



## ***Tennis Tasmania***



## ***Annual Report***

**2013-2014**





 **Supported by:**



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# **President & Executive Director Report**

It gives us great pleasure to present the President and Executive Director Report for the 2013-14 year. Former president Peter Armstrong was elected to the Board of Tennis Australia in October and in November resigned his seat as President of Tennis Tasmania. The baton was thus passed to Phil Bowden - who was elected unanimously by the current Board of Tennis Tasmania to take on the Chair. Andrew Youl was elected as Deputy President.

The Tennis Tasmania team as a collective continued to provide mechanisms and support to help grow the sport in our state across four significant platforms: clubs, schools, events and our business.

## Our Clubs

Servicing our 51 affiliated clubs centred around providing support in order to be sustainable into the future. Many clubs took the opportunity to have their club constitution reviewed and updated; and submitted club Health Checks in an effort to continually find ways of improving their operations. The Health Checks are benchmarked through a national survey, strengthening government and local council relationships to bolster the opportunity of funding support for facility upgrades, reviewing coach/club management agreements and provide general direction on community accessibility, membership growth and capitilising on events.

Tennis clubs are not without their challenges. Our volunteer workforce continues to provide countless hours to their clubs in order to attract and retain members. This will be the third successive year that overall club membership across the state has declined: for the first time, slipping below 4,000 registered players. Tennis Tasmania is committed to helping and supporting our tennis clubs find ways to enhance their value proposition for potential members and providing innovative solutions to the burgeoning social play industry.

## Our Schools

The **National School Partnership Program** (NSPP) is Tennis Tasmania's shining light. 33 primary schools from around the state are involved in the NSPP, with over 3,300 registered participants. 101 teachers are also engaged through our **Ambassador Program**. In 2013/2014 we added 20 new schools, 38 new teacher ambassadors and 1,300 new player registrations.

Quality participation programs, such as **ANZ Tennis Hotshots** (formerly MLC Hot Shots), together with skilled deliverers of such programs, are essential to the

growth of tennis throughout Tasmania. School-Club links are the obvious progression as this program moves towards maturity.

## Our Events

The reporting period featured a hectic calendar of events in Tasmania. Tennis Australia launched the new **AO Blitz** campaign in September, which saw Tennis Tasmania create 'Tennis Land, and provide tennis activations at all four of our states' major agricultural shows – Hobart, Launceston, Burnie and Devonport. Over 11,000 people across the shows participated in *Tennis Land* as did 10 tennis clubs and 124 schools. 1,200 people officially registered by filling in their scorecards. *Tennis Land* provided us with the perfect launchpad for the Tasmanian summer of tennis.

The inaugural **Tasmanian Tennis League** commenced through a four-week pilot stage held at the Domain Tennis Centre, Rosny Park Tennis Club and the Sunshine Tennis Club. Four mixed teams of 4 players each competed for \$5,000 in prizemoney. This concept is a great way to commence the rebirth of competition tennis in Tasmania and we are excited to add this permanently to the calendar from 2014.

The **Hobart International** continues to grow, with a record crowd of 15,474 attending the event. A brand-new marketing campaign, coupled with the early player signings of Samantha Stosur and Venus Williams, contributed towards the attendance record and pre-sales ticketing records. The event also featured a 'Legends' exhibition match for the first time. Former Grand Slam Champion and World No.1 Martina Hingis made her first visit to Hobart to play against rising star and swiss compatriot Belinda Bencic. At the end of another great week of tennis, it was Spanish gun Garbine Muguruza who captured the title after coming through the qualifying rounds.

A huge five months of competition was rounded out by the **Australian Seniors Teams and Individual Championships**, which saw over 1,000 competitors descend on nine tennis clubs across Hobart. The Domain Tennis Centre then hosted the Australia vs Russia **Fed Cup** tie, the second tie to be contested in Hobart since the building of the new stadium. The Australian team, led by Sam Stosur, were too good for their Russian opponents.

## Our Business

In an extraordinary year, which involved unrealised event sponsorship and unbudgeted contributions to the new grandstand at the Launceston Regional Tennis Centre and Australian Seniors Championships, Tennis Tasmania reported an operating deficit of \$100,000. Throughout the period, Tennis Tasmania continued to invest in our sport, through the **Launceston Tennis International** and Australian Seniors Championships host venues, together with innovations such as the AO Blitz community activation campaigns and the Tasmanian Tennis League.

## Thank-you...

Our sincere thanks go to all Board members for their excellent contribution over the past 12 months. It is a highly efficient, fresh and skilled Board, enthusiastic and passionate about contributing to the growth of the sport in Tasmania. Andrew Youl (Vice-President), Julie Fletcher, Kim Robinson, Paul Lovell, Roger Francis, Rod Meldrum and Peter Hobday have all assisted greatly with their expertise and encouragement.

We would also like to acknowledge the retirement of outgoing President Peter Armstrong. Peter has been instrumental in leading the Board for the past four years, through his impeccable character, diligence and measured approach. We wish him all the best in his new role as a Tennis Australia Director.

We would also like to acknowledge the support of Sport and Recreation Tasmania, and Tennis Australia.

Finally, to the team at Tennis Tasmania we sincerely thank you for all the tireless work, commitment and passion; it is most certainly having in impact on our sport.



