



Tennis SA

2009 / 10 Annual Report



Table of contents



SECTION

PAGE

<i>Introduction</i>	<i>3</i>	<i>About Tennis SA and our Annual Report</i>
<i>Our People</i>	<i>4</i>	<i>Organisational Chart</i>
	<i>5</i>	<i>Tennis SA Presidents Report</i>
	<i>7</i>	<i>Tennis SA CEO Report</i>
	<i>9</i>	<i>Tennis Australia CEO Report</i>
<i>TSA Governance</i>	<i>11</i>	<i>Corporate Governance Statement</i>
	<i>12</i>	<i>Office Bearers, life members and committees</i>
	<i>13</i>	<i>Tennis SA ambassadors</i>
	<i>14</i>	<i>Affiliated Associations/Clubs</i>
<i>Major Events</i>	<i>15</i>	<i>World Tennis Challenge 2010</i>
	<i>16</i>	<i>Be Active Challenge 2010</i>
<i>Department Reports</i>	<i>17</i>	<i>Memorial Drive Tennis Centre</i>
	<i>18</i>	<i>Marketing, Events and Sponsorship</i>
	<i>20</i>	<i>Community tennis</i>
	<i>23</i>	<i>Tournaments and competitions</i>
	<i>25</i>	<i>Athlete Development</i>
	<i>27</i>	<i>Coach development</i>
<i>Tennis committee reports</i>	<i>29</i>	<i>Tennis officials Australia - SA Division</i>
	<i>30</i>	<i>Tennis seniors Australia - SA Division</i>
	<i>31</i>	<i>Pat Pearce Interstate carnival</i>
	<i>32</i>	<i>Tennis SA Winter pennant</i>
	<i>33</i>	<i>Pro-circuit events</i>
<i>Tennis SA Awards</i>	<i>34</i>	<i>Awards</i>
<i>Financials</i>	<i>35</i>	<i>Financials report</i>
	<i>36</i>	<i>Financial statements</i>

About Tennis SA and our Annual Report



About Tennis SA

Tennis SA (TSA) is the governing body of tennis within South Australia based at Memorial Drive Tennis Centre, North Adelaide, South Australia. Our aim is to provide the best opportunity for all people who wish to enjoy the game of tennis either competitively or socially in South Australia. TSA's Parent Body is Tennis Australia, which is the governing body of tennis within Australia.

The Company's responsibilities include promoting and facilitating participation in tennis at all levels, staging tennis events, including the World Tennis Challenge, developing future stars, growing business revenues and honouring the sport's heritage. These responsibilities are reflected from TA's Purpose Pyramid.

Introducing our 2009/2010 Annual Report

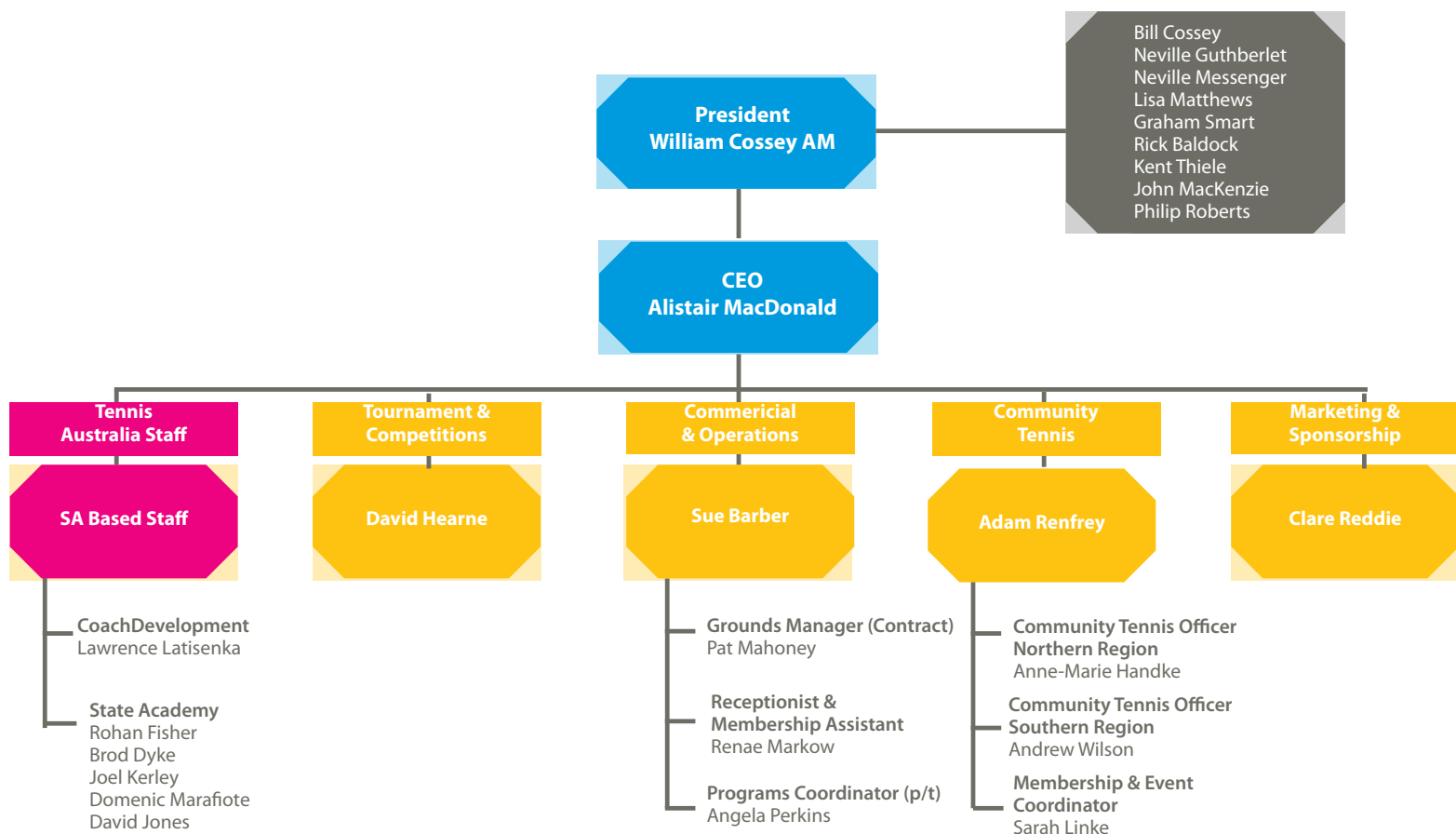
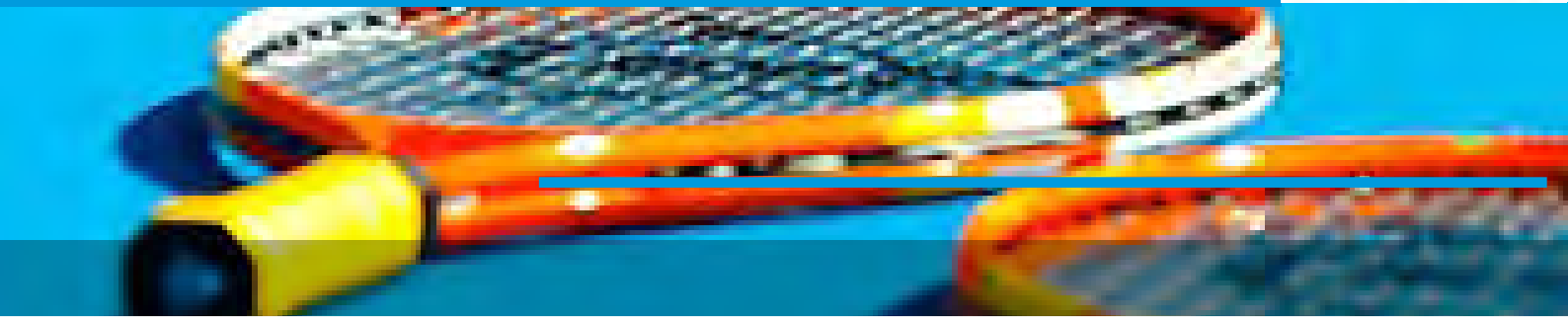
This year's online report is designed to be an economical alternative to printed reports. The report will focus on TSA's departments successes and provide an insight into the events held by TSA including the World Tennis Challenge Be Active Challenge. The TSA 2009–2010 Annual Report aims to be a concise summary of the Company's performance as reflected through department reports.

January 2010

Over 15,000 people packed into Memorial Drive and sold out the World Tennis Challenge event

*Look out for the new **during this month** feature throughout this report which looks at selected highlights during this financial year*

Organisational Structure



vision

On behalf of the Tennis SA Board, I am pleased to present the President's report for the 2009 - 2010 financial year.

As required by the Tennis SA constitution, the Board met each month during the year and discharged its governance obligations with diligence and enthusiasm. I thank my fellow Board members for their outstanding commitment, in an entirely voluntary capacity, to the sport of tennis in South Australia.

On June 30 the term of Lisa Matthews, Independent director concluded. I thank Lisa for her contribution to the work of the Board during her 4 years of service. Lisa brought a strong commercial edge to the Board deliberations for which we are extremely grateful.

January 2010

Inaugural Ken McGregor Foundation luncheon sold out with guest speakers John McEnroe and Frank Sedgeman

Throughout the year the Board continued to explore ways of developing the sport through encouraging greater levels of participation, as well as nurturing talented young players in their quest to become elite players. The Tennis SA Board has consistently seen these objectives as being complementary.

It was for this reason that the Board enthusiastically embraced the concept of World Tennis Challenge in 2008, because it incorporated both elite player participation and numerous events aimed at encouraging greater levels of active playing by people of all ages and standards. More than 2,000 people participated in this second year of World Tennis Challenge and it was heartwarming to see the courts of so many venues in Metropolitan Adelaide overflowing with players during the day and Memorial Drive

stands packed to near capacity in the evenings, as tennis came alive in the second week of January.

World Tennis Challenge was the brainchild of past players, Mark Woodforde, Roger Rasheed and Darren Cahill and Tennis SA Chief Executive, Alistair MacDonald. The South Australian tennis community owes them an enormous debt for their commitment to tennis in this state. I thank them, the South Australian Government and all the sponsors and corporate supporters for helping make the event an even bigger success in only its second year. The inaugural Ken McGregor Foundation luncheon, held during this year's event was an outstanding success and a forerunner of even greater things to come in future years.

The National Academy in South Australia is rapidly establishing a reputation for producing elite young tennis players. Brod Dyke, Rohan Fisher and the support coaches continue to develop numbers of players whose success nationally and internationally in their respective age groups is highly encouraging and beyond the expected numbers given South Australia's relatively small population. I congratulate everyone involved and commend the results of our young players, as presented later in this Annual Report.

The Tennis SA Board is mindful that Tennis SA is essentially "owned" by our member associations. During the year the Chief Executive and members of the Board, in various forums, met with representatives of our member Associations, with the aim of supporting them in their endeavors at grass roots levels. Overall, participation in tennis is remaining at high levels compared with other sports, although there is clearly a continuing move away from the traditional Saturday competitions to more socially oriented competitions.

This trend provides challenges on a number of fronts. First, it has been mainly the traditional competition player, through player registration fees, who has contributed financially to the run-

ning of Tennis SA and member Associations. As a result, the Board has continued discussions with the Tennis SA Council about possible changes to the player registration system. The Board has also commenced discussions with Tennis Australia about radical potential changes which would substantially reduce or even eliminate individual player registration fees in return for a much strengthened member data base. We remain hopeful that such an approach would alleviate a very difficult aspect of our administration.

Second, this trend has highlighted the need for better Club and Association facilities (including lights and improved clubhouses). The Board has been thrilled by the momentum which the Facilities Development Unit, through the efforts of Lynton Franzi and the staff of Sports Dev, has generated. This momentum has seen considerable funds invested by Tennis Australia, the South Australian Government and local Councils in tennis facilities across the state - all of which are essential to greater levels of participation.

Third, the Board has seen fit to change the Premier League competition format to achieve greater linkages with member Association competitions. Although not universally popular with all players, the changes are in keeping with the pressure that many Premier League players are facing in respect of tournament participation at time which conflict with Premier League commitments. These changes will be evaluated and, if need be, further refined in the coming year.

Administration of all sporting bodies in South Australia at this time is not without its challenge. The economic circumstances of 2009-10 have been difficult and along with other organisations we continue to seek ways of improving our operations and strengthening our finances. We were helped by the decision of Tennis Australia to provide increased grants to all states. This has enabled us to increase our efforts to assist clubs and associations with their player participation objectives. We are grateful that Tennis Australia has indicated a continuation of these grants for 3 years.



vision

During the year, the Government announced its willingness to assist the South Australian Cricket Association and the South Australian National Football League achieve a redevelopment of the Adelaide Oval.

