



# *Tennis SA*

*Annual Report 2012–2013*



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The Tennis SA 2012 - 2013 Annual Report is designed to be an economical alternative to printed reports.

The Tennis SA 2012 - 2013 Annual Report aims to be a concise summary of the Company's performance as reflected through management, department and finance reports.




### **Vision for Tennis in South Australia**

Tennis SA is the governing body of tennis within 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.

We aim to showcase, promote, develop and manage the game of tennis in South Australia

### **Tennis SA - We have three pillars to our strategy :**

- 
**Participation**  
 We want more South Australians having tennis experiences
  
- 
**Performance**  
 We want to provide the right environment to give the best opportunity for South Australian's to pursue a professional career in tennis
  
- 
**Profile**  
 We want to achieve great exposure for tennis year round leading to better outcomes as well as more interest in tennis

### **Our values and commitment**

Tennis SA Values are in place to make for an effective and efficient work place. They are there to ensure that we work professionally within the business and also externally with all our clubs and associations, members, sponsors and other associates of Tennis SA.



### **Overview**

With more than 21,000 registered club members representing more than 280 affiliated clubs/centres, tennis is an integral and steadily growing part of the South Australian community.

The objects and functions of the Company are to:

- control, foster, develop, promote and assist the game of tennis in South Australia, the surrounding region and Australia, including promoting the game of tennis as a spectator sport
- uphold and maintain the Rules of Tennis, the Rules and Regulations of the International Tennis Federation, the Regulations for the International Tennis Championships and such other Rules and Regulations as the Company shall from time to time consider necessary for or incidental to the Rules and Regulations referred to in this paragraph
- decide all matters relating to the Rules and Regulations above in South Australia
- arrange, conduct, sanction, regulate, promote, publicise and control tournaments, matches, competitions, exhibitions and social functions for the game of tennis in South Australia
- sanction and approve the dates of all State Championships played in South Australia
- promote, provide for, regulate and manage state tennis championships
- select and control teams and squads to represent South Australia and Tennis SA
- develop or adopt and implement appropriate policies, including in relation to sexual harassment, discrimination, equal opportunity, drugs in sport, health, safety, junior and senior programs, and any other matters that arise from time to time as issues to be addressed in the game of tennis
- conduct the affairs of a tennis corporation
- ensure the maintenance and enhancement of Tennis SA and the game of tennis, its standards, quality and reputation for the collective and mutual benefit of the



Members and the game of tennis

- promote the economic and sporting success, strength and stability of tennis and each member
- represent the interests of its members and the game of tennis generally in any appropriate forum
- do all that is reasonably necessary to enable these objects to be achieved and to enable the Members to receive the benefits which these objects are intended to achieve
- use and protect Tennis SA's intellectual property
- carry on or engage in any other business, including that of a licensed club, undertaking or project, which is capable of being conveniently carried on in connection with Tennis SA or is designed to directly further the objects

any other object which, in the opinion of the Board, is in the best interests of tennis.

With more than 21,000 registered club members representing nearly 300 affiliated clubs/centres, tennis is an integral and steadily growing part of the South Australian community.

Tennis SA is the governing body of tennis within South Australia.

Tennis SA's Parent Body is Tennis Australia, which is the governing body of tennis within Australia.

The philosophy of Tennis SA is to make the game of tennis more stimulating and rewarding in order to encourage greater participation and make it available to the widest possible cross-section of the SA community as a lifetime experience and sport.



**Our People**

**Tennis SA Limited**

**PRESIDENT**

Mr Bill Cossey

**VICE PRESIDENT**

Mr Kent Thiele

**CEO**

Mr Steven Baldas

**DIRECTORS**

Mr Rick Baldock

Mr Graham Smart

Mr John MacKenzie

Mr Neville Guthberlet

Mr Neville Messenger

Mr Philip Roberts

Ms Sylvia Mason

Mr John Daenke LLB

**HONORARY SOLICITOR**

**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 Thompson, 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

**PATRON**

Lord Mayor of Adelaide - Stephen Yarwood

**VICE PATRON**

The Mayor of Unley. - Lachlan Clyne



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

All directors, councillors, 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 Board 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	11	10
Kent Thiele	11	10
Neville Guthberlet	11	10
Neville Messenger	11	11
Sylvia Mason	11	8
Graham Smart	11	11
Rick Baldock	11	9
John MacKenzie	11	9
Philip Roberts	11	11

Tennis SA staff

- Adam Renfrey - Community Tennis Manager
- Andrew Wilson - Community Tennis Officer – Southern Region
- Anne-Marie Handke - Senior Community Tennis Officer – Northern Region
- Breanna Hassam - Tournament and Competitions Assistant
- Clare Chapman - Marketing & Sponsorship Manager
- Domenic Marafiotte - Coach
- Dylan Hicks - Events and Officials Coordinator
- Joel Kerley - State Talent Development Coordinator
- Marija Lenitc - Executive Assistant
- Mary Chapple - Operations Manager
- Renae Markow - Administration Assistant and Membership Coordinator
- Ty Allen - Tournament & Competitions Coordinator

Tennis Australia staff (Adelaide based)

- Anthony Lane - National Academy Coach – SA
- Brett McLennan - Coach and Talent Development Manager
- Daniel Buberis - Physical Performance Coach – SA
- Lynton Franzi - Major Projects Manager
- Milo Bradley - National Head Coach – SA
- Rohan Fisher - National Academy Manager – SA
- Ty Allen - Officiating Development Coordinator

Affiliated Tennis Associations

- Barossa & Light Tennis Association
- Eastern Districts Tennis Assoc
- Gawler & Districts Tennis Association
- Great Southern Tennis Association
- Hills Tennis Association
- Lower Murray Hardcourt TA
- Metro Lawn Tennis Association
- Mid North Tennis Association
- Millicent & District TA
- Mt Gambier & Districts TA
- Murray Bridge Lawn Tennis Assoc
- North East Tennis Association
- Northern Areas Tennis Association
- Onkaparinga Tennis Association
- Penola & Districts TA
- Port Augusta Tennis Association
- Port Lincoln TA
- Port Pirie & Districts TA
- Riverland Tennis Association
- Saturday AM Mens Lawn Tennis Association
- Southern Districts TA
- Southern Ports Tennis Association
- Southern Tennis Association
- Tatiara Tennis Association
- Western Districts Tennis Association
- Whyalla Tennis Association
- Women's Mid-Week Grasscourt Assoc

Other Affiliated Bodies

- Tennis Seniors Association of South Australia Inc
- Tennis Officials Australia – SA Branch

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

**Inducted: Thursday 12 January 2012**

Alan Lane  
 Helen Angwin  
 Jo-Anne Faull  
 Ern T. Rowe\*

**Inducted: Thursday 10 January 2013**

Louise Stacey  
 Tom Warhurst\*



**On behalf of the Tennis SA Board, I am pleased to present the President's report for the 2012 - 2013 financial year.**

On behalf of the Tennis SA Board, I am pleased to present the President's report for the 2012 - 2013 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.

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 1,800 people participated in the fifth 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. Unfortunately forecasts of very hot weather had an impact on the Les Tapp junior team competition but organisers took the cautious approach of cancelling play rather than subjecting young players to extreme temperatures.

World Tennis Challenge was the brainchild of past players, Mark Woodforde, Roger Rasheed and Darren Cahill and former 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 via Events South Australia and all the sponsors and corporate supporters for helping make the event an even bigger success in 2013. The fourth Ken McGregor Foundation luncheon, held during this year's event was again an outstanding success.

During the year the Board of Tennis SA purchased World Tennis Challenge from the original founders for a nominal sum. Mark Woodforde and Roger Rasheed agreed to remain involved as the public faces of the event and have continued to provide

outstanding support for which the Board is most grateful. The 2013 event was strengthened by the participation of two Legends of the Women's game – Martina Navratilova and Martina Hingis – and they both thrilled and charmed the crowds each night of play.

