED ON ENSURING TENNIS IS MAKING A POSITIVE FORCE FOR CHANGE IN THE COMMUNITY.

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PEOPLE & BUSINESS SERVICES TENNIS AUSTRALIA'S PEOPLE ARE PASSIONATE AND COMMITTED TO ACHIEVING BUSINESS GOALS.

Human Resources

Business partnership

There was a realignment of Human Resources (HR) Business Partnership relationships across the business to improve delivery and service satisfaction levels. As a result, significant improvements were made on the delivery of HR services throughout the Australian Open and AO Series events in 2014.

Team Chats

Regular company-wide Team Chats were staged during the year providing employees with relevant updates, along with occasional special guest presentations. The CEO continued to recognise employees who achieved employment service awards (five or 10 years of service). In addition, the new Random Acts of Recognition award was presented to staff members who displayed Tennis Australia's values of humility, excellence, teamwork and loyalty.

Professional development

A reinvigorated learning and development program was introduced engaging Mischief Motivation Attitude (MMA) as the training provider for 2014. The sessions were energetic and informative, promoting 100 percent participation and covering a range of topics helping employees become more skilled, professional and competent operators.

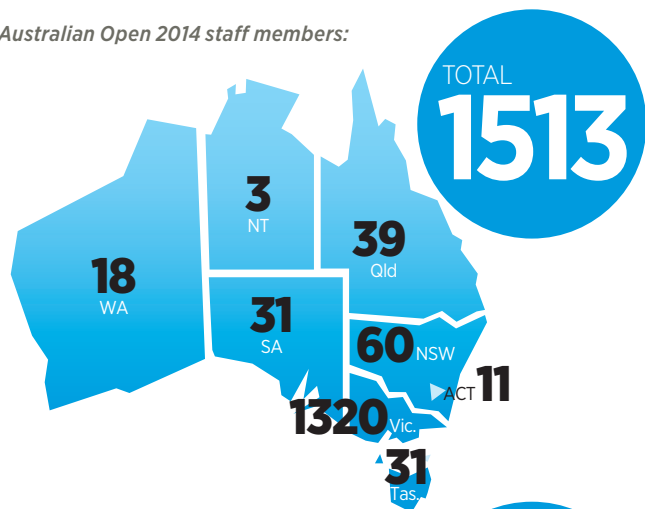
Training services

All employees were given unlimited access to lynda.com from June 2014. This online library provides courses on a range of software tools and skills, allowing staff members to learn at their own pace with complete courses or individual tutorials available.

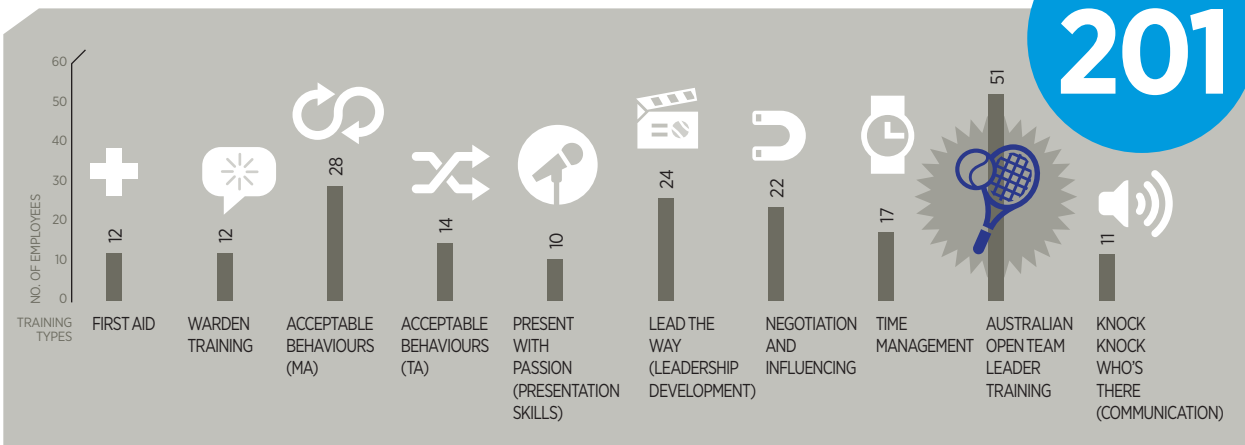
Australian Open 2014 employees

The HR team received 2321 new applications for Australian Open 2014 employment. It is pleasing to report that 96 percent of Australian Open 2013 staff members returned for Australian Open 2014.

Australian Open 2014 staff members:



Professional training and development in 2013-2014:



THE HR TEAM VISITED EACH MEMBER ASSOCIATION ACROSS THE COUNTRY TO CONDUCT TRAINING SESSIONS DURING 2013–2014. THESE INCLUDED ‘ACCEPTABLE BEHAVIOURS’, ‘HOW TO HAVE SUCCESSFUL CONVERSATIONS’ AND GENERAL HR TRAINING. IN A BOOST TO THE RELATIONSHIP, ALL MEMBER ASSOCIATION EMPLOYEES WERE GIVEN ACCESS TO THE SAME STAFF BENEFITS AS TENNIS AUSTRALIA EMPLOYEES FOR THE FIRST TIME.

Performance and Development Review

A greater focus was placed on the creation of individual key performance indicators linked to the strategic objectives of the business during the Performance and Development Review process in 2014. This has ensured a higher level of engagement, accountability and focus across the whole organisation.

