

## Tennis SA

Annual Report 2013–2014





The Tennis SA 2013 - 2014 Annual Report is designed to be an economical alternative to printed reports.

The Tennis SA 2013 - 2014 Annual Report is a concise summary of the Company's performance as reflected through management, department and finance reports.





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#### 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 Australians to pursue a professional career in tennis



#### **Profile**

We want to achieve great exposure for tennis all 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 28,000 registered club members representing more than 260 affiliated clubs/centres, tennis is an integral and steadily growing part of the South Australian community.

The objects and functions of Tennis SA are to:

- control, foster, develop, promote and assist the game of tennis in South 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 Tennis Australia 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 member protection, 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 our affiliates and the game of tennis



- promote the economic and sporting success, strength and stability of tennis and each affiliated 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 our affiliates 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 28,000 registered club members representing more than 260 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 Inc.

PRESIDENT Mr Bill Cossey AM
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 (retired February 2014) Ms Natalie Morley (elected May 2014)

HONORARY SOLICITOR Mr John Daenke LLB

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, Mr C. Altman

PATRON Lord Mayor of Adelaide - Stephen Yarwood

VICE PATRON The Mayor of Unley - Lachlan Clyne



Tennis SA follows the corporate governance principles documented by Tennis Australia in its 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 Tennis SA.

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	Н	Α
Bill Cossey	11	10
Kent Thiele	11	10
Neville Guthberlet	11	10
Neville Messenger	11	11
Sylvia Mason (retired February 2014)	8	8
Graham Smart	11	11
Rick Baldock	11	9
John MacKenzie	11	11
Philip Roberts	11	11
Natalie Morley (joined May 2014)	2	2

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 (maternity leave from April 2014)

Domenic Marafiote - Coach

Dylan Hicks - Events and Officials Coordinator

Joel Kerley - State Talent Development Coordinator

Kirsty Mosley - Marketing & Sponsorship Manager (contract from April 2014)

Marija Lenitc - Executive Assistant

Mary Chapple - Operations Manager

Rebecca Sterrey - Marketing and Sponsorship Assistant

Renae Markow - Administration Assistant and Membership Coordinator

Ty Allen - Tournament & Competitions Coordinator

Tennis Australia staff (Adelaide based)

Alistair Murphy - Physical Performance Coach - SA (started February 2014)

Brett McLennan - Coach and Talent Development Manager

Daniel Buberis - Physical Performance Coach – SA (finished October 2013)

Lynton Franzi - Major Projects Manager

Milo Bradley - National Head Coach - SA

Rohan Fisher - National Academy Manager - SA

Ty Allen - Officiating Development Coordinator

#### **About us**

**Affiliated Tennis Associations** 

Barossa & Light Tennis Association

Eastern Districts Tennis Association

**Gawler & Districts Tennis Association** 

Glenelg Districts Tennis Association

**Great Southern Tennis Association** 

Hills Tennis Association

Lower Murray Hardcourt Tennis Association

Metro Lawn Tennis Association

Mid North Tennis Association

Mt Gambier & Districts Tennis Association

Murray Bridge Lawn Tennis Association

North East Tennis Association

Northern Areas Tennis Association

Onkaparinga Tennis Association

Penola & Districts Tennis Association

Port Augusta Tennis Association

Port Lincoln Tennis Association

Port Pirie & Districts Tennis Association

Riverland Tennis Association

Saturday Morning Mens Lawn Tennis Association

Southern Districts Tennis Association

Southern Ports Tennis Association

Southern Tennis Association

Tatiara Tennis Association

Western Districts Tennis Association

Whyalla Tennis Association

Women's Mid-Week Grasscourt Association

**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: Thursday10 January 2013

Louise Stacey

Tom Warhurst\*

<sup>\*</sup>Indicates deceased





## On behalf of the Tennis SA Board, I am pleased to present the President's Report for the 2013 - 2014 financial year.

As required by the Tennis SA Constitution, the Board met regularly 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 competition and numerous events aimed at encouraging greater levels of active playing by people of all ages and standards. The participation component of World Tennis Challenge, which we refer to as the WTC Be Active Challenge, attracted record numbers with over 4,000 participants. The Board was delighted with this support which saw the courts of so many venues in metropolitan Adelaide overflowing with players during the day. This was matched by the outstanding attendances at the World Tennis Challenge during the evenings of the second week of January.

World Tennis Challenge was conceived by 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 also thank the South Australian Government via Events South Australia, all the sponsors and corporate supporters and the South Australian public for continuing to ensure the event's success in 2014. The fifth Ken McGregor Foundation luncheon, held during this year's event was again an outstanding success.

Tennis SA now owns World Tennis Challenge and Mark Woodforde and Roger Rasheed remain involved as the public faces of the event and have continued to provide outstanding support for which the Board is most grateful. The 2014 event featured traditional crowd favourites as well as three additional Legends who had not participated previously. They were Yannick Noah, Tracey Austin and Nicole Bradtke. The line-up of current players included four new faces none more popular with the crowd than South Australian Thanasi Kokkinakis who acquitted himself extremely well against much higher ranked players.

The Board has been heartened by the strengthening interest from Tennis Australia in World Tennis Challenge and 2014 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.

World Tennis Challenge was also assisted greatly by the continuing financial commitment of several sponsors including 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 winning a round in the Men's Singles at the Australian Open in January and similarly pleased with the success of Luke Saville in winning through qualifying and having a first round win at Wimbledon in June. We warmly congratulate Thanasi and Luke who along

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. Two very successful forums explored possible new forms of competition including combined Association competitions which have commenced already. These discussions will continue into the new summer season.

with Lleyton Hewitt are wonderful ambassadors for South

Australian tennis.

The continued support by Tennis Australia of Hot Shots and Cardio, is certainly essential to our efforts at increasing

## President's report cont.

participation and Tennis SA is pleased to be assisting Clubs and Associations to implement these programs.

In the last three years I have 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 third 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. I expect our progress to be further boosted in the coming summer season by a new Tennis Australia initiative – yet to be fully detailed – which will encourage even greater levels of player registration.

At its General Meeting in May, the Council also unanimously approved a recommendation from the Board to award Life Membership of Tennis SA to Chris Altman. Chris has contributed enormously to the administration of tennis at Local, State and National levels over many years and I congratulate Chris on this recognition. It is richly deserved.