The Board was heartened by the strengthening interest from Tennis Australia in World Tennis Challenge and 2013 saw a direct link with Australia's Summer of Tennis. We are delighted by the greater involvement by Tennis Australia in World Tennis Challenge – an involvement that is valued highly by the Board. We are also delighted that the South Australian Government extended its commitment until 2015 on the back of the greater involvement of Tennis Australia and particularly thank the South Australian Government for its continued support.

World Tennis Challenge was also assisted greatly by the increased financial commitment of several sponsors viz NAB, Jacobs Creek and Expr3ss. Tennis SA is most appreciative of this level of support.

The National Academy in South Australia is continuing to produce elite young tennis players. In previous years I have reported that Milo Bradley had been appointed as Head Coach of the High Performance Academy in South Australia. Milo's depth of experience is proving invaluable and the Tennis SA Board is extremely pleased with Milo's appointment. This is particularly so because he has shown great enthusiasm for working directly with our affiliates to increase the flow of talented young players into elite squads. Milo, 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 thrilled with Thanasi Kokkinakis' success in reaching the final of the Australian Junior Boys Singles at Melbourne Park in January and partnering Nick Kyriosis in winning the Junior Boys Doubles at Wimbledon. We warmly congratulate Thanasi on his achievements so far and wish him every success as he continues his junior career. Along with Luke Saville who also enjoyed recent success as a junior, Thanasi is a wonderful young ambassador for South Australian tennis.

The Tennis SA Board is mindful that Tennis SA is essentially

## President's report cont.

"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.

The introduction by Tennis Australia of new programs, MLC Hot Shots and Cardio, is certainly essential to our efforts at increasing participation and Tennis SA is pleased to be assisting Clubs and Associations to implement these programs.

In the last two years I reported that the Tennis SA Council had approved the introduction of a new system of player registration that eliminated individual player registration fees and based affiliation fees on court numbers. In the second year of operation of the system we have continued to fine tune it and although we still have some minor changes to implement, we are pleased with the way it has been received. Registered player numbers in South Australia have continued to increase and I thank all affiliates for the way in which they have worked with Tennis SA in the implementation of the new system.

This year we maintained our efforts in assisting with the improvement of Club and Association facilities (including tennis courts, lights and clubhouses). The Board has been thrilled by the momentum which the Facilities Development Unit, through the efforts of Lynton Franzi, Adam Renfrey 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.

Administration of all sporting bodies in South Australia at this time is not without its challenges. The economic circumstances of the past five 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 MLC Hot Shots.

We were also pleased to continue this State's involvement with the emerging Tennis Australia National Tennis League in which South Australian club based teams played matches on Thursday nights in Adelaide leading to national finals during the second week of the Australian Open in January. The tennis is of an extremely high standard and our teams acquitted them-

selves well against very tough opposition in Melbourne with the Flagstaff Hill Women's team winning their competition. In this second year it was wonderful to see the involvement of teams from the broader Asia-Pacific region.

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 upgrading of 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. On behalf of the Board, I thank Paul Anderson, Executive Director of the Office of Recreation and Sport and Ministers Tom Kenyon and Leon Bignell for their outstanding support.

We have also enjoyed excellent support from our sponsors, particularly Health Partners, our major sponsor, and our landlord, the City of Adelaide. This year we attracted new sponsors in BRM Holdich, Macquarie Banking and Kelly and Co. I welcome their involvement and 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.

In April 2012, after a very comprehensive selection process, the Board appointed Steve Baldas as Chief Executive Officer to replace long standing Chief Executive, Alistair MacDonald who was appointed to a senior role at Tennis Australia. Steve brings a somewhat similar tennis background to the role but different industry experiences largely from the finance sector. The Board has been very impressed with Steve's first full year in the role. Steve has played a major role in securing the increased levels of corporate support for our activities including World Tennis Challenge.

I place on record the sincerest thanks and appreciation of the Board to Steve 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. The team is 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 have been able to work so positively during the course of each year.

**Bill Cossey**  
President

## Tennis Australia's CEO report

### A year of growth and development

South Australia has been a pivotal contributor in driving our sport toward its ongoing and over-arching goal of having more and more people play tennis.

One of the biggest pillars in that strategy has been our MLC Hot Shots program which has been a success both in Adelaide as well as throughout regional and country South Australia. Full credit must go to the Tennis SA staff and clubs for their hard work and dedication to a program that is effectively delivering the future of our sport. Nationally we had more than 600,000 children pick up a racquet in the last 12 months.

Among the adults one of the growing success stories is Cardio Tennis which attracted more than 17,000 registrants during 2012-2013. Attracting and retaining both children and adults into the sport as well as replenishing the national court inventory are two of the platforms that will ensure the long-term health of the sport. Therefore the other critical achievement was the 283 new or reconditioned courts completed in the last 12 months, as part of the national Court Rebate Scheme.

Tennis Australia has continued to pursue strong revenue opportunities to help fund these infrastructure and participation growth strategies. Our biggest opportunities in

revenue are around our summer of events and we now host more than one million attendees at these events nationally. Together with this, we have future-proofed our business loading it with capability to take on the 21st Century frontiers that are media and broadcast content and Asia. We have configured our entire organization to tackle the ongoing societal challenges and barriers around participation in tennis and the never-ending challenges of developing elite players.

On a personal note, I would like to thank all of those involved in our fantastic sport throughout South Australia for their incredible dedication and terrific support of not only tennis, but also of me in my role as the CEO. I have decided to resign and pursue other interests and will leave the organisation on 30 September. But I do so full of pride not only in our collective body of work, but in the terrific people who have shown their great talent and capacity to advocate for our sport. Their actions have helped tennis enormously and in turn have been of great benefit to the community in which we all live.

**Steve Wood**  
Chief Executive Officer  
Tennis Australia





## Tennis SA's CEO's report

### On behalf of the staff of Tennis SA, I am pleased to present my first CEO report in this my second year of service for 2012-13.

The World Tennis Challenge (WTC) continues to be a successful event bringing elite tennis to Adelaide. This year the WTC made the bold move of introducing women for the first time – Martina Navratilova and Martina Hingis - which created incredible interest. The current men's players had its strongest field yet with three top 20 players and the excitement these players generated was a delight for the capacity crowd. In total, this year's field had over 100 Grand Slam titles which is an incredible achievement for the city of Adelaide. Much gratitude must go to Mark Woodforde who continues to work tirelessly as co-Tournament Director. Roger Rasheed was not present at this year's event as he was travelling with Jo-Wilfred Tsonga, however his daily phone calls to give advice were a big help to those working here in Adelaide.

Sadly, the WTC bid farewell to Darren Cahill and Alistair MacDonald who decided to move to new challenges after four great years as Tournament Directors. Tennis SA wants them to know their contribution to tennis in this state is valued highly and we are forever indebted.

The WTC Operations team of Mary Chapple and David Hearne did a great job of improving the viewing experience for fans, both in person and on television. Improvements such as on-court and directional signage along with amenities such as having ATM's onsite for the first time made a big difference.

The Ken McGregor Foundation, led by Chair Rick Baldock, continues to do fantastic work in supporting aspiring young players wanting to pursue a professional career as well as those with a disability wanting to play our great game. The WTC Legends Lunch was a superb success again and much credit must go to Mark Soderstrom, the Legend Lunch MC, who continues to raise the quality of the event.

Australia's largest tennis participation event, the Be Active Challenge continues to be a crown jewel in Tennis SA's calendar. Despite the cancellation of the Les Tapp Junior Inter-Association due to heat, 1,800 people still participated in our week-long festival of tennis. Adam Renfrey, the Be Active Challenge Manager, must be congratulated for his contribution. A major highlight was the Corporate Challenge with a record number of 48 teams with finalists competing on centre court in front of the WTC players.

Kid's Day, run by Anne-Marie Handke, added a new dimension

with over 250 children descending on centre court to play MLC Hot Shots, face painting, jumping castle, magic shows, autographs, and a lucky few even hit balls with Viktor Troiki – a WTC player. A big thank you must go to our corporate partners of the Be Active Challenge and they include Health Partners, Coca Cola, Coopers, Intercontinental amongst others.