Member Association benefits

The HR team visited each Member Association across the country to conduct training sessions during 2013–2014. These included ‘Acceptable Behaviours’, ‘How to Have Successful Conversations’ and general HR training. In a boost to the relationship, all Member Association employees were given access to the same staff benefits as Tennis Australia employees for the first time.

Streamlined internal communication

A review of communications to all stakeholders across the organisation was undertaken with the aim of implementing consistent communication platforms and messages. Internal communications are now centralised through HR and company-wide communication is distributed through a tailored email address. A company tennis calendar is also available on Tennis Australia’s intranet, providing staff with a fixture of events.

Community Partnerships

A dedicated team focused on ensuring tennis is making a positive force for change in the community was formalised in mid-2014. This team utilises the previously existing Tennis Australia inclusion resources and programs and will expand on the services already established to offer tennis to all cultures, all abilities and all life circumstances.

Australian Tennis Foundation

The Australian Tennis Foundation helps those who have limited opportunities to participate in tennis to improve their health, build confidence and self-esteem, to learn respect, honesty, teamwork and sportsmanship, to decrease the impacts of social isolation through inclusion and acceptance, to become responsible members of the community and to achieve their full potential. Australian Tennis Foundation programs focus on targeted groups who may not have the same opportunities as others. These groups include Indigenous Australians, people with a physical or mental disability, people from low socio-economic backgrounds, underprivileged children, new arrivals and people from multicultural backgrounds, people from remote and regional areas, talented players, coaches and officials, or others who have limited opportunities.

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Information Technology

Australian Open 2014 and IT

The Australian Open online accreditations system was used to process more than 29,800 accreditations for the 2014 event. The elevated reliance on Wi-Fi was evident as the Australian Open Wi-Fi network handled more than 14 terabytes of traffic during the event, recording a 584 percent increase on 2013.

More than 350 AO Vision systems (IPTV) were used in the media and broadcast areas with 100 terabytes of video assets stored during the two weeks. In addition, seven information towers kept fans up-to-date throughout the precinct. An astonishing 48 km of temporary cabling was rolled out and 22 km of data cabling was installed for Hawk-Eye across seven match courts.

Event systems

As part of the continuous improvement process the Australian Open event systems will be moved onto a new database server, providing higher capacity and improved performance for 2015. Furthermore, all Australian Open and AO Series operational websites will be updated to have a responsive design, allowing the websites to be viewed across multiple browsers and mobile devices.

General business operations

Tennis Australia upgraded its Microsoft Exchange Email Server for all employees in 2013-2014. In the growing demand for the sharing of large files, the IT team opted to utilise Hightail as a secure file sharing solution across the entire organisation.

Business continuity management

To ensure business continuity during an unforeseen event, Tennis Australia has invested into a second Data Centre located within the Melbourne Park precinct. This provides a readily available platform for Event and Business Operations as systems are replicated across both active data centres. With most of Tennis Australia's systems now virtualised and the growing resilience in Cloud Technology, Tennis Australia has also implemented Disaster Recovery Services in the Cloud for Australian Open systems. The combination of both provides a level of data loss prevention for all assets under management.

Legal

The Legal team continued to assist all Tennis Australia business units with the preparation and execution of contractual arrangements for the Company's events and year-round strategic legal advice.

Major legal contributions

Events

The Legal team prepared, negotiated and finalised the many contracts involved in the staging of the Australian Open, Brisbane International, Apia International Sydney, Hobart International, Hyundai Hopman Cup and Pro Tour events. Highlights for the year include:

Broadcast

The execution of broadcast contract arrangements with ESPN Star Sports, Supersport and MSM Satellite.

Sponsorship

The finalisation of sponsorship arrangements with a range of sponsors including Kia, ANZ, Jacob's Creek, Heineken and CPA Australia.

Ticketing and Merchandise

Following competitive tenders, the execution of a new ticketing services agreement with Ticketek as well as a new licensing and merchandise agreement with Velocity Brand Management Pty Ltd and VBM Retail Pty Ltd.

Tennis

One of the key roles of the Legal team involved the preparation of the New Balance sponsorship agreement for apparel for the National Academy athletes and support teams. The Legal team also organised other agreements that underpin the ANZ Tennis Hot Shots program and AO Blitz.

Contract register

The Legal and IT teams provided employees with an updated Contract Register on the Company's intranet, allowing contract owners and other authorised staff easy access to signed contracts and a summary of their key terms.

Safety and Risk Management

The Safety and Risk team continued to actively engage with all areas of Tennis Australia's operations, to ensure strategic and operational support when complying with the myriad of social and legislative responsibilities and to improve Tennis Australia's risk management culture.

Enterprise-wide Risk Management

In 2010 Tennis Australia strengthened its risk management approach by implementing an Enterprise-wide Risk Management Framework. Throughout the past year Tennis Australia has made significant progress on additional risk profiling, evaluation and escalated reporting to improve the overall risk capability. Furthermore, Tennis Australia standardised a number of processes including the Occupational Health and Safety Management System and Injury Management System.

Occupational Health & Safety Management

The Occupational Health & Safety Management System received a major overhaul to reflect the guiding principles as outlined in AS4801:2004 in 2014. The redevelopment sees improved monitoring of performance through inspections and external examinations, allowing Tennis Australia to build upon the current sound safety performance and ensure opportunities for improvement are identified and implemented.

