

Tennis SA

2010/11 Annual Report

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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.

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Introducing our 2010/2011 Annual Report

The Tennis SA 2010-2011 Annual Report is designed to be an economical alternative to printed reports. The TSA 2010-2011 Annual Report aims to be a concise summary of the Company's performance as reflected through management, department and finance reports.



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Mr Bill Cossey
Tennis SA President

"Throughout the year the Board continued to explore ways of developing the sport through encouraging greater levels of participation"

2010/11 Summary

On behalf of the Tennis SA Board, I am pleased to present the President's report for the 2010 - 2011 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.

As I reported last year, on June 30 the term of Lisa Matthews, Independent Director concluded. After considering a number of highly qualified candidates the Board decided to appoint Sylvia Mason, Principal of kwp! - one of Adelaide's leading advertising agencies -to succeed Lisa. Sylvia brings great expertise in marketing and I am very much looking forward to her contribution to our work.

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. Again in January more than 2,000 people participated in the third year of World Tennis Challenge and it was heart-warming to see the courts of so many venues in Metropolitan Adelaide overflowing with players during the day and Memorial Drive stands packed to 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 2011. The second Ken McGregor Foundation luncheon, held during this year's event was again an outstanding success.

The Board was heartened by the strengthening of interest from Tennis Australia in World Tennis Challenge and by moves to integrate more closely this event with Australia's Summer of Tennis. We are hopeful that these links will become even stronger in the ensuing years. We are delighted that the South Australian Government has extended its commitment for a fourth year in anticipation of a greater involvement of Tennis Australia.

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.

We were delighted that Luke Saville reached the final of the Australian Junior Singles Championship in January and even more thrilled with his success at Wimbledon in July (obviously more details will be provided in next year's report about Luke's Wimbledon success). We were however saddened that late in the year, Brod Dyke decided to resign as Head Coach. Brod made an enormous contribution to the National Academy during his time as Head Coach and many South Australian junior players - including Luke Saville - have benefitted hugely from his work. We wish Brod well in his future and warmly welcome Milo Bradley as the new Head Coach.

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 endeavours 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 running 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.

Last year I reported that the Board had commenced discussions with Tennis Australia about radical potential charges 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. At the time of writing this report the Council was considering whether to be part of a Tennis Australia pilot approach to a new system.

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.

As reported previously changes have been introduced to the Premier League competition format to make the main focus a winter competition. At the same time a new form of summer Premier League competition emerged via Metro Lawn – one of Tennis SA's affiliates. 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 the past three years have been difficult and along with other organisations we continue to seek ways of improving our operations and strengthening our finances. We have been 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 including a large commitment to junior tennis via Hot Shots. We are grateful that Tennis Australia has indicated a continuation of these grants for 3 years.

During the year, we have continued to liaise with the State Government and the Stadium Management Authority regarding the implications for Memorial Drive of the plans to upgrade Adelaide Oval. These discussions are on-going.

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. Minister Michael

Wright who had been a great friend of tennis throughout his time as Minister stepped down during the year and was succeeded by Minister Tom Kenyon.

On behalf of the Board, I thank Michael for his outstanding support and look forward to the same positive relationship with Minister Kenyon with whom we have already had one very positive meeting.

We have also enjoyed excellent support from our sponsors, particularly Health Partners, our major sponsor, and Dunlop Slazenger Equipment and with our landlord, the City of Adelaide. For that I record my sincere appreciation.

Tennis Australia continues to provide funding support for a number of our activities. I 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. The team "covers an enormous amount of ground" in a year and their dedication to the development of tennis is exceptional. Alistair and his team are extremely highly regarded by both Tennis Australia and all stakeholders with whom they work. The sport of tennis is very fortunate to be the beneficiary of their efforts. I also thank our past players and the representatives of member Associations and Clubs with whom we work during the course of each year.

Bill Cossey
President





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Mr Alistair MacDonald
Tennis SA CEO

"This year we have seen considerable growth in our ability to deliver services to our affiliates via the continual investment by Tennis Australia in the Community Tennis officer program."

2010/11 Summary

On Behalf of the staff of Tennis SA, I am pleased to present the CEO's report for 2010-11.

This year we have seen considerable growth in our ability to deliver services to our affiliates via the continual investment by Tennis Australia in the Community Tennis officer program. Our Community Tennis team has led the nation in regards to facility development via the work of Lynton Franzi, Adam Renfrey and Sport Dev Australia. The innovative work that the facility development unit undertake, has led to significant investment by local council, state government, and clubs to the upgrade of our local facilities.

Our two community tennis officers in Anne-Marie Handke and Andrew Wilson continue to provide excellent support to our affiliates. A large focus has been on the Hot Shots, and our numbers continue to grow exponentially. The introduction of the pilot orange ball Hot Shots competitions has been tremendous. This pilot competition introduced 200 new kids aged 6-8 years to the game as well as their parents and grandparents. We are looking forward to the further roll-out of this program.

This year we re-focused on the area of competitions. This included the roll-out of the new competition software "competition planner". Already we have 24 associations on the competition planner. The feedback from

our affiliates has been fantastic and we would like to note the support from Tennis Australia for this software platform. I would also like to put on record my sincere thanks to David Hearne whose enthusiasm and commitment was a key ingredient to the success of this program. David has now moved to Tennis Australia to head up competitions for Tennis Australia and we wish him well. We welcome Ryan Permickzco to the role.

We were pleased to see the enthusiasm for the new Metro League. Tennis SA has now completed the committed 2 years of Pennant during the Winter Pennant competition and has formed a sub-committee to review TSA's position on premier league. At the time of this report Tennis SA has led discussions in regards to a potential National Tennis League. We hope to report positively on this league in next year's annual report.

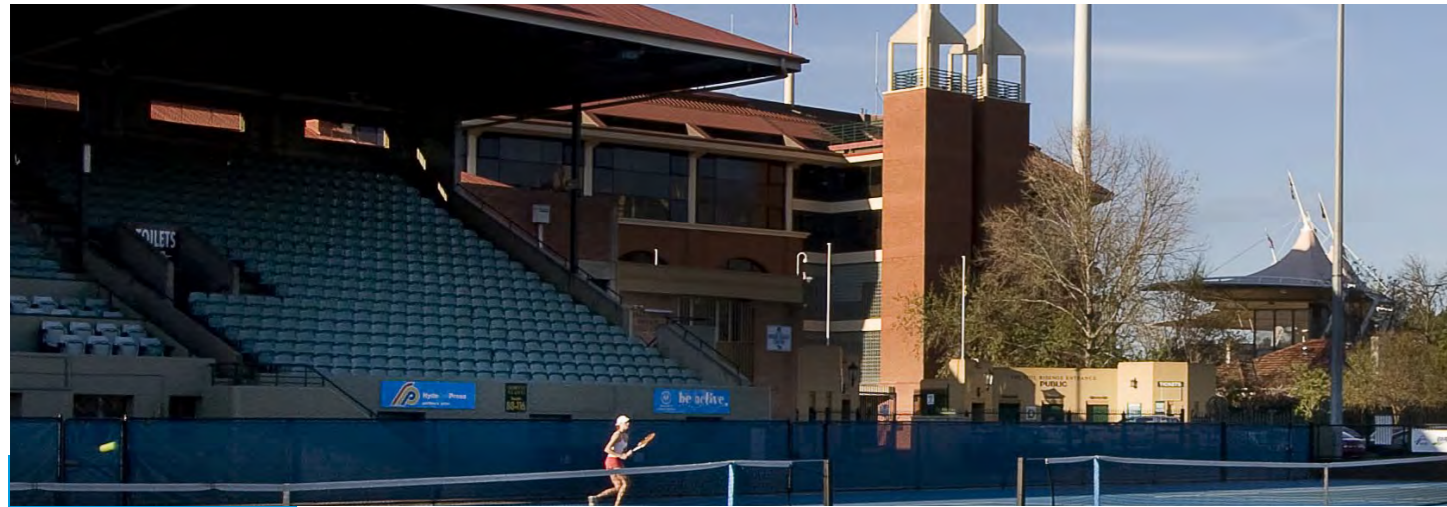
Our membership, marketing and events team of Renae Markow, Sarah Linke and Clare Chapman continue to deliver outstanding results. At the time of this report we are investigating a new affiliation model which we hope will streamline administration. The Ken McGregor Lunch was again sold out with guest speakers John McEnroe and Ivan Lendl. We have now raised over \$45,000 over the last 3 years. The Awards Night alone with all the corporate events, particularly around WTC, has been extremely well reviewed and executed and I thank the team for their

outstanding efforts.