Adam Renfrey also continues to do fantastic work in facility development with \$2.6million worth of tennis facility developments, including major projects at West Lakes Tennis Club and Onkaparinga Tennis Club being completed over the last 12 months. Despite his moving on to a more national role, Tennis SA must also mention Lynton Franzi who provides invaluable guidance to Adam Renfrey in his facility development work.

Andrew Wilson and Anne-Marie Handke, our two Community Tennis Officers, continue to do fantastic work in communicating programs such as MLC Hot Shots and Cardio tennis to our 239 clubs and 38 associations. Andrew and Anne-Marie were instrumental in getting over 20,000 South Australian children participating in our MLC Hot Shots program and our Cardio Tennis program shows our commitment as a sport to being fit and healthy.

Clare Chapman continues to be a great asset to the organisation in delivering engaging events to translate tennis interest into participation through her role as Marketing and Sponsorship Manager for Tennis SA. Throughout the year, the Marketing & Sponsorship department continually explores opportunities to promote the sport of tennis to South Australia and no particular event or project does this better than the World Tennis Challenge. Clare also helped raise the profile of tennis through building and leveraging official media partnerships including The Advertiser, Seven Network, Mix 102.3 and Fox Sports. In addition, Tennis SA continues to grow under Clare's guidance as we have created commercial opportunities which are mutually beneficial to both parties and greatly thank the businesses who choose to connect with tennis to reach their objectives.

Ty Allen has successfully taken on the responsibilities of Tournaments and Competitions Manager. The major highlight of the year must be the successful running of the inaugural Charles Sturt Adelaide International Challenger despite only six months' notice. Many thanks must also go to the West Lakes Tennis Club and in particular Col Lawson for their outstanding contribution on this event despite short

## Tennis SA's CEO's report cont.

notice. Other highlights include the implementation of the new City of Salisbury Tennis International, the successful inaugural season of the Junior Asia Pacific Tennis League season, and an outstanding second year of the senior Asia Pacific Tennis League. Ty was also instrumental in helping lead administrative changes to Winter Pennant which also made big efficiency gains to tennis in general. Many thanks to Mike Daws who was welcomed back to Tennis SA in his new role as Chair of the Winter Pennant committee. Tennis SA was also glad to welcome Dylan Hicks to a full time role as Events and Officials Coordinator, and also Breanna Hassam as our new trainee. Sadly, we said goodbye to Ryan Peremiczko who left the Tennis SA Tournaments and Competitions team to pursue a career in local government and we wish him well.

Mary Chapple continued to do good work in the Tennis SA Operations area with seamless delivery of the Tennis SA awards night, assisting in the delivery of the Asia-Pacific tennis league, along with her work on the WTC. Mary spearheaded a new initiative which was the introduction of the World Tennis Challenge Sponsor & Volunteer appreciation night which was held at The Promethean which was very well received by everyone who attended.

We successfully navigated our second year of affiliation reform through the hard work of Renae Markow who took over the responsibilities of managing membership. Changes to data input meant clubs took an additional responsibility of registering members. Despite this change, Tennis SA managed to stay on par with membership numbers of over 21,000 from last season which is a fantastic result.

In 2012/13, Tennis SA continued to deliver world-class coach education and professional development opportunities to our coach members and the wider tennis community. Brett McClennan is in charge of this area and in the past year alone delivered 2 Junior Development courses, 1 Community Coaching course and 8 Intro to MLC Tennis Hot Shots courses in metro and regional South Australia, up-skilling 150 people in the process.

Brett also led "Project Talent" here in SA as part of the national talent development program. The program has delivered a number of successful squad, camps and competitive opportunities for 12/U and 10/U players in the past year utilising our network of 12 Talent Development Coaches. Close to 240 athletes and 50 coaches experienced a Project Talent Initiative, including the successful roll-out of the Super 10s competition in South Australia. This new competition saw 32 boys and girls playing a time-based format, with coaches on the court giving guidance and help in real time, and weekly

awards for players who demonstrate values and attributes that enhance long-term development.

Tennis SA welcomed Marija Lentic to the role of Executive Assistant to the Tennis SA CEO. Along with an enormous passion for the game, Marija brought new efficiencies in the office and streamlined many processes which improve response times and quality control.

Our High Performance team led by Milo Bradley and Rohan Fisher continue to have remarkable results with our young tennis talent. Luke Saville continues to make a successful transition from junior to senior ranks and won his first men's futures event. Alex Bolt, another promising post-junior player, is having fantastic results and won the Happy Valley men's futures event here in South Australia. Thanasi Kokkanakis burst onto the international scene competing in the Hopman Cup in Perth, following up with a singles final at the Australian Open juniors, and then winning the Wimbledon Junior Boys Doubles title with Nick Kyrgios. Special mention must go to Joel Kerley, Dom Marafioti, and Daniel Buberis who work incredibly hard to make South Australia the envy of other states in our development of talent from junior to senior ranks. Sadly, Daniel Buberis will be leaving us later this year as he moves to Melbourne to work with Australia's best junior and post junior talent, so we wish him all the best.

Tennis is grateful for the support from the SA State Government and the Office for Recreation and Sport for their continued leadership in supporting state sporting organisations such as us. In particular, we would like to thank Leon Bignell, Minister for Sport, and Paul Anderson, Executive Director for the Office for Recreation and Sport for their passion and interest in tennis.

Finally, I would like to say thank you to the Tennis SA Board who work tirelessly to provide excellent governance to our organisation. I would also like to thank Bill Cossey, the President of Tennis SA, for his guidance and leadership for many years.

Take care and see you on the court this year.

**Steven Baldas**  
**Chief Executive Officer**





## Operations report



### The 2012-2013 was a year which saw much change and increases in programs, tournaments and venue hire for Memorial Drive Tennis Centre.

We have seen an enormous amount of change to our local neighbourhood over the last year. The new Adelaide Oval is finally taking shape and we are looking forward to 'tools down' so that we can hear tennis balls being hit on the courts again. The Operations Department has been successfully negotiating and integrating with builders and contractors next door to enable us to still deliver a number of events in our tennis calendar while right beside the building site.

Memorial Drive conducted two Gold Australian Money Tournaments across September and November 2012. Over 200 athletes, many touring players from interstate and overseas participated in these tournaments. The central location once again made these tournaments very popular with the players who were in transit between far reaching regional areas hosting the Pro Tour events.

The Tennis SA Awards Night in November was a huge success, attracting a more diverse representation of clubs than ever before. We were fortunate enough to have sponsors Health Partners, Kelly & Co and Macquarie Private Wealth support us on the night. A huge congratulations to all of the winners: Happy Valley Tennis Club (Metro Club of the Year), Littlehampton Club of the Year (Country Club of the Year), Hills Tennis Association

(Region of the Year), David Grainger (Coach of the Year), Julie Polkinghorne & Jim Dickson (Volunteer of the Year), Luke Saville (Don Turnbull Trophy), Brooke Rischbieth (Gwen Thiele Trophy), Li Tu (Burr Medal) and Nicole Collie (Boyce Medal). A number of our up and coming South Aussie juniors were also acknowledged on the night with the annual Altman, Penfold & Carter Awards: Stefan Norodom & Jeannette Lin (12 & Under), Daniel Hobart & Nicole Kraemer (14 & Under) and Thanasi Kokkinakis & Chloe Hule (16 & Under).

The second annual Asia-Pacific Tennis League final was hosted at Memorial Drive in the sweltering heat on 30 November 2012. Winners on the night were the Glenlea Gators (men's) and Flagstaff Freighters (women's). South Australia's best 10 and under age group played on the centre courts in the Super 10s Final. Also played on the same night was the Junior ATL Final with players representing their associations. It was a fantastic night hosting all of the ATL teams who competed in the competition at Memorial Drive and we gave them a taste of our World Tennis Challenge hospitality in the Corporate Marquee, otherwise known as the Wimbledon Suite throughout January.