Australian Open Safety Project

The Australian Open Safety Project continues to evaluate opportunities to improve safety processes directly relating to the event. Operational teams including Site, Commercial and Operations embraced the benefits of a systematic review of plans and site activations. This process ensures that any foreseeable hazard is identified, assessed and the associated risks controlled as much as is reasonably practicable.

Health and wellbeing

Early in 2014 Tennis Australia continued with a strong focus on the health and wellbeing programs introduced in 2013, with the implementation of a full-day Health & Wealth Fair. Staff members were actively encouraged to participate in a range of activities including healthy cooking, physical exercise, mental health presentations, blood donations and family services advice. It was a great way to promote and raise awareness of the day-to-day services readily available to Tennis Australia employees and their families.

2013 Work Safe week

Tennis Australia took advantage of the State Government initiative to promote health, safety and wellbeing in the workplace by joining forces with Melbourne & Olympic Parks and Delaware North Companies to offer additional activities for all employees across the precinct. Employees participated in pilates classes, strength and flexibility exercises, boot camp, beep tests and a Team Fitness Challenge between the three organisations.

Policies

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, which 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 detection, deterrence and prevention of doping.

Code of Behaviour policy

The new Code of Behaviour policy replaces the 'Events Disciplinary Policy' that 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 to compete in. 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 impact improperly 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.

Tennis Australia has a zero tolerance policy on illegal gambling, match-fixing and the communication of sensitive information that may affect the outcome of a match, and will investigate all reported instances.

Extreme Weather policy

The policy is designed to protect competitive tennis players from injury and illness that may result by playing tennis in extreme weather conditions. Extreme weather may be defined as including weather that threatens the immediate or long-term safety of individuals, as a result of rain, lightening, wind, heat or other unusual or unpredictable weather conditions.

Privacy policy

Tennis Australia is committed to the protection of personal information in accordance with the National Privacy Principles, and from 12 March 2014, the Australian Privacy Principles, set out in the Privacy Act 1988 (Cwlth).

Further details on all of Tennis Australia's policies can be found at tennis.com.au

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▲ **PEOPLE & BUSINESS SERVICES A LIFETIME OF COMMITMENT ... A NIGHT OF RECOGNITION**



LLEYTON HEWITT



Newcombe Medal, Australian Tennis Awards

The Newcombe Medal, Australian Tennis Awards presents a unique opportunity to celebrate the year in tennis with legends of the past and the greats of today. The wider tennis fraternity, including the volunteers, coaches, clubs, tournaments and officials who pave the way for people to play the great sport of tennis were also recognised during the gala event.

“FOR ME IT ALL STARTS WITH DAVIS CUP AND ENDS WITH DAVIS CUP. (THIS AWARD) MEANS SO MUCH. OBVIOUSLY I’VE BEEN FORTUNATE ENOUGH TO HAVE A LONG CAREER. THERE’S BEEN PLENTY OF HIGHS AND SOME DEFINITE LOWS AS WELL, BUT THIS IS DEFINITELY UP THERE WITH AS HIGH AS IT GETS.” – LLEYTON HEWITT



MANY FORMER AND CURRENT AUSTRALIAN CHAMPIONS ATTENDED THE NEWCOMBE MEDAL, AUSTRALIAN TENNIS AWARDS EVENING IN 2013.

The 2013 Newcombe Medal, Australian Tennis Awards winners:

- Newcombe Medal**
Lleyton Hewitt (SA)

- Coaching Excellence – Club**
Neil Smith (NSW)

- Coaching Excellence – Tennis Hot Shots**
David Grainger (SA)

- Coaching Excellence – Talent Development**
Clint Fyfe (Qld)

- Coaching Excellence – High Performance**
Simon Rea (Vic.)

- Excellence in Officiating**
Pam Whytcross (NSW)

- Female Junior Athlete of the Year**
Ashleigh Barty (Qld)

- Male Junior Athlete of the Year**
Nick Kyrgios (ACT)

- Most Outstanding 35+ Tennis Senior**
Ros Balodis (ACT)

- Most Outstanding Athlete with a Disability**
Ben Weekes (NSW)

- Most Outstanding Tennis Club**
Shaw Park Tennis Centre (Qld)

- Most Outstanding Tennis School**
Nightcliff Primary School (NT)

- Most Outstanding Tennis Community**
City Community Tennis (NSW)

- Most Outstanding Tournament**
2013 Hutchinson Builders Toowoomba International (Qld)

- Volunteer Achievement Award**
Gaye Hayes (WA)

- President’s Spirit of Tennis Award**
Tony Roche (NSW)

PEOPLE & BUSINESS SERVICES ACHIEVEMENT



KERRY (MELVILLE) REID

Australian Tennis Hall of Fame

Former Australian Open champion Kerry Reid was formally inducted into the Australian Tennis Hall of Fame during a special ceremony at Rod Laver Arena on 23 January 2014.

Reid, who was ranked in the world's top 10 for 12 consecutive years from 1968 to 1979 and held a career-high ranking of five, was presented with a bronze bust. This has joined the statues of other Australian Tennis Hall of Fame inductees in Melbourne Park's Garden Square.

THE YOUNGEST OF FOUR CHILDREN, KERRY (MELVILLE) REID WON THE AUSTRALIAN OPEN SINGLES TITLE IN 1977 AND A FURTHER 26 TITLES DURING HER CAREER.