Again 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 greatly impressed by the momentum which the Facilities Development Unit, through the efforts of Lynton Franzi, Adam Renfrey and the staff of Tennis Sport Dev Australia, 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 six 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 Tennis 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 – Trinity Gardens men and Flagstaff Hill women - acquitted themselves well against very tough opposition in Melbourne with the Flagstaff Hill team finishing runners up after winning their competition the previous year.

During the year, we have continued to liaise with the State

Government and the Stadium Management Authority regarding the implications for the Memorial Drive Tennis Centre of the upgrading of Adelaide Oval. These discussions have been assisted by a grant from the Minister for Recreation and Sport which will provide us with the funding needed for a condition audit of the two grandstands at the Centre and for a Business Case for upgrading the Centre. I expect to be able to report on the outcome of this work in next year's Annual Report.

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 Minister Leon Bignell for their outstanding support.

We have also enjoyed excellent support from our sponsors, particularly Health Partners, our major sponsor, and our landlords, the City of Adelaide and the City of Unley. I record my sincere appreciation to all of the organisations which have supported us throughout the year. Tennis SA's lease with the Adelaide City Council for the Memorial Drive Tennis Centre expires on 30 June 2015. With the assistance of Tennis Australia we have commenced discussions with the Council for a long term lease extension and are encouraged that our request has to this point been received so positively.

As mentioned above, Tennis Australia continues to provide funding support for a number of our activities. I thank Tennis Australia for continuing to work so constructively with us. The respective members of the new Management Team at Tennis Australia have been particularly welcoming and we are really confident that stronger partnerships for the betterment of our sport will result. This adds to our relationship with the President of Tennis Australia, Steve Healy, and his Board members who have been a pleasure to work with over recent years.

This was the second full year of operation of Steve Baldas as Chief Executive Officer. The Board continues to be very impressed with Steve's performance – particularly with the relationships he has built with our many stakeholders and with other sporting bodies with an interest in partnering with Tennis SA in various ways. These relationships are crucial to our success in the development of our sport as well as with 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 AM President

## Tennis Australia's CEO report



Many of you would have heard the line from the Rudyard Kipling poem, "If," that appears above the player entrance to centre court at Wimbledon: "If you can meet with Triumph and Disaster ... And treat those two imposters just the same..."

It is great advice and very relevant to us right now, given all of the positive talk about Australian tennis performance. This talk is understandable as we have had promising results from our players this year, such as: Nick Kyrgios beating world No.1 Rafael Nadal and making the quarterfinals of Wimbledon amid Australia's largest contingent at Wimbledon in 13 years, and seven players posting first round wins; Lleyton Hewitt (Newport) and Bernard Tomic (Bogota) have won ATP tour titles; James Duckworth won his maiden Challenger title (Lexington); Thanasi Kokkinakis won his first Futures title (Canada); Jason Kubler won another Futures title (Italy; Olivia Rogowska won her second ITF title of the year (Sacramento); Chris Guccione won back-to-back doubles titles, pairing with Lleyton Hewitt and Sam Groth respectively; and Sam Stosur paired with Nenad Zimonjic (Serbia) to win the Wimbledon mixed doubles title.

Many players have achieved career-high rankings. But the players themselves, their coaches and support staff would be the first to tell you that, while they are pleased with their progress, there is still plenty more to be done. They are not satisfied. Our team is taking a reasoned, thoroughly-

researched and hugely-committed approach to these results, just as they would if the results were not as good. This approach extends beyond the performance of our elite tennis players and right throughout our tennis community.

As you are well aware, the entire tennis family is working on growing our game. This financial year was the initial rollout of the AO Tennis Blitz, which soon became the biggest tennis event in the Southern Hemisphere. It was extremely well received and has been a big part of our joint, intensified focus on participation.

Tennis South Australia deserves much acclaim, with their intense commitment to our sport ranging from MLC Tennis Hot Shots, to growing the game in schools, to club tennis, tournaments and coaching. I am very proud of our cooperation with Tennis South Australia and look forward to continuing to strengthen this already formidable relationship.

Whether it be the development of our athletes, our sport or our company, we have truly jointed forces and chartered a well-planned course. It will continue to be a challenging journey, but as always there will be great satisfaction and rewards along the way.

That enjoyment will come because we are doing this the right way, with the right values, together.

Craig Tiley Tennis Australia CEO





On behalf of the staff of Tennis SA, I am pleased to present my second CEO report in this my third year of service being for 2013-14.

There are three key pillars to the Tennis SA strategy which are:

- 1. Participation we want more South Australians having tennis experiences more often.
- 2. Performance we want to provide the right environment to give the best opportunity for South Australians to pursue a professional career.
- Profile We want to achieve great exposure for tennis all year round leading to better outcomes for the sport as well as more interest in tennis.

In order to achieve these outcomes, we require the services of a hardworking and passionate team. Luckily, in my view, Tennis SA has the best staff of any sport in any state in Australia. Here is an overview of what has been achieved over the last year.

Our High Performance team led by Milo Bradley and Rohan Fisher continue to have remarkable results with our young tennis talent. While Lleyton Hewitt continues to remain Australia's top ranked male player, former National Academy Adelaide athletes Thanasi Kokkinakis (187\*), Luke Saville (162\*) and Alex Bolt (220\*) currently hold career high ATP singles rankings. We were also very proud to have Thanasi selected in the Australian Davis Cup team that played France.

On a junior level, South Australian players have had continued success. Brad Mousley in January of this year made it back-to-back Junior Doubles Grand Slam titles at the Australian Open when he won with his Austrian partner Lucas Miedler. Chloe Hule and Petra Hule have had great international and national successes winning a number of tournaments. In addition, South Australian juniors have won 1 National singles title, 4 National doubles titles and 2 National doubles finals over the last 12 months. Congratulations must also go to new National Physical Performance Coach Alistair Murphy, State Coach Coordinator Joel Kerley, and State Physical Performance Coach Dom Marafiote. Tennis SA was sad to say goodbye to National Physical Performance Coach Daniel Buberis who left Adelaide to take up a role within the National Academy Melbourne program.