Despite all of the challenges facing us operationally with the Adelaide Oval Redevelopment, the World Tennis Challenge(WTC) was hugely successful for its 5th year in a row on the 8th to 10th of January 2012. We managed to get the crowds in and out of the venue safely and smoothly. South Australians should be commended for their support of the event

with 15,500 plus spectators packing the stadium over the three nights.

The 2013 Jack Pizzey Cup, a prestigious national schools tennis championships open to girls and boys aged 18 years and under took place at Memorial Drive in May this year with over 120 players and coaches from all around Australia coming to the precinct.

Later in May we hosted the inaugural running of the Kelly & Co/ Perks & Associates Tennis Championships on the centre courts. The weather was perfect and the scene was set for a fantastic night with both companies eager to win the title. The competition was incredibly high and Perks ended up taking the title. We look forward to welcoming both companies back to Memorial Drive next year in this annual event. It proved to be a successful format which we hope to extend to the corporate community over the next 12 months.

It's great to see both the centre and State Training Facility (STF) courts in use consistently throughout the year and in particular the winter months thanks to the Health Partners City Tennis (HPCT) night program which is held on Monday nights. We have an average of 10 teams per term playing right throughout the year.. The end of term lightning carnival remains a tradition and is a great way to finish the term with a quick play tournament followed by presentations and a meal. Teams winning the HPCT over the last year have been: "Who Knows?" "New Balls Please" (twice) and "Smash Hits."

Our very own Community Tennis Officer Andrew Wilson has started conducting Cardio Tennis sessions on the centre courts which has brought a whole new group of people to the precinct. Constant movement is the focus, so with the music blaring, the players are put through their paces in a series of fun and heart-pumping drills.

## Operations report

The Queen's Birthday Championships were once again hosted at Memorial Drive over the June long weekend with a total of \$7,500 up for grabs in prize money. The event attracted some of the best players from across South Australia and Australia. Amy Sneath successfully defended her title in the women's draw and South Australian Stefan Szacinski overcame Japanese young gun Yuya Ito in a match that lasted over two hours.

Turning to inside the grandstands, the Tennis SA offices have seen a much needed face lift this year with a re-paint and re-configuration of the administration area. The staff are thrilled to be joined by the National Academy team all in the one office which makes collaboration and sharing ideas a lot easier. Old memorabilia has been brought out of the archive room and put on the walls in both the north and south stands. We hope to build on the display and record keeping of memorabilia over the coming year.

Another one of our major ongoing projects has been to assess and document all occupational health and safety issues that we have at Memorial Drive, in all aspects of our business. We have been lucky to have the help of the trained professionals at Tennis Australia to guide us through the steps we need to take to ensure that we have a healthy and safe working environment for all of our staff, contractors and anyone who visits us at Memorial Drive.

Memorial Drive has provided another full year of events, tournaments and competitions and we look forward to another great year ahead.

The next 12 months and beyond is set to be an exciting opportunity for us to be at the forefront of Adelaide's new sporting hub.

**Mary Chapple**  
Operations Manager



The year 2012-2013 saw the Tennis SA Community Tennis firmly focus on developing tennis and associated programs throughout South Australia for the betterment of our clubs and associations.

A strategic approach to community programming, membership and facility development has meant that the South Australian Community Tennis team of Adam Renfrey, Anne-Marie Handke, Andrew Wilson and Lynton Franzi has proved itself as a national leader within these areas. The increased investment in grass roots tennis development and in particular MLC Tennis Hot Shots from Tennis Australia has definitely increased our capacity to deliver programs and services to our affiliates.

In 2012-13, the focus of the Community Tennis team was given to further evolving the new affiliation and player registration model, engaging with Local Government (the biggest owners of tennis facilities within SA), MLC Tennis Hot Shots and in particular the schools/Community Play component of this program and also Cardio Tennis.

The team has witnessed a number of successful facility developments over the past year, with in excess of \$2.5 million worth of tennis facility development being completed across South Australia.

The new membership and affiliation model has been further implemented in its second year with success, this model was introduced to provide better ease of affiliation and reduce administration time for our volunteers and club administrators.

The WTC Be Active Challenge again proved a success for Tennis SA with in excess of 1,800 tennis players converging on South Australia to compete within a series of participation tennis events in January 2013. The participation number was lower this year given the cancellation of Les Tapp OAM Junior Inter-Association event due to heat. 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 Country Carnival events with 400 regional senior and junior tennis players participating in the week-long

event hosted at Memorial Drive. Also, 48 teams competed in the annual WTC Corporate Challenge also hosted within the Memorial Drive complex. The 2013 WTC Be Active Challenge also saw the inaugural WTC Kids Day being held on the Memorial Drive centre courts with 300 South Australian children enjoying a day of fun and tennis.

Given the above, 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 grass roots tennis participation program targeting children aged 5 –12 years old.

Tennis Australia in collaboration with Tennis SA has 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.

As you can see from the table below, MLC Tennis Hot Shots deliverers have grown significantly in the past four years within South Australia.

	MLC Tennis Hot Shots Community Play Deliverers	Coach Deliverers
2013	81	51
2012	79	NA
2011	52	NA
2010	28	NA

A new program for 2012-2013 was the MLC Tennis Hot Shots Community Play program. This program was introduced to allow clubs/associations that don't currently have modified junior programming in place the opportunity to host this program within their facility. At current we have 51 participating clubs and associations.

This success has been a direct focus of our Community Tennis

Officer's engaging with our regional associations 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.

### MLC Tennis Hot Shots in Schools

The MLC Tennis Hot Shots in Schools program has again proved a huge success for Tennis SA. We are now in the fourth year of this program and in 2012/13 Tennis SA continued to develop this area with over 148 participating schools and 27,000 South Australian students participating in MLC Tennis Hot Shots in Schools programs. From the program's inception in 2009, in excess of 94,000 junior and primary school aged students have been introduced to tennis in its modified form through MLC Tennis Hot Shots within SA.

I would like to say a big thank you to our MLC Tennis Hot Shots deliverers and venues for your hard work in this area as our success is largely dependent upon your efforts. We look forward to the continued growth of the program in 2013-14.

### Tennis for People with a Disability

In 2012-13 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:

- The annual SA Tennis Championships again received good numbers, with a number of local and interstate athletes competing in the two day event
- South Australia was represented by four athletes at the Australian Tennis Championships, hosted in Melbourne
- Tennis SA continued its focus on Wheelchair Tennis development, with programs operating in both metropolitan and regional South Australia
- Tennis SA maintained strong relationships with SCOSA, Special Olympics SA, Disability Sports and Recreation SA and SASRAPID as key disability partners

### 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 reinforced their relationship with Tennis SportDev Australia an alliance with a professional engineering/project management firm to deliver tennis facility development in South Australia. This relationship has grown to become a vital part of ensuring future facility success and longevity within our affiliated tennis clubs.

Tennis SA continued its services within Places to Play on behalf of our affiliated clubs with in excess of \$2.5 million worth of tennis facility upgrades completed within South Australia in

*"Tennis SA continued its services within Places to Play on behalf of our affiliated clubs with in excess of \$2.5 million worth of tennis facility upgrades completed within South Australia in 2012-13."*

2012-13.

The major tennis projects completed in 2012-13 were as follows:

- West Lakes Tennis Club
- Onkaparinga Tennis Club
- Gawler and Districts Tennis Association
- Trinity Gardens Tennis Club

In 2012-13 the Tennis SA Places to Play team gave greater focus to facility and club operational practices. This may include initiatives such as introducing professional management within our facilities, coach/club relationships, 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 2013/14, with a strong focus on developing quality tennis facilities within South Australia.

**Adam Renfrey**  
Community Tennis





## Marketing report

On behalf of the staff of Tennis SA, I am pleased to present the Marketing report for the 2012-13 financial year.

The 2012-13 year was a strong year for Tennis SA with all business units delivering great results. The Tennis SA Marketing business unit met targets, delivering high profile events, attracting international media attention, providing year-round servicing to clubs/associations and showcasing the sport of tennis.