January 2010

Over 15,000 tennis spectators packed into Memorial Drive stands and sold out the event

This caused the Tennis SA Board and Management to consider again the best layout and facilities for Memorial Drive and late in the financial

year the Board submitted a revised Master Plan to the Government and the Stadium Management Authority for consideration in the context of the proposed Adelaide Oval upgrade.

Throughout the year, Tennis SA's relationship with the SA Government through the Minister for Recreation and Sport and his Office of Recreation and Sport has been maintained at excellent levels. On behalf of the Board, I thank the Minister and the Government for their continuing support and encouragement. We have also enjoyed excellent support from our sponsors, particularly Health Partners and Dunlop Slazenger Equipment and for that I record my sincere appreciation.

Tennis Australia continues to provide funding support for a number of our activities.

It has now completed a significant Australia wide market research program which will be of great assistance to us in our work. We thank Tennis Australia for continuing to work constructively with us.

Finally, I place on record the sincerest thanks and appreciation to our Chief Executive, Alistair MacDonald and his energetic and committed staff. They "cover an enormous amount of ground" in a year and their dedication to the development of tennis is exceptional. I also thank our past players and the representatives of member Associations and Clubs with whom we work during the course of each year. It is a pleasure to work with you.

BILL COSSEY
PRESIDENT



leadership

Tennis SA is proud to present the 2009-10 Annual Report. I hope you take the time to read the report and gain a greater understanding of the broad range of activities we partake in from our home at Memorial Drive in Adelaide.

It has been a huge year for Australian tennis with a close election for the Tennis Australia Presidency, an increased focus on community tennis moving forward, the rise and fall of Sam Stosor and our own Bill Cossey being the first South Australian to gain a seat on the Tennis Australia Board.

October 2010

Bill Cossey gains a seat on the Tennis Australia board

When reflecting on some of the achievements of the past year I cannot go past the outstanding contribution that our Tennis SA Board and staff make to the sport. From the President and the Board members down to our casual and contract workers it is evident that all people involved in South Australian tennis are equally passionate and committed.

Our high performance program continues to be a stand out program in Australia. The team is led by the best in the business in Rohan Fisher and Brod Dyke and well complimented by two young and outstanding coaches in Domenic Marafiotte and Joel Kerley. We are also thankful of the fantastic work that David Jones undertook whilst coordinating our strength and conditioning program. David will be sorely missed but we are proud that he will now progress with his career in a role with the Australian Institute of Sport and Tennis Australia.

Our players continue to not only demonstrate strong performances on the court but also

represent Tennis SA and all of our affiliates in the highest manner. We are proud of both their on and off court conduct.

The continual strong performances of our players and selection in Australian teams has led us to the creation of the Ken McGregor Foundation which aims to raise money to assist our elite junior players with international level tennis as well as support national and international disability players. Our inaugural Ken McGregor Foundation lunch hosted at the Inter-continental during World Tennis Challenge featured guest speaker John McEnroe and a sold out audience. We are already pleased to announce that we have accumulated over \$25k in funds for the Foundation already.

Our community tennis team continues to work closely with our affiliates. We are pleased to announce that as of 2009/10 we will have a new structure that will enable us to appoint a dedicated Community Tennis Coordinator for both the north and south regions. 2009 was again a great year for facility development. We continue to be upbeat about the work our clubs and associations are undertaking in regards to facility development. Port Pirie Tennis Association, Port Augusta Tennis Association, Clare Tennis Club, Port Lincoln, Bicentennial Tennis Centre and Millswood are but a few of the clubs / associations who have partnered with Tennis Australia (rebate program) and local council to upgrade their tennis facilities.

I would like to particularly thank Adam Renfrey and Lynton Franzi in conjunction with BMD SportDev Australia for their commitment to the redevelopment of tennis facilities. Since the inception of our partnership with BMD SportDev Australia a few years ago we are proud to have undertaken over \$9 million in facility development work, mostly consisting of small tennis club developments.

Our focus has not only been on facilities but also on grass roots participation through the vehicle of MLC Tennis Hot Shots. After some time and

significant debate / discussion our MLC Tennis Hot Shots program is now gaining momentum with the program already boasting over 30,000 kids between 5 and 12 years of age in a school based program in South Australia alone. We believe in 2010 this number will grow dramatically as more MLC Tennis Hot Shots deliverers become involved and more and more schools adopt the modified tennis program. I would like to thank Anne-Marie Hanke for her work in this area and the strong commitment of our community tennis team and welcome Andrew Wilson to the Tennis SA team.

Our membership program has been led by the competent Sarah Linke. We continue to utilise the MyTennis program with over 180 clubs and 14,000 players registered in the program. In fact, at one stage Tennis SA was the whole national database and I thank Sarah for her commitment to engage the clubs and associations in this process. Although there are always teething issues with any adoption of new software, the program continues to evolve and demonstrate a significant improvement of previous membership software.

Our tournaments and competitions department led by David Hearne delivered our strongest tennis calendar to date. Only a few years ago Tennis SA hosted a handful of sanctioned tennis tournaments, but now we are in a position where there are over 90 tournaments sanctioned by Tennis SA. With our tournament calendar at capacity our attention will turn to competitions as we try to add value to existing competitions and innovate with potential new formats for playing team tennis. David has already visited many associations to present the competition software and once again Tennis SA leads the way in the implementation of these programs and products.

Our marketing department saw the departure of Sean Barrett this year and the introduction of Clare Reddie. We thank Sean for all the progress he made in marketing and also in tournaments and we wish him well in his career.

leadership

It is great to have people join Tennis SA who have an impact and Sean was able to achieve some significant progress during his time at Tennis SA.

We continue to develop our marketing platform and with Clare on board we believe we are in a strong position to not only add value to Tennis SA but also our affiliates. She is already making an impact working with several associations on websites, logos and marketing collateral and we are thrilled that she was in a position to join our small team.

World Tennis Challenge continued to grow with a record sell-out crowd of 15,122 in 2010 featuring John McEnroe, Bernard Tomic and Pat Rafter to name a few. The event was sold out in advance and our fans relished this innovative

event. In 2010, we were also able to attract over 2000 players to participate in the WTC Be Active Challenge making it Australia's largest tennis participation event. I would like to take this opportunity to thank all of the staff, volunteers and the Directors in Mark Woodforde, Darren Cahill and Roger Rasheed for their contribution to tennis in this state.

Finally, I would like to thank all of the volunteers throughout the Associations and clubs who enable us to have the most stable tennis structure imaginable. The commitment from all of the volunteers continues to amaze me as I travel around the state. In particular, this contribution starts at the top with Bill Cossey and the board who continue to dedicate significant time to ensure that tennis remains an iconic and popular sport in Australia

To our many sponsors I thank you, namely Health Partners, for their continued support without which we could not our Memorial Drive programs and of course the South Australian State Government.

ALISTAIR MACDONALD
CHIEF EXECUTIVE OFFICER



guidance

The tennis journey continues

It is with tremendous pride and satisfaction that, five years into my role as chief executive officer for Tennis Australia, I am able to report strong performance and great success in all areas of our business.

We are a healthy, growing and vibrant organisation, moving towards common goals and experiencing renewal and success in equal measure. The tennis journey we share is truly coming together.

The innovation and determination emanating out of the administration of our sport in South Australia has been a major highlight in that journey thus far and no doubt will continue to be so. Nationally, some of our key priorities in the last year have centred on working cohesively within the tennis family and driving resources and ultimately consistent growth in grassroots tennis. Tennis South Australia has been superb in this regard in particular with the outstanding development of one of the best participation events in the sport, World Tennis Challenge.

February 2010

Tennis SA hosts Fed Cup Spain vs Australia tie at Memorial Drive

The game continues to grow and grow in the South Australia and you only need to be present for five minutes at the WTC to witness the enthusiasm and thirst for our sport here.

South Australia was also very well represented at our first Australian Tennis Conference in March. It is fair to say that grassroots tennis and the tennis consumer played a big part in a lot of the discussions.

With this in mind we enlisted sports marketing group Gemba to undertake one of sport's most comprehensive market research projects on tennis participation in Australia. The result has been the development of a national grassroots marketing plan that reflects the input of an enormous variety of tennis stakeholders and enables us to develop a consumer segmentation model and appropriate product offerings.

Indeed, as a group the conference delegates identified numerous objectives across a range of subjects, all to enhance and support our strategy for the sport. There were some great new ideas and some which reinforced work already being done at some level in tennis. Work on all of these has progressed significantly and the consultation is ongoing, as is the continued greater integration of the workings of Tennis Australia, all Member Associations and the rest of our tennis community. Together, we are making real progress. In just one simple example, we now have a pool of more than 50 Community Tennis Officers on the ground helping clubs, coaches and centres across Australia deliver the sport.

In player development, we have consolidated our pathways, competitions and tournaments not only in South Australia but across the nation. We now have more than 2500 registered TA coach members across the nation benefitting from best practice education at all levels of the game. We have a tremendous group of former players (like SA's Brod Dyke) working with our best tennis prospects in a responsive athlete management system, designed to support the needs of individuals.

These actions have led to a talent like Samantha Stosur working closely with Fed Cup captain David Taylor and receiving support from TA's player agent, Paul Kilderry. This year Sam reached the final of the French Open, the first Australian woman to do so since Margaret Court triumphed in 1973. A career-high No.5 ranking followed shortly after as Sam became a genuine and consistent threat on the women's circuit – and all of this after striving to return to the game

following her recovery from debilitating Lyme Disease in 2007.

The Fed Cup team, of which Sam is a dedicated member, returned to the World Group after systematically forging a pathway through the gruelling zonal ranks. The strong force of Australian women players now includes Jarmila Groth (back-to-back fourth round showings at Roland Garros and Wimbledon), Anastasia Rodionova, Alicia Molik, Jelena Dokic, Sophie Ferguson and Rennae Stubbs. Aussie men also played their way into contention for a spot in the World Group of Davis Cup, defeating Chinese Taipei and Japan en route to the Play-offs against Belgium.

With Lleyton Hewitt still a Grand Slam contender, we witnessed the arrival of Jason Kubler as world No.1 boys' junior in May and Ben Mitchell (both Queenslanders) reaching the final of the Wimbledon boys' junior championships. In addition, both the boys' and girls' Junior Davis Cup and Fed Cup teams qualified for the world finals, along with the U/14 teams making the September finals of the World Junior Tennis Championships. And, let's not forget the ongoing solid performances of young, up-and-coming Australians such as Bernard Tomic, James Duckworth, Luke Saville, Sean Berman, Sally Peers and others. While we are proud of the fact that we have gone from six players in the top 250 in 2005, to 20 in 2010 we know there is still plenty of work to do and we are eager and determined to do it.

Looking ahead, participation and grassroots tennis remain key objectives. We now have 194,000 children participating in Tennis Australia's starter program, MLC Tennis Hot Shots. Thanks to the National Court Rebate scheme, more than 860 courts have been built or resurfaced over the past two years (including terrific facilities like Port Lincoln), which has led to a total investment of \$144 million in tennis facilities. These are prime examples of a co-ordinated approach at all levels of governance, paying handsome dividends in the community.



guidance

One who has been a passionate tennis lover all this life is Geoff Pollard who, in October, will step down as president of Tennis Australia after 20 years of service. Geoff's achievements and contributions to the game are outstanding, starting with his runner-up finish to John Newcombe in the 1961 final of the Australian Junior Championships. As president, chairman and CEO of Tennis Australia, Geoff led a staff of 20 in 1989. The company's annual turnover was \$3.5 million with a \$1 million in reserves and \$1.5 million in Australian Open prize money.

Today, TA has a total of 180 staff, an annual turnover of \$134 million, financial reserves of

\$25 million and the AO prize money pool sits at \$24.94million in 2010. Geoff has played a major role in growing the AO and ensuring it retains its Grand Slam status.

He is replaced by Sydney lawyer and Tennis NSW president Steve Healy, a long-serving tennis administrator and player, who is passionate about boosting participation at club and junior levels and getting a better representation among the world's elite players. Steve was elected to a three-year term.

The tennis story continues to evolve in new and exciting directions. We have come through some tough financial times and we continue

to grow our numbers. The people who work in tennis throughout Australia are what make this such a dynamic and progressive sport.

To all of our South Australian tennis family, I say thank you for all your hard work and it is with great confidence that I look toward sharing the rest of the journey with you.

STEVE WOOD
CHIEF EXECUTIVE OFFICER
TENNIS AUSTRALIA

Corporate Governance

Tennis SA follows the corporate governance principles embraced by Tennis Australia in their Annual Report:

All directors, councilors, committee members, selectors, managers and employees are expected to act with the upmost 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, Council or Committee as appropriate and not to vote or participate in the debate on matters in which they have a conflict and, where appropriate, to absent themselves from meetings during discussions and votes on such issues.