KERRY REID'S BRONZE BUST WAS UNVEILED AT ROD LAVER ARENA ON 23 JANUARY 2014.

Previous Australian Tennis Hall of Fame inductees:

2013 Judy Dalton	2007 Mark Edmondson	2002 Mervyn Rose, Thelma (Coyne) Long	1998 John Newcombe, Tony Roche, Lesley (Turner) Bowrey, Adrian Quist	1995 Lew Hoad, Ken Rosewall
2012 Ken Fletcher	2006 Daphne Akhurst	2001 Mal Anderson, Nancye (Wynne) Bolton	1997 Fred Stolle, Jack Crawford, Gerald Patterson	1994 Roy Emerson, Evonne Goolagong Cawley, Neale Fraser
2011 Owen Davidson	2005 No induction - Australian Open Centenary	2000 Ken McGregor	1996 Frank Sedgman, John Bromwich, Sir Norman Brookes, Ashley Cooper, Harry Hopman	1993 Rod Laver, Margaret (Smith) Court
2010 Mark Woodforde, Todd Woodbridge	2004 Brian Tobin (first administrator to be inducted)	1999 Australia inducted into the International Tennis Hall of Fame		
2009 Wendy Turnbull	2003 Pat Cash			
2008 Pat Rafter				

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▲ 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 2013 at which the President Stephen Healy announced that Mr Peter Armstrong and Ms Kerryn Pratt were elected to the Board for three-year terms. Mr Harold Mitchell was elected to the Board for a two-year term. Mr Mitchell was also elected to the position of First Vice President for a period of one year.

Composition of the Board of Directors

The Board comprises up to nine Directors of whom seven, including the President, are elected by the MAs at a General Meeting and up to two elected by the Directors at a Board meeting. As required by the Constitution all Directors are independent of simultaneous MA affiliation while they serve on the Board. This completes the significant developments in Corporate Governance reforms undertaken over recent years and fulfils the 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 Ashley Cooper (Chairman), Chris Freeman and Harold Mitchell, 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 and oversees the Company's normal salary review process.

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), Jim Davies, 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 2013–2014.

Activities of the Nominations Committee

The Nominations Committee consists Chris Freeman (Chairman), Bill Cossey, Greg Hutchinson, Dean Ireland (external) and Stephen Healy (ex officio). The Committee oversees the recruitment and retention 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 Member Associations

Although the MAs are members of TA they are more involved in certain activities than normal Company shareholders in that they implement many of TA's programs and activities. The Board of Directors adopts a policy of continuous disclosure with members with a phone call briefing and the circulation of a Board meeting Executive Summary to all MAs immediately following each meeting. Further, the CEO conducts regular meetings with the CEOs of each MA with Community Tennis staff at MA level. The Board and CEO meet at least twice a year with the MA Presidents and additional 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.



TENNIS AUSTRALIA

BOARD

Stephen Healy (PRESIDENT)

BEC 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

Peter Armstrong

Bachelor of Education (Hons) Dip FF Dip Ed CPA FAICD FAMI
 Director of Tennis Australia (since 2013)
 Educator Senior Secondary School Vice Principle
 Director MyState Limited
 Director MyState Financial Limited
 Director Tasmanian Perpetual Trustee's Limited
 Director The Rock Building Society
 Former Chairman Teacher, Police and Nurses Credit Union
 Member Representative to Tennis Australia
 President Tennis Tasmania 2007-2013

Ashley Cooper AO

Director Tennis Australia (since 2004)
 President Tennis Queensland (2004-2009)
 Councillor Tennis Australia (1998-2006)
 Director Tennis Queensland (1997-2009)
 International Tennis Hall of Fame (inducted 1991)
 Australian Tennis Hall of Fame (inducted 1996)

Jim Davies

BA Hons, Economics and Business Studies, Dip Marketing
 Director Tennis Australia (since 2011)
 Member Representative Tennis West (2008-2012)
 Executive Chairman 303 Group (2007-2011)
 Director Women's and Infants Research Foundation Perth
 Director Goodwin Bay Pty Ltd Family Trust
 Managing Director Saatchi & Saatchi Aust (1985-1988)
 Board Member Perth Glory (1995-2005)
 Board Member Advertising Federation of Australia, WA (2002-2008)
 Marketing Committee Member
 Fiona Stanley Foundation, Teleton Child Health Institute, WA (2005-2007)

DR JANET YOUNG
DIRECTOR

KERRYN PRATT
DIRECTOR

SCOTT TANNER
DIRECTOR

ASHLEY COOPER AO
DIRECTOR

DAVID ROBERTS
COMPANY SECRETARY

CRAIG TILEY
CHIEF EXECUTIVE OFFICER

PETER ARMSTRONG
DIRECTOR

JIM DAVIES
DIRECTOR

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 of Grand Slams
 World ranked tennis player (WTA top 150 singles)
 Australian Open doubles semifinalist and multiple doubles titleholder

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

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
Maria Keys

WA
Greg Hutchinson
Wayne Firms

Qld
Ken Laffey
Leonie Taylor

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PEOPLE & BUSINESS SERVICES THE EXECUTIVE TEAM



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)

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

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

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

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

Tom Larnar

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

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–
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–
P. ARMSTRONG 2013–
K. PRATT 2013–

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 1926–1938
A.H. BARRACLUGH 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–
D. KINGSTON 2010–2012
P. ROLFE 2012–2012
P. ROBERTSON 2013–2014
L. TAYLOR 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–