### Deliver engaging events to translate tennis interest into participation

Throughout the year, we continually explore opportunities to promote the sport of tennis to South Australians and no particular event or project does this better than the World Tennis Challenge.



For a fifth year, Tennis SA again delivered a successful World Tennis Challenge (WTC) which was held from Tuesday 8 January until Thursday 10 January 2013 at the iconic Memorial Drive Tennis Centre.

The three night event has proved to be a highly successful product and welcomed by a supportive market in South Australia evidenced through sell out crowds (15,500) and strong WTC Be Active Challenge participation numbers (1,800).

2013 World Tennis Challenge highlights included,

- Crowd numbers...over 15,500 people attended the event at Memorial Drive Tennis Centre across
- Participation... Over 1,800 players participating across 10 days at Memorial Drive and associated venues in the Be Active Challenge held predominately at Next Generation
- Player highlights... attracting 59-time Grand Slam Champion Martina Navratilova and 15-time Grand Slam Champion Martina Hingis to Memorial Drive Tennis Centre
- Broadcast...Fox Sports broadcast live and replay coverage with a international reach of over five million
- Corporate facilities... sold out with over 350 corporate guests each night in western, northern and eastern facility.
- Online interaction...over 100,000 website hits, 3,000 fans on Facebook, over 600 twitter followers and over 100,000 views on our youtube channel.
- Media Launch...a heavy media turnout, including the Premier SA joining the World Tennis Challenge players on Tuesday 8 January at the Jacobs Creek Visitor Centre in the Barossa Valley
- Charity support... providing support to Lions Club, Variety – The Children's Charity, Balls 4 Life and others

An event on a smaller scale, however a highlight on the South Australian sporting calendar is the Tennis SA Legends' Club Luncheon which was held on Thursday 10 January at the InterContinental Adelaide. It was again an outstanding success with over \$10,000 in proceeds going towards the Ken McGregor Foundation which was established to assist our next generation of International tennis players. A highlight was Mark Woodforde donating his Wimbledon Members passes for a live auction package, which secured a bid of \$19,000 and heading from guest speakers, Martina Hingis and Martina Navratilova.

## Marketing Report cont.



Our 2012/13 events calendar also featured the following events:

- Over 1,000 people attended the Pre-tennis cocktail function held over the course of the World Tennis Challenge at Next Generation
- Over 500 people attended the Asia-Pacific Tennis League finals held on Friday 30 November at Memorial Drive.
- Over 200 people attended the annual Tennis SA Awards Night held at Next Generation organised by Mary Chapple
- Over 150 people attended the World Tennis Challenge Player Welcome function held at Memorial Drive Tennis Centre
- Over 100 people attended our first World Tennis Challenge Sponsor and Volunteer function held in April at The Prom
- Over 40 guests attended the Australian Open as guests of Tennis SA in the Hisense Arena corporate suite



### Profile tennis through building and leveraging official media partnerships

Leveraging our investments with our media partnerships continues to be a key priority for us and we are fortunate to have supportive media partners, who include: The Advertiser, Seven Network, Mix 102.3 and Fox Sports. Working closely with these organisations provides us a strong platform to execute our strategic marketing campaigns from and we greatly appreciate their support. We extend our thanks to the local Adelaide media for supporting all these messages and appreciate the assistance received from Foster Hill PR & Marketing on the management of World Tennis Challenge public relations.

### Provide marketing education and services to our affiliates

We continue to refine our marketing support services to our affiliates and offer the following services year-round; marketing collateral design service, arrangement of lock-up logo, support tennis clubs in support packs for their for 'Come and Try' day, feature club articles on website, media release support, listing on 'Play? Social webpage' and provided website setup and training service.

### Effectively communicate to all stakeholders and customers

From our monthly e-newsletter, Club Ambassador, to tennis/com.au, social media channels, and mail outs, we use various methods to communicate to our stakeholders and customers and continue to refine our messages and provide engaging content for our readers. Over the last 12 months we have seen an increase in the readership and interaction of all communication channels.

### Ken McGregor Foundation

The Ken McGregor Foundation, a registered project with the Australian Sports Foundation Ltd (ASF) continues to provide South Australian athletes under the age of 22 years funding opportunity. To date, the Foundation has awarded the following grants:

In the past financial year, over \$13,000 in grants have been paid to South Australian athletes.

Recipients of payment in the past financial year include,

- ADAM, Tim
- BATALJIN, Lawrence
- BUTTO, James
- JOZIC, Robert

## Marketing Report cont.

Organisation	Sponsorship
South Australia Tourism Commission, Events SA	Major Partner
National Australia Bank	Associate Sponsor
Expr3ss!	Associate Sponsor
Coca-Cola Amatil	Official Sponsor
Coopers	Official Sponsor
Golden North	Official supplier
InterContinental Adelaide	Official Sponsor
Jacobs Creek	Official Sponsor
MLC	Official Sponsor
Robern Menz	Official Supplier
Swiss Wellness	Official Supplier
Wilson	Official Sponsor
Kelly & Co	Official Sponsor
Macquarie Private Wealth	Official Sponsor
Fox Sports	Media Partner
Mix 102.3	Media Partner
Seven Network	Media Partner
The Advertiser	Media Partner
Asteron	WTC Corporate Suite Holder
Baron Partners	WTC Corporate Suite Holder
Big Screen Video	WTC Corporate Suite Holder
Bowden Printing	WTC Corporate Suite Holder
BRM Holdich	WTC Corporate Suite Holder
Chem Plus	WTC Corporate Suite Holder
Computershare	WTC Corporate Suite Holder
Kelly and Co	WTC Corporate Suite Holder
KWP! Advertising	WTC Corporate Suite Holder
Macquarie Private	WTC Corporate Suite Holder
Novatech	WTC Corporate Suite Holder
Robern Menz	WTC Corporate Suite Holder
Robinsons Accounting	WTC Corporate Suite Holder
SA Power Networks	WTC Corporate Suite Holder

- KRAEMER, Nicole
- MOUSLEY, Bradley
- ROSSITER, Anne
- SCHIPANSKI, Jack

We thank the Ken McGregor Committee and in particular Rick Baldock the Chair of the Committee for his dedication to honouring a legend of South Australian tennis, Ken McGregor.

### Building commercially viable relationships with sponsors

The Tennis SA and World Tennis Challenge sponsorship portfolio continues to grow as we create commercial opportunities which are mutually beneficial to both parties. We wish to thank those involved in our program over the past 12 months, with special mention to the South Australian Tourism Commission for their support of the World Tennis Challenge. Without the support from our sponsors, the World Tennis Challenge would not exist.

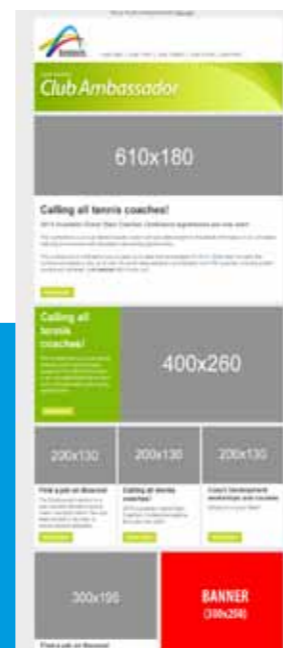
### Deliver memorable and engaging corporate experiences for the corporate hospitality program

With 28 corporate suites at the World Tennis Challenge we continue to deliver a memorable and enjoyable experience for the corporate program clients which includes full catering, entertainment and money can't buy experiences. The introduction of the early bird booking program in 2013 saw a 100% retention rate on existing corporate suite holders.

### Review

The 2012-13 year proved to be a successful year for the business and I'd like to thank the Tennis SA team, led by Steve Baldas for providing great content, events and programs to service.

**Clare Chapman**  
Marketing & Sponsorship  
Manager





On behalf of the staff of Tennis SA, I am pleased to present the Player Development Report for the 2012-13 financial year.