This year we said goodbye (in a work sense) to Sue Barber, an icon at Tennis SA. Sue has been an outstanding resource for Tennis SA through all the ups and downs of the organisation. We wish Sue well in the future and thank her for her outstanding contribution to tennis in this state. In this role we welcome Mary Chapple and we look forward to her working across both our Tennis SA and Millswood venues.

This year Tennis Australia employed Ty Allen in the position of Officials Coordinator and Tennis SA also employed Ty in the role of TSA Competitions Coordinator. Ty has done an outstanding job growing the number of officials, whilst improving the quality of the experience for players who participate in our competitions.

World Tennis Challenge continues to exceed expectations. We are thrilled with the support from the community that has resulted in WTC being consistently sold out. I cannot express my respect and gratitude for our Tennis SA Legend Club inductees and Co-Tournament Directors Darren Cahill, Roger Rasheed and Mark Woodforde. Their commitment to tennis in South Australia is outstanding. I would also like to thank the support from the WTC Advisory Board who guides us in relation to the event. Matching the success of the WTC has been the WTC Be Active Challenge and this year we were fortunate enough to see over 2,100 people play in the WTC Be Active Challenge across the city.



I would like to personally thank on record, the staff at Tennis SA. I am very proud of all our staff and the work they do week in, week out. I would also like to note the leadership of Bill Cossey who has driven considerable change and progress for Tennis in this state. I would also like to thank our Board for their support, dedication and commitment to the game. They do an outstanding job as so all our volunteers within Associations and clubs.

To all sponsors and partners including Health Partners, the state government and local councils, I would like to say thank you for your support in ensuring

that people have access to play this great game.

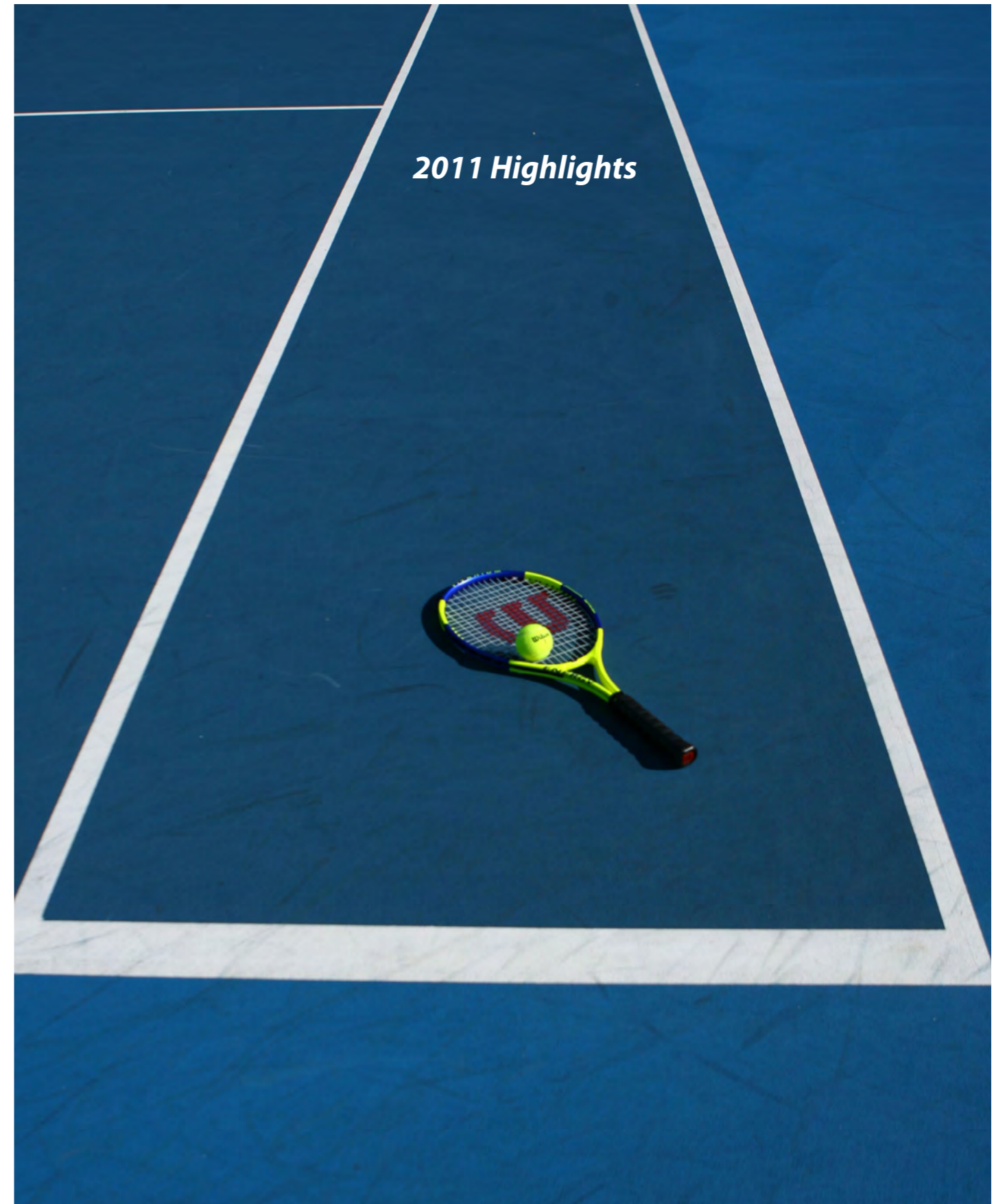
Finally, I would like to thank Michael Wright as the former Minister of Sport for his outstanding support for Tennis. He has been a great friend to Tennis and we are thrilled that his legacy for our sport will now be transferred to the new Minister for Sport, The Hon Tom Kenyon.

I look forward to seeing you on the court this summer.

Alistair MacDonald
Tennis SA CEO



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Mr Steve Wood
Tennis Australia CEO

"We continue to grow as a vibrant and dynamic organisation, striving towards our shared goal to showcase the sport at the highest level."

2010/11 Summary

In my sixth year as chief executive officer of Tennis Australia, I am proud to report strong performance and healthy success in all aspects of our business this year. We continue to grow as a vibrant and dynamic organisation, striving towards our shared goal to showcase the sport at the highest level.

A focus of the past twelve months has been to ensure a cohesive approach among each and every member of the Tennis family, and I am happy to say that Tennis SA has been and will continue to be a major part of our efforts.

Tennis SA was once again well represented in March at the second Australian Tennis Conference in Melbourne. Revolving around the theme of "courting the path to success", the conference gave us the opportunity to share and workshop ideas with other members of the wider Tennis community, and fine tune some of the existing good work done at all levels to create consistent growth in the sport.

The conference was also a timely occasion to present the key findings from our market research project conducted with sports marketing group Gemba in regards to Tennis participation in Australia.

The study importantly found that only 22% of Australians from five to 75 years old had picked up a racquet in the last 12 months and 80% of Australians who can play tennis, started before the age of

16 years.

Based on these findings a major participation drive was launched at the conference to underline two key programs: the starter program for beginners – MLC Tennis Hot Shots – and a new fun fitness tennis program, Cardio Tennis.

The impact of our renewed focus is already evident. In the past twelve months, the number of Hot Shots participants has risen from around 170,000 to almost 250,000 and there are now nearly 950 local venues nationwide hosting the program.

Our goal now is to introduce a program lasting five weeks into almost a quarter of all primary schools by next year – which will be a significant step towards building stronger grassroots interest in the sport.

In addition, a pilot program for Cardio Tennis is already underway and the response from prospective deliverers has been overwhelmingly positive.

Under the banner of Places to Play, the National Court Rebate Scheme has now generated more than 1,000 courts and a total investment of approximately \$156.4 million in tennis facilities. The scheme has been welcomed in every region and is having a profound economic and social impact in the community.

In nurturing talent among our athletes, across the nation we now have more than 3,000 registered Tennis Australia coach members with access

to the best practice education and expertise at all levels of the game. We have a consolidated development pathway in place and a passionate group of former players working with our future stars within a responsive athlete management system.

Most importantly, the success of this framework has certainly been reflected on court in the past twelve months. Jarmila Gajdosova broke into the world top 30 for the first time after claiming her second career WTA title, while Jelena Dokic returned to the top 100 after winning her first WTA title in nine years. Casey Dellacqua returned to Grand Slam® action to win the mixed doubles at the French Open, and Samantha Stosur reached the quarterfinals of the US Open before achieving her career high ranking of No.4 in February.

Bernard Tomic became the only teenager ranked in the top 100 (and the highest ranked Australian) after a thrilling yet mature performance at Wimbledon, and marked his place on the world stage by becoming the youngest male to reach the quarterfinals since Boris Becker in 1985.