Board Meetings

The number of Director's meetings and the number of meetings attended by each of the Directors during the financial year are (H-Held, A-Attended):

Directors Meetings	H	A
Bill Cossey	12	12
Neville Guthberlet	12	12
Neville Messenger	12	12
Lisa Matthews	12	9
Graham Smart	12	12
Rick Baldock	12	10
Kent Thiele	12	11
John MacKenzie	12	12
Philip Roberts	12	12

Committees & Advisory Groups

Disciplinary and Appeals

Chris Branson	Angus Thomson
Neville Messenger	Alistair MacDonald

Premier League

Kent Thiele	David Hearne
Adam Renfrey	

Winter Pennant

Gloria Dennis	June Raven
Heather Oermann	Neville Messenger
Pauline Swan	Elaine Caldana
Jean Haynes	Russell Grigg

Tennis Australia Council

Bill Cossey	Kent Thiele
-------------	-------------

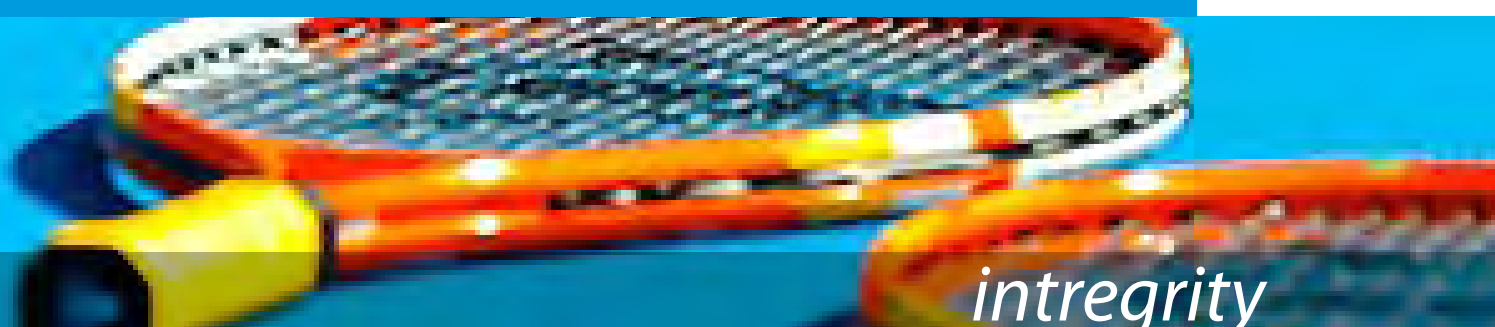
Les TappOAM Junior Inter-Association

Sarah Linke	Neville Messenger
Elaine Caldana	Pat Semmens

World Tennis Challenge Advisory Group

Mark Woodforde	Darren Cahill
Roger Rasheed	Alistair MacDonald
Chris Altman	Bill Cossey
David Hill	Ron Green
Philip Roberts	Greg Hobby

Office bearers



integrity

Patron	Lord Mayor of Adelaide The Right, the Honourable Mr Michael Harbison	Tournament Operations Coordinator	David Hearne
Vice Patron	The Mayor of Unley Mr Richard Thorne	Competition Coordinator	Mrs Elaine Caldana
President	Mr William Cossey	Ground Manager	Mr Pat Mahoney
Tennis SA Board		Manager – Special Projects	Mr Lynton Franzi
Mr William Cossey	Mr Kent Thiele	Millswood Complex	Mr Chris Deptula State Tennis
Mr Rick Baldock	Mr Graham Smart		
Mr John MacKenzie	Mr Neville Guthberlet	Honorary Life Members	
Mr Neville Messenger	Mr Philip Roberts	SAHCTL	
Mrs Lisa Matthews		Mr RE Dorling	Mr WLB Freeman, OAM
Solicitor	Mr John Daenke LLB	Mr KL Litchfield	Mrs P McClean
Chief Executive Officer	Mr Alistair MacDonald	Mr DW Plunkett	Mr NH Pope
Commerical & Operations Manager	Ms Sue Barber	Mr DF Robinson	Mr AE Rose
Marketing & Events Coordinator	Mr Sean Barrett (until Dec 2009) Ms Clare Reddie (commenced Dec 2009)	Mr L Tapp, OAM	Mr AL Thomson, OAM
		Mr GE Whitehead	Mr L Yard, JP
		SATA	
NAA Athlete Development Manager	Mr Rohan Fisher	Mr GB Addison	Mr GR Battye
NAA Head Coach	Mr Broderick Dyke	Mr K Berriman	Mr LJ Bills
NAA Coach/Fitness	Mr Joel Kerley Mr Domenic Marafiotte	Mr MA Boyce	Mr FC Bromley
		Mr RD Burr	Mr WH Carlier
Receptionist	Ms Melody Karam-Oaten (until April 2010) Ms Renae Markow (commenced June 2010)	Sir DRW Cowan, KB	Mr WLB Freeman, OAM
Community Tennis Manager	Mr Adam Renfrey	Mr O Gellert	Mr T Gray, OAM
Community Tennis Officer - Northern	Ms Anne-Marie Handke	Mr MJ Groth	Mr LF Heylen, OAM
Community Tennis Officer - Southern	Mr Andrew Wilson	Mr RB Hone, ED	Mr EFW Hunwick
Event & Membership Coordinator	Ms Sarah Linke	Mr TJM Linn	Mr B Love
Coach Development	Mr Lawrence Latisenka	Mr WN McPherson	Mr JDC Nelson
		Mr FE Piper, CBE	Mr JG Riordan, OAM
		Mr AE Rose	Mr LG Shaw
		Mr AE Specht	Mr L Tapp, OAM
		Mr AR Thiele	Mr GJ Thiele
		Mr RL Tucker	
		Tennis SA	
		Mr R. Green	Mrs P. Semmens
		Mr D. Dall	Mr N. Guthberlet



international

Mark Woodforde is most famously remembered as one half of "The Woodies", a doubles partnership with Todd Woodbridge. The 'Woodies', hold the world record for most titles won in the history of men's professional tennis. Their 61 victories together place them four clear of the next best teams of McEnroe-Fleming and Hewitt-McMillan. They were also named ATP Tour Doubles Team of the Year in 1992, '95, '96, '97.

Woodforde was born in Adelaide, and joined the men's professional tennis ATP Tour in 1984. Woodforde won four singles titles, including his hometown Adelaide

Darren Cahill is the son of legendary South Australian football player and coach, John Cahill.

Nicknamed "Killer", Cahill turned professional in 1984. Cahill's best performance at a Grand Slam event came at the 1988 US Open, where he knocked-out Boris Becker in the second round on the way to reaching the semi-finals, where he lost to eventual champion Mats Wilander.

Cahill was a member of the Australian team which reached the final of the Davis Cup in 1990. Cahill compiled a 6-4 career Davis Cup record. His career-high rankings were World No. 22 in singles and No. 14 in doubles.

Cahill experienced chronic injuries throughout his career, having had more than 10 knee operations. After retiring from the tour he became Lleyton Hewitt's coach and guided Hewitt to the world No. 1. Following his split with Hewitt, he began coaching American great Andre Agassi, helping him back to the No. 1 ranking.

Roger Rasheed has turned his hand to coaching since retiring from the ATP Tour.

As a tennis player, he competed mostly on the Challenger circuit, winning four titles in 1992. He reached number 192 in the ATP rankings and became the youngest player to qualify for an Australian Open, beating Ivan Lendl in his opening match. Rasheed was forced off the Tour in 1993 with a chronic back injury.

He coached Australian superstar tennis player Lleyton Hewitt from June 2003 until January 2007 and is now the tennis coach for Frenchman Gael Monfils, taking the flamboyant athlete to a career high ATP world ranking of nine in March 2009.

In 2006, he was the assistant coach of the Optus Australian Davis Cup team for the semi-final against Argentina.

John Fitzgerald received the 1982 ATP Player Achievement Award, for sportsmanship and outstanding contribution to tennis.

Although he won six singles titles, 'Fitzzy' was best known for his doubles prowess, being ranked No.1 in the world in July, 1991. He played most of his doubles with Swede Anders Jarryd. He won 30 doubles titles, including seven Grand Slam crowns (two French Opens, two Wimbledon, two US Opens and one Australian Open), and was a finalist at 31 other events.

He represented Australia in Davis Cup for 10 years, in which he compiled a 19-14 win/loss record and was a member of two championship teams (1983 & 86). His singles ranking peaked at No.25 in January, 1989.

He has captained the Optus Australian Davis Cup team since 2001, leading the Aussies to the Davis Cup title in 2003 against Spain in Melbourne.

Listing as of 30 June 2010:

Barossa and Light Tennis Association
Booleroo Centre Tennis Association
Eastern Districts Tennis Association
Glenelg Districts Tennis Association
Hills Tennis Association
Lower Murray Hardcourt Tennis Association
Metro Lawn Tennis Association
Mount Gambier Tennis Association
Murray Bridge Lawn Tennis Association
Naracoorte Tennis Club
Penola & Districts Tennis Association
North Eastern Tennis Association
Northern Areas Tennis Association
Onkaparinga Tennis Association
Port Augusta Tennis Association
Port Lincoln Tennis Association
Port Pirie & District Tennis Association
Riverland Lawn Tennis Association
Roxby Downs Tennis Association
Southern Districts Tennis Association
Southern Ports Tennis Association
Streaky Bay Tennis Association
Tatiara Tennis Association
Tennis Seniors Association of SA
Western Districts Tennis Association
Whyalla Tennis Association
Womens Mid-Week Grasscourts Association

World Tennis Challenge 2010



success

The 2010 World Tennis Challenge (WTC) marked the second year of this event, an innovative sports entertainment event that attracts high profile past legends and current champions of the sport to Adelaide to engage Australians in celebrating the sport of tennis in South Australia.

January 2010

John McEnroe plays exclusively in Adelaide on his visit to Adelaide, Australia

Research and feedback from players, spectators, sponsors, corporate partners and administrators of the 2010 event proves the WTC concept developed by local South Australian tennis identities Mark Woodforde, Darren Cahill and Roger Rasheed in conjunction with American tennis great Jim Courier and Tennis SA CEO Alistair MacDonald is proving to be a highly successful event and welcomed by a strong supportive market in South Australia.

2010 saw sell out crowds of 15,122 patrons (14% increase from 2009), corporate facilities at full

capacity, national and international broadcasting into nearly 30 countries and national media print coverage. The WTC website received over 1,000,000 hits (40% increase from 2009) and Australian's relished seeing their sport of tennis being celebrated like never before.

The event attracted exceptional tennis talent to Adelaide, with John McEnroe headlining the event, and Henri Leconte, Mansour Bahrami and Australia's Patrick Rafter, Pat Cash and Bernard Tomic proving to be crowd favourites. In 2010 WTC attracted interstate and overseas visitors to South Australia for an economic impact of over \$7M to South Australia's tourism industry.

The WTC is a positive step forward for the sport of Tennis and provides the South Australian Tourism Commission a platform to reach their objectives as the WTC is strategically aligned with many South Australian Tourism Commission Plan 2009 – 2014 strategies; 'act(s) as a hook to visit South Australia and grow its image', brings 'new news' regarding Adelaide locally, nationally and internationally, provides guests with a 'new signature experience' and 'increase(s) visitor expenditure' within South Australia by its unique mid week placement which lures guests to stay in Adelaide for the weekend and experience what the State offers. The event directly enhances the brand of South Australia by proving

it's a vibrant city to visit and live by showcasing the city in the best light.

WTC looks forward to continuing their partnership with the South Australian Tourism Commission as their support is invaluable to the longevity and success of our event.

2010 Players included:

Team America	John McEnroe Robby Ginepro Pat Cash
Team Australia	Bernard Tomic Henri Leconte Gilles Simon
Team Europe	Radek Stepanek Pat Rafter Mansour Bahrami
Team International	
Wildcard	

WTC DIRECTORS
MARK WOODFORDE, DARREN CAHILL, ROGER RASHEED, ALISTAIR MACDONALD



Be Active Challenge



Australia's largest tennis participation event

The 2010 WTC Be Active Challenge attracted over 2,000 participants with many from interstate and overseas playing at over 200 courts around metropolitan South Australia. A key benefit of the WTC Be Active Challenge is the link it provides between grassroots tennis and South Australia's major tennis event, the World Tennis Challenge.

WTC Be Active Challenge is a world wide international teams event incorporating twelve tennis participation events.

2010 event schedule included:

WTC City of Charles Sturt AMT

The original Australian Money Tournaments that were developed by Tennis Australia in 2006, the Platinum AMT's offer a total of \$10,000 across the open events. These tournaments are the pinnacle in competition for tennis athletes outside of the Australian Pro Tour events, and provide maximum Australian Ranking points.