The Tournaments and Competitions team managed a full year of various junior, senior, international, and team competitions and tournaments throughout the year. Ty Allen continues to do fantastic work as Tournaments and Competitions Manager. For the second year running, the Charles Sturt Adelaide International Challenger was the highest rated ATP event held in the state. The hard work done by the West Lakes Tennis Club

and in particular Col Lawson led to the event being recognised as a finalist for Tournament of the Year at the Tennis Australia Newcombe Medal presentation. Other highlights include the City of Salisbury Tennis International, the Junior Asia Pacific Tennis League season, and the senior Asia Pacific Tennis League. Dylan Hicks ran SA's largest organised team's event, the Winter Pennant which had another big year. Thanks again to Mike Daws who chaired the Winter Pennant committee for the second year running. Breanna Hassam joined Tennis SA as a full-time staff member as Competitive Play and Programs Coordinator and is doing a fantastic job as the coordinator and developer of Hot Shots Competitive Playing Programs and Medibank Junior Development Series events.

Adam Renfrey also continues to do excellent work in facility development with \$2.4 million worth of tennis facility developments, including major projects at Golden Grove Tennis Club and Littlehampton Tennis Club being completed over the last 12 months. I would like to make special mention of Lynton Franzi, Tennis Australia Major Projects, for his assistance and mentoring of Adam throughout the year. Andrew Wilson and Anne-Marie Handke, our two Community Tennis Officers, continue to work very closely with schools across SA as part of the MLC Tennis Hot Shots National Schools Partnership Program (NSPP). Cardio Tennis has in the past been a strong focus for coaches but moving forward Tennis Australia will be launching (in 2014/15) a similar program to the NSPP and taking this program into High Schools and working strongly on attracting teenagers back to tennis clubs. Over the past financial year Andrew and Anne-Marie have been instrumental in getting over 30,000 children picking up a racquet and getting involved with either MLC Tennis Hot Shots or Cardio Tennis. This has greatly assisted our tennis clubs to either kick start their junior program or grow their existing program.

Clare Chapman continues to do a sterling job in her role as Marketing and Sponsorship Manager for Tennis SA. The Marketing & Sponsorship department work hard in raising the profile of tennis in South Australia and no particular event or project does this better than the World Tennis Challenge (WTC). Clare also helped raise the profile of tennis through building and leveraging official media partnerships including The Advertiser, Seven Network, Mix 102.3 and McGuire Media. Clare has recently gone on maternity leave and Tennis SA was very excited to hear of the arrival of Clare's baby boy Jack.

Tennis SA was very lucky to have Kirsty Mosley join our team as Marketing and Sponsorship Manager while Clare is on maternity leave. Kirsty has been a wonderful addition to the team providing guidance and leadership since joining in April.

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

Mary Chapple, head of Tennis SA Operations, delivered another high quality Tennis SA awards night, assisting in the delivery of the Asia-Pacific tennis league, as well as her work on the WTC.

Affiliation reform is now into its third year and the success of the program has led to over 28,000 people being registered with Tennis SA. This is a remarkable achievement by Tennis SA as this is a 100% increase in membership since affiliation reform started in 2011-12. Renae Markow does a wonderful job liaising with our clubs and associations which has led to efficiency gains and increased membership numbers to Tennis SA.

In 2013-14, 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 some impressive numbers including growing our coach members to 330 (with 144 qualified coaches), 123 qualified MLC Hot Shots coaches, 34 qualified Cardio Tennis Coaches, 150 people participating in an introduction to MLC Tennis Hot Shots course for volunteers, assistant coaches, or coaches. In addition, Brett also reintroduced the Club Professional Course (Cert IV in Sport Coaching) after a 5 year absence with 5 coaches signing up. This business themed course teaches coaches how to run better and sustainable businesses.

From an event perspective, World Tennis Challenge (WTC) continues to be a successful event bringing elite tennis to Adelaide. We were very excited to give South Australia's Thanasi Kokkinakis an opportunity to play a major international tennis event here in his home state. In addition to Thanasi, the current men's players included Jeremy Chardy, Feliciano Lopez, and Ivan Dodig. The Legends field included Yannik Noah, the 1983 French Open Champion and one of the greatest shot makers of all time. Once again, the players in this year's field had won over 100 Grand Slam titles which is an incredible achievement for the city of Adelaide. I cannot express how much our team appreciates the involvement of 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 Grigor Dimitrov, but we know he kept a keen interest in what was happening on court.

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 introducing the LED Scoreboard and Speed Serve received great feedback and certainly increased the professionalism of the event. The successful integration of the new Adelaide Oval plaza added an extra element to the game day experience and the WTC team sees huge potential in this area. Finally, a great new relationship started with the Adelaide Oval food and beverage team which the WTC sees as continuing to develop over time. Thanks to Adam Vonthethoff and Leona Emeny

from the Adelaide Oval for their help through the 2014 event. Rebecca Sterrey continued to do great work in her role on the WTC and did a wonderful job coordinating the suites on behalf of our loyal corporate supporters. The WTC team looks forward to Bec joining the team in a full time role to help with preparations for the 2015 WTC. Rebecca also did a fantastic job putting on the WTC Sponsor & Volunteer appreciation night held at the National Wine Centre which provided a wonderful chance to say thank you to all those involved in delivering the WTC.

The Ken McGregor Foundation, chaired by Rick Baldock, continues to raise funds to support tennis programs in SA as well as aspiring young players wanting to pursue a professional career and 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 MC Mark Soderstrom, who works so hard to make it the best lunch of the year. Highlights included a panel discussion led by Tracey Austin with Martina Navratilova and Martina Hingis, as well as a sing-along by all 350 people in attendance led by Yannik Noah.

Australia's largest tennis participation event, the WTC Be Active Challenge continues to be a magnificent achievement in the Tennis SA calendar. Over 4,000 people participated throughout the week. Adam Renfrey and Ty Allen, the Be Active Challenge Managers, must be congratulated for their contributions.

A major highlight was the biggest ever WTC Kids Tennis Day that had 1,500 people involved in tennis activities for children including the appearance of extremely popular TV characters Dora the Explorer, the Teenage Mutant Ninja Turtles, and Sponge Bob Squarepants. Congratulations to Anne-Marie Handke for her efforts in putting WTC Kids Day together. A big thank you must go to our corporate partners of the WTC Be Active Challenge including Health Partners, Coca Cola, Coopers, and Intercontinental amongst others.