History was also created when Australia claimed the boys' and girls' singles titles at Junior Wimbledon, the first time both titles have been won by Australians in the same year. South Australia's Luke Saville was crowned as the boys' champion while 15 year-old Ashleigh Barty became the first indigenous Australian to win at Wimbledon



since her hero Evonne Goolagong Cawley.

Former world No.1 Pat Rafter became Davis Cup captain in October and was joined by Tony Roche as coach. Already, the duo has led Australia to the World Group Play-off which will be played in September. The Fed Cup team were unluckily defeated in their play-off in April, and will be keen to return to the World Group under the guidance of Captain David Taylor. Both the Junior Davis Cup and Fed Cup teams finished top spot in their qualifying events and will now progress to the world final later this year.

The Commonwealth Games tennis team covered themselves in glory with an outstanding performance in Delhi, collectively winning several medals including three of the five gold medals up for grabs.

Daniela Di Toro ended 2010 ranked No. 2 in the world and was a finalist in wheelchair singles at the US Open in 2010 and Australian Open 2011.

Today, Tennis Australia has a total of 205 staff, an estimated annual turnover in excess of \$150 million and financial reserves of approximately \$28 million, while the Australian Open prize money

pool was \$25 million in 2011 – the largest in the event’s history.

As the Grand Slam of Asia Pacific, creating a stronger presence in Asia is also one of our strategic priorities and is a vital element in the success of our tournament. All you need to do is consider the millions of Chinese viewers who tuned in to watch Li Na in this year’s Australian Open final to realise the importance of the region’s support in years to come.

A notable addition to Tennis Australia this year was our new president, Steve Healy. The former Tennis NSW president has been a longstanding supporter of boosting participation and increasing the number of Australians competing among the world’s elite, and this is certainly mirrored in the new and exciting direction of our organisation.

I have been really pleased with the progress toward many of our organisation’s priorities, and much of our effort will continue to be working hand-in-hand with Tennis SA to sharpen those goals and accelerate that progress.

A united approach at all levels of governance can only strengthen the well-being of our sport, and we are most fortunate that our financial position has allowed us to continue delivering programs at the highest level.

To the South Australian tennis family, thank you the part you have played in growing the sport. I am very proud to work alongside such a committed and focused group of people, and I look forward with great confidence to embarking upon the next chapter of our country’s tennis story.

Steve Wood
Tennis Australia - CEO

Governance



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	11
Neville Messenger	12	12
Sylvia Mason	12	9
Graham Smart	12	12
Rick Baldock	12	9
Kent Thiele	12	11
John MacKenzie	12	11
Philip Roberts	12	12

Council of Tennis SA

President - Bill Cossey
Vice President - Kent Thiele
Treasurer - Phillip Roberts

Committees & Advisory Groups

Disciplinary and Appeals

Chris Branson, Angus Thomson, Neville Messenger, Alistair MacDonald

Premier League

Kent Thiele, 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 Tapp OAM 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

Ken McGregor Foundation

Sarah Linke, Chris Altman, Clare Chapman, Melinda Harper, Nicki Barnet, Peter Smith, Rick Baldock, Scott McGregor



Honorary Life Members

SAHCTL

Mr RE Dorling, Mr WLB Freeman, OAM, Mr KL Litchfield, Mrs P McClean, Mr DW Plunkett, Mr NH Pope, Mr DF Robinson, Mr AE Rose, Mr L Tapp, OAM, Mr AL Thomson, OAM, Mr GE Whitehead, Mr L Yard, JP

SATA

Mr GB Addison, Mr GR Battye, Mr K Berriman, Mr LJ Bills, Mr MA Boyce, Mr FC Bromley, Mr RD Burr, Mr WH Carlier, Sir DRW Cowan, KB, Mr WLB Freeman, OAM, Mr O Gellert, Mr T Gray, OAM, Mr MJ Groth, Mr LF Heylen, OAM, Mr RB Hone, ED, Mr EFW Hunwick, Mr TJM Linn, Mr B Love, 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, Mrs GJ Thiele, Mr RL Tucker

TENNIS SA

Mr R. Green, Mrs P. Semmens, Mr D. Dall, Mr N. Guthberlet

Tennis SA Patron

Patron, Lord Mayor of Adelaide,
Mr Michael Harbison

Vice Patron, The Mayor of Unley

Mr Richard Thorne

President

Mr William Cossey

Tennis SA Board

Mr William Cossey, Mr Kent Thiele, Mr Rick Baldock, Mr Graham Smart, Mr John MacKenzie, Mr Neville Guthberlet, Mr Neville Messenger, Mr Philip Roberts, Mrs Lisa Matthews

Solicitor - Mr John Daenke LLB

Tennis SA Staff

Chief Executive Officer
Mr Alistair MacDonald

Receptionist

Ms Renae Markow

Tournaments & Competitions

Mr Ryan Peremiczko

Community Tennis

Mr Adam Renfrey (Manager)
Ms Anne-Marie Handke (Officer)
Mr Andrew Wilson (Officer)

Special Projects

Mr Lynton Franzi

Operations

Ms Mary Chapple

Marketing & Sponsorship

Ms Clare Chapman

Events & Membership

Ms Sarah Linke

Ground Manager

Mr Pat Mahoney

Coach Development

Mr Lawrence Latisenka

NAA Athlete Development

Mr Rohan Fisher

NAA Head Coach

Mr Milo Bradley

NAA Coach/Fitness

Mr Joel Kerley
Mr Domenic Marafiotte

Winter Pennant

Mrs Elaine Caldana

Millswood Complex

Mr Ben Milner

Affiliated Associations

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

Tennis SA Ambassadors

Mark Woodforde
Darren Cahill
John Fitzgerald
Roger Rasheed

*Inaugural Tennis SA Legends Club
honorary members*

Inducted Thursday 13 January 2011

Darren Cahill
Don Candy
Peter Carter*
Brod Dyke
John Fitzgerald
Lleyton Hewitt
John James
Jordan Kerr
Ken McGregor*
Alicia Molik
Todd Perry
Barry Phillips-Moore
Adrian Quist*
Roger Rasheed
Gordon Schwartz
Len Schwartz*
Peter Smith
Ronald V. Thomas*
Don Turnbull*
Mark Woodforde

*deceased



The wonderful world of tennis.



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**Mary Chapple
Operations**

"2010-2011 was a year which saw an increase in participation numbers, tournaments and venue hire for Memorial Drive Tennis Centre."

2010/11 Summary

2010-2011 was a year which saw an increase in participation numbers, tournaments and venue hire for Memorial Drive Tennis Centre.

The Drive

Memorial Drive Tennis provides excellent training conditions for the National Academy and more options to run programs and tournaments at the centre with the upgrade of the courts and facilities. The centre has in total ten (10) "True Blue" hard courts and four (4) Clay Courts, as well as a state-of-the-art training room, cafe and players lounge.

Memorial Drive Tennis Centre again generated revenue for venue hire & catering during the year, with Powderfinger performing to a packed stadium. Major international tennis event "World Tennis Challenge" was successfully conducted for the 3rd year on 11-13 January 2011. The event was a complete sell-out and attended by both corporate and public.

The centre has also conducted Corporate Days and Hot Shot workshops for South Australia's top coaches.

Health Partners Programs

Angela Perkins is the Program Coordinator who administers & coordinates the Health Partners programs at Memorial Drive. Ange has provided a great service and creates a social atmosphere for everyone to enjoy their time

at the centre. Ongoing support from Health Partners has been fantastic and we offer two exciting programs which are run at Memorial Drive Tennis Centre on the plexi-cushion courts during the week. Players of all levels were invited to join in the fun.

Health Partners Tennis Workout

This is a fun group fitness activity carried out on the courts under the instruction of tennis professionals. Each session features drills to provide people of all abilities with an ultimate cardio workout aimed at getting heart rates up and having fun at the same time. Tennis Workout is held every Wednesday night and numbers are steadily growing through word-of-mouth.

Health Partners City Tennis

The night tennis program is held on Monday nights with an average of 17 teams per quarter playing throughout the year, as compared to 10 last year. It has been encouraging to see even through the winter months the number of teams have been consistent. All of the centre courts and State Training Facility courts are used and music has been added to create a more social atmosphere which has been well received by the players.

Tournaments

Ty Allen and Ryan Peremiczko, our new Tournaments and Competitions Coordinator, have provided great assistance, support and dedication throughout the year in conducting these

tournaments at the Centre.