WTC City of Unley Junior Open

The Optus Junior Tour (OJT) is an umbrella tour that provides a clear competitive pathway for aspiring tennis players.

These tournaments offer points across the 12/U, 14/U and 16/U age groups, giving all juniors the opportunity to obtain an Australian Ranking. As well as the above listed events, all OJT tournaments in South Australia offer a 10/U event that will use the modified 'green ball'.

January 2010

Over 200 tennis courts utilised for Australia's largest tennis participation event, World Tennis Challenge - Be Active Challenge

WTC City of Salisbury AMT

The original Australian Money Tournaments that were developed by Tennis Australia in 2006, the Platinum AMT's offer a total of \$10,000 across the open events. These tournaments are the pinnacle in competition for tennis athletes outside of the Australian Pro Tour events, and provide maximum Australian Ranking points.

Tennis SA has joined forces with the City of Salisbury Council to host this event during the 2010 WTC Be Active Challenge.

WTC Les Tapp OAM Junior Inter Association

The Les Tapp OAM Junior Inter-Association Events are four person team events with players representing their respective tennis associations. All players are provided with an opportunity to participate in a team atmosphere across 10/U, 11/U, 12/U, 13/U, 14/U, 15/U & 16/U age groups with various graded levels depending on ability level. All South Australian players represent their local association with over 500 players involved in a week of competition.

WTC Senior Inter Association

South Australia's best club players come together to represent play in a unique and entertaining format of the game to find the best association in the state. The event will be played at Tennis SA's Millswood Complex following the Les Tapp Junior Inter Association. Matches will be held in the afternoon and evening on Saturday 8th and Sunday 9th and in the evening on Monday 10th January.

The unique World Team Tennis (WTT) format will be used which features mixed teams competing in men's and women's doubles, men's and women's singles and mixed doubles. The distinctive format includes scoring, substitution and coaching.

WTC Inter Continental Corporate Challenge

Companies from around Australia submit teams of four into a round robin competition (social and competitive divisions available) to battle it out for the title of Australia's Tennis Corporate Challenge champion! Proudly sponsored by In-

ter Continental Adelaide.

WTC Country Carnival

The WTC Country Carnival is an event that has a long and very proud history in South Australia. It is an opportunity for players to represent their Association and participate in a competitive yet fun and enjoyable environment. The WTC Country Carnival is South Australia's showcase event for regional affiliates and their members.

The WTC Country Carnival is a grassroots team tennis participation event, with players graded into appropriate standards pending recommendation from their association.

WTC City of Adelaide International Wheelchair Open

City of Prospect International Wheelchair Open provides International players with the chance to play in Australia as part of the AO series of tournaments – Brisbane, Adelaide, Sydney and Melbourne. One of the fastest growing wheelchair sports in the world, wheelchair tennis integrates very easily with the able bodied game since it can be played on any regular tennis court, with no modifications to rackets and balls. The game of wheelchair tennis is played at every grand slam tournament in the world – AO, Wimbledon, French & US Open and is endorsed by the International Tennis Federation. The tournament allows players the chance to earn a share of prize money (USD\$10,000) and ranking points.

WTC MLC Tennis Hot Shots - Come and try

MLC Tennis Hot Shots is the fun way for kids (4-12yrs) to learn how to play tennis. Smaller courts, nets, racquets and low-compression balls make learning easy and give younger players the chance to serve, rally and score right from the first time they play. Children were given the opportunity to participate on the Memorial Drive Centre Courts with Pat Cash and Henri Leconte making guest appearances.

iconic

The 2009-2010 was a year which saw an increase in programs, tournaments and venue hire for Memorial Drive Tennis Centre.

The Drive

The historic Memorial Drive Tennis Centre over the past 3 years has undergone a complete re-development with the major part of our re-development being the Centre Court upgrade. Previously there was one (1) Rebound Ace court and three (3) natural grass courts. There are now four (4) plexi-cushion courts – new blue “true blue” courts (which are the same surface used at the Australian Open Grand Slam). This now enables excellent training conditions for the National Academy and more options to run programs and tournaments at the centre. The centre now has in total ten (10) “True Blue” hard courts and four (4) Clay Courts.

December 2009

Redevelopment of North Stand cafe project completed

In December 2009 the newly created North Stand Café/Players Lounge, paving and landscaping was completed which enables all programs & tournaments to be run out of this area. This provides a great area for players & parents at the centre. Tennis SA was fortunate to receive funding from the State Government for the Centre upgrade to assist with making this possible and provides a “Community area”.

Memorial Drive Tennis Centre generated revenue for venue hire & catering during the year. Major international tennis event “World Tennis Challenge” was successfully conducted for the 2nd year on 12-14 January 2010. This was well attended by both corporate and public. Two concerts were conducted at Adelaide Oval (Pearl Jam & ACDC) and hired the centre as additional space was required due to the Adelaide

Oval redevelopment.

There are areas where the centre can increase revenue such as Court Hire, Corporate Days and School Holiday Clinics. This will be promoted widely in 2010/11 so patrons can take advantage of either hiring a court, booking a Corporate Day to entertain clients/reward & motive staff or attend a School Holiday Clinic.

Health Partners Programs

Angela Perkins is the Program coordinator who administers & coordinates these programs. Ange has provided a great service and provides a social atmosphere for everyone to enjoy their time at the centre. Ongoing support from Health Partners has been fantastic and we now offer two exciting programs which are run at Memorial Drive Tennis Centre on the plexi-cushion courts. The programs offered are suited from beginners through to the more advanced.

Health Partners Tennis Workout

This is a fun group fitness activity carried out on a tennis court under the guidance and instructions of tennis professionals. Each session features drills to provide people of all abilities with an ultimate cardio workout. Tennis Workout is held every Wednesday night and has now been running over 12mths with regular attendance.

Health Partners City Tennis

The night tennis program is held on Monday nights with an average of 10 teams per quarter playing throughout the year. It has been encouraging to see even through the winter months the number of teams have been consistent. This is played on the centre courts and also the clay courts are utilised which is well received by the players.

Tournaments

David Hearne, Tournaments & Competitions Coordinator, has provided great assistance, support and dedication throughout the year in conducting these tournaments at the Centre.

Tournaments played at Memorial Drive Tennis Centre during 2009-2010 were:

- The Drive 18s & Open Series #2
- The Drive Open Clay Championships
- Adelaide Open Clay Championships
- The Drive Junior Clay Championships
- The Drive 18s & Open Series #3
- SA AMT #7
- WTC Lord Mayors Cup
- The Drive Junior Ranking Band event
- The Drive Adelaide Cup Open
- The Drive 16/U Clay Court Championships
- South Australian Junior Championships
- The Drive Open Ranking Band event

SUE BARBER
COMMERCIAL & OPERATIONS MANAGER



Health Partners tennis ambassador,

innovation

The Tennis SA marketing & sponsorship department aims to manage, promote and grow the game of tennis in South Australia by partnering with sponsors, engaging the tennis and wider community, promoting tennis, project managing major tennis events and assisting our Association and clubs to market their products and services.

This is achieved through a marketing plan which focuses on; communications, public relations, advertising, event management, marketing research, sponsorship and media.

June 2010

Research group, Gemba undertook largest sport participation research project in Australia on behalf of Tennis Australia

Marketing Research Project

Tennis Australia recently undertook the services of Gemba market research group who conducted the largest study of tennis participation research in the country. (n=8309) This data provides Tennis SA a strong strategic direction of the direction tennis is heading in Australia and all future campaigns will be aligned with the strategic goals. Throughout the 2010/11 financial year these research studies will be shared with the tennis community, so together we can have more people playing tennis, more often.

Communications

Tennis SA strives to profile our achievements at every opportunity and uses various platforms to achieve this; through website, e-newsletter, and print editorial.

Website

The tennis.com.au/sa, managed by Tennis SA provides a central communication tool for the South Australian tennis community to access important industry information. The tennis website is continually upgrading functionality including multimedia, a modern look and feel and improved navigation. We are continually striving to improve the presentation and functional-

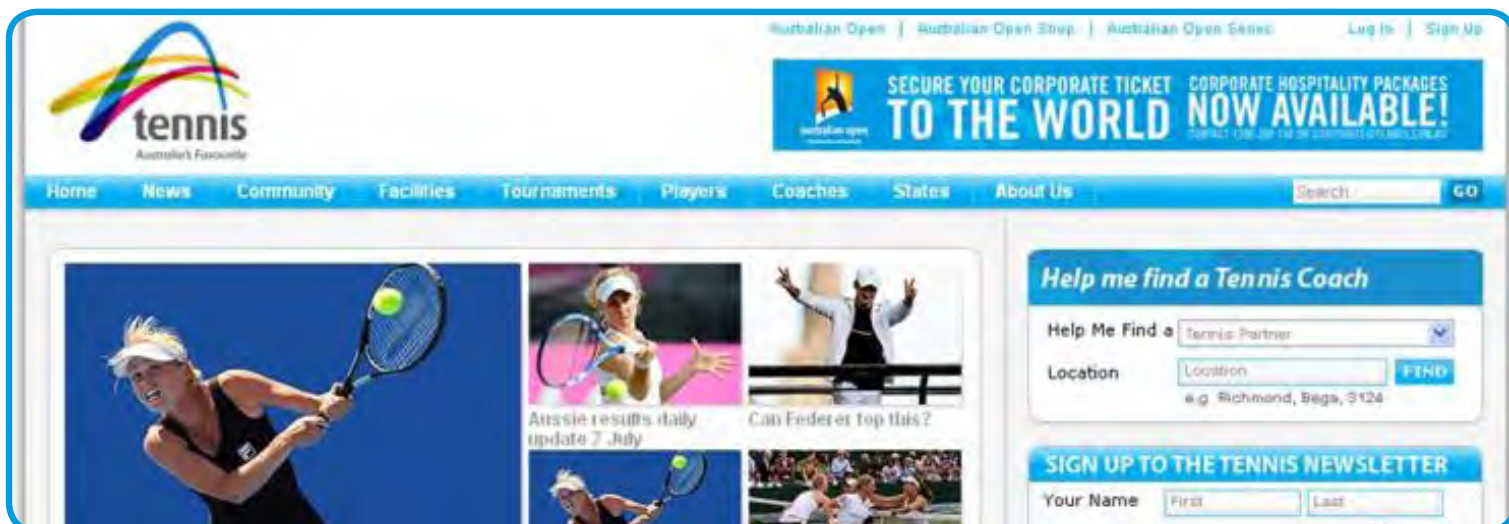
ity of our website and there were some major changes in 2008/09, with a new home page design and tournaments/competitions pages increasing site traffic. We are undergoing a major site upgrade and look forward to announcing this to the tennis community who will benefit in due course.

E-news: Across the Court

Tennis SA produces a monthly e-newsletter that is distributed to a subscription of approximately 12,000 tennis enthusiasts. (160% increase from 2007/2008). The growth of the monthly publication has increased Tennis SA's ability to market events, programs, achievements and local news throughout the tennis community and with a new sponsor offer section readership has increased.

Public Relations

Tennis SA has strong relationships with several media partners with South Australia, and Australia. During 2009/2010 our media partners were Fox Sports, Channel 7, Mix 102.3, Advertiser and Local Messenger. We work closely with these organisations to profile tennis to the masses through strategic marketing campaigns and look forward to continually our partnership.



Major Events

World Tennis Challenge

As reported in the World Tennis Challenge report - WTC 2010 proved a huge success. Advertising, marketing and media campaigns surrounding this event have proved highly successful and will continue for 2011 with the support of South Australian Tourism Commission.

For 2011, Tennis SA has been working closely with Tennis Australia to adopt a new logo to refresh the WTC brand and align the event closer to Tennis Australian and AO Series events.

January 2010

Ken McGregor Foundation raises nearly \$25,000 to support our next generation of international junior players

Be Active Challenge

With over 2,000 participants in the 2010 World Tennis Challenge Be Active Challenge event, we now pride ourselves as hosting 'Australia's largest tennis participation event'. We have a strong framework in place to build participation numbers and will be adding further events to the calendar. The 2011 launch will be late September when registration will be available online for participants to register for their chosen event. A variety of marketing collateral is in production to continue to create awareness of this mass participation event.

Ken McGregor Luncheon

In 2008/2009 approximately \$25,000k was raised primarily through the Tennis SA Legends club luncheon hosted during the World Tennis Challenge. The event was a sell out with Frank Sedgeman and John McEnroe key guest speakers.

The Ken McGregor Foundation has been established to assist our next generation of International tennis players. Ken was a legend of South Australian tennis and we are thrilled to recognise his contribution through the foundation. Throughout 2009 marketing has been creating awareness of the foundation through greater online presence, strong marketing collateral designs and print advertising.

Sponsorship

The Marketing Department procures, manages, and services the Tennis SA and World Tennis Challenge sponsorship portfolio. Our sponsors provide cash and equipment for Tennis SA programs and activities.