Tennis SA 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, I thank Leon Bignell, Minister for Recreation and 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 make special mention of Bill Cossey, the President of Tennis SA, and the Board of Tennis SA for their many hours of service to help make our great game even better.

Take care and see you on the court this year.

Steven Baldas Chief Executive Officer

\*Rankings as at 15 August 2014



## **Operations report**



## The 2013-2014 year saw much change in the area surrounding Memorial Drive.

We have seen an enormous amount of change to our local neighbourhood over the last year. The new Adelaide Oval has finally finished construction and we can hear the sweet sound of tennis balls being hit on the centre courts again.

The Operations Department successfully negotiated with builders and contractors next door to enable us to still deliver a number of events in our tennis calendar while right beside the final stages of the building site.

Memorial Drive conducted two Gold Australian Money Tournaments across September and November in 2013. Winners were Yuya Ito and Chloe Hule in September and Patrick Ganet and Yuya Ito in November. Over 200 athletes, many touring players from interstate and overseas, participated and the central location 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 great success, with representatives from clubs coming from far and wide. We were fortunate enough to have John Fitzgerald come along as our guest speaker entertaining the crowd with stories from his early days in Adelaide as well as his view on the future of tennis in this country. A huge congratulations to all of the winners:

- Denman Tennis Club (Metro Club of the Year)
- Keith Club of the Year (Country Club of the Year)
- Southern Districts Tennis Association (Region of the Year)
- Helen Rice (Coach of the Year)
- Ellen Miller & Terry Riordan (Volunteer of the Year)
- Thanasi Kokkinakis (Don Turnbull Trophy)
- Brooke Rischbieth (Gwen Thiele Trophy)
- Darren Polkinghorne (Burr Medal)
- Leah Daw (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:

- Sebastian Flock & Amber Marshall (12 & Under)
- Stefan Norodom & Petra Hule (14 & Under)
- Daniel Hobart & Chloe Hule (16 & Under)

The fourth annual Asia-Pacific Tennis League final was hosted at Memorial Drive on 29 November 2013. Winners on the night were the Trinity Titans (men's) and the Flagstaff Freighters (women's) who were victorious for the second year in a row. South Australia's best 10 and under age group once again played on the centre courts in the Super 10s Final along with the Junior ATL Final, showcasing the exciting future of tennis in SA to the crowd. It was a fantastic night hosting all of the

## **Operations report cont.**

ATL teams who competed in the competition at Memorial Drive and we continued the tradition in the World Tennis Challenge Corporate Marquee, otherwise known as the Wimbledon Suite throughout January.

Finally with the Adelaide Oval Redevelopment as good as completed, we could utilise and integrate the new Southern Plaza of the Oval for the World Tennis Challenge (WTC). For the 6th year of the event, crowds came in and out of the venue safely and smoothly via the plaza. The event once again attracted excellent crowds who enjoyed some fantastic tennis over the three nights.

It is great to see both the centre and State Training Facility (STF) courts in use throughout the year and in particular the winter months thanks to Health Partners City Tennis on Monday nights. We have an average of 8 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. Congratulations to the Health Partners City Tennis winning teams – 'New Balls Please' (dominating with 3 wins) and 'Drop It Like It's Shot'.

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. Nicole Collie was triumphant in the women's draw and Yuya Ito continued his dominance at Memorial Drive in the men's draw.

Turning to inside the grandstands, the staff are enjoying the new office configuration and we have added another level of security with a glass wall and door near reception. We welcomed new tenants (Port Adelaide Football Club) to the mezzanine level and have been lucky enough to inherit some of the AV equipment through Port Adelaide from their suite in AAMI Stadium including TV sets, a wall projector and an amazing sound system, all of which have been installed into the North Stand Cafe.

We have been continuing the ongoing project of assessing and documenting all occupational health and safety issues at Memorial Drive, in all aspects of our business. We have been working with 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.

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

Mary Chapple Operations Manager

# Community Tennis report

The year 2013-2014 saw the Community Tennis team firmly focus on developing tennis and associated programs throughout South Australia for the benefit 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 increased our capacity to deliver programs and services to our affiliates.

In 2013-14, the focus of the Community Tennis team was to further evolve the new affiliation and player registration model, engaging with Local Government (the biggest owners of tennis facilities within the state), 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 over \$2.2 million worth of tennis facility developments being completed across South Australia.

The successful new membership and affiliation model has been further implemented in its third year. This model was introduced to provide better ease of affiliation and reduce administration time for our volunteers and club administrators.

The World Tennis Challenge (WTC) Be Active Challenge was again very successful for Tennis SA with over 4,000 tennis players converging on South Australia to compete in a series of participation tennis events in January 2014. This was our greatest year yet with a large increase in participation numbers.

A highlight for the WTC Be Active Challenge was the Country Carnival event with 500 regional senior and junior tennis players participating in a week-long event hosted at Memorial Drive. We also had 36 teams compete in the annual WTC Corporate Challenge hosted at the Memorial Drive complex.

The 2014 WTC Be Active Challenge also saw a revamped WTC Kids Day being held on the Memorial Drive centre courts and Adelaide Oval Plaza with 1,500 South Australian children and their parents enjoying a day of fun and tennis along with the Nickelodeon characters Dora the Explorer, Spongebob

Squarepants and the Teenage Mutant Ninja Turtles.

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 continued to grow 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 among coaches. This has seen the program continue 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 five years within South Australia.

MLC Tennis Hot Shots		Coach Deliverers
Communit	y Play Deliverers	
2014	85	69
2013	81	51
2012	79	NA
2011	52	NA
2010	28	NA

2013-2014 saw the success of the MLC Tennis Hot Shots Community Play program. This relatively new 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. We currently have 69 participating clubs and associations.

This success has been as a result of our Community Tennis Officers 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 fifth year of this program and in 2013-14 Tennis SA continued to develop this area with over 160 participating schools and



## Community Tennis report cont.

29,000 South Australian students participating in MLC Tennis Hot Shots in Schools programs. From the program's inception in 2009, in excess of 123,000 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 2014-15.