Tournaments played at Memorial Drive Tennis Centre during 2010-2011 were:

- The Drive Open Hardcourt Championship
- SA Platinum AMT series # 3
- SA Platinum AMT series # 4
- SA Platinum AMT series # 5
- SA Junior Open
- 12's and 16's Clay Court Championship
- 14's Clay Court Championship
- Easter Championship
- 2011 SA Junior Championship
- DriveQueens Birthday Championship

Millswood Tennis Complex

We look forward to welcoming Ben Milner who will take over the Millswood Tennis Complex from 1 July 2011. Ben brings with him a wealth of experience and enthusiasm. The mid week ladies competition will continue to run at Millswood with 27 teams across 3 days. Social tennis will grow, with at least 16 teams over 2 nights and the men's duos will consist of 27 teams across 3 days. We look forward to Ben building the activity at Millswood to new levels over the next financial year.

**Mary Chapple
Operations**

The wonderful world of tennis.



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Clare Chapman
Marketing & Sponsorship

"The Gemba Research 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."

2010/11 Summary

The Tennis SA Marketing, Sponsorship and Events aims to promote and grow the sport of tennis in South Australia by providing marketing tools and resources to affiliated clubs/associations, providing supports to the Community Tennis team, engaging the tennis and wider community through media partnerships, delivering engaging events for the general public, and leveraging from the World Tennis Challenge.

Our key objectives are achieved through a marketing plan which focuses on; communications, public relations, advertising, event management, marketing research, sponsorship and media.

Marketing Plan - Gemba Research Project

During the last financial year, Tennis Australia undertook the services of Gemba market research group who conducted the largest study of tennis participation research in the country. (n=8309).

This data provided Tennis SA reiterated our strong strategic direction of the direction tennis is heading in Australia and all future campaigns will be aligned with the strategic goals. We were pleased to share this research with our clubs and associations and together work towards achieving the key aims of Tennis Australia, of achieving 4 million players by 2016.

Communications

Tennis SA profile our achievements through various communication platforms; website, e-newsletter, radio, television and print editorial.

Website: tennis.com.au/sa

The Tennis SA state website tennis.com.au/sa provides a central communication tool for the South Australian tennis community to access important industry information. The website was recently upgraded to improve functionality, include multimedia, enhance search options and provide a more modern look and feel via new home page design. TSA Marketing provides a website service with training to 28 affiliated clubs.

E-news: Across the Court

Tennis SA produces a monthly e-newsletter that is distributed to a subscription of approximately 10,000 tennis enthusiasts. The increased readership of the monthly publication improves 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.

Social Media

The Tennis SA facebook pages have been launched to encourage interaction and communication between Tennis SA and the tennis community. Utilising social networking has proven to be an effective avenue to cross



promote our upcoming events and encourage dialog amongst interested parties.

Public Relations

Tennis SA continues to develop strong relationships with several media partners with South Australia, and Australia. During 2010/2011 our media partners were Fox Sports, Channel 7, Mix 102.3, and Advertiser. We work closely with these organisations to profile tennis to the masses through strategic marketing campaigns and look forward to continually our partnership.

Events Schedule

September 2010 Industry Workshops

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. TSA Marketing presented to clubs on the marketing tools and resources available to them, with specific update on the website benefit available.

September 2010 Tennis Week

Tennis Week provides South Australians the opportunity to visit their local club and experience a Come and Try day. Over 100 clubs signed up to host a Come and Try day and received the tools/resources necessary to deliver a successful open day.



**7 October 2010
AO Trophy Tour**

South Australia featured as the first stop on the AO Trophy Tour. TSA took the AO Trophies to Port Pirie Pro-Tour event and Tennis SA Millswood Tennis Complex with special guest Alicia Molik.

**10 January 2011
WTC Media Launch**

The WTC Media Launch featured Mark Woodforde, Premier Mike Raan who welcomed Ivan Lendl and John McEnroe to Adelaide. It was heavily attended by local media including networks.

**10 January 2011
WTC Talking Tennis Cocktail Party**

The WTC Talking Tennis Cocktail Party was attended by 250 people and held on the eve of World Tennis Challenge within the Wimbledon Suite at Memorial Drive.

**11-13 January 2011
World Tennis Challenge**

Over Advertising, marketing and media campaigns surrounding this event have proved highly successful and will continue for 2012 with the support of South Australian Tourism Commission.

Key World Tennis Challenge highlights

include:

- An economic impact of over \$6M to South Australia's tourism industry.
- John McEnroe and Ivan Lendl showdown
- Crowd attendance records set with 15,472 patrons
- Corporate facilities fully hosted over 350 corporate each night
- Tennis SA Legends Club Luncheon hosted 380 guests and raised \$35k for charity
- Be Active Challenge attracted over 2,000 participants
- Fox Sports broadcast 26 hours and 49 minutes of live and replay coverage.
- Channel 7 featured a 60 minute WTC highlights package locally prior to national Australian Open finals coverage.
- Online interactive with fans was of a record high for WTC2011 with over 1,475,000 hits (23% increase from 2010) on worldtennischallenge.com, 1,500 fans on Facebook and the Adelaide WTC YouTube Channel receiving over 111,000 views throughout January.

- Print media returning over \$750k in value

**January 2011
Be Active Challenge**

With over 2,000 participants in the 2011 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. An extensive marketing drive aimed to increase awareness of this mass participation event via distributed through advert placements, club mail out and collateral.

**13 January 2011
Ken McGregor Luncheon**

During 2010/2011 \$40,492.20 was raised primarily through the Tennis SA Legends club luncheon hosted during the World Tennis Challenge. The event was a sell out with guest speakers John McEnroe and Ivan Lendl.

Guests included WTC players, His Excellency Rear Admiral Kevin Scarce AC CSC RANR, Lord Mayor of Adelaide Stephen Yarwood, Hon John Rau MP, Rachel Sanderson MP and Minister Michael Wright MP.

The Ken McGregor Foundation has been established to assist our next generation of International tennis players with \$13, 570 in grants provided to South Australian junior players this financial year. Ken was a legend of South Australian tennis and

we are thrilled to recognise his contribution through the foundation.

**October 2011
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. The Tennis SA Awards night for the year 2010-11 will be held in October 2011 due to the change in Premier League seasons.

Brand Tennis

Tennis SA continues to drive the tennis brand and activate the new tennis message in order to strengthen relationships with our customers and stakeholders. This area has developed greatly over the last year as Tennis Australia rolls out the broader use of the visual language and other brand assets. Tennis SA is committed to ensuring that consistency exists across all marketing campaigns throughout the state and organising access to the locked logo, marketing collateral, poster design design and logo design service.

Sponsorship

The Marketing Department procures, manages and services the Tennis SA and World Tennis Challenge sponsorship portfolio. In 2011 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. We look forward seeing the Health Partners City Tennis programs grow as we introduce them into the Tennis SA Millswood Complex grow.

Dunlop Slazenger Equipment (DSE) continues to be Tennis SA preferred tennis ball provider for South Australia and we thank Darren Robins for his excellent services to not only Tennis SA, however the South Australian tennis community.

We would like to thank the following sponsors and supporters for their year round support; Coopers, Npenethe, Coca Cola, InterContinental and NAB.

**Clare Chapman
Marketing & Sponsorship**

The wonderful world of tennis.



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**Adam Renfry
Community Tennis**

“A strategic approach to programming, membership, facility development and new software initiatives has meant that the South Australian Community Tennis team has firmly established itself as a national leader within these areas.”

2010/11 Summary

The Team

The year 2010-2011 the Tennis SA Community Tennis took great strides in advancing tennis throughout South Australia for the betterment of our clubs and associations.

A strategic approach to programming, membership, facility development and new software initiatives has meant that the South Australian Community Tennis team of Adam Renfry, Anne-Marie Handke, Andrew Wilson and Lynton Franzi has firmly established itself as a national leader within these areas. The increased investment in grassroots tennis development from Tennis Australia has definitely increased our capacity to deliver programs and services to our affiliates.

In early 2010, the South Australian Community Tennis team restructured itself to service both the northern and southern regions of the State, with Anne-Marie Handke and Andrew Wilson managing their respective areas with great success. This restructure has allowed greater communication and opportunities for our regional affiliates and strengthened our links with our metropolitan associations and clubs.

In 2010-11, a firm focus of the Community Tennis team was given to new software initiatives, 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 particular focus given to our regional affiliates and the development of major regional centre's such as Lutheran Tennis Club - Murray Bridge and Peake Gardens-Riverside 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 2100 tennis players converging on South Australia to compete within a series of participation tennis events in January 2011. 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. A highlight for the WTC Be Active Challenge was the participation in the junior Country Carnival events with over 320 regional tennis players participating in the week-long event held at Memorial Drive.

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.