In 2010 Tennis SA is continuing to invest significant resources into attracting new commercial partners and creating business relationships that provide mutual benefit.



We would like to thank the following major sponsors and supporters

South Australia Tourism Commission who continue to support our major event, the World Tennis Challenge and Be Active Challenge.

Health Partners, the State's largest locally based health fund, continued their long-standing relationship with South Australian tennis. Social night tennis is a major growth area of our sport and we are pleased to join with such a well respected local company to provide the community with Health Partners City Tennis, a program we are looking to expand throughout South Australia.

Dunlop Slazenger Equipment (DSE) continues to be Tennis SA preferred tennis ball provider for South Australia and thank Darren Robins for his services.

We would like to thank the following sponsors and supporters for their year round support; Coopers, Nepenthe, Coca Cola, InterContinental, Diadora and Fruit Chocs.

CLARE REDDIE
MARKETING & SPONSORSHIP



Ken McGregor

foundations

For the year of 2009-10 the Tennis SA Community tennis team again firmed its position as a leader across the nation in delivering programs, events and new initiatives to our affiliated clubs and associations. The Community Tennis team of Adam Renfrey, Anne-Marie Handke, Sarah Linke and Lynton Franzi furthered our work in relation to MLC Tennis Hot Shots, which also saw the inception of the MLC Tennis Hot Shots in Schools program. Also, the team promoted best practice facility services across South Australia and the nation, whilst delivering on all other member benefits for the betterment of tennis in South Australia.

particular focus given to our regional affiliates, the development of major regional centres such as Port Pirie Tennis Association, Port Lincoln Tennis Association and Clare Tennis Club have set the benchmark nationally for regional facility development.

The WTC Be Active Challenge again proved an overwhelming success for Tennis SA with over 2000 tennis players converging on South Australia to compete within a combination of participation tennis events in January 2010. The WTC Be Active Challenge combines a number of pre-existing Tennis SA events with a number of new tennis events to form a pinnacle for tennis activity within the State.

The Community Tennis team with the support of Tennis Australia delivered a number of new initiatives and business tools with an aim to increase participation and revenue opportunities for affiliated clubs and associations. In aid of this, I would like to thank the Tennis SA staff, coaches and volunteers for their continued support and effort in developing the game of tennis in South Australia.

Membership

In 2009-2010, Tennis SA in line with Tennis Australia saw the introduction of a new membership software application 'My Tennis'. The successful uptake in 'My Tennis' was replicated across the State with the majority of affiliates coming on board and enjoying the benefits of the new membership software.

Some of the major benefits associated with the new software are as follows:

- Establish your own membership categories
- More efficient registration process for your club/association. Members can directly register online, which will help reduce data entry for club administrators. No need to re-enter data each registration year.
- More efficient and effective communication with your club members. You are able to send your club newsletter, membership reminders

and individual correspondence through the email and SMS functionality.

The introduction of the new 'My Tennis' software involved a series of 20 training sessions for clubs and associations, these trainings were held both in metropolitan and regional areas with a large number of participants taking part. Tennis SA has again set the benchmark nationally in relation to membership software with the largest uptake of any State across Australia.

April 2010

Tennis Australia funding sees another Community Tennis Officer appointed to service the Southern Region of South Australia

In April 2010 due to an increased investment in grassroots tennis development from Tennis Australia, the Community Tennis team welcomed Andrew Wilson. Andrew joins the Tennis SA team with a background in sports administration, coaching and playing experience. The addition of Andrew to Community Tennis has meant a restructure of the team, with both he and Anne-Marie Handke now servicing the Southern and Northern regions of South Australia respectively in their new roles as Community Tennis Officer's. The objective of the restructure is to better service both our metropolitan and regional affiliates, on a more regular basis.

In 2009-10, a firm focus of the Community Tennis team was given to membership, engaging with Local Government (the biggest owners of tennis facilities within SA), MLC Tennis Hot Shots and in particular the schools component of this program.

The team has witnessed a number of successful facility developments over the past year with



MLC Tennis Hot Shots in action

MLC Tennis Hot Shots

MLC Tennis Hot Shots is the only nationally recognised tennis grassroots participation program targeting children aged 5 – 12 years old.

On the back of a successful year in 2008-09, Tennis SA sought to grow the success of the MLC Tennis Hot Shots program in 2009-2010. The introduction of both Hot Shots Challenge events and the use of modified Hot Shots green balls within Association competition has meant further development in establishing a strong base for the national grassroots participation program.

Tennis SA now have 70 MLC Tennis Hot Shots venues across the State with a growth in this number over the past year. The 70 venues have embraced the modified form of the game either through association competition, club programs or Hot Shots Challenge events. The incorporation of the Hot Shots Challenge and Green Ball events into the Tennis SA Tournament calendar helped the program gain momentum and saw children from all over the State participating in 120 events offered in 2009-2010.

A great success for the past year has been the introduction of MLC Tennis Hot Shots in Schools. Tennis SA had not committed to an in-schools program for a number years, however under direction from Tennis Australia we have now addressed this. The new MLC Tennis Hot Shots in Schools was enjoyed by in excess of 15,000 participants in its inception and the success of this program continues to grow.

January 2010

Over 200 children participate in MLC Tennis Hot Shots session with Pat Cash at Memorial Drive

Tennis SA looks forward to building on our early success in the MLC Tennis Hot Shots program as we now look towards growing and developing the program through schools, association competition and tournament/program activities.

I would like to say a big thank you to our MLC Tennis Hot Shots deliverers for your hard work in this area as our success is largely dependent upon your efforts. We look forward to continued growth of the program in 2010-11.

Tennis for People with a Disability

Our coaching programs continue to be regarded as a strong program for people with a disability. The key outcomes for the past year include:

- 70 participants (mainly Intellectual Disability)
- The Wheelchair Program at the Hampstead Rehabilitation Centre continues to grow with approximately 10 participants each week enjoying the program. There is now further participation from in-patients within the Centre, which is excellent for the betterment of the program.
- The Tennis SA ITF Wheelchair Camp / Tournament continues to attract players from overseas and is seen as an important part in the development of our junior wheelchair players nationally.
- Tennis SA continues to receive funding from the Office of Recreation and Sport and Tennis Australia to administer these programs, thank you for your continued support.
- NAB came on board for the first time to volunteer and offer assistance with our South Australian Tennis Classic. They were a fantastic support of our tournament and we look forward to having them on board again in 2010
- We would like to thank the Office of Recreation and Sport, SASRAPID and Wheelchair Sports SA for their ongoing support of our 'People with a Disability' program.
- Henry de Cure has continued to impress over the past twelve months with a career high ranking of No.1 Junior in Australia and an International ranking of 11 in Juniors. Represented Australia in Juniors at the World Team Cup – Nottingham, Great Britain

Tennis SA Industry Workshop

Within September 2009, Tennis SA held their third annual Industry Workshop. The Industry Workshop was introduced as an annual event as we recognised the need for a showcase event with particular relevance given to new tennis initiatives and advancement within Tennis SA and nationally. This event is held in partnership with the Tennis SA AGM.

Participation in the 2009 Industry Workshop again grew for the third successive year with over 80 participants from across the State converging on Memorial Drive to learn more about new tennis initiatives and best practice programming/management.

The focus for the 2009 Industry Workshop was both new tournament/membership software and marketing initiatives. This event was held in collaboration with the Tennis Australia coaches 'Local Advisory Group' and for the first time a Tennis Officials Australia course was introduced within the agenda. Also, in an attempt to reach our regional affiliates the Industry Workshop was held during the opening of the Be Active/Foundation Cup Masters event which is a State-wide participation event for regional players.

I would like to thank the presenters on the day and in particular Bill Cossey, Karen Clydesdale and Lawrence Latisenka for their involvement during the workshop proceedings.



foundations

Tennis SA Awards Night

The Tennis SA Annual Awards Night recognises the outstanding performance of our elite athletes, our successful Premier League teams and the invaluable support given by our Associations, Clubs and Volunteers.

A large thank you must go to the exceptional individuals who volunteer their time to promote, develop and administer tennis within South Australia each year. The Tennis SA Awards Night offers an excellent opportunity to reflect on the significant contribution that our volunteers have made within our affiliated Clubs and Associations.

The 2010 event was hosted within the Intercontinental-Adelaide where 220 people converged to celebrate achievements in South Australian tennis.

Tennis SA would like to congratulate all award nominees and winners, particularly Luke Saville and Kate Antosik winners of the Burr and Boyce medal respectively, the highest honour bestowed on any South Australian tennis player. This was Kate's fourth successive year as South Australia's Boyce medalist and Luke Saville, having achieved outstanding results both nationally and internationally was awarded his first Burr

medal, both exceptional efforts for these players.

The club and volunteer awards in 2010 went to some very worthy winners, with the highest recognition going to Rostrevor Tennis Club winning the Metropolitan Club of the Year and Littlehampton Tennis Club taking the spoils in the Regional Club of the Year category. Both clubs have made significant contributions to tennis over the course of the last year.

Also, Volunteer of the Year was again tightly contested with a number of nominations from across the State with Helen Driver from Elizabeth-Salisbury & Districts Tennis Association proving a worthy winner on the night. After many years of volunteering within the Bicentennial Tennis Centre - Elizabeth, Helen proved a very deserving winner of this award.

The Honourable Michael Wright, Minister for Recreation, Sport and Racing was in attendance on the evening, along with a host of Tennis SA sponsors and VIP's.

Tennis SA Facilities Development Unit and Tennis SportDev Australia

As an acknowledgement of the importance of tennis facilities in maintaining and improving

the 'health' of tennis, Tennis SA has established Tennis SportDev Australia an alliance with a professional engineering firm to deliver tennis facility development in Australia.

SportDev Australia

Tennis SportDev Australia continued to provide its services within South Australia and nationally with this unique partnership overseeing the completion of \$3.5 million worth of tennis facility upgrades within South Australia in 2009-10.

The major projects completed in 2009-10 were as follows:

- Port Lincoln Tennis Association
- Port Pirie Tennis Association
- Bicentennial Tennis Centre – Elizabeth
- Millswood Tennis Complex

Tennis SA and Tennis SportDev Australia look to further their involvement in delivering facility services to our affiliated clubs and associations in 2010/11, with a strong focus on developing South Australian regional and sub-regional centres.

ADAM RENFREY
COMMUNITY TENNIS MANAGER

goals

Tournament Pathway

Junior Development Series (JDS)

JDS events provide junior tennis players with a great introduction to tournament play. These events also provide affiliated clubs and associations with a great opportunity to become involved in tournaments.

Optus Junior Tournament (OJT)

The OJT is an umbrella tour that provides a clear competitive pathway for aspiring tennis players. In 2010, the OJT has been re branded and will offer Australian ranking points across 5 levels, Platinum (also known as the Optus National Junior Championships), Gold, Silver, Bronze and White. These tournaments offer points across the 12/u, 14/u and 16/u age groups, with select tournaments also offering points in the 18/u age group. In total, 185 tournaments across Australia make up the Optus Junior Tour in 2010, giving all juniors the opportunity to obtain an Australian Ranking.

2010, giving all players the opportunity to lower their Australian Ranking.

Pro Tour

The Pro Tour (formerly the Pro Circuit) is a series of professional tennis events that act as a bridge between junior events and the ATP/WTA Tour. These events provide an opportunity for players to earn their first world ranking points. Pro Tour events are staged predominantly in regional areas across seven states and territories of Australia. Our priority is to grow the number of Pro Tour events over the next three to five years with a focus on engaging local communities through promotional activities.

Review

Following the major restructure of tournaments implemented in 2007/08, the emphasis for 2009/10 was to further grow the playing opportunities across South Australia. In 2009/10, Australian Ranking (AR) events in South Australia increased by over 12%.

JDS events also continued to flourish in 2009/10. JDS playing opportunities increased by an over 65%, primarily due to Tennis SA introducing a condition that all Australian Ranking events must also conduct a 10/under JDS event. It was also compulsory for all 10/under JDS events to use the low compression green ball to increase rallying for the younger players.

One benefit of offering additional playing opportunities is the opportunity to engage affiliated associations, clubs and coaches as the directors of these events. Tournaments have proved to be a great revenue opportunity for these affiliates, and it is something that we are encouraging more affiliates to become involved in.

The objective of sanctioned tournaments is to:

1. Increase tournament participants
2. Strengthen, promote and communicate the tournament pathway for players
3. Improve communication links with players, tournament organisers, clubs, coaches, parents and others
4. Provide improved support to club organised

tournaments

The WTC Be Active Challenge is managed by Tennis SA with a vision to host a participation tournament that attracts club players and social players from all over the world. Competitive and social players are invited to participate in this unique event with opportunities for juniors, open and senior players to participate. The event will cater for players of all ages and abilities and is aimed at harnessing the values and benefits of physical activity and "social connectivity". Teams entering will range from competitive Saturday afternoon warriors to social night tennis players.