#### **Social Inclusion Tennis**

In 2013-14 Tennis SA continued its Social Inclusion programming throughout the State, with a focus given to both Wheelchair athletes, indigenous, Multi-Cultural 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
- Tennis SA continued its focus on Wheelchair Tennis development with strong program numbers operating in the metropolitan area
- Tennis SA in partnership with Tennis Australia currently operate the Learn Earn Legend program across South Australia. This program involves a series of tennis activations which aim to increase awareness and participation for South Australia's indigenous community. In 2013/14, activations were held in Port Augusta, Elizabeth, Port Lincoln and Memorial Drive with a combined participation number of 159
- Tennis SA currently operates two multi-cultural tennis programs from Grange Lawn Tennis Club and Salisbury Recreation Precinct. Tennis SA continue to advance our programming in this area with a core focus on having new arrivals to South Australia participate in an accessible and fun tennis playing environment
- Tennis SA maintained strong relationships with SCOSA, Special Olympics SA, Disability Sports and Recreation SA and SASRAPID as key disability partners

#### **AO Blitz**

In 2013-14 Tennis SA hosted nine AO Blitz activations which profiled tennis throughout South Australian communities. 2013-14 activations were hosted in: Mount Gambier, Clare, Happy Valley, Berri, Littlehampton, Henley Beach, Salisbury, Gawler and Murray Bridge.

As part of a Tennis Australia campaign which leads in to the Australian Open, both the Macclesfield tennis community (Stan Wawrinka) and the Watervale tennis community (Li Na) were both crowned the national winners in this program. Through both winning AO Blitz towns, significant funds were generated for future tennis projects in the Macclesfield and Watervale regions.

The AO Blitz program gave Tennis SA an excellent platform to expose tennis to the South Australian community through

"Tennis SA continued its services within Places to Play on behalf of our affiliated clubs with in excess of \$2.2 million worth of tennis facility upgrades completed within South Australia in 2013-14."

schools, clubs and community events. We expect continued growth in the success and stature of AO Blitz throughout South Australia, as this is a core promotion for tennis participation.

#### 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 developments 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 \$2.2 million worth of tennis facility upgrades completed within South Australia in 2013-14.

The major tennis projects completed in 2013-14 were as follows:

- Littlehampton Tennis Club
- Golden Grove Tennis Club
- Port Augusta Tennis Association
- Onkaparinga Tennis Club

In 2013-14 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 and building even stronger 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 2014-15, with a strong focus on developing quality tennis facilities within South Australia.

Adam Renfrey Community Tennis Manager



## **Marketing and Sponsorship report**

On behalf of the staff of Tennis SA, I am pleased to present the Marketing Report for the 2013-14 financial year.

The 2013-14 year was a strong one 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 continued to explore opportunities to promote the sport of tennis to South Australians and no event or project does this better than the World Tennis Challenge.

For a sixth year, Tennis SA again delivered a successful World Tennis Challenge (WTC) from Tuesday, 7 January until Thursday, 9 January 2014 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 evidential with ticket sales recording over 15,000 patron's onsite and strong WTC Be Active Challenge participation numbers (4,000).

2014 World Tennis Challenge highlights included:

 Crowd numbers...over 15,000 people attended the event at Memorial Drive Tennis Centre across three nights

- Participation... Over 4,000 players participating across 10 days at Memorial Drive and associated venues in the WTC Be Active Challenge
- Player highlights... attracting 59-time Grand Slam Champion Martina Navratilova and 15-time Grand Slam Champion Martina Hingis as well as Yannik Noah for the first time to Memorial Drive Tennis Centre
- Broadcast...Fox Sports broadcast live and replay coverage nationally and the international replay and highlights package generating 192 hours in nine different markets
- Corporate facilities... sold out with over 370 corporate guests each night in the western, northern and eastern facilities
- Online interaction....over 1.75 million lifetime website hits, 3,500 fans on Facebook, over 1,030 twitter followers. In January the YouTube channel received over 60,000 views
- Media Launch...a heavy media turnout, including Minister Leon Bignell joining the World Tennis Challenge players on Tuesday, 9 January at the Star of Greece Restaurant at Port Willunga
- Charity support... providing support to Lions Club,
   Variety The Children's Charity, Balls 4 Life and others

An event on a smaller scale, but still a highlight on the South Australian sporting calendar is the WTC Legends' Club Luncheon which was held on Thursday, 9 January at the InterContinental Adelaide.



## Marketing and Sponsorship report cont.



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 Member's passes for a live auction package, which secured a bid of \$17,000 and a panel discussion led by Tracey Austin with Martina Navratilova and Martina Hingis.

Our 2013-14 events calendar also featured the following events:

- Over 1,000 people attended the Pre-tennis cocktail functions 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, 29 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 50 people attended the World Tennis Challenge sponsor and corporate partner thank you function held at the National Wine Centre
- 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, including: 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 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 'Come and Try' day, feature club articles on website and in social media, media release support, listing on 'Play? Social' web page and a website setup and training service.

## Effectively communicate to all stakeholders and customers

From our e-newsletter, Club Ambassador, to our website, 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 a steady 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 funding to South Australian athletes under the age of 22 years.

In the past financial year, \$18,000 in grants have been paid to South Australian athletes.

Recipients in the past financial year include:

- HULE, Petra
- HULE, Chloe
- KRAEMER, Nicole
- HOBART, Daniel
- · FRAHN, Madison
- POLKINGHORNE, Darren
- KRAMBERGER, Paul
- LANGLEY, Matthew
- BATALJIN, Lawrence

## Marketing and Sponsorship report cont.

South Australia Tourism Commission, Events SA National Australia Bank Expr3ss! Associate Sponsor Coca-Cola Amatil Copers InterContinental Adelaide Jacob's Creek Official Sponsor Official Supplier Official Sponsor Official Sponsor Official Sponsor Official Sponsor Macquarie Private Wealth Official Sponsor  Wilson Official Sponsor  Fox Sports Media Partner Media Partner Media Partner  Media Partner  Asteron WTC Corporate Suite Holder Baron Partners WTC Corporate Suite Holder Baron Partners WTC Corporate Suite Holder		
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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, the late 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 31 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 2013-14 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.