MLC Tennis Hot Shots

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

Tennis Australia in collaboration with Tennis SA have continually grown the education, communication and strategy within MLC Tennis Hot Shots which has lifted the awareness and uptake of this program from both the club and association perspective and also coaches. Hence, this program continues to go from strength to strength within South Australia. A table outlining this success is shown below:

MLC Tennis Hot Shots Deliverers	Venues
2011 52	101
2010 28	52

As you can see from the table above, both MLC Tennis Hot Shots deliverers and venues have grown significantly in the 2010-11 year within South Australia.

This success has been a direct focus of our Community Tennis Officer's engaging with our regional association's in an attempt to operate this program regionally. Also, the introduction of the MLC Tennis Hot Shots 'Orange Ball' and 'Green Ball' competitions within our clubs has added to this success.

Association Orange Ball Competitions

In an attempt to introduce junior players to competition at a younger age Tennis SA funded a series of MLC Tennis Hot Shots Orange Ball Competitions across metropolitan / regional affiliated Associations. Tennis SA funded the equipment and operating costs of this initiative. This competition was introduced in an attempt to bridge the gap between coaching programs and playing full court competition. South Australian kids can now participate in tennis competition sooner through the use of modified courts and equipment.

In brief:

- 800 participants
- 40 South Australian Venues

It is anticipated that the MLC Tennis Hot Shots Orange Ball competition will expand to incorporate twelve Associations for season 2011-12.

Association Green Ball Competitions

Tennis SA have further expanded what was originally a pilot program for the 2009-2010 season with the introduction of Hot Shots Green Ball competition which is managed within current club/association programming operations. This is operated whereby each affiliated Association has the provision of Hot Shots green balls for use within the lowest level Association competition, i.e. Hot Shots Division 1, being played within Association/Club competition across SA. In brief:

- 23 Tennis SA Association's participating
- 237 Teams
- 118 Venues

MLC Tennis Hot Shots in Schools

Competitions

In 2010-11, Tennis SA in collaboration with Tennis Australia enhanced its reputation as a leader in IT and software initiatives in tennis. The successful uptake in 'My Tennis' was replicated across the State with all affiliates utilising the software and enjoying the benefits of the new membership software.

Also, in 2010-11 Tennis SA introduced new Competition Software called 'ResultsVault' which was provided free of charge for affiliated clubs and associations via Tennis Australia. The benefits of the ResultsVault software are as follows:

- Greater efficiency in score recording for both clubs and associations
- Results can be viewed online by both players and clubs
- User friendly
- Environmentally responsible

The introduction of the new 'ResultsVault' software involved a series of 10 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 set the benchmark nationally in relation to competition software with the largest uptake of any State across Australia.

Tennis for People with a Disability

In 2010-11 Tennis SA continued its disability programming throughout the State, with a focus given to both Wheelchair athletes and Intellectual Disability areas. The key outcomes and successes for the past year include:

Wheelchair Tennis

Two Walk & Roll tournaments were conducted during the year as a new



initiative with both events being held at Broadview Tennis Club. The 'Walk & Roll' format sees one wheelchair player paired with one able bodied player competing as a mixed doubles pair. Teams are split into pools of five and after four round robin games play offs used to determine final positions.

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. Martin Richards has been coaching this program for four years and is the only program for wheelchair sport athletes that operates full year within South Australia.

Tennis SA continues to play host to the ITF Junior Wheelchair Camp which is an opportunity for both the leading talent within Australia and internationally to participate in a week-long camp operated by Tennis Australia's

leading coaches. The majority of participants have all represented Australia on the international stage.

For the first time at Tennis SA we have now introduced a regional Wheelchair Tennis program, which is operated at Tanunda in the heart of the Barossa valley and this program has been well supported by both the local committee and the regional community.

Henry de Cure has continued to impress over the past twelve months as the number 2 junior in Australia and an International junior ranking of number 8. Henry represented Australia in juniors at the World Team Cup – South Africa.

ID Tennis

75 participants (mainly Intellectual Disability) participating in five programs operating across South Australia.

Health Partners came on board for the first time to volunteer and offer assistance with our South Australian Tennis

Championships. They were a fantastic support of our tournament and we look forward to having them on board again for the 2011 event held later this year. Also, thank you to Peter and Bronwyn Smith for their continued support of this event. The South Australian Tennis Championships is the State championships for people with an Intellectual Disability, many of the participating athletes go on to compete in the Australian Tennis Championships held in Melbourne in January.

Tennis SA would like to thank the Office of Recreation and Sport, Tennis Australia, SASRAPID and Wheelchair Sports SA for their ongoing support of our disability programs.

Tennis SA Industry Workshop

In September 2010, Tennis SA held their fourth 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.

The 2010 event saw 70 participants from across the State converging on Memorial Drive to learn more about new tennis initiatives and best practice programming/management. The focus areas for the 2010 Industry Workshop were club/coach relations, club and association insurance and regional tennis events.

We would like to thank the presenters on the day and in particular Bill Cossey, Karen Clydesdale, Tania O'Dea from Marsh Insurance and Lawrence Latisenka for their involvement during the workshop proceedings.

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. The Tennis SA Awards night for the year 2010-11 will be held in October 2011 due to the change in Premier League seasons.

Places to Play 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 South Australia.

Tennis SportDev Australia continued to provide its services within South Australia and nationally with this unique partnership overseeing the completion of \$2 million worth of tennis facility upgrades within South Australia in 2010-11.

The major projects completed in 2010-11 were as follows:

- Lutheran Tennis Club Murray Bridge
- Peake Gardens-Riverside Tennis Club
- Littlehampton Tennis Club

In 2010-11 the Tennis SA Places to Play team gave greater focus to facility and club management practices. This work is completed in an attempt to provide sustainable outcomes and ensure the future longevity of our clubs. This may include initiatives such as introducing professional management within our facilities, facility sinking funds and building better relationships with Local Government.

Tennis SA and Tennis SportDev Australia look to further their involvement in delivering facility services to our affiliated clubs and associations in 2011/12, with a strong focus on developing better management practices and quality facilities within South Australia.

Adam Renfrey
Community Tennis



The wonderful world of tennis.



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Rohan Fisher
Athlete Development

"South Australian has again performed successfully at the National level for the year."

2010/11 Summary

National Academy Adelaide

Results - Australia

South Australian has again performed successfully at the National level for the year. Three separate athletes have won National Doubles titles in the past 12 months:

- Jack Schipanski – 2010 Optus 18s Australian Doubles Champion
- Brooke Rischbieth – 2010 Optus 16s Australian Doubles Champion
- Bradley Mousley - 2010 Optus 14s Australian Doubles Champion
- Four separate South Australians also made National Finals
- Jack Schipanski – 2010 Optus 16s Australian Doubles Finalist
- Lawrence Bataljin – 2011 Optus 14s National Claycourt Singles Finalist
- Mislav Bosnjak - 2011 Optus 12s National Claycourt Singles Finalist
- Lliam Bishop - 2011 Optus 12s National Claycourt Doubles Finalist
- Mislav Bosnjak- 2011 Optus 12s National Claycourt Doubles Finalist

Results - International

South Australian Luke Saville

made the Australian Open Junior final this year. Luke is now a member of the Australian Institute of Sport. Jack Schipanski had International singles success winning the 2011 Tennis Central 18/U ITF Summer Championship in Wellington. Thanasi Kokkinakis won two International European 14/U events in consecutive weeks during 2010. Thanasi won the 13/14 des Hauts de Seine in France and the Windmill Cup in the Netherlands. These two events are prestigious events on the 14/U European Calendar and highlight Thanasi's ability to compete internationally. In doubles South Australian athletes have had a great deal of success. Jack Schipanski has won 2 ITF Doubles Titles, Brooke Rischbieth has also won 2 ITF Doubles Titles and Brad Mousley has won 1 ITF doubles final. Thanasi Kokkinakis and Li Tu also had doubles success during the European 14/u tour winning one title.

ATP/WTA

During the last 12 months both Jack Schipanski & Thanasi Kokkinakis have achieved an ATP singles ranking. Brooke Rischbieth achieved a WTA doubles ranking making her 1st WTA doubles final in America during May 2010.

National Representation

In August 2010 Thanasi Kokkinakis and Li Tu played in the final of the 14/U World Teams Championship in the Czech Republic. The event saw the best 16 countries in

the world compete. The boys helped Australia 7th in the Championship.

In April 2011 Thanasi Kokkinakis represented Australia at the Asia/Oceania Davis qualifying event in New Delhi India. Thanasi was instrumental in helping Australia win the Qualifying event. Brooke Rischbieth also represented Australia in the Asia/Oceania Fed Cup qualifying in India where Australia qualified first. The final of the Davis Cup & Fed Cup will be played later this year in Mexico.