A major success of the past year in tournaments was the 2010 WTC Be Active Challenge. The 2010 WTC Be Active Challenge attracted over 2,000 participants with many from interstate and overseas playing at over 200 courts around metropolitan South Australia. A key benefit of the WTC Be Active Challenge is the link it provides between grassroots tennis and South Australia's major tennis event, the World Tennis Challenge.

We would like to thank the following clubs / associations for their efforts in running and supporting sanctioned tournaments over the past year:

Barmera Tennis Club
Barossa & Light Tennis Association
Berri-View Tennis Club
Hahndorf tennis Club
Happy Valley Tennis Club
Henley South Tennis Club
Memorial Drive Tennis Centre
Millswood Tennis Complex
Mt Gambier Tennis Association
Peake Garden-Riverside Tennis Club
Port Pirie & District Tennis Association
Reade Park Tennis Club
Renmark Tennis Club
Salisbury Recreation Precinct
Seaside Tennis Club
Seaside Tennis Club
Strathalbyn Tennis Club
Tea Tree Gully Tennis Club
West Lakes Tennis Club

January 2010

Over 90 sanctioned tournaments held in South Australia

Australian Money Tournaments (AMT)

AMT's are semi-professional tournaments introduced by Tennis Australia in 2006. They are designed to create quality match play opportunities and help with the transition for post junior athletes. In 2010, the National Open Tournament brand was phased out and re-branded as a tiered circuit of AMT's - Platinum, Gold, Silver, Bronze and White - based on prize money levels offered to the open events. To allow for the preservation and integrity of the brand and to provide product consistency to the consumer, a set of controlled delivery requirements has been aligned to each tier.

In total, 200 tournaments across Australia make up the Australian Money Tournament series in

Tournament and Events Report



goals

The following sanctioned tournaments were conducted in 2009/10:

Adelaide Open Clay Championships
Australian Motors State Tennis October Age Championships
Barossa Junior Championships
Bendigo Bank JDS #1
Bendigo Bank JDS #2
Bendigo Bank JDS #3
Bendigo Bank JDS #4
HEAD Series # 4
Head Series #2
Henley South October Age Championships
Hills Junior Open
Just 4 Tennis Junior Open
Just 4 Tennis New Years Open
Reade Park Open Grasscourt Championships
Rebound Ace Mt Gambier January Age
Renmark Grasscourt Championships
Riverland Grand Slam Series - Barmera

Riverland Grand Slam Series - Renmark
SA AMT #5
SA AMT #6
SA AMT #7
Salisbury Junior Open
Seaside July Age Championships
Seaside Junior Development Championships
Seaside Junior Series #1
Seaside Junior Series #2
South Australian Junior Championships
State Tennis April Age Championships
State Tennis December Age Championships
Strathalbyn Brideson Easter Tournament
Strathalbyn Junior Age Tournament
The Drive 16/Under Clay Court Championships
The Drive 18s & Open Series #2
The Drive 18s & Open Series #3
The Drive Adelaide Cup Open
The Drive Junior Clay Championships
The Drive Junior Ranking Band Event
The Drive Open Clay Championships

The Drive Open Ranking Band Event
WTC City of Adelaide Wheelchair Open
WTC City of Charles Sturt AMT
WTC City of Salisbury AMT
WTC City of Unley Junior Classic
WTC Country Carnival (Individual Event)
WTC Country Carnival (Teams Event)
WTC Hot Shots Red Ball Challenge #1
WTC Hot Shots Red Ball Challenge #2
WTC Intercontinental Corporate Challenge
WTC Lawn Doubles Challenge
WTC Les Tapp OAM Junior Inter Association
WTC Lord Mayors Cup

DAVID HEARNE
TOURNAMENT & COMPETITIONS

Training and Competition Pathway





SUCCESS

South Australian junior athlete development has continued to prosper over the past 12 months with success both domestically and internationally.

Results Nationals

2009 Optus 14's Spring National
14/U Doubles Winner (Boys) - Li Tu & Thanasi Kokkinakis
14/U Doubles Winner (Girls) - Brooke Rischbieth

2009 Optus 16's Australia Boys Singles Championship
Runner Up - Luke Saville

2009 Optus 16's Australian Boys Doubles Championship
Runner Up - Luke Saville & Darren Polkinghorne

2009 Optus 14's Australian Boys Doubles Championship
Winner - Li Tu & Thanasi Kokkinakis

2009 Optus 14's Australian Girls Doubles Championship
Runner Up - Brooke Rischbieth

2010 Optus 14's National Grasscourt Championship
Runner Up (Girls) - Brooke Rischbieth

2010 Optus 16's National Claycourt Singles Championship
Winner (Boys) - Jack Schipanski

2010 Optus 16's National Claycourt Doubles Championship
Winner (Boys) - Jack Schipanski
2010 Optus 16's National Claycourt Doubles Championship
Runner Up (Girls) - Brooke Rischbieth

2010 Optus 14's National Claycourt Singles Championship
Winner (Boys) - Brad Mouslee
National Representation
In September 2009 Luke Saville represented Australia at the Junior Davis Cup final in San Luis Potosi Menu. The boys won the final defeating Great Britain 2/1. Luke has since left the National Academy Adelaide Program as he is now a member of the 2010 Men's AIS program.

In August 2009 Daniel Talem represented Australia at the World Junior Tennis Final in Prostějov, Czech Republic, where Australia finished 5th.

In April 2010 Jack Schipanski represented Australia at the Asia/Oceania Davis Cup qualifying event in Kuthing Malaysia. Jack was instrumental in helping Australia to qualify for the final later this year.

In May 2010 Li Tu, Thanasi Kokkinakis combined with NSW's Blake Motl to win the Asia/Oceania qualifying final in Arqing, China. This team was coached and managed by National Academy Adelaide head coach Brod Dyke.

International Tennis Australia Tours
August
B2 ITF in Fiji

Luke Saville, Jack Schipanski and Brooke Rischbieth. Jack and Luke won the doubles final here. Young Stars Tour (Europe) Thanasi Kokkinakis & Daniel Talens

October
Asia ITF Tour (Japan, Thailand & Korea)
Luke Saville

November
Asia ITF Tour (Singapore & Philippines)
Jack Schipanski progressed to the doubles final in Philippines.

January
European ETA Tour (England & France)
Li Tu & Thanasi Kokkinakis. The boys won the doubles final in Paris & lost the doubles final in England.

May
European 1994 Claycourt Tour (Boys)
Jack Schipanski
USA 1995 National America/ITF/Pro Circuit Tour (Girls)
Brooke Rischbieth

National Teams

Tennis SA won the Sproule Stephens trophy for the 3rd year in a row. The 14/U team consisted of Thanasi Kokkinakis, Li Tu & Daniel Talens. The team was coached and managed by National Academy head coach Brod Dyke. In the final the boys defeated ACT 2/1. The 14/U girls teams consisting of Morgan Brand, Brooke Rischbieth and Amy Sneath, was also quite successful in Mary Hawton Cup. South Australia lose in the final to Queensland.

Talent Search Program

Over the past 12 months Talent Search & Development has been extremely proactive in engaging the Athlete Development pathway. At the same time working towards the development of our most promising youngsters through the network of Talent Development coaches through stakeholders meetings with the athlete coach, parents and all involved.

Another major initiative was the introduction of half day camps. National Rankings High performance Camps were conducted for 9-12 year olds, as well as Metropolitan Association Camps.

A number of Talent Redevelopment Coaches were also invited to the Nationals. The coaches here were paid a fee for attending The Nationals.

September 2009

Luke Saville represented Australia at the Junior Davis Cup final in San Luis Potosi Menu.

2010 Optus 14's National Grasscourt Doubles Championship
Runner Up (Boys) - Jack Alberto

2010 Optus 14's National Grasscourt Doubles Championship
Winner (Girls) - Brooke Rischbieth

Athlete Development Report



SUCCESS

Future

As already mentioned, The National Academy Adelaide has had a truly successful year with:

- 2 National Singles Champions
- 7 National Doubles Winners
- 2 National Singles Runners Up
- 6 National Doubles Runners Up

All athletes rankings have improved over the last 12 month. (See Graph)

Luke Saville has successfully progressed to the AIS program, and SA has had four juniors represent their country at World Junior Championships.

The challenge that lies ahead is to nurture our current successful athletes while at the same

time ensure our inspiring young athletes and their coaches are assisted on the tennis journey.

Conclusion

The on the court success achieved by South Australian tennis athletes is a direct result of their hard work and the huge commitment by all families. The staff in Athlete Development also need to be recognised for the passion and drive they give to our young athletes that have chosen the elusive dream of becoming a Grand Slam Champion. These staff are often going well beyond the call of duty and I would like to personally thank each of them:

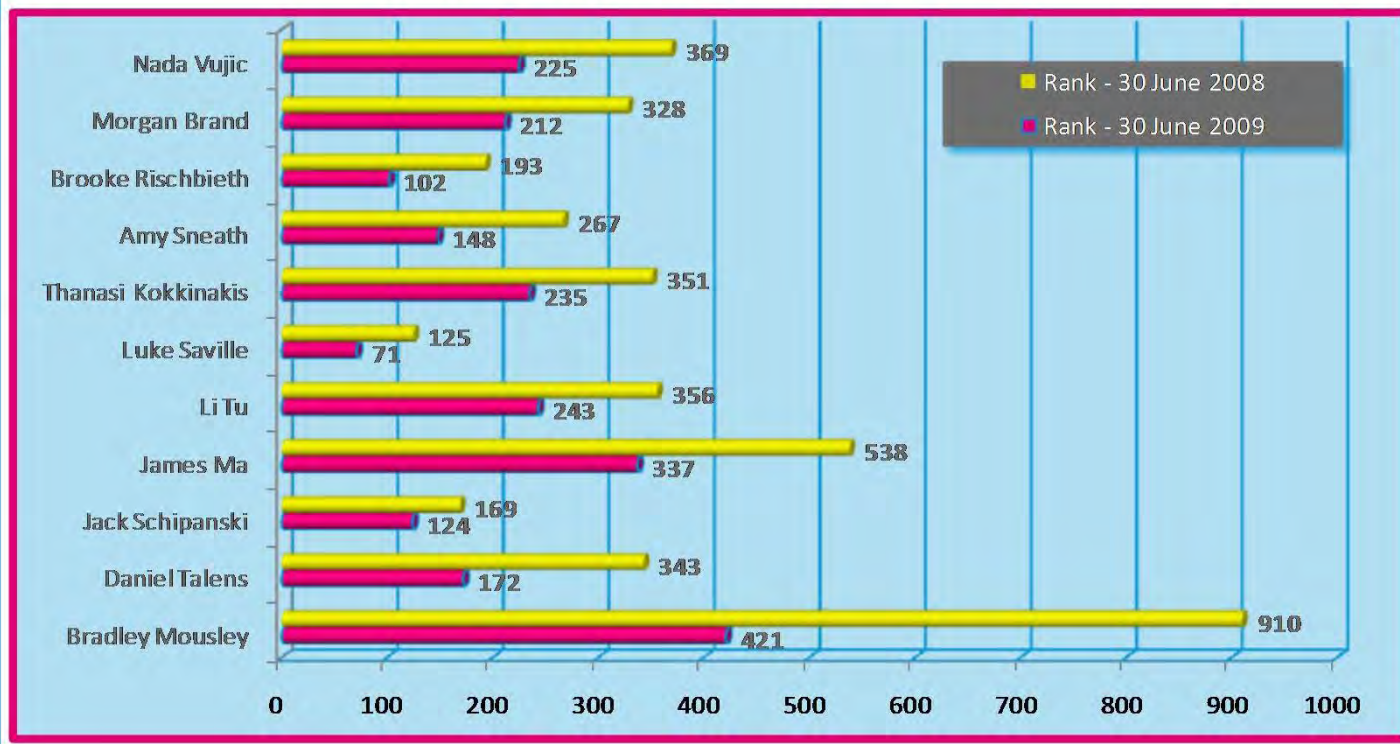
Broderick Dyke (National Coach), Domenic Mariafiote (Academy / Strength & Conditioning

Coach), Joel Kerley (Academy Coach), David Jones (National Strength and Conditioning Coach), Anne Marie Handke (Community Tennis), David Hearne (Tournament/Competitions), Scott Smith (National Academy Physiotherapist), Kylie Baker (National Academy Psychologist), Olivia Warnes (National Academy Sports Dietician), Liz Clisb (National Academy Sports Doctor).

I finally would like to thank Tennis Australia, SASI, Alistair McDonald and the board of Tennis SA for it's support and unwavering commitment to Athlete Development in South Australia.