## National Academy Adelaide

The past 12 months has seen some incredible results from our young South Australia tennis players on both the World stage and Nationally. The two stand out players on the Junior World Stage were Thanasi Kokkinakis who made it to the final of the Australian Open Juniors in Singles and Brad Mousley who won the Australian Open Doubles title with fellow Australian Jay Andrijic. Todd Woodbridge was recently quoted, as saying the best State currently in Australia for developing doubles players was South Australia. Thanasi recently backed up this statement when he became the second South Australian Junior this year to win a Junior Grand Slam Doubles title when he combined with fellow Australian Nick Kyrgios in winning Junior Wimbledon.

Both boys have also had a great year on the Pro Circuit scene with both boys achieving Career high Singles and Doubles rankings

Thanasi Kokkinakis  
Career High ATP Singles Ranking – 746  
Career High ATP Doubles Ranking – 842

Brad Mousley  
Career High ATP Singles Ranking – 1056  
Career High ATP Doubles Ranking – 558 - Including a Doubles Title in Spain

South Australians have also punched well above their weight throughout the year during the Australian National Championships. Listed below is a summary of Nationals results over the past 12 months

Australian Junior Nationals

Singles National Title – 2

- Nicole Kraemer & Brad Mousley

Singles National Runner Up – 7

- Daniel Hobart, Petra Hule, Thanasi Kokkinakis, Jeanette Lin (twice), Sam May & Stefan Norodom

Doubles National Title – 8

- Liam Bishop, Petra Hule, Nicole Kraemer (twice), Jeanette Lin, Brad Mousley (twice) & Stefan Norodom

Doubles National Runner Up – 6

- Petra Hule, Thanasi Kokkinakis, Jeanette Lin, Stefan Norodom, Brooke Rischbieth & Jack Schipanski

Ninety percent of the above mentioned athletes train and work through the Tennis Australi, Tennis South Australia National and State program.

At this point I would like to congratulate and thank the staff involved here with their efforts throughout the year.

- Milo Bradley National Head Coach
- Daniel Buberis National Physical Performance Coach
- Joel Kerley State Coach Co-Ordinator
- Dom Marafiotte State Physical Performance Coach
- Steve Bannon National Academy Psychologist
- Scott Smith National Academy Physiotherapist
- Dr Liz Clisby National Academy Sports Doctor



- Karina Savage National Academy Nutritionist
- Natalia Irvine National Academy School Teacher

During the past 12 months Anthony Lane has left the National Academy Adelaide program to take up a coaching role within the Davis Cup program. We would like to thank Anthony for his contribution and passion to improving the program in this time. Anthony is currently working and travelling with James Duckworth.

## STATE TEAMS

14/U Mary Hawton Cup 4th /10

Brooke Milner, Petra Hule, Nicole Kraemer

Coach: Rohan Fisher

14/U Sproule Stephens Cup 5th /10

Liam Bishop, Mislav Bosnjak, Jean-Paul Decorso

Coach: Lachlan Ferguson

12/U Margaret Court Cup 4th /10

Jeanette Lin, Selina Turulja, Tahlia Van Der Eerden

Coach: Sharon Hambly

12/U Rod Laver Cup 5th / 10

Sam May, Stefan Norodom, Sean Van Rensburg

Coach: Jim Chaousis

Bruce Cup / Pizzey Cup

Tennis South Australia in recent years has taken on the coaching role with the Primary & Secondary School National Teams Championships. Craig Mousley was again Coach of the Bruce Cup team that finished 2nd /8th. This result was South Australia's best result in over 15 years. So congratulations to Craig and the team here on such a great

performance. Sam Wall for the 2nd year was Coach of the Pizzey Cup team that finished 5th/7th.

## National Representation

In September 2012 Thanasi Kokkinakis represented Australia at Number 1 in the Junior Davis Cup. Australia led by Thanasi finished Runner-Up in the World 16U Team Championship. The team was coached and managed by South Australia Legend Mark Woodford.

## International Tours

A number of South Australians juniors in the past 12 months have been selected on International Tours.

Junior Davis Cup Tour	Thanasi Kokkinakis
Asia ITF Tour 1 & 2	Brad Mousley
Grand Slam Tour	Brad Mousley
2000 Clay Court Europe Tour	Jeanette Lin & Stefan Norodom
2001 Clay court Europe Tour	Amber Marshal
Young Stars Europe Tour	Petra Hule
USA ITF/Pro Circuit Tour	Chloe Hule, Petra Hule & Nicole Kraemer

Finally, I would like to thank Steve Baldas and the Tennis SA staff for their support of our program. Thanks also to the Tennis SA Board for their continued trust and belief in our system. Lastly a special thanks to Tennis Australia, in particular Peta Allan, Scott Draper and Machar Reid for their continued leadership and guidance over the past 12 months

**Rohan Fisher**  
**Athlete Development Manager**



## Tournament and Competitions

On behalf of the staff of Tennis SA, I am pleased to present the Tournaments and Competitions report for the 2012-13 financial year.

### Medibank Junior Development Series

MJDS 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. In 2012, Medibank were welcomed as the national sponsor of the series, and have invested in increased promotion and support. In 2012/13 Tennis SA has made the MJDS events a priority for providing regional areas an opportunity to host tournaments.

### Junior Tournament (JT)

The JT is an umbrella tour that provides a clear competitive pathway for aspiring tennis players. JTs offer Australian Ranking points across 5 levels, Platinum (also known as the 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 made up the Junior Tour in 2012/13, giving all juniors the opportunity to obtain an Australian Ranking.

In total there were 18 Junior Tour tournaments played in the 2012/13 period. Tournament entry numbers were solid across all events with an average of just over 150 players per tournament. Murray Bridge ran their first Australian rankings tournament in December 2012 while Mt Gambier held their first Gold level Junior Tour event in January 2013.

Two tournaments on the calendar which excelled in their organisation and delivery were Gawler Junior Championship in April and the West Lakes Junior Tour tournament in 2012.

### Australian Money Tournaments (AMT)

AMTs 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 AMT series in 2012/13, giving all players the opportunity to lower their Australian Ranking. Nine AMT's were held throughout

2012-13 with three of these events held as Platinum level \$10,000 events. In total over \$60,000 in prize money was earned by players from Australia and overseas. The average participants per tournament were 109. Six different venues hosted AMT's with Tennis SA hosting three events at Memorial Drive. The Platinum tournaments held at Salisbury and West Lakes in January as part of the Be Active Challenge attracted the strongest fields and were especially well run by their respective Tournament Directors.

### Pro Tour

The Australian Pro Tour 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.

In 2013 the Inaugural City of Charles Sturt Adelaide International was played at West Lakes Tennis Club, this tournament was a \$50,000 ATP Challenger level tournament which attracted players ranked inside the top 150 in the world.

In 2012/13 there were also futures level Pro Tour tournaments held in Port Pirie (men and women), Salisbury (women) and Happy Valley (men).

### Review

The 2012/13 Tournament period saw a tweaking of the draw structures introduced to all levels of Australian Rankings Tournament in 2011/12. The main change was to allow Silver, Bronze and White level AMT's and JT's the option of holding qualifying for their tournament rather than having mandatory qualifying as in 2011/12. Gold and Platinum level AMT's and JT's continued to have mandatory qualifying draws when draw sizes permitted.

The introduction of qualifying in 2011 and the consolidation of qualifying at Gold and Platinum level events in 2012/13 were designed to provide players a more even match play experience at tournaments. By competing with players closer to their own standards the average number of games played per match at Gold and Platinum level events increased by 1.8 games per match.

Tournament Directors along with Tennis SA continue to work hard on delivering great events and to improve all aspects of the tournament experience for players, parents and officials.

**Ty Allen**  
Tournament and Competitions Manager

## Pro Tour report



*The Pro Tour is a series of professional tennis events that offer players more than AUD\$1.2 million in prize money and ATP World Tour and WTA Tour ranking points.*

### Salisbury

The inaugural **City of Salisbury Tennis International** was run at the Salisbury Recreation Precinct from the 9th -16th of September 2012. The first futures level event held in the City of Salisbury was well supported by the City of Salisbury Council and local sponsors such as the Mawson Lakes Hotel.