State Teams

- 14/U Mary Hawton Cup: Isabella Decorso, Chloe Hule & Olivia Ley - 3rd. Coach Craig Mousley
- 14/U Sproule Stephens Cup: Lawrence Bataljin, Hayden Mickan, Bradley Mousley – 3rd Coach Rohan Fisher
- 12/U Rod Laver Cup: Lliam Bishop, Mislav Bosnjak, Andrew Citti – Equal 5th Coach Joel Kerley
- 12/U Margaret Court Cup: Hannah Lyons, Petra Hule, Nicole Kraemer. Equal 7th. Coach Domenic Marafiotte

Talent Development Programs

12/U Camps have been held for all athletes that have achieved a National ranking in the past 12 months. The athletes here undertook two half day camps with Tennis SA's Talent Development Coaches.



The camps included a Nutrition & Psychology session as well as a Parent Information Session. From these camps over 25 athletes have been selected into a morning weekly squad called NIS (Nothings Impossible Squad). The intention here is to bring our best young athletes together for a weekly session together on the clay.

Metropolitan Association Camps were again conducted this year. These camps were also used as a vehicle to select athletes into the NIS Squad.

Regional Be Active Cup – A training day was held for all athletes at this event held in Barmera. National Academy Coaches and Talent Development Coaches attended the day. South Australian Talent Development Coach Craig Mousley stayed on for the week tournament to help the athletes, up-skill the coaches and presented to the parents.

Human Resource

Farewell

In the past 12 months we have seen a number of staff changes. At the forefront here is Broderick Dyke. Brod served as South Australia's National Head Coach for just over 4 years. During this time

junior tennis in South Australia punched well above its weight in comparison to the rest of Australia. At the time Brod left six of the twelve Tennis Australia Full Scholarship holders were from the National Academy Adelaide program. Brod's passion on the court, his commitment to travel with the athletes and his South Australian pride helped see the National Academy – Adelaide program mature into the successful National program it now is. Luke Saville's recent success is a product of Brod's work with Luke in his younger days. On behalf of the program Brod, we would like to thank you so very much the contribution you have made to the National Academy – Adelaide program.

We have also seen David Jones depart as our National Strength & Conditioning Coach to join the AIS. David continues to travel with SA's Luke Saville around the world as part of the AIS program. We then were lucky enough to gain the services of Peter Janicki for eight months as our Academy Strength & Conditioning Coach. Peter gave the program real intensity and we thank him for his time with the program. Olivia Warnes has been our National Academy Sports Dietician for the past 3 years. Her commitments have resulted in her

moving on, but it has been great having Olivia in the program.

Welcome

Anthony Lane has joined the National Academy program as a National Coach in February 2010. Anthony spent 2010 working in the AIS/Davis Cup transition squad with Matt Ebden and Sam Groth. Prior to this (2005-2009) Anthony was working as Heads Men's Coach in the AIS program, here he worked with Chris Guccione and Greg Jones and other designated athletes during these 4 years.

Milo Bradley has joined the National Academy – Adelaide program as the National Head Coach in June 2011. Milo was responsible for launching the inaugural National Academy – Perth program as Head Coach (2007-08). Milo has enjoyed a distinguished career in coaching, most recently as Coach of the Davis Cup transition squad (2010

to 2011) and Men's Coach with the AIS Pro Tour Tennis Program (2008 to 2010).

Daniel Buberis has joined the National Academy Adelaide program as the new full time Strength and Conditioning Coach. Daniel joins us having previously provided Strength and Conditioning support to the likes of SASI, the Sturt Football Club, Port Adelaide Football Club and Adelaide Lightning WNBL

The increased staff for our program has come about from increased funding from Tennis Australia in recognition of the success that the National Academy Adelaide program has had.

The other staff in our Athlete Development team need to be recognised for the passion and drive they give to our young athletes that have chosen the 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.

- Domenic Marafiotte (Academy/ Strength & Conditioning Coach)
- Joel Kerley (Academy Coach)
- Scott Smith (National Academy Physiotherapist)
- Steven Bannon (National Academy Psychologist)
- Liz Clisby (National Academy Sports Doctor)

I finally would like to thank Tennis Australia, SASI, Alistair MacDonald and the board of Tennis SA for its continued support and commitment to Athlete Development in South Australia.

*Rohan Fisher
Athlete Development*





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Ryan Peremiczko Tournaments & Competitions

"Locally there is a particular emphasis placed on providing the best possible environment and fostering a culture at tournaments for players to flourish"

2010/11 Summary

Tournaments

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.

OJT's 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. Over 200 tournaments across Australia make up the Optus Junior Tour in 2011, giving all juniors the opportunity to obtain an Australian Ranking.

Australian Money Tournaments

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 2010/11, 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

2010/11 saw the continued sustained growth of tournaments with over 5,000 entries in the OJT and AMT tournaments in South

Australia. This however needs to be viewed objectively in that whilst the number of tournament entry numbers increased, the average draw sizes depreciated. This marks a significant period, as it is widely accepted that the peak has been reached in terms of the number of tournaments that are being sanctioned.

The focus is firmly now on the quality of tournaments and the coming year will see the following objectives:

- Improve match quality
- Improve the online tournament experience
- Education of tournament officials and administrators on best practice models
- Continue to build tournament participant numbers

The emphasis that players have on the Australian Rankings and the points that are available at the tournaments is another factor in determining that the focus on tournaments must provide an appropriate environment for the status of these tournaments.

Whilst many of the changes will be Tennis Australia directives, locally there will be a particular emphasis placed on providing the best possible environment and fostering a culture at tournaments for players to flourish and that is the best possible for the players, parents, officials and other stakeholders. This will be actioned by the implementation

of educational programs and initiatives that are focussed on educating all those involved in tournaments about the appropriate conduct and knowledge of the rules. The 2011 WTC Be Active Challenge continues to earn its status as the flagship of tournament tennis in the state, attracting over 2,000 participants with many from interstate and overseas playing at over 200 courts around metropolitan South Australia. The direct link to the World Tennis Challenge gives the event a unique status and there are concerted efforts being made to strengthen the connection between the grassroots of the game with South Australia's premier tennis event even further in 2012.

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

The following sanctioned AMT and OJT tournaments were conducted in 2010/11 (chronological order).

Tournament Name	Venue	Type
Elizabeth and Salisbury Junior Open	Elizabeth & Salisbury	OJT White
Riverland Grand Slam Series Head Series #5	Loxton	JDS
South Australian Junior Open	Peake Gardens	OJT Bronze
Hills Junior Open	Memorial Drive	OJT Gold
Just 4 Tennis New Years Open	Hahndorf	JDS
Riverland JDS	Tea Tree Gully	AMT Bronze/OJT White
WTC City of Charles Sturt AMT	Barmera	JDS
WTC City of Unley Junior Classic	West Lakes	AMT Platinum
WTC City of Salisbury AMT	Millswood	OJT Bronze
WTC Doubles Challenge	Salisbury	AMT Platinum
State Tennis Elizabeth Age	Reade Park	AMT White
Seaside Junior Series #1	Bicentennial	OJT White
SA Head Series #1	Seaside	OJT Silver
Mt Gambier January Age	Peake Gardens	AMT White
Reade Park Grasscourt Jnr Champs	Olympic Park	OJT Bronze
Renmark Lawn Junior Open	Reade Park	OJT White
Barossa Junior Champs	Renmark Lawn	OJT White
State Tennis Adelaide Cup	Barossa and Light	OJT Silver
The Drive Clay Court Champs	Millswood	OJT Bronze
Seaside Junior Series #2	Memorial Drive	OJT White
Tatiara Junior Tournament	Seaside	OJT White
Salisbury Junior Champs	Tatiara	OJT White
State Tennis Easter Champs	Salisbury	OJT Bronze
South Australia Junior Champs	Millswood	OJT Silver
The Drive Queens Birthday Champs	Memorial Drive	OJT Gold
	Memorial Drive	AMTGold/OJT Bronze

Ryan Peremiczko
Tournament and Competitions

Happy Valley Pro-Circuit

The City of Onkaparinga International 2010 was conducted from 10-17 October 2010 and featured two top national juniors Bradley Mousley and Thanasi Kokkinakis from SA.

Colin Ebelthite and Adam Feeney were too strong in the doubles final defeating Chris Lecher and Brendan Moore 62 62. Nick Lindahl and Brydan Klein both had a very strong tournament but Lindahl was too strong for Klein in the singles final.

This was our sixth event at Happy valley and the last in our old clubhouse. The 2011 event will be conducted from 30 October to 6 November with a ProAm event on Tuesday 1 November at 6pm in a new \$1.5m clubhouse with 10 courts. A further 2 courts will be constructed in 2013. I am sure the Pro Players will be delighted with the new facility.