ROHAN FISHER
ATHLETE DEVELOPMENT MANAGER

Athlete Ranking Comparison from 30 June 2008 - 30 June 2009



education

In the area of the coach Development, Tennis Australia's mission is to "attract, develop and retain the best coaches globally". The 2009-2010 year was extremely successful in relation to regional coaches either being established or becoming qualified coaches and active in the industry.

generally volunteers, which are seeking the best in resources and delivery, while not committing to a professional qualification.

Other benefits include being able to ask questions to Learner facilitators, Tennis Australia staff and amongst other coaches much like a forum.

It is proposed to commence another Club Professional Coaching qualification in early 2011 as our alternate year.

This has far reaching potential for all coaches, not only those in courses and in particularly regional coaches. Even though increased communication is the first obvious advantage, there are further phases to come with this particular development.

For the Orientation To Coaching Course, a total of over 50 coaches attended these in the metropolitan area.

Results:

A new initiative that Tennis Australia launched for courses has been the 'Bounce' page. This is essentially a web-based program that allows participants in the courses to log on and access continual learning via tutorials, assignments completed on-line and view their progress live.

- 55 coaches attended the inaugural LAG (Local Advisory Group) during the Tennis SA Industry Workshop on 27th September 2009.
- A smaller amount of clubs advertised coaching positions in this current year which indicated an establishment of coach employment throughout the state. It is estimated this will greatly grow when further facilities are developed and are due for completion.
- The amount of requests for assistant coaches still was high this year, which is indicative of how many opportunities there are as a part-time coach within the tennis industry.

November 2009

South Australia's first trainee coaching course held providing further opportunities for regional affiliates

Coaching Courses

A Junior Development Coaching qualification was held with sixteen participants. Of these, 7 were regional participants and one from Alice Springs. Currently it is still a viable option for some Northern territory coaches to attend the courses held in SA. We have been flexible in the delivery to be able to attain this and have future enrolments again in place from NT.

The first Trainee Coaching Course for SA was held in Wilmington during November of 2009. For a remote area such as this, 10 participants was an outstanding achievement. All representatives were from townships such as: Quorn, Laura, Port Pirie, Booleroo Centre, Gladstone, Crystal Brook and Wilmington. This training was 4 days in duration and due to its large amount of information and practicality, has allowed these coaches to continue coach confidently within their respective areas and has formed vital links between affiliates. The subsequent costs to deliver such a product was tremendously reduced via a grant that was secured through the Upper Northern Regions Committee, in conjunction with the be active field officer and Tennis Australia.

The Trainee Coaching Course will continue to be an integral offer to regional coaches that are



Lawrence congratulates Justin Tredwell on completion of The Club Professional qualification

Coach Membership

South Australia grew its portion of national membership from 139 to 153 for the same time last year.

Categories that have come under particular interest are those under Business Entity Insurance (BEI) namely coaches with a list of assistant coaches that they wish to cover under one insurance policy. This has risen and will be included in next year's statistics.

Any coach that nationwide undertook a course between the Trainee and High Performance course this year, was granted Trainee membership/ insurance as part of their course.

The National Tennis brand and membership benefits on offer to coaches only increased again, due to good sponsorship links and leverage via the Australian Grand Slam Coaches Conference tied in with the Australian Open. Added value was also seen via the many forms, templates and documents that coaches could access via the Tennis Australia website, to assist their business at clubs.

January 2010

Australian Coaches Grand Slam conference, the largest professional development workshop of the year held at Melbourne Park

Professional Development opportunities:

The opportunities for vital up skill of qualified and volunteer coaches with current information in the format of workshops, forums and seminars had apposite uptake.

Some of the topics covered were:

- Coaching female athletes and what the implications are to maximise player development, was held during the Australia versus Spain Fed Cup,
- How to get the most out of your athlete via match analysis via viewing of a live match (National Open Tournament) and discussion.
- 2010 ACHPER South Australia Health & Physical Education Conference, MLC Tennis Hot Shots session.
- Tennis Australia MLC Tennis Hot Shots grassroots program on-court training/demonstration. Beginner and group training sessions for Tennis Clubs. Attendance in Mount Gambier 15 and 17 in Mypolonga.

Further workshops in each regional area in SA are scheduled for the later part of 2010.

The largest professional development workshop of the year is the Australian Coaches Grand Slam Conference held at the Australian Open in January. Over three intensive days coaches are involved in both practical and theory sessions with international guest speakers. 12 attendees as from the previous year attended.

Coach Relations

An area that has received some attention in the past year is the involvement of existing and new coaches in the MLC Tennis Hot shots program. This includes the in schools initiative.

A collaborative approach between Community Tennis and Coach Development has seen now 84 registered delivers over the state. The growing knowledge of the modified playing environment and what benefits exist with this are now really being seen.

Of the personal site visits to coach's clubs, 16 more were completed than last year in the metropolitan areas alone. These still remain business critical to Coach Development as a method to ascertain what the local coach requires in the many unique situations that are faced. With this information strategic directions made by Tennis Australia can be done with continued reassurance with the coach's perspective in mind.

The SA Local Advisory Group (LAG) was created for the first year which consists of:

- Mark McMahon
- Helen Rice
- Martin Richards
- Jason Todd
- Mike Horsman

The LAG committee forms the independent voice of the coach for South Australia, which links to the National Coaching Advisory group (NCAG).

Coaches World is a regular newsletter that all Coach Members receive with numerous coach specific articles as well as educational components and SA coach profiles.

Future Directions

Intro to MLC Tennis Hot Shots courses is taking the place of the OTC Course. This remains as an entry level course, however it was recently altered by tennis Australia to better reflect what areas of the industry coaches entering the market are working in and to assist with the training of assistant coaches operating in the modified coaching environment

Coach Development in SA continues to seek alternate funding, for the \$440 entry costs of the Trainee Coaching Course, generally via the be active field officers. This is paramount for, for the hosting of Trainee Coaching Courses in regional SA and maintain afford ability to the volunteer coach.

As Community Tennis has links to Coach Development especially through the MLC Tennis Hot Shots program, further integration of other departments will become a focus for the next period. The talent development area of Athlete Development programs, will have Coach Development involvement in the form of workshop support for the Talent Development Coaches.

LAWRENCE LATISENKA
COACH DEVELOPMENT CO-ORDINATOR

loyalty

Our division has continued to provide opportunities for lines people, referees, court supervisors, chair umpires and evaluators. We have supported the Australian Open, the World Tennis Challenge in January, money tournaments in both the city and country, tournaments organised through Tennis SA at various venues throughout the metropolitan area and in the country, and training sessions organised by Tennis Australia in Adelaide.

In July 2009 Tennis Australia took responsibility for training officials. We worked with Melissa Jelliff and Asitha Attygala from Tennis Australia, and David Hearne from Tennis SA to organise courses.

The following initiatives occurred during 2009-2010

- The introduction of a Work Card to record hours worked as an official
- Provision for On - Court Assessment and Mentoring for Court Supervisors and Referees Draft Document – Geof Palmer being the author /This was presented to Tennis SA for feedback. Feedback was received and further fine - tuning of the document occurred. Added to this just recently Tennis Australia through Wayne Spencer informed us that Tennis Australia would now support training and mentoring through funding and appointing Officiating Development Coordinators.
- Record of hours worked for Tournaments at Tennis SA are now being sent to the treasurer, who then prepares statements of payment for Tennis Australia.
- Payment to officials wherever possible via direct debit

The board congratulates Angus Thomson for being chosen as the recipient of the Phil Read trophy, an award given to an official who has given outstanding service to the SA Division in 2009-2010. He has been a tireless worker for tennis in his roles as court supervisor, referee, tournament director or tennis administrator. He demonstrates a high standard of professionalism and a willingness to promote the sport of tennis in Adelaide and regional areas of South Australia like Strathalbyn and the Riverland.

The board acknowledges the work of

- Michael Kulesza, who has retired from the board after a number of years. His work in preparing the TOA (SA) newsletter was invaluable.
- Craig Glennon (Director of Operations, TOA) for his ongoing commitment to the SA Division

The following officers and board members were elected at the 2009 Annual General Meeting held on Wednesday 24th June 2009

President - Ann Langman
Vice Presidents - Lindsay Cox & Graham Knight
Treasurer and Secretary - Kirsty Marnane

Ordinary Board Members - Angus Thomson, Pam Bessell, David Anspach, Jan Walczak, Michael Kulesza and Shirley Lynott

ANN LANGMAN
PRESIDENT TOA - SA Division

July 2010

Tennis Australia took responsibility for training officials in Australia

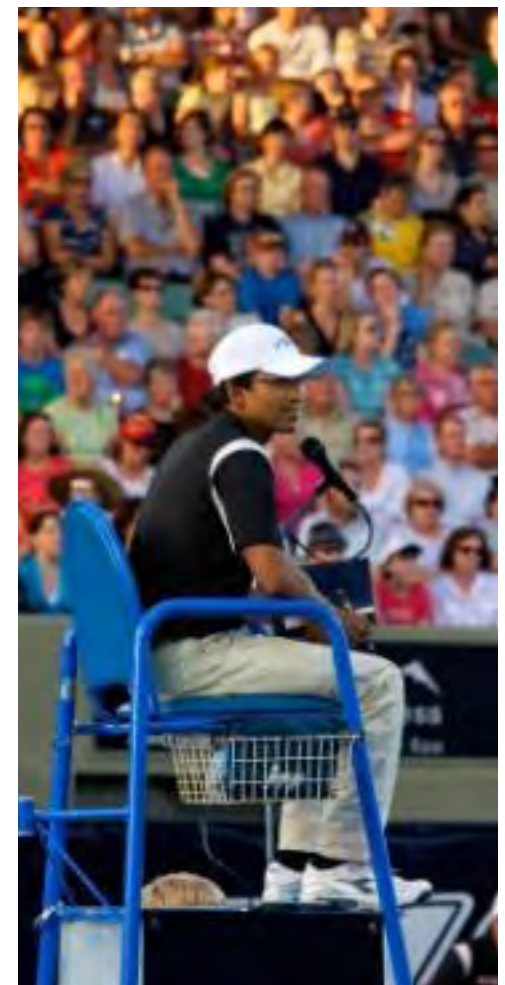
The structure of the courses changed slightly but still gave trainees opportunities to hear about officiating and to become

- Court Supervisors
- Referees
- Line Umpires

The following courses were held-

- Linesperson Level D -12/0/09 - 10 trainees
- Court Supervisor -22/11/09 – 7 trainees at Berri
- Intro to Officiating - 17/3/10 - 8 trainees
- Court Supervisor -21/3/10 - 5 trainees
- Line Umpiring Level D -21/3/10 – 6 trainees
- Chair Umpire Level C – 28/3/10 – 8 officials

We acknowledge Jan Walczak for the courses he has led in Adelaide and the Riverland, the Tennis Australia trainer for the March Chair Umpiring course and Tennis SA for providing a venue for these courses.



Chair Umpire watches World Tennis Challenge

Tennis Seniors



loyalty

Tennis Seniors SA operates out of its 18 court complex on Greenhill Road in the South Parklands, having competitions 4 nights a week during summer & 2 nights in winter plus social tennis Tuesday mornings.

We currently have over 560 members of which 117 are from our country clubs Northern Areas (Jamestown), South-East (Mt Gambier), Riverland (Berri), & Murray Bridge, & most of whom play for other clubs on weekends as our policy is to complement these clubs not compete with them.

Apart from our weekly competitions which consist of Women's Doubles Div 1 & 2, Men's Doubles in 3 divisions, & Mixed doubles in 2 divisions in summer & 1 in winter, our members can also participate in our State Seniors Champs - singles, doubles & mixed in age brackets. Other events conducted are Tri-State annual matches in Mildura against Vic & NSW, & the National Seniors Championships in Jan each year for both teams & individuals.

In these Championships this year Roger Davey won the 60+ singles, Malcolm Howard at 87 was runner-up in 85+ singles & Martin Richards & Rino Traforti won the 40+ doubles. Martin & Rino were then selected for the Aust 40+ team to play in Mexico in April. Roger Davey 60+, Bruce Rehn 70+, Ray Woodforde 75+ were chosen for Aust teams to play in Turkey this Oct with John McDonald 60+ & Malcolm Heard 75+ reserves.

We also conduct annual matches City v Country which City won this year, & City v Northern Areas

which Northern Areas won. The City v Country consists of the 12 best men & women from each & the City team for the Northern Areas match is the next tier down so as to spread the representation.

The Berri Teams Carnival in the 3rd weekend in May is a great weekend with just under 100 teams competing mainly from Adelaide but also from around the State & WA, NSW, ACT & VIC.

Overall we have had a very active & successful year. New members of course are welcome.