Kirsty Mosley Marketing & Sponsorship Manager



On behalf of the staff of Tennis SA, I am pleased to present the Player Development Report for the 2013-14 financial year.

South Australian tennis players have continued to flourish on the World Stage over the past 12 months. Lleyton Hewitt continues to remain Australia's top ranked male player. Former National Academy Adelaide athletes Thanasi Kokkinakis and Luke Saville currently hold career high ATP singles rankings:

Thanasi Kokkinakis - 187\*

Luke Saville - 162\*

Thanasi this year was also selected as the 104th player to be in the Australian Davis Cup team and is the first South Australian since Lleyton to be selected into the Davis Cup team

Former AIS athlete Alex Bolt also has a career high ATP singles ranking:

Alex Bolt - 220\*

#### **International Junior Results**

Brad Mousley in January of this year made it back-to-back Junior Doubles Grand Slam titles at the Australian Open when he won with his Austrian partner Lucas Miedler.

Current National Academy – Adelaide athletes and sisters Chloe and Petra Hule have had a successful 12 months on the International Junior Circuit. Chloe has won 2 International singles titles and 5 International doubles titles. Younger sister Petra has won 6 International doubles titles and made one singles final.

#### **Australian Junior Nationals**

In the past 12 months, South Australia has won 1 National singles titles, 4 National doubles titles and 2 National doubles finalists. Below are details of the events and players.

Australian National Championship:

18/U Singles Winner - Brad Mousley 18/U Doubles Winner- Brad Mousley 14/U Doubles Winner- Petra Hule 16/U Doubles Finalist- Claudia May 12/U Doubles Finalist- Isabella Ryles

**Optus Spring Nationals:** 

14/U Doubles Winner- Petra Hule & Jeanette Lin 12/U Doubles Winner- Isabella Ryles

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

Milo Bradlev National Head Coach Alistair Murphy National Physical Performance Coach Daniel Buberis National Physical Performance Coach Joel Kerley State Coach Coordinator Dom Marafiote 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 Daniel Buberis has left the National Academy Adelaide program to take up a role within the National Academy Melbourne program. We would like to thank Daniel for his contribution and passion to improving the program in this time.



## Player Development report cont.



#### **State Teams**

14/U Mary Hawton Cup Winners: Petra Hule, Jeanette Lin, Selina Turulja

Coach: Rohan Fisher

14/U Sproule Stephens Cup 4th/10:

Jonathan Babich, Brock Meuris, Stefan Norodom

Coach: Milo Bradley

12/U Margaret Court Cup Finalist:

Madison Bishop, Amber Marshall, Isabella Ryles

Coach: Sharon Hambly 12/U Rod Laver Cup 9th/10:

Stefan Gligorov, Sebastian Flock, David Wang,

Coach: Brett McLennan

#### Bruce Cup / Pizzey Cup

Tennis SA has continued to employ the coach for the Primary & Secondary School National Teams Championships. Craig Mousley was again Coach of the Bruce Cup team that finished 2nd/8th. This was the second year in a row that SA has finished second. Oueensland won the event here and defeated SA 13/11.

I would like to congratulate Craig for his efforts over the 3 years he coached the Bruce Cup team. Sam Wall for the 3rd year was Coach of the Pizzey Cup team that finished 6th/8th.

#### **National Representation**

Jeanette Lin & Selina Turulja represented Australia at the World Teams Qualifying in India during April of this year. The girls finished 3rd and qualified for the World Final in the Czech Republic.

#### **International Tours**

Europe / Egyptian ITF Tour

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

Asia ITF Tour 1 Chloe Hule
Grand Slam Tour Brad Mousley
2001 Clay Court Europe Tour Amber Marshall
Young Stars Europe Tour Stefan Norodom

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.

Petra Hule

Rohan Fisher Athlete Development Manager

<sup>\*</sup>Rankings as at 15 August 2014



On behalf of the staff at Tennis SA, I am pleased to present the Tournaments and Competitions report for the 2013-14 financial year.

#### **Hot Shots Tournaments**

In 2013-14, Tennis SA introduced MLC Tennis Hot Shots Tournaments to the Tournament Pathway. Sunday 15 December saw the first MLC Tennis Hot Shots Melbourne Slam held at Peake Gardens Riverside Tennis Club. The tournament attracted 50 children aged between 6 and 12 playing over Red, Orange and Green Ball divisions.

The MLC Tennis Hot Shots Melbourne Slam offered a great chance for children to be introduced to tournament play in an exciting and fun environment. Children competed in short timed sets allowing for multiple playing opportunities against different opponents. Appropriate sized courts, racquets and low compression balls made it fun and easy for participants to compete. Based around the Australian Open, children even dressed in their best Aussie themed clothes for the event.

The MLC Tennis Hot Shots Melbourne Slam was the first of its kind in the state, with the concept to be used for a series of events based around the professional tour in 2014-15.

#### **Medibank Junior Development Series**

Medibank JDS (MJDS) events are an opportunity for players to not only develop their games, but also for these players to develop a healthy attitude towards fitness and competition. The MJDS are a series of events that fit within the encouragement stage of the 'play tennis' pathway, utilising participation based formats and modified equipment. These tournaments provide the perfect first experience for players wanting to get involved in tournament play.

In 2013-14, Tennis SA focussed heavily on an increase of tournaments, taking the total for the financial year to 11. These eleven tournaments were held over a variety of venues across metro and regional areas. The tournaments were very successful and are now starting to attract a following of regular players.

Tennis SA has also concentrated on using the MJDS as an opportunity for Clubs/Centres/Associations to learn how to use the Tournament Planner and Active Network software in preparation for further tournament hosting opportunities in the future. In keeping with this a Tournament Director workshop was held in October, covering the basic aspects of Tournament Directing and Tournament Planner.

Tennis SA is now switching focus to ensure that the MJDS creates a distinct link for players between MLC Tennis Hot

Shots and Junior Tour events in the Tournament Pathway.

#### Junior Tournament (JT)

in 12-13).

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 2013/14, giving all juniors the opportunity to obtain an Australian Ranking. In total there were 19 Junior Tour tournaments played in the 2013-14 period in South Australia an increase of one event from 12-13. Tournament entry numbers decreased across

Gold level events were run at West Lakes Tennis Club, Bicentennial Tennis Club (two events), and Seaside Tennis Club.

the year with average junior entries at 142 (down from 151

#### **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 2013-14, giving all players the opportunity to lower their Australian Ranking.