Jim Dickson
Club President

Berri Landmark International

The 2011 event saw the end of an era without us knowing it at the time.

Tennis Australia in their wisdom have since chosen to have only one grass court event in Australia instead of two in the lead up to the professional players heading over to Europe.

This means that Berri will not be hosting the event for at least another 2 years, and then bid for the grass court event with all the other grass court clubs around Australia.

This year's event was played in good weather with the final being one of the best in our 14 year history. Ben Mitchell and Michael Look played out a 3 set thriller which the large crowd very much appreciated.

Ben Mitchell defeated Michael Look 2-6, 6-4, 6-3. In the doubles the Australian pairing of Chris Letcher and Brendan Moore narrowly went down to the Indian players Vishnu Vardhan and Divij Sharan 6-4, 3-6, 8-10

Our club has certainly enjoyed hosting the last 14 years of tournaments, and look forward to bidding for them again in the near future.

Garry Pinnington
Club President

Mount Gambier Women's Challenger

The first in a series of Ladies Challenger tournaments in South Australia was held at the Margaret Street Olympic Park Complex in Mount Gambier commencing on 11 October 2010.

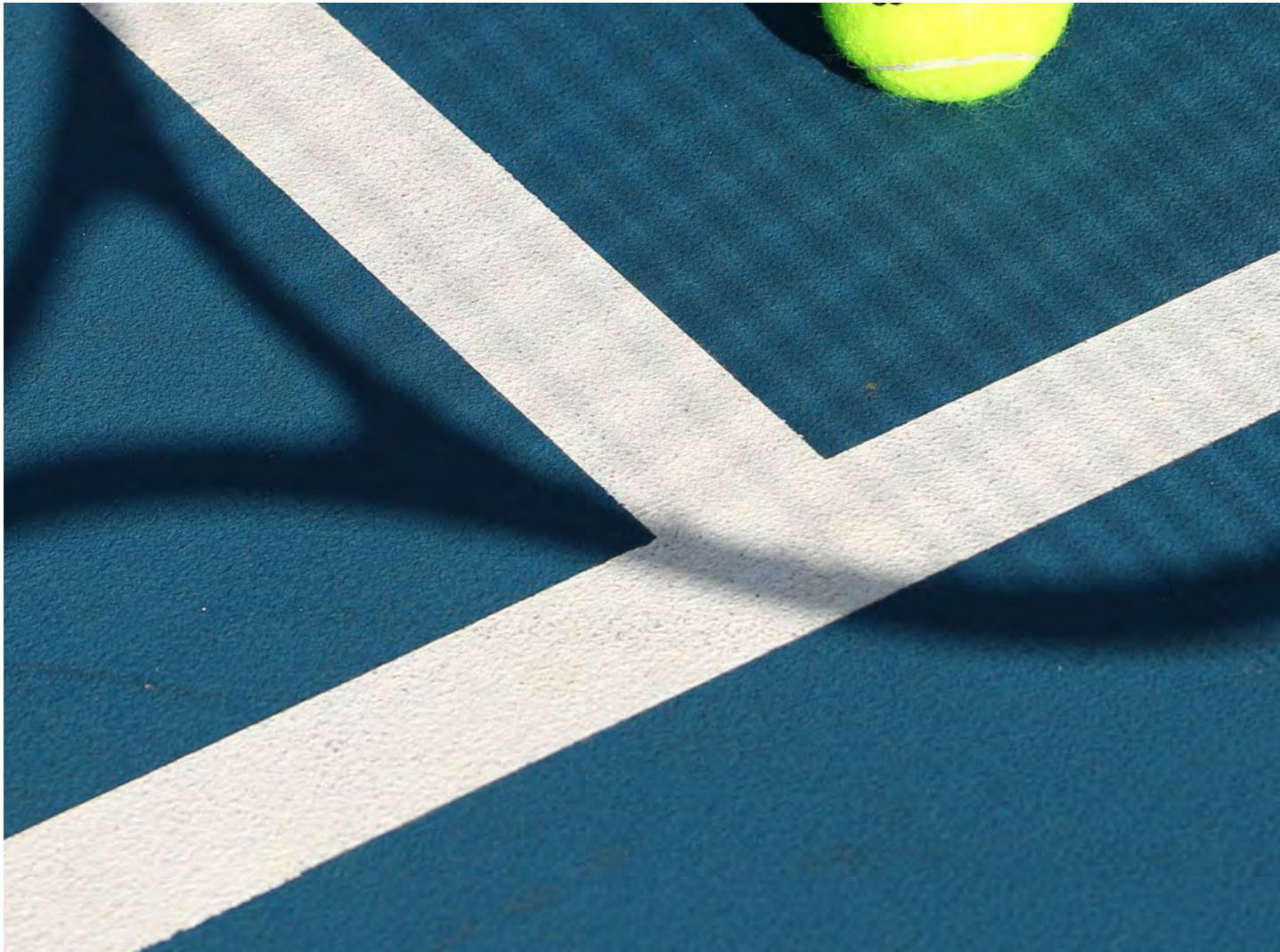
A total of 60 players participated in the twenty first consecutive year that the event has been held in Mount Gambier. 11 players were from overseas with 10 different countries represented.

The singles final was played on Sunday 17 October 2010 and saw the unseeded Erika Sema (JPN) defeat fourth seed Ana-Clara Duarte (BRA) 6-2, 6-3 in front of an appreciate crowd. The doubles final which was rescheduled for Saturday due to a washout earlier in the week did not eventuate - Alison Bai (AUS) & Ana-Clara Duarte (BRA) receiving a walkover from Daniella Dominkovic (AUS) & Sandra Zaniewska (POL).

The weather was cold for the majority of the week, however spectators witnessed many great matches and an interesting final with contrasting styles by both players.

Peter Mitchell
Chairperson

The wonderful world of tennis.



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**Ty Allen & Ann Langman
Officials**

"Our division has continued to provide opportunities for lines people, referees, court supervisors, chair umpires and evaluators."

2010/11 Summary

In October 2010 Ty Allen was appointed by Tennis Australia as the Officiating Development Coordinator (ODC) for SA and NT based at Tennis SA on a part time basis (3 days per week).

The ODC appointed is responsible for the coordination and implementation of courses and training, development of current officials, coordination of tournament and competition officiating appointments and administering the Code of Conduct.

Over the past 12 months Tennis Australia has run the following courses in South Australia;

- General Principles (03-03-11)
- Australia Court Supervisor (19-03-11),
- Level D Lines person (19-03-11),
- Level C Chair Umpire Course (0-04-11)
- Australian Court Supervisor (29-05-11)
- Level D Linesperson (9-05-11)

These courses had a total of 51 attendees and resulted in a total of 18 newly accredited officials and members of TOASA.

Six people attended the Level C Chair Umpires course run in April and of the six attendees five have gone on to become accredited Chair Umpires.

The accreditation of these new officials has meant Tennis SA has been able to meet the officiating regulations at almost all sanctioned tournaments since January 2011.

New Initiatives

In 2010-11 Tennis Australia introduced the Intro to Tennis Officiating Course. This is a 2 hour workshop designed to be run at clubs to help educate parents, children and club volunteers on the rules and etiquettes of Tennis.

Tennis Australia would like to congratulate Ann Langman for being chosen as the recipient of the Phil Read trophy, an award given to an official who has given outstanding service for TOASA. Ann has been a tireless worker for TOASA in her Role as President and has contributed greatly as a Court Supervisor and Referee.

Tennis Australia would also like to acknowledge the hard work and commitment of Kirsty Marnane in her role as TOASA Secretary and Craig Glennon for his ongoing efforts as President of TOA national body. Both Kirsty and Craig have been tremendous support to Ty Allen in his role as Officiating Development Coordinator.

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 structure of the courses changed slightly but still gave trainees opportunities to hear about officiating and to become Court Supervisors, Referees or 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.