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 1979–1994

HONORARY SECRETARIES

T.M. HICKS 1904–1926
H. MALCOLM 1926–1934

COMPANY SECRETARIES

A.H. BARRACLUGH 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 †
DR JOHN FRASER, OAM
NEALE FRASER, AO, MBE
KEN HALL, OAM †
VIV HOLLOWAY, OAM †
DES NICHOLL, AM
HARRY PITT, CMG, OBE †
WAYNE REID, OBE
TONY RYAN †
FRED SMALL †
CLIFF SPROULE, OBE †
BRIAN TOBIN, AM
HAROLD WALKER †
ROY YODALE †
GEOFF POLLARD, AM
† Deceased

TENNIS AUSTRALIA COMMITTEES (AS AT 30 JUNE 2014)

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
JIM DAVIES
DR JANET YOUNG
CRAIG TILEY
DAVID ROBERTS
STEPHEN HEALY (EX OFFICIO)

REMUNERATION COMMITTEE

ASHLEY COOPER (CHAIRMAN)
CHRIS FREEMAN
HAROLD MITCHELL
STEPHEN HEALY (EX OFFICIO)

NOMINATIONS COMMITTEE

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

CONTRACT APPROVAL COMMITTEE

STEVE HEALY
DR JANET YOUNG
SCOTT TANNER

AO REVIEW TEAM 2014

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

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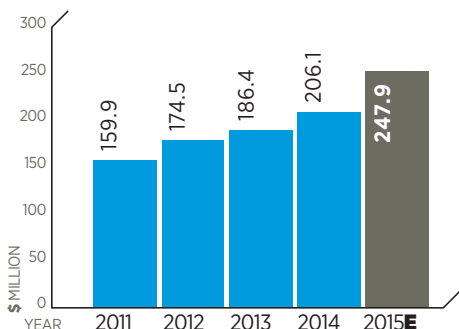
07

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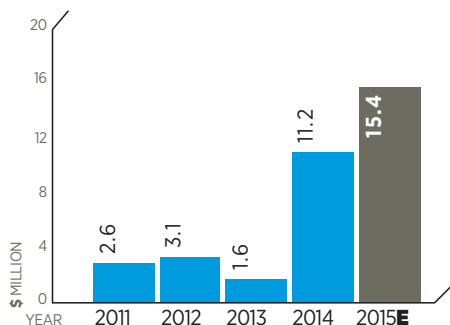
TENNIS AUSTRALIA LIMITED
(A COMPANY LIMITED BY GUARANTEE)
ABN 61 006 281 125

FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2014

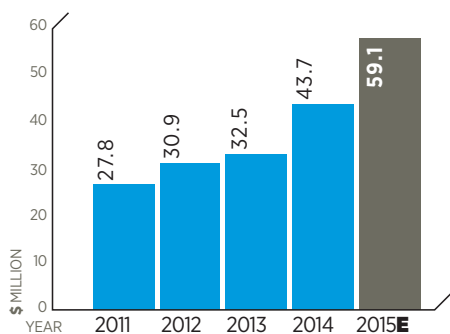
Tennis Australia Revenue



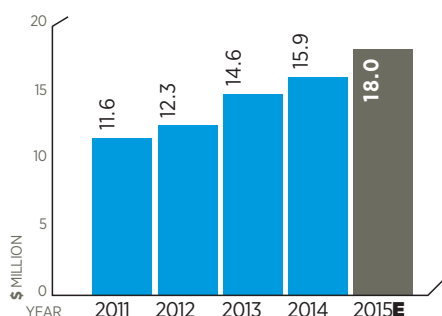
Tennis Australia Net Surplus



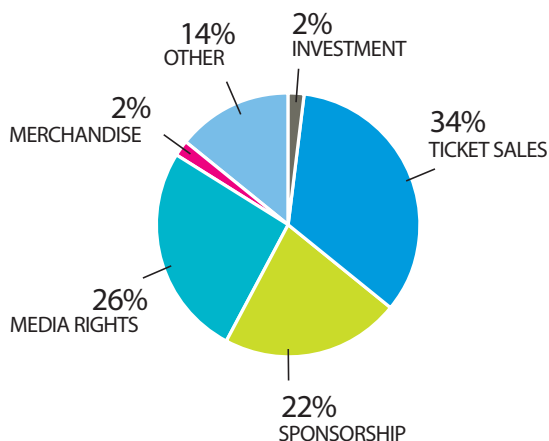
Tennis Australia Reserves



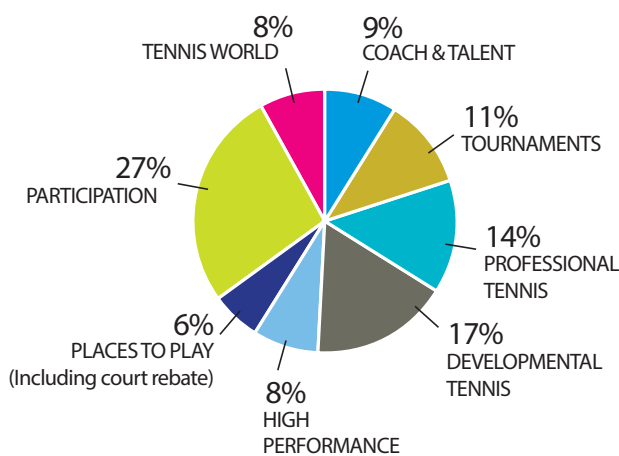
Investment in Member Associations



Sources of Revenue in 2013-2014



Investment in Tennis in 2013-2014



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 2014 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
J Fitzgerald, OAM	Company Director	Director since 2010 (until October 2013)
G Holloway	Pharmacist	Director since 2008 (until October 2013)
S M Tanner	Banking Executive	Director since 2007
Dr J Young	Company Director	Director since 2008
A J Cooper, AO	Administrator	Director since 2004
K Pratt	Media Professional	Director since 2013
P Armstrong	Company Director	Director since 2013