John Butterworth,
TENNIS SENIORS - COMMITTEE PRESIDENT

May 2010

Over 90 teams compete in the Berri Teams Carnival



Pat Pearce Interstate Carnival Report



Tennis SA hosted the 56th Mrs Pat Pearce Memorial Shield, played in Adelaide at the Millswood Complex over the Easter weekend.

President of Tennis SA Bill Cossey opened the carnival where he welcomed the players, managers and parents from the three visiting Victorian Associations along with our players and parents.

Title holders Waverley Tennis having defeated

April 2010

Tennis SA hosted the 56th Mrs Pat Pearce Memorial Shield at Tennis SA Millswood Complex

Tennis SA winning the shield back to back, after taking 21 years to win the event, were very reluctant to relinquish the shield to our young players who were as a team outstanding in the way they combined and played to regain the shield.

Overall the tennis, weather and regaining the shield was the perfect ingredients for the making of a memorable event.

The players representing Tennis SA were:

13/under
Elizna Boshoff, Chloe Hule, Maria Lobanova, Melissa Stavrides, Emily Wyatt, Liam Bishop, Mislav Bosnjak, Marcus Carlton, Sam Gericke, Andre Parrilla

15/under
Emma Brice, Jessica Gardner, Sophie Matthews, Caitlyn Swanson, Anita Saric, Sam Longhurst, Josh Lynott, Stefan Radivojevic, Oliver Taylor, Christian Waldron,

Team Managers Gary Stratford, Pat Semmens, Julie and Kevin Swanson

Matches (Teams, Rubbers, Sets, Games)

1st Tennis SA: 20, 43, 334
North Suburban: 10, 23, 247
2nd Tennis SA: 29, 58, 366
Eastern Region: 1, 6, 141
3rd Tennis SA: 21, 43, 342
Waverley Tennis: 9, 20, 233

Total Aggregate

Matches (Rubbers, Sets, Games, Ranking)

1st Tennis SA: 3, 70, 144, 1042, 1
2nd North Suburban: 1, 44, 101, 896, 3
3rd Eastern Region Tennis: 0, 15, 40, 573, 4
4th Waverley Tennis: 2, 51, 108, 920, 2

Age Group Trophy Winners

13/Under
Boy: Denis Curcic (North Suburban)

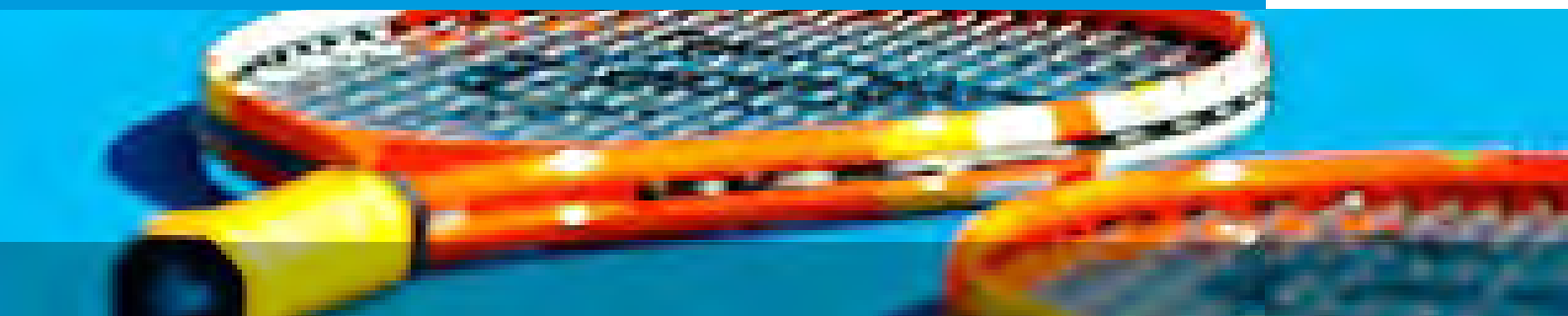
15/Under Boy
Shing-Yue-Sheung (Eastern Region)

13/Under Girl
Melanie Woodward (Waverley)

15/Under Girl:
Jayde Viccars (Waverley)

Wally Freeman Perpetual Trophy
Pat Semmens- Angelo Cianchi Perpetual Trophy
Christian Waldron (Tennis SA)
Monika Rajicic (North Suburban)

PAT SEMMENS
PAT PEARCE - TOURNAMENT DIRECTOR



The Winter Pennant Committee concluded the 2009 season with a presentation evening held at Memorial Drive, immediately after the Finals matches were played. It was disappointing that once again attendance was poor and has prompted the Committee to make changes for 2010. The premierships teams received shields. The informal evening included light refreshments.

May 2010

267 Winter Pennant teams registered playing in 37 divisions

The President of Tennis SA, Bill Cossey presented the shields to the thirty five winning teams.

Tennis SA after considerable consultation and discussion committed to playing the "Premier League" competition in 2010 and 2011. This

competition became the top division for Men and for Women in Winter Pennant. The majority of teams nominated for Premier League were of high standard.

The 2010 season commenced on May 1st with 267 teams playing in 37 divisions. This is a slight increase in the number of teams from the previous season. The break-up for each type of competition is; Mens Singles/Doubles 158 (157 last year) teams, Ladies Singles/Doubles 62 (58), Mens Doubles only 18 (19) and Ladies Doubles only 29 (30).

I would like to thank the Winter Pennant Committee members for their input during the last twelve months, Co-ordinator Elaine Caldana, and the Recording Secretaries, Jean Haynes and Heather Oermann, Minute Secretary Gloria Dennis, and the Tennis SA staff for their support and assistance to the committee and myself.

During 2010 the Committee continued the recording of results 'on-line' by the teams, with a change to "ResultsVault". The teams are again entering the player and match results each week, with Premiership Tables available online

immediately. The new program provides more detail with player results and matches played, and is more user friendly.

At the time of writing we have completed the semi-finals on a wet Saturday and look forward to the Grand Finals on August 21st.

This years grand finals of the Men and the Women's Premier League competition will be played at the Memorial Drive Tennis Complex, and presentations of Premiership Shields will occur after the matches. All other divisions will be able to collect their Shields at the same time and there will be a free bbq dinner available.

The committee wishes all teams the best of luck in the finals and thanks all players for participating.

NEVILLE MESSENGER
WINTER PENNANT - COMMITTEE CHAIR



Happy Valley Pro Circuit

The 2009 City of Onkaparinga International was played in fine conditions at Happy Valley Tennis Club from 4 to 11 October 2009 as part of the Tennis Pro Circuit.

Jamie Baker from Great Britain was too strong for Robert Smeets (QLD) in the final winning 6-1 6-3.

A Pro-Am was held on the Tuesday night featuring doubles teams of sponsors and pro players and was a great success. Thanks again to our major supporter City of Onkaparinga and the sponsors and volunteers who consistently make this a great event each year.

The next Men's Pro tour event at Happy Valley will be held from 11 to 17 October 2010 with qualifying on 10/11 October 2010.

JIM DICKSON
HAPPY VALLEY TENNIS CLUB



outstanding

District Super League 2009/2010	Eastern Districts Tennis Association
Don Turnbull Trophy Winner	Luke Saville
Gwen Thiele Trophy Winner	Alex Cannizzaro
District Super League 2009/2010	Player of the Year – Female
	Ainsley Fairhead
District Super League 2009/2010	Player of the Year – Male
	Adam Alessandrini
Player with a Disability	Henry de Cure
Player with a Disability	Anne Rossiter
Altman, Penfold & Carter Award	12 & Under – Boys
	Mislav Bosnjak
Altman, Penfold & Carter Award	14 & Under – Boys
	Li Tu
Altman, Penfold & Carter Award	16 & Under – Boys
	Luke Saville
Altman, Penfold & Carter Award	12 & Under – Girls
	Chloe Hule
Altman, Penfold & Carter Award	14 & Under – Girls
	Brooke Rischbieth
Altman, Penfold & Carter Award	16 & Under – Girls
	Brooke Rischbieth
2010 Club of the Year – Metro	Rostrevor Tennis Club
2010 Club of the Year – Country	Littlehampton Tennis Club
2010 Volunteer of the Year	Helen Driver
2010 Coach of the Year	Virgil Goncalves
Burr Medal	Luke Saville
Boyce Medal	Kate Antosik

2009 - 2010

Finance Report

Tennis SA recorded a Net Surplus of \$406,303 for the year ended 30 June 2010. This Net Surplus was after providing \$84,046 for depreciation, a non-cash item. The Net Surplus prior to depreciation was \$490,349. Net assets as at the 30 June 2010 were \$1,425,061 compared to \$1,018,758 at 30 June 2009.

The surplus for 2009/10 included the following which did not occur in the previous year and are set out in 1 below:

*various grants and rebates for building works which accounting standards require to be included in the profit and loss account,

*additional funding from Tennis Australia for "Growing the Game" which will enable Tennis SA to devote more resources to Community Tennis, and

*the net income from fund raising for the Ken McGregor Foundation, which was set up during the year, to assist junior player development at an international level.

1. Results comparison 2008/09 and 2009/10

A comparison of the results for 2008/09 and 2009/10 is set out in the following table:

	2009/10	2008/09
	\$	\$
Net Surplus prior to Depreciation	490,349	14,505
Less: Depreciation	84,046	75,588
Net (Deficit)/Surplus	406,303	(61,083)
Less:		
SA Government Capital Grant	100,000	
Tennis Australia Court Rebate	88,000	
City of Unley Court Funding	52,000	
Growing the Game Funding	90,000	
Ken McGregor Foundation	24,284	
Net Surplus/(Deficit)	52,019	(61,083)

Player Registration Fees

Player Registration fees were increased to \$25.00 for seniors and \$18.00 for junior players. Registrations received for 2010 were 14,800 compared to 14,500 members for 2009.

Tennis SA together with Tennis Australia saw the introduction of a new membership software application 'My Tennis'. The successful uptake in 'My Tennis' was replicated across the State with the majority of affiliates coming on board and enjoying the benefits of the new membership software. Twenty (20) training sessions for clubs and associations have been held during the year in metropolitan and regional areas.

Affiliation and Insurance Cover – Again, the Board required all affiliates and associated Clubs to possess the necessary level of insurance.

Overall there was an increase in player registration and affiliation fees of \$7,432 compared to the previous year.

Tennis Australia

Tennis SA received revenue of \$388,461 in 2009/2010 from Tennis Australia. This included KPI funding for certain projects/programs.

Memorial Drive Tennis Centre

Programs were conducted at the centre during the year such as Health Partners City Tennis (Night Social Tennis) and Health Partners Tennis Workout (A fun group fitness activity carried out on a tennis court). An increase of tournaments were also conducted at Memorial Drive utilising the 10 hardcourts & 4 claycourts.

Tournaments & Competitions

The WTC Be Active Challenge was conducted again in 2010. Over 2,000 players entered the following: Hot Shots Red Ball Challenge, Les Tapp OAM Junior Inter-Association, Country Carnival, Lord Mayors Cup Doubles Challenge,

City of Salisbury AMT, City of Charles Sturt AMT, City of Unley Junior Championships, Intercontinental Corporate Challenge and City of Adelaide Wheelchair Open. This festival engaged many players of all ages and abilities across multiple venues and surfaces.

State Government Grants

Tennis SA received valuable support from the State Government as follows:

- StEP Stream 1 Funding – Statewide Enhancement Program
- SASI NTC Contribution
- State Organisation Support – Statewide Enhancement Program

The financial support received from Tennis Australia, State Government, players, affiliates and sponsors is greatly appreciated. Again, thanks to all our Volunteers who work tirelessly for the game.

I would also like to acknowledge the support from the Tennis SA Board, in particular the invaluable advice from Philip Roberts, Staff, Committees and Tennis Australia all contributing to Tennis SA operating effectively and financially.

SUE BARBER
COMMERCIAL & OPERATIONS MANAGER



Please refer to Appendix 1: Financials



Tennis SA

Memorial Drive Tennis Centre

War Memorial Drive
PO Box 43
North Adelaide SA 5006

P: (08) 7224 8100
F: (08) 8212 6518
E: sareception@tennis.com.au
W: tennis.com.au/sa

Millswood Tennis Complex

Chelsford Avenue
PO Box 202
Millswood SA 5034

P: (08) 8293 7335
F: (08) 8293 8024

EDITOR: Clare Reddie, Alistair MacDonald

CONTRIBUTORS: Bill Cossey, Alistair MacDonald, Adam Renfrey, Clare Reddie, David Hearne, Lawrence Latisenka, Rohan Fisher, Sue Barber, Philip Roberts, Pat Semmens, Neville Messenger, John McKenzie, Ann Langman, Glenn Pennington, Peter Mitchell.

PHOTOGRAPHY: Getty Images, Michael Errey, Jacinta Oaten, Chris Oaten.

DESIGN: Clare Reddie, Alistair MacDonald