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 and Graham Knight
- Treasurer and Secretary - Kirsty Marnane

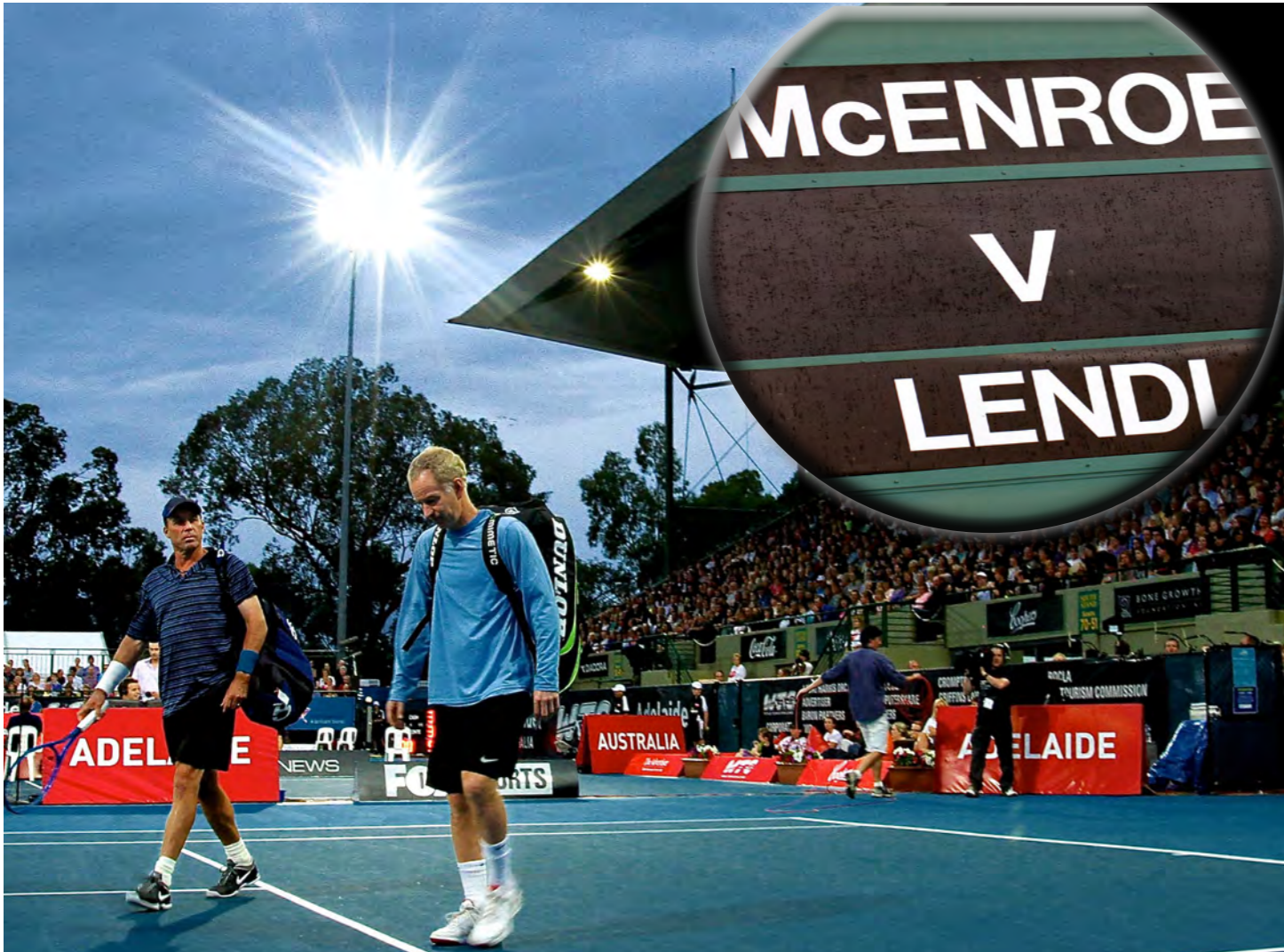
Ordinary Board Members include: Angus Thomson, Pam Bessell, David Anspach, Jan Walczak, Michael Kulesza and Shirley Lynott

Ty Allen
Officials



Major Events: World Tennis Challenge

The wonderful world of tennis.



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World Tennis Challenge
Be Active Challenge

2010/11 Summary

The World Tennis Challenge (WTC) 2011 was held at the iconic Memorial Drive Tennis Centre over three nights – Tuesday 10, Wednesday 12 and Thursday 13 January 2011.

For the third year, the World Tennis Challenge (WTC) concept has proved to be a highly successful event and welcomed by a strong supportive market in South Australia based on sell out crowds and WTC Be Active Challenge participation numbers.

The innovative event again attracted high profile tennis past legends and current champions to South Australia with the rivalry between Ivan Lendl and John McEnroe headlining the event and attracting worldwide media attention. This anticipated match scheduled on the final night was a preview to the sell out 2011 BNP Paribas exhibition event to be conducted in Madison Square Garden on 28th February 2011.

Crowd favourites Henri Leconte, Mansour Barhami and Pat Cash continued to entertain the packed crowds. Pro circuit players drawn to the event included Ivan Ljubicic, Michael Llodra, Ryan Harrison, Marinko Matosevic and Japan's teen superstar Kei Nishikori.

WTC2011 saw record crowds of 15,500 patrons, corporate

facilities again fully sold out, national and international broadcasting into nearly 30 countries plus Channel 7 featured a WTC highlights package locally prior to national Australian Open finals coverage.

Online interactive with fans was of a record high for WTC2011 with over 1,475,000 hits (23% increase from 2010) on world-tennischallenge.com, 1,421 fans on Facebook and the Adelaide WTC YouTube Channel receiving over 111,000 views throughout January.

WTC 2011 attracted interstate and overseas visitors to South Australia for an economic impact of over \$6 M to South Australia's tourism industry.

WTC Directors, 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 look forward to continuing their partnership with the South Australian Tourism Commission as the State Government's financial support is invaluable to the success and longevity of our event.

Event Highlights

- An economic impact of over \$6M to South Australia's tourism industry.
- John McEnroe and Ivan Lendl showdown
- Crowd attendance records set with 15,472 patrons SOLD OUT
- Corporate facilities fully hosted over 350 corporate each night SOLD OUT
- Tennis SA Legends Club Luncheon hosted 380 guests and raised \$35k for charity SOLD OUT
- Be Active Challenge attracted over 2,000 participants
- Fox Sports broadcast 26 hours and 49 minutes of live and replay coverage.
- Channel 7 featured a 1hr WTC highlights package locally prior to national Australian Open finals coverage.
- Online interactive with fans was of a record high for WTC2011 with over 1,475,000 hits (23% increase from 2010) on world-tennischallenge.com, 1,421 fans on Facebook and the Adelaide WTC YouTube Channel receiving over 111,000 views throughout January.
- Print media returning over \$750k in value

Major Events: Be Active Challenge

The wonderful world of tennis.



WTC Be Active Challenge

Founded in 2008, the WTC Be Active Challenge is a 20 day 'Festival of Tennis' which attracts over 2,000 participations from all ages and backgrounds to the state. Combined with the WTC event, the 'Festival of Tennis' creates hype, media attention, excitement and the atmosphere for tennis throughout January results in 'Australia's biggest tennis participation event'.

Key objectives for the WTC Be Active Challenge

- To deliver the biggest team tennis participation event in the world with a close link to an innovative and tennis leading sports entertainment event
- To contribute long term to the popularity of the game of tennis
- To provide a series of events which

enhance community engagement and provides a vehicle for participation in the sport of tennis

Although the WTC Be Active Challenge is a not-for-profit event it aims to be a fiscally responsible and financially viable product with its greatest indirect benefit to the state, being enhancing the grass roots participation in the sport of Tennis in this state, year round.

The WTC Be Active Challenge concept contributes long term to the participation by people of all ages from all areas of life in the sport of tennis through providing an event which stimulates and rewards participation in tennis.

In 2011 WTC Be Active Challenge incorporated 12 tennis participation events enabling players of all ages and abilities to enjoy Adelaide's festival of tennis participation events providing more opportunities for people to access tennis and enjoy the benefits of our

great game.

Below is an outline of the events within the 2011 WTC Be Active Challenge schedule:

- WTC City of Charles Sturt AMT
Dates: 3-6 January 2011
- WTC City of Unley Junior Open
Dates: 4-7 January 2011
- WTC City of Salisbury AMT
Dates: 7-10 January 2011
- WTC Les Tapp OAM Junior Inter Association
Dates: 8 -12 January 2011
- WTC Vittoria Coffee Senior Inter Association
Dates: 8-10 January 2011
- WTC Corporate Challenge
Dates: 10 January 2011
- WTC Country Carnival
Dates: 10-14 January
- MLC Tennis Hot Shots - Ultimate Red Ball Challenger
Dates: 11 January 2011
- MLC Tennis Hot Shots - Come and try
Dates: 12-13 January 2011
- MLC Tennis Hot Shots - Orange Ball Challenger
Dates: 13 January 2011
- WTC MLC Tennis Hot Shots - Come and try
Dates: 14 January 2011

- WTC City of Prospect Wheelchair Open
Dates: 11-14 January 2011

We look forward to growing the participation arm of the World Tennis Challenge and bringing international players to our home town, Adelaide.

*Darren Cahill
Mark Woodforde
Roger Rasheed
Alistair MacDonald
WTC Directors*



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2010/2011 Sponsor

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