Local schools made visits during the week to watch the world class tennis in action and many local tennis fans from across Adelaide made the trip to the Salisbury Recreation Precinct.

Run as a \$10,000 Futures level tournament, a strong field was headlined by South African top 200 player Chanel Simmons and Australian Fed Cup squad member Sally Peers.

In what was a week of near perfect conditions for tennis, South African Simmons made her way to the final without dropping a set where she met Zuzana Zlochova from the Slovak Republic. Simmons proved too strong for Zlochova taking out the final 6-3 6-0 in front an appreciative crowd of local tennis fans.

In the doubles Aussie duo Peers and Alison Bai were beaten by Indonesian pair Tananta and Damayanti 7-6 6-0.

The City of Salisbury is looking forward to again hosting the event in February 2014.

### West Lakes

**Charles Sturt Adelaide International** tennis tournament

In February 2013 the inaugural Charles Sturt Adelaide International tennis tournament was hosted by the West Lakes Tennis Club.

The event is part of the ATP Challenger Tour and the Australian Pro Tour, and is the highest tennis tournament to be played in South Australia since 2008.

A total of 32 international players from 12 countries, including 4 international Davis Cup players, Australia's Davis Cup player Chris Guccione and South Australia's Luke Saville played in the event.

Australia's Matthew Barton won the 2013 Charles Sturt Adelaide International defeating Great Britain's James Ward and Sam Groth and Matt Reid defeated Greg Jones and James Duckworth in an all Australian double final.

The West Lakes Tennis Club and Tennis South Australia trained 60 ball kids for the event. Many ball kids came from our junior competition, local schools and Western Districts Tennis Association.

The City of Charles Sturt, Epic Storage, Bank SA, Nepenthe Wines and Tennis Australia were but a few of the principal sponsors that supported the West Lakes Tennis Club. As a result all spectators watched all matches for free.

The planning for the 2014 Charles Sturt Adelaide International is well advanced and will again be hosted by the West Lakes Tennis Club at West Lakes Shore – 1st to 9th February 2014. The playing courts have undergone a \$200,000 upgrade in preparation for the event. All spectators will again be admitted free for all matches and have access to the air conditioned club rooms where food and drinks are available.



The Pro Tour is a series of professional tennis events that offer players more than AUD\$1.2 million in prize money and ATP World Tour and WTA Tour ranking points.

Happy Valley

The ninth 2012 City of Onkaparinga International Men's futures Tournament was held from 9-16 September 2012. The Pro Tour event celebrates a long partnership between the City of Onkaparinga, Tennis Australia, Tennis SA and Happy Valley Tennis Club. With the help of a great modern venue, 50 volunteers and fine weather, the tournament went smoothly and to schedule.

Wayne Phillis Ford again supplied courtesy cars to the event and Nandos supplied dinner for the guests and players who enjoyed the Tuesday night Pro Am

The event was well advertised including local banners, videos in local business and regular features on the ABC radio whilst attracting around 1,350 spectators and players to the event.

Local boy Alex Bolt played impressive tennis to oust an experienced previous winner Adam Feeney 5-7 6-3 6-1.

The doubles final was won by Luke Saville and Andrew Whittington over Yuichi Ito(Japan) and Yusuke Watanuki(Japan) 6-3 6-2.

Port Pirie

The Nyrstar Port Pirie International was held for the 23rd time at the Port Pirie Tennis Association Courts in Port Pirie.

The event was officially opened on the Monday prior to the main draw by the Mayor of the Port Pirie Regional Council Brenton Vanstone. Mayor Vanstone welcomed all players, officials and tournament staff to the region, wishing them all the best for the week of tennis ahead.

The tournament was again well attended by local tennis fans and was covered well by local media including the local radio station setting up on site at the tournament for the week and conducting interviews with players and officials.

In the men's event Australian Matt Reid overcame fellow Aussie Adam Feeney in a tight three setter taking out the title 6-3 3-6 6-3. The Men's doubles was won by Feeney and Aussie youngster Jay Adrijic.

The women's draw saw two of Australia's up and coming players in the final with Sacha Jones taking out the title with a strong 6-2 7-5 win over top 120 world ranked player Olivia Rogowska. Jones had one of the best weeks of her career also teaming with Sally Peers to take out the doubles title.



The 2012/13 period saw Tennis Australia continue their coordination and development of officials in South Australia through the Tournament, Competitions and Officials teams at Tennis SA.

Tennis SA works closely with Tennis Officials South Australian Division (TOASA).

Courses and Development

In 2012/13 the following accredited courses were run in South Australia;

- Court Supervisor course 7 April
• Lines umpire level D course 7 April
• Level B Referee course 17 March

These courses were well attended and were followed by training and assessments resulting in;

- Six newly accredited line umpires
• Two newly accredited Court Supervisors
• Two newly accredited Level B Referees

Many South Australian officials continued their progression and development through officiating. Dennis Haupt and Stuart Nancarrow both became accredited level B Referee's while David Gobbett, Holly Petersen, Jackie Driesener and Grant Rice continued their development as Chair Umpires at local events as well as David Gobbett chair umpiring at the WTC in January.

The Tennis Australia Rules and Etiquettes workshops were held at clubs across Adelaide and in Murray Bridge and the Adelaide Hills.

The purpose of these courses is to educate players, parents and club volunteers about the expected behaviours and clarify rules at club level matches.

Tournament Servicing

Tennis SA and TOASA were able to service Australian Rankings tournaments to a higher level than in past years due to extra numbers of court supervisors, line umpires and chair umpires. The biggest area in improvement with tournament servicing is the ability of SA officials to Chair umpire and line umpire at local events.

Acknowledgements

Tennis Australia would like to acknowledge David Anspach for being chosen as the winner of the Phil Read trophy, an award given to the official who has provided outstanding service to TOASA.

Tennis Australia would also like to acknowledge Ann Langman for her continuing role as President of TOASA.

Kirsty Marnane (TOASA Secretary & Treasurer) and Craig Glennon (TOA National President) have been tremendous support to Tennis SA and have played a key role in the productive relationship between Tennis Australia, Tennis SA and TOASA and Tennis Australia would like to acknowledge their commitment and work in the area.

Tennis Australia and Tennis SA would also like to thank Jan Walczak and Geof Palmer for their roles as educators, assessors and leaders of officiating in South Australia.

Dylan Hicks
Officiating Coordinator



## Coach and Talent Development



### Coach Development

As the national coach member figure nears 4,000 and South Australia's network of qualified coaches grew from 130 to 141, Tennis Australia continued to professionalise and consolidate standards across the industry through the quality of its coaching courses and an increase in professional development workshops from a range of world-class presenters. Compulsory First-aid and National Police clearance for all qualified Tennis Australia coaches and those enrolling in courses, ensures that the those coaches in our network can provide a safe environment for children and adults in which to learn the game.

### Coach Members

There are now more than 310 qualified and non-qualified coach members in South Australia who form the basis of our participation and performance programs in clubs across the state. Our coach members have access to the online learning platform, Bounce in order to keep up-to-date with the latest coaching trends and resources to help deliver tennis through Community Play, Hot Shots, National Schools Partnership or Cardio tennis programs. We now have 81 qualified coaches delivering Hot Shots, as well as 30 qualified coaches delivering Cardio tennis, the two core participation programs that Tennis Australia promote.

This year South Australian coaches have had the opportunity to attend workshops by two world-class presenters. Spanish coach Jofre Porta, former coach of Carlos Moya and Rafael Nadal spent two days in Adelaide in April and presented on creating environments to develop players faster. The first day was a general coach workshop and the second day he held a special session for Talent Development coaches, Learning facilitators, Hot Shots mentors and Local Advisory Group members. Mike Barrell, a world-class expert in developing players under 10 through the modified format of the game, presented to coaches in August and delivered some key philosophies on how to develop competencies as the children move through the stages of Hot Shots.