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	2	2
H Mitchell	7	7	-	-	-	-	1	1	2	2
C Freeman	7	7	2	2	1	1	1	1	-	-
J Davies	7	6	-	-	-	-	1	1	2	2
J Fitzgerald	3	3	1	1	-	-	1	1	-	-
G Holloway	3	3	1	-	-	-	1	1	-	-
S Tanner	7	6	-	-	-	-	1	1	2	2
Dr J Young	7	7	-	-	-	-	1	1	2	2
A J Cooper	7	6	-	-	-	-	1	1	-	-
K Pratt	4	4	1	1	-	-	-	-	-	-
P Armstrong	4	4	1	1	-	-	-	-	-	-

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 and the Investment Advisory Committee met on two occasions in the year under review. The Nomination Committee met on one occasion during the year. 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 champion tennis players via an elite player performance pathway;
- > to increase the number of Australians playing tennis more often;
- > ensuring tennis coaches are adequately trained through coach education programs;
- > to run tournaments and competitions for all levels of players;
- > to increase the standard of tennis facilities through the Places 2 Play program;
- > to service the devoted tennis fans in Australia by delivering the summer of tennis culminating in the Grand Slam of the Asia-Pacific region, the Australian Open; and
- > to invest in the game by reinvesting the revenue generated from staging the Australian Open back into the sport to fund the objectives and strategies.

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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's) are set across all business units in the Company. These KPI's 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; and
- > the effectiveness of tennis programs.

7. Operating and financial review

The Company's net result for the year ended 30 June 2014 was a net surplus of \$11,224,736. This compares with a net surplus of \$1,622,811 for the year ended 30 June 2013. The increase in net surplus mainly reflects the additional net revenues generated from Australian Open 2014.

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.

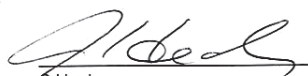
Insurance premiums

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 \$24,259 in respect of this policy (2013: \$24,159).

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 2014.

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



S Healy
President

Dated at Launceston this 18th day of August 2014.

STATEMENT OF FINANCIAL POSITION

	NOTE	2014	2013
Assets			
Cash and cash equivalents	11	21,596,825	15,140,570
Trade and other receivables	12	7,043,914	7,315,198
Inventories	13	293,322	366,108
Other financial assets, including derivatives	14	34,896,778	31,510,744
Total current assets		63,830,839	54,332,620
Trade and other receivables	12	798,409	675,572
Intangible assets	15	319,158	376,489
Property, plant and equipment	16	5,836,280	4,875,546
Total non-current assets		6,953,847	5,927,607
Total assets		70,784,686	60,260,227
Liabilities			
Trade and other payables, including derivatives	17	11,525,835	12,568,601
Employee benefits	18	4,122,409	3,645,529
Income received in advance	19	6,765,083	10,595,071
Total current liabilities		22,413,327	26,809,201
Employee benefits	18	373,701	407,776
Income received in advance	19	4,270,333	540,661
Total non-current liabilities		4,644,034	948,437
Total liabilities		27,057,361	27,757,638
Net assets		43,727,325	32,502,589
Members' equity			
Retained earnings		29,779,230	18,554,494
Reserves		13,948,095	13,948,095
Total members' equity		43,727,325	32,502,589

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.

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STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

	NOTE	2014	2013
Revenue from sale of goods	6	3,561,316	2,972,800
Revenue from operations & events	6	192,877,150	172,975,674
Other revenues from operating activities	6	282,357	263,578
Total revenue	6	196,720,823	176,212,052
Other income	7	5,388,001	5,399,995
Total revenue and other income		202,108,824	181,612,047
Operations & events expenses		(122,079,886)	(112,189,928)
Tennis expenses		(40,067,236)	(40,883,175)
Commercial expenses		(3,051,386)	(3,273,151)
Media & marketing expenses		(7,578,322)	(6,796,834)
Facility grants		(1,464,560)	(1,859,819)
Other expenses		(20,155,496)	(17,583,970)
Total expenses		(194,396,886)	(182,586,877)
Finance income	9	3,968,283	4,795,464
Finance costs	9	(455,485)	(2,197,823)
Net finance income	9	3,512,798	2,597,641
Net surplus for the period		11,224,736	1,622,811
Other comprehensive income		-	-
Total comprehensive income for the period		11,224,736	1,622,811

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 2012	5,948,095	8,000,000	16,931,683	30,879,778
Total comprehensive income for the period				
Total other comprehensive income	-	-	-	-
Surplus for the period	-	-	1,622,811	1,622,811
Balance at 30 June 2013	5,948,095	8,000,000	18,554,494	32,502,589
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

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.