In South Australia eight AMT's were held throughout 2013-14 with two of these events held at Platinum level \$10,000 events. In total over \$50,000 in prize money was earned by players from Australia and overseas. The average number of participants per tournament was 102. Six different venues hosted AMT's with Tennis SA hosting three events at Memorial Drive.

The Platinum tournament held at Salisbury in January as part of the Be Active Challenge attracted strong fields while the strongest AMT ever held in South Australia was at the Bicentennial Tennis Club in February with over 30 internationally ranked players competing for the \$10,000 in prize money and Australian Rankings Points.

## . Tournaments and Competitions report cont.

#### **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 has been to increase the number of ATP Challenger events and maintain the same amount of Futures level events over the past 2 years.

In 2014 the second 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. The Challenger was nominated for the Newcombe Medal in the category of Best Tournament.

In 2013-14 there were also futures level Pro Tour tournaments held in Port Pirie (men and women), Salisbury (women) and Happy Valley (men).

#### Review

The 2013-14 Tournament calendar saw a stabilisation of Australian Ranking tournament numbers and a slight decrease in AR tournament entries. Gold level Junior Tour events in South Australia again attracted strong fields from within SA and interstate and were run to a high standard by the respective Tournament Directors.

Qualifying draws for Gold level tournaments were again compulsory for Junior Tour tournaments in 2014. However, it became optional for events which are Silver level and below. The aim of the qualifying events at Gold level tournaments is to provide more games per match and having more evenly matched players competing in the early stages of tournaments.

More MJDS tournaments were run across SA than ever before to encourage players of all abilities to enjoy tournament tennis in a participation based format. Tennis SA also ran its first MLC Tennis Hot Shots tournaments to introduce Hot Shots players into the tournament environment and provide a family friendly participation based tournament experience.

Tennis SA again worked closely with the Tournament Directors at all tournaments in 2013-14 to ensure the tournaments are run to a consistently high standard and all Tournament Directors are supported in their roles.

Ty Allen
Tournament and Competitions Manager



# 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.

#### **West Lakes**

The Charles Sturt Adelaide International tennis tournament was held In February 2014 for the second time at the West Lakes Tennis Club. The event is part of the ATP Challenger Tour and the Australian Pro Tour, and is the highest level 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 Sam Groth and South Australia's Luke Saville and Alex Bolt played in the event.

The West Lakes courts had recently undergone a \$200,000 redevelopment funded by State Government, Tennis Australia and the West Lakes Tennis Club and were in great condition for the event.

American number one seed Bradley Klahn won the 2014 Charles Sturt Adelaide International singles title defeating Japan's Tatsuma Ito in two tight sets while New Zealand's Marcus Daniell and American Jarmere Jenkins took out the doubles title after defeating Aussie Dane Propoggia and New Zealand's Ruben Statham.

The West Lakes Tennis Club and Tennis SA 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, 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.

#### **Salisbury**

The second City of Salisbury Tennis International was held at the Salisbury Recreation Precinct from the 16-23 February 2014. Following the USD\$10,000 Futures event in 2012, the tournament was upgraded to USD\$15,000 Futures level in 2014. Held in the City of Salisbury, the event was well supported by the Salisbury City Council and local sponsors such as the Mawson Lakes Hotel and Function Centre.

A strong field was headlined by Japan's first and second seeds Hiroko Kuwata (JPN) and Misa Eguchi (JPN), who were joined by Australia's third seed Viktorija Rajicic (Vic).

After a week of trying weather, the sun came out and the final was played in perfect conditions. In an exciting match, Jang won

the first set of the final, six games to three. Wang then fought back and raced ahead in the second set, before a momentum change saw Jang take it to a tiebreak and win the championship in straight sets, 6-3 7-6(6).

Jang had a successful week in Salisbury, also making her way to the doubles final played in a twilight match on Friday. Jang combined with So-Ra Lee (KOR), but they were defeated by formidable Japanese duo, Misa Eguchi and Miki Miyamura 6-2 6-2 in an entertaining match.

In an exciting prelude to the final, a MLC Tennis Hot Shots Community Play Gala Day was hosted on site, with around 30 children attending to have a go at modified tennis and test their fastest serve on the speed serve. Children then lined up prior to the final and formed a guard of honour for the players.

#### **Port Pirie**

The 23rd Nyrstar Port Pirie Tennis International was held from 22 February to 3 March at the Port Pirie Regional Tennis Centre. The Futures level event is always a highlight for players as it combines both the men's and women's events to create a terrific atmosphere and buzz throughout the community.

The Port Pirie Regional Council again provided great support for the event while local media did a terrific job of covering the tournament including a morning radio spot each week of the event which included special guests Scott Draper, Chair Umpire John Blom and player Luke Saville.

Major sponsor Nyrstar do a great job of supporting the event and have been involved in the event for many years while local Tennis Club members Neil Lucas and Grant Hanlon lead an amazing group of volunteers who make the week special for all involved.

In the Men's singles South Aussie Luke Saville overcame Jordan Thompson in the final while in an all Japanese final Misa Eguchi was too strong for Hiroko Kuwata.

Both finals were played in front of a strong crowd of excited locals in what were great conditions for playing and watching tennis.



The 2013-14 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 2013-14 the following accredited courses were run in South Australia:

- 2 Court Supervisor courses
- 3 Lines umpire level D courses
- 1 Level C Chair Umpire courses

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

- 8 newly accredited line umpires
- 5 people in the process of being accredited a Level C Chair Umpire

Many South Australian officials continued their progression and development through officiating. Stuart Nancarrow is heading towards becoming an accredited level A Referee while David Gobbett and Holly Petersen, continued their development as Chair Umpires at local events as well as chair umpiring at the WTC in January.

#### **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 of improvement ing tournament servicing is the ability of SA officials to Chair umpire at local events.

#### **Acknowledgements**

Tennis Australia acknowledges James Good 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 acknowledges their commitment and work in the area.