### Courses

Our courses continue to become more relevant as a nationally recognised qualification across industries by linking in to the Vocation and Education Training Sector (VET) with the Junior Development course now also a Certificate III in Sport Coaching. In our most recent course, we had our first three participants who completed the course under the Traineeship model, including one of them as a school-based traineeship.

This year, 254 people attended a coaching course run by Tennis SA. 94 people participated in the Intro to MLC Tennis Hot Shots course for volunteers, assistant coaches, or coaches looking to start out the journey, whilst 20 attended the four day Community Coach course which is the second entry level course for coaches. We completed two Junior Development/Cert III in Sport Coaching courses in 2012/13 with 29 participants becoming fully qualified coaches. Lastly, with the introduction of the National School Partnership program, we up-skilled 71 teachers through four training courses held at Tennis SA. These teachers are now able to deliver Hot Shots in primary schools all over South Australia and are linked to a local club and qualified Tennis Australia coach.

The Club Professional Course has now been mapped across to become a Certificate IV in Sport Coaching and will be rolled out early next year for the first time.

Thank you once again goes to David Grainger and Brett Cochrane who facilitated our courses this year. Their high standards and passion for coach development ensures our coaching network is qualified to the highest standards.

### Project Talent

Project Talent forms the base of the athlete development pathway and is the Talent Development programme that seeks to improve the quality and quantity of players under the age of 12 through its four main strategies: Capture; Coaches; Camps; and Competitions.

### Talent Development Coaches

South Australia increased its number of Talent Development Coaches from 12 to 15 this year as we congratulate Nick Hall, Simon Longhurst and Steve James on joining the list of Sam Wall, Craig Mousley, Sharon Hambly, Peter Smith, Dean Schipanski, Paul Baccanello, Mike Horsman, Graeme Neville, Ben Milner, John Hanson, Mike Newbound and Jason Kempf. These coaches are selected because they have a proven track record of developing national-standard players, whilst helping to run the Talent Development Association squads, deliver Talent Development camps and the Super 10s competition. They receive travel grants to watch their players participate in National events where they also attend professional

development workshops during the week.

### Super 10s

Super 10s was rolled out nationally in 2012 and South Australia hosted its season in November at Peake Gardens Riverside tennis club. The competition is a child-centred event focussing on a team-based philosophy, and promoting values and attributes that reflect long-term development. It uses the green compression ball in line with the ITF regulation that all 10/U sanctioned events must use a modified ball. 16 boys and 16 girls were selected to play in four teams in the month long competition and each team had a team manager who was able to coach the players as they were playing on the court. Players participated in timed matches, one 50 minute singles and one 50 minute doubles with the child with the most games at the end scoring a point for their team. Parents had an information session each week on development philosophies. Weekly awards were also presented to players which contributed to the team score. These awards promoted values such as: Competitiveness and Hardest Worker (Hewitt Award); Great Movement (Barty Award); Sportsmanship and Focused on Improvement (Duckworth Award) Aggression and Risk Taker (Stosur Award); Strong Technique (Dellacqua Award); and Tactical Understanding (Motosevic Award).

At the end of the season, 4 boys and 4 girls were chosen to represent SA at the National Super 10s final during the second week of the Australian Open at Melbourne Park. Nicholas Russell, Terry Karahalios, Patrick Douglas, Edward Vo, Natasha Russell, Alana Repanich, Kara Tscharke and Jasmine Adams travelled to Melbourne where they both finished 4th in the country. Patrick Douglas was fortunate to toss the coin for the women's semi-final between Maria Sharapova and Li Na, whilst Edward Vo had a chance to have a photo with Rod Laver and Andre Agassi! Thank you to all our team managers throughout the season and to Matt Langley and Natalia Irvine who managed the two SA teams in Melbourne

In 2013, South Australia expanded to run two seasons, one in May and the second again in November as the feedback from parents has been extremely positive about the experience for both players and parents.

### National Talent Development Camp

Three South Australian players were selected to attend the National Talent Development camp for 10/U children this year in May. Maggie Pearce, Rita Zhiltsova and Edward Vo attended with their coaches and joined children from the rest of the country for 5 days of development activities. All had a great experience and were even more inspired to come home and improve their games.

## Coach and Talent Development

### Talent Development Camps

Over 400 children and 45 coaches attended Talent Development Camps in the 10/U and 12/U age groups in 2012/13, both metro and regionally. The camps are designed to engage and impact players, parents and private coaches across a variety of developmental themes. With the assistance of the National Academy staff, Talent Development, and private coaches, players have two on-court sessions per day, as well as a physical and ball games session. Coaches have a professional development session and this year we were lucky to have Head Coach of the Adelaide Lightning, Peter Buckle speak to the coaches about the basketball player development model, Ron Kohn flew in from Sydney to present on racquets and strings and Steve Bannon, sports psychologist of our National Academy was a regular at many of our camps as he spoke to parents about ways to support children through their tennis journey.

### Regional Talent Development Camps

The Foundation Cup continues to be the ideal vehicle to impact on Regional players and coaches and this year, we once again held a camp for players at the State regional event held at the Gawler Tennis Association in September. 48 players, 6 coaches and 30 parents arrived on the Sunday and had an on-court session followed by presentations around pathways and programs. In the evening they had a Q & A session with National Academy athlete Brad Mousley about his journey in tennis and how he had maximised his opportunities to improve himself.

In March this year, each region once again held their trials to select the next representative team and we once again invited all 48 players and the regional coaches in to Tennis SA for a development camp. Players had a session on-court with National Academy staff followed by an information session on physical development and nutrition.

Over 400 children, 250 parents and 50 coaches have had a unique Project Talent experience in the past 12 months. These experiences are designed to be child-centred and recognise the importance of building relationships between the private coach and the child to ensure both of them improve on their journey together, whilst providing information to parents to make informed decisions on the development of their child's tennis.

Thanks to the National Academy staff of Joel Kerley, Milo Bradley, Rohan Fisher and Daniel Buberis who helped to deliver our camps in 2012/13, as well as Jeff Ramm and The Peake Gardens Riverside tennis club for hosting some of our initiatives in 2012/13.

**Brett McLennan**  
Coach and Development Manager





TSSA is affiliated with Tennis Seniors Australia, Tennis South Australia, and is linked to Tennis Australia and the International Tennis Federation.



About Tennis Seniors South Australia

Tennis Seniors South Australia (TSSA) is the state administrator for seniors 35+ tennis. We are affiliated with Tennis Seniors Australia, Tennis South Australia, and are linked to Tennis Australia and the International Tennis Federation.

Our Aim

Our main aim is to promote tennis participation in South Australia for players over 35 years of age, via a range of specialised events and competitions.

Our History

The South Australian Veterans Tennis Association was formed in 1972 and has gone from strength to strength with membership now approaching 600.

You are eligible to join our association during the year in which you turn 35 years of age and can stay a member for the rest of your life. Night competitions are played at our complex of 18 synthetic grass courts in the City of Adelaide.

Access is from Greenhill Road just west of Unley Rd. On 15 August, 2006 the name 'Veterans' was replaced and our new name became The Tennis Seniors Association of SA Inc.

Our Objectives

- To control, promote and encourage tennis playing in South Australia by players who have reached the age of 35 years, irrespective of their skill levels.
To encourage tennis playing in the spirit of love and enjoyment of the game.
To promote seniors' tennis tournaments and teams events throughout South Australia.
To conduct night Team Competitions between tennis seniors SA members.
To arrange matches between the Association and other tennis clubs and associations.
To create a friendly and sociable atmosphere in relation to seniors' tennis.
To conduct weekly social tennis opportunities for tennis seniors SA members.

2013 Honour Board

Table listing 2013 Honour Board winners for Men's and Women's leagues across various divisions (Premier League, Div 1-12 Gold, Div 4-11 Blue).

Table listing 2013 Honour Board winners for Men's Doubles (Div 1-3).

Table listing 2013 Honour Board winners for Women's leagues across various divisions (Premier League, Div 1-6).

Table listing 2013 Honour Board winners for Women's Doubles (Div 1-3).



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