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STATEMENT OF CASH FLOWS

	NOTE	2014	2013
Cash flows from operating activities			
Cash receipts from customers		220,797,900	193,649,234
Cash paid to suppliers and employees		(212,323,813)	(197,540,423)
Interest received		660,838	731,372
Net cash from/(used in) operating activities	23	9,134,925	(3,159,817)
Cash flows from investing activities			
(Borrowings)/repayments from member/affiliate loans		(34,738)	69,513
Acquisition of property, plant and equipment	16	(2,652,813)	(2,845,546)
Proceeds from sale of property, plant and equipment		8,881	-
Net cash used in investing activities		(2,678,670)	(2,776,033)
Cash flows from financing activities			
Net cash from financing activities		-	-
Net increase/(decrease) in cash and cash equivalents		6,456,255	(5,935,850)
Cash and cash equivalents at 1 July 2013		15,140,570	21,076,420
Cash and cash equivalents at 30 June 2014	11	21,596,825	15,140,570

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 18 August 2014.

(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.

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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.

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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.

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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.

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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 the 2014 Australian Open. 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.

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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 eight 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 2013, 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 2017 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.

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 13 percent (2013: 11 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 85 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 37 and 63 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.

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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.

6. Revenue

	2014	2013
Revenue from sale of goods	3,561,316	2,972,800
Revenue from operations & events	192,877,150	172,975,674
Other revenues:		
Interest received:		
affiliated clubs & Member Associations	30,191	31,270
other parties	252,166	232,308
	282,357	263,578
Total revenue	196,720,823	176,212,052

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7. Other income

	2014	2013
Net gain on sale of property, plant and equipment	8,881	-
Government grants	5,379,120	5,399,995
Total other income	5,388,001	5,399,995

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

	2014	2013
The Company has the following expenses:		
Depreciation expenses:		
- plant and equipment	1,668,042	1,507,469
- leasehold improvements	24,037	226,339
Amortisation expense	57,331	57,332
Cost of goods sold	1,375,029	1,346,215
Movement in the provision for employee entitlements	442,805	611,034
Operating lease rental expense	1,521,035	819,420

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9. Finance income and finance costs

	2014	2013
Recognised in profit or loss		
Interest income on investments at fair value through profit or loss	1,401,733	1,262,069
Interest income on bank deposits	375,461	306,193
Dividend income on investments at fair value through profit or loss	519,218	528,269
Net change in fair value of financial assets at fair value through profit or loss	1,670,413	1,928,781
Net foreign exchange gain	-	770,152
Net change in fair value of financial assets at fair value through profit or loss	1,458	
Finance income	3,968,283	4,795,464
Net foreign exchange loss	(455,485)	-
Net change in fair value of financial liabilities at fair value through profit or loss	-	(2,197,823)
Finance expense	(455,485)	(2,197,823)
Net finance income and expense	3,512,798	2,597,641

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	375,461	306,193
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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

	2014	2013
Audit services		
Auditors of the Company		
<i>KPMG Australia:</i>		
Audit and review of the financial reports	65,000	60,000
	65,000	60,000
Other services		
<i>KPMG Australia</i>		
Grant assurance procedures	3,200	3,000
Professional services – Delegation of Authority	6,000	-
Professional services – Additional assurance procedures	3,000	-
Taxation services – Goods & service tax	-	8,380
Taxation services – Tax advice Hong Kong branch	-	33,350
Taxation services – US exemption application	-	56,309
	12,200	101,039

NOTES TO THE FINANCIAL STATEMENTS

11. Cash and cash equivalents

	2014	2013
Bank balances	21,596,825	15,140,570
Cash and cash equivalents	21,596,825	15,140,570

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

	2014	2013
Current		
Trade receivables	3,285,773	4,242,643
Other receivables	1,980,114	2,302,450
Prepayments	1,562,569	599,700
Facility loans receivable from member affiliated clubs	141,243	104,182
Secured loans receivable from Member Associations	74,215	66,223
	7,043,914	7,315,198
Non-current		
Prepayments	133,152	-
Facility loans receivable from member affiliated clubs	459,724	386,950
Secured loans receivable from Member Associations	205,533	288,622
	798,409	675,572

13. Inventories

Inventory on hand	293,322	366,108
	293,322	366,108

14. Other financial assets

Current		
Fixed interest investments designated at fair value through profit or loss	21,116,248	21,231,788
Equity investments designated at fair value through profit or loss	699,270	9,753,974
Cash investments designated at fair value through profit or loss	13,079,802	524,982
Derivatives recognised at fair value	1,458	-
	34,896,778	31,510,744

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

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15. Intangible assets

	DOMAIN NAME	TRADEMARK	TOTAL
Cost			
Balance at 1 July 2012	32,500	573,316	605,816
Additions	-	-	-
Balance at 30 June 2013	32,500	573,316	605,816
Balance at 1 July 2013	32,500	573,316	605,816
Additions	-	-	-
Balance at 30 June 2014	32,500	573,316	605,816
Amortisation			
Balance at 1 July 2012	-	171,995	171,995
Amortisation charges for the year	-	57,332	57,332
Balance at 30 June 2013	-	229,327	229,327
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
Carrying amounts			
Balance at 1 July 2012	32,500	401,321	433,821
Balance at 30 June 2013	32,500	343,989	376,489
Balance at 1 July 2013	32,500	343,989	376,489
Balance at 30 June 2014	32,500	286,658	319,158

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16. Property, plant and equipment