Tennis Australia and Tennis SA also 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 report**



#### **Coach Development**

South Australia's coach members grew to 330 by the end of the 2013-2014 year as our qualified coaches numbered 144 in total. Coach Development continues to provide educational pathways for those who want a career in tennis and our courses now provide participants with Certificates that are recognised across industries as part of the Vocational Education and Training (VET) sector. Professional Development workshops also allows our coaching market to maintain currency, and help to run a sustainable and vibrant business. Compulsory First-aid training and National Police clearances for all qualified Tennis Australia coaches and those enrolling in courses, ensures that 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 330 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 123 qualified coaches delivering Hot Shots, as well as 34 qualified coaches delivering Cardio tennis, the two core participation programs that Tennis Australia promotes.

Our annual Local Advisory Group (LAG) workshop was well attended this year as coaches and business operators from around the state came together to discuss local issues and challenges that they face as an industry, with an outcome of sharing information to help come up with solutions to these challenges. As well as this, Tennis SA and Tennis Australia use the information raised in discussions from each state LAG to develop programs and workshops to fill in gaps in the coaching industry and to help coaches drive the sport as effectively as they can. Kane Dewhurst, owner and Director of Vida Tennis in Victoria, presented on using integrated technology systems to help run your business and Tennis Australia's Professional Development Coordinator presented an on-court session about

teaching effectiveness and conformity through games-based coaching.

2014-2015 will see a much more individualised and specific professional development calendar based on feedback from the coaching industry as to the highest priority topics for their business needs.

#### **Courses**

Our courses continue to become more relevant as a nationally recognised qualification across industries by linking in to the VET sector with the Junior Development course now also a Certificate III in Sport Coaching, and the Club Professional course now a Certificate IV 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, 250 people attended a coaching course run by Tennis SA. 150 people participated in the Introduction 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 one Junior Development/Certificate III in Sport Coaching courses in 2013-14 with 11 participants becoming fully qualified coaches. Lastly, with the introduction of the National School Partnership program, we up-skilled 60 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 (Cert IV in Sport Coaching) started in South Australia in April 2014 for the first time in 5 years. This course has been re-designed and has a stronger business element than previous courses as we continue to place importance on our coaches having the competence to run viable and sustainable business. We currently have 5 coaches completing the course which has been spread out over 9 months and should finish in December 2014.

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

## Coach and Talent Development report cont.

Coaches from 15 to 16 this year as we congratulate Jean Van Rensburg joining the current crop of Nick Hall, Simon Longhurst, Steve James, 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 continues to be a popular development opportunity for the state's best 10/U children. The competition is a childcentred 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 and this 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. This year, the representative teams of Edward Vo, Arley Byass, Noah Koeroessy, Doni Gashi, Charlotte Kempenaers-Pocz, Maggie Pearce, Rita Zhiltsova and Grace Siviour travelled to Melbourne where they both finished 4th in the country. Thank you to all our team mangers throughout the season and to Heiner Wirtz-Fielding and Sharon Hambly 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**

Four South Australian players were selected to attend the National Talent Development camp on the Gold Coast for 10/U children this year in May. Charlotte Kempenaers-Pocz,

Meeka Marshall, Doni Gashi and Edward Winter 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. Congratulations to Ben Milner who coached three of the four players who attended this year.

#### **Talent Development Camps**

Over 450 children and 45 coaches had unique experiences at Talent Development Camps in the 8/U, 10/U and 12/U age groups in 2013/14, 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 opportunities throughout the camps and have guest presenters such as Gary Stickler (former coach to Pat Rafter), and Sports Psychologist Dr. Steve Bannon present to them about key fundamentals of development.

#### **Regional Talent Development Camps**

The Foundation Cup continues to be the ideal vehicle to impact on Regional players and coaches and we have developed the pathway which links selection within the player's regional area, to a training camp at Tennis SA mid-year, before the State event is played in the last week of September. This year the State regional event was held at the Pt. Lincoln 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.

This coming year sees the Foundation Cup state event expand to include the 10/U and 15/U age groups, tripling its size and reach across the state. It will be held in Berri in November and will see 150 players plus their families converge for a week long festival of tennis.

Over 450 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 Alistair Murphy who helped to deliver our camps in 2013-14, as well as Jeff Ramm and Peter McMahon and The Peake Gardens Riverside tennis club for hosting some of our initiatives in 2013-14.

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

## Winter Pennant report

Tennis SA congratulates all teams who competed in the 2014 Tennis SA Health Partners Winter Pennant season.

The 2014 season consisted of 273 teams competing each week over 14 rounds. All participating clubs are to be commended for the excellent sportsmanship and the spirited competition that was displayed throughout the season.

Tennis SA would like to acknowledge The Winter Pennant Committee in the hard work they do behind the scenes to set up and run the largest tennis competition in South Australia. The committee consists of (Chairman) Mike Daws, Elaine Caldana, Jean Haynes and June Raven.

Tennis SA sincerely thanks our supporter, Health Partners for their ongoing support of Winter Pennant tennis.

#### 2014 Honour Board

Men

Premier League	Trinity Titans
Div 1	Golden Grove
Div 2	OLD Ignatians Tennis Club
Div 3	Mellor Park
Div 4	Gold Pembroke OS Penski File
Div 5	Gold Broadview
Div 6	Gold St Peters
Div 7	Gold Athelstone
Div 8	Gold Modbury
Div 9	Gold Stevo's Heroes
Div 10 Red	Gold Golden Grove
Div 10 Black	Gold Woodville Glengarry
Div 4	Blue Southbank
Div 5	Blue Kingswood
Div 6	Blue Stirling
Div 7 Black	Blue Flagstaff Hill
Div 7 Red	Blue Morphett Vale
Div 8	Blue The Drive
Div 9	Blue Littlehampton
Div 10	Blue Kesmond
Div 11	Blue Strathalbyn

#### Women

Premier League	Goodwood Saints
Div 1	Golden Grove Red
Div 2	Warradale Park
Div 3	Hope ward
Div 4	Gold Tea Tree Gully
Div 5	Gold Enfield Blue
Div 4	Blue Kingswood
Div 5	Blue Holdfast

#### Women's Doubles

Div 1	Adelaide Seniors Footloose
Div 2	Morphettville Park
Div 3	St Peters

#### **Men's Doubles**

Div 1	Reynella Black
Div 2	Southbank Dogs
Div 3	Modbury



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