	LEASEHOLD IMPROVEMENTS	PLANT AND EQUIPMENT	MEMORABILIA	TOTAL
Cost				
Balance at 1 July 2012	2,502,797	12,662,132	1,876,397	17,041,326
Additions	-	2,845,546	-	2,845,546
Disposals	-	-	-	-
Balance at 30 June 2013	2,502,797	15,507,678	1,876,397	19,886,872
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
Depreciation and impairment losses				
Balance at 1 July 2012	2,190,875	11,086,643	-	13,277,518
Depreciation charge for the year	226,339	1,507,469	-	1,733,808
Disposals	-	-	-	-
Balance at 30 June 2013	2,417,214	12,594,112	-	15,011,326
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
Carrying amounts				
At 1 July 2012	311,922	1,575,489	1,876,397	3,763,808
At 30 June 2013	85,583	2,913,566	1,876,397	4,875,546
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

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.

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17. Trade and other payables

	2014	2013
Trade creditors	2,947,581	3,018,938
Other payables	8,578,254	7,351,840
Derivatives recognised at fair value	-	2,197,823
	11,525,835	12,568,601

18. Employee benefits

Current

Provision for long service leave	1,555,739	1,155,875
Provision for annual leave	2,566,670	2,489,654
	4,122,409	3,645,529

Provision for long service leave	373,701	407,776
	373,701	407,776

19. Income received in advance

	2014	2013
Current		
Australian Open	5,920,019	9,202,618
Other	845,064	1,392,453
	6,765,083	10,595,071
Non-current		
Australian Open	4,270,333	540,661
	4,270,333	540,661

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

	2014	2013
21. Operating leases		
Leases as lessee		
Non-cancellable operating lease commitments as follows:		
Less than one year	1,535,289	569,467
Between one and five years	3,363,600	1,638,970
More than five years	10,313,642	7,032,675
	15,212,531	9,241,112

The Company leases goods and property under non-cancellable operating leases expiring from 1 to 26 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 \$606,685, which includes the National Tennis Centre and annual CPI adjustment. Under Australian Accounting Standards only the future minimum payments should be disclosed. Accordingly the above operating lease commitments exclude any amounts in respect to CPI.

During the financial year ended 30 June 2014, \$1,521,035 was recognised as an expense in the income statement in respect of operating leases (2013: \$819,420).

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.

	NOTE	2014	2013
23. Reconciliation of cashflows from operating activities			
Cashflows from operating activities			
Surplus/(deficit) for the year		11,224,736	1,622,811
<i>Adjusted for:</i>			
Depreciation	16	1,692,079	1,733,808
Amortisation	15	57,331	57,332
Unrealised foreign exchange (gains)/losses		(1,458)	1,762,267
Gain on disposal of property, plant & equipment	7	(8,881)	-
Operating profit before changes in working capital and provisions		12,963,807	5,176,218
Decrease/(increase) in trade and other receivables		183,185	(931,262)
Increase in investments		(3,384,576)	(3,288,848)
Increase/(decrease) in inventories		72,786	(222,173)
(Increase) in trade and other payables		(1,042,766)	(164,806)
Decrease in income received in advance		(100,316)	(4,339,980)
Increase in employee benefits		442,805	611,034
Net cash from operating activities		9,134,925	(3,159,817)

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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, Graeme Holloway, Dr Janet Young, John Fitzgerald, OAM, Jim Davies, Kerryn Pratt and Peter Armstrong.

Mr J Davies was an office bearer of a Member Association for part of the financial year and absented himself from the meeting, where appropriate, when matters relative to his particular Member Association were discussed during the period.

Key management personnel and Director transactions

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

Two such entities transacted with the Company in the reporting period. The terms and conditions of the transactions with key management personnel and their related parties 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	
	2014	2013	2014	2013
Mr J Fitzgerald Ambassador fees	190,000	180,000	16,500	16,500
Mr H Mitchell Advertising fees	1,786,186	1,890,293	77,751	72,592

Mr J Fitzgerald was a Director of John Fitzgerald Pty Ltd, which has a contract with the Company that is on normal commercial terms and conditions. Mr Fitzgerald absents himself from meetings where John Fitzgerald Pty Ltd contract matters are discussed.

Mr H Mitchell was a Director of Aegis Australia Holdings Ltd one of the companies within the Aegis Media Group of companies which provide media planning and buying services through Vizeum Australia Pty Ltd, which in turn has contracts with the Company that are on normal commercial terms and conditions. Mr H Mitchell resigned as a Director of Aegis Australia Holdings Ltd and relinquished any interest in Aegis Media Group in August 2013 and prior to that time, absented himself from the meetings where Vizeum Australia Pty Ltd contract matters were discussed.

Key management personnel compensation

The key management personnel compensation was \$4,902,490 for the year ended 30 June 2014 (2013: 3,940,624).

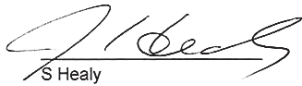
25. Subsequent events

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 59 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 2014 and its performance for the financial year ended on that date; and
 - (ii) complying with Australian Accounting Standards – Reduced Disclosure Requirements and the Corporations Regulations 2001; and
 - (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 Launceston this 18th day of August 2014.

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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 2014, 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 those 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.

KPMG, an Australian partnership and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity.

Liability limited by a scheme approved under Professional Standards Legislation.

AUDITOR'S OPINION



Independence

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

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 2014 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

18 August 2014

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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 2014 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

18 August 2014

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