**Phil Bowden**  
President  
Tennis Tasmania




**Mark Handley**  
Executive Director  
Tennis Tasmania



## Our People

President  
Vice-President  
Board Members

Mr Phil Bowden  
Mr Andrew Youl  
  
Ms Julie Fletcher  
Mr Roger Francis  
Mr Peter Hobday  
Mr Paul Lovell  
Mr Rob Meldrum  
Ms Kim Robinson

## Life Members

Mr William Fitzgerald  
Mrs Frances Hudson  
Mr Max McMullen  
Mr Ross Munro  
Mr Denis Tucker

Executive Director  
National Coach  
Programs Coordinator  
Club Development Coordinator  
Events Coordinator  
Adminstration

Mr Mark Handley  
Mr Simon Youl  
Ms Sally Jackson  
Mrs Simonne Allwright  
Mr Trent Constance  
Ms Patricia Kirk

## Tennis Tasmania is located at:

Domain Tennis Centre  
2 Davies Avenue  
Glebe TAS 7000

PO Box 115  
Hobart  
TAS 7001

Tel +61 3 6108 8200  
Fax +61 3 6108 8215

ABN: 58 889 629 361



# **About Tennis Tasmania**

## Who we are

Tennis Tasmania is the governing body of tennis in Tasmania. We promote and facilitate participation in tennis at all levels; and conduct state, national and international tournaments.

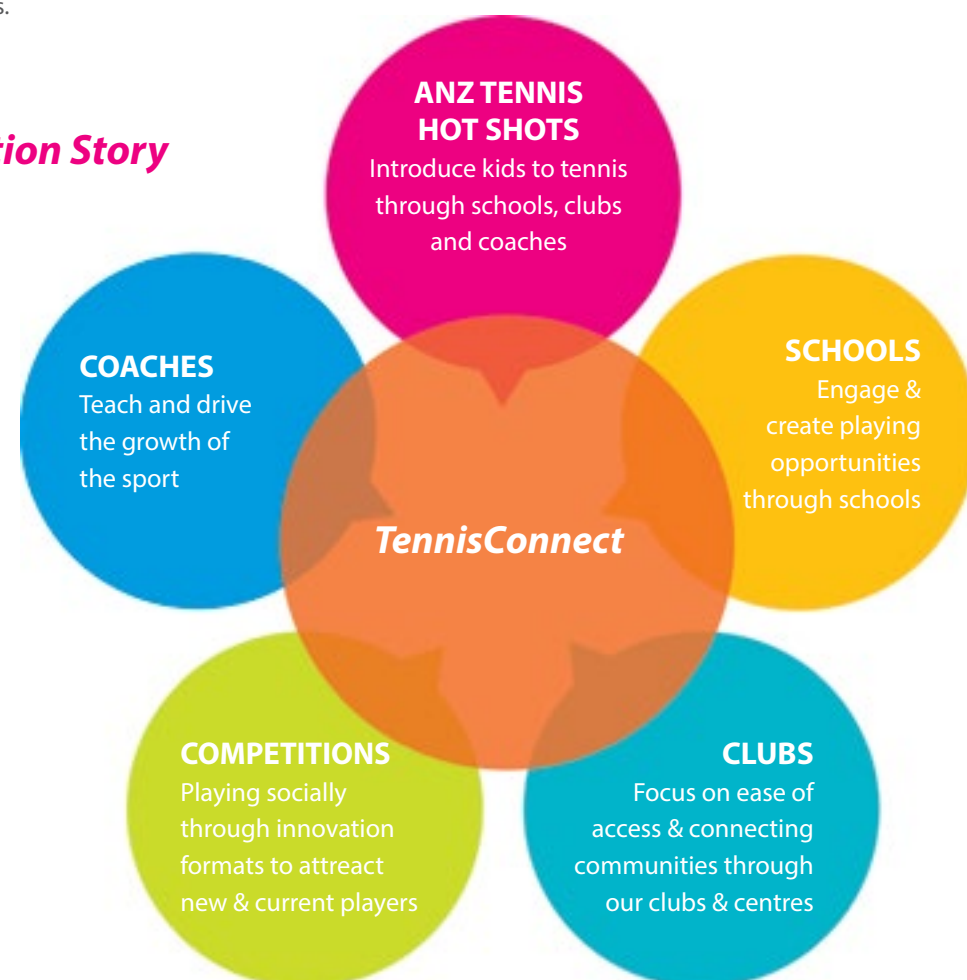
## Our Purpose

To grow tennis in Tasmania.

## Our Values

- To foster, administer and develop the game of Tennis
- To sanction, control and promote the holding of appropriate Tennis events
- To affiliate with Tennis Australia Limited or any other body of similar nature formed for the purpose of promoting and controlling Tennis
- To devote the profit and other income of The Association for the promotion and betterment of Tennis
- To do all such other acts, matters and things as are incidental and conducive to the above objects.

## The Tennis Participation Story



## Affiliated Members

### SOUTHERN REGION

Cygnnet Tennis Club  
Domain Tennis Club  
Geilston Bay Tennis Club  
Glenorchy Tennis Club  
Kingston Tennis Club  
Lindisfarne Tennis Club  
New Norfolk Tennis Club  
Richmond Tennis Club  
Rosny Park Tennis Club  
Sorell Tennis Club  
St Thereses Tennis Club  
Sunshine Tennis Club  
Taroona Tennis Club

### NORTHERN REGION

7LA Tennis Club  
Australian Italian Club Tennis Club  
Beaconsfield Tennis Club  
Bicheno Tennis Club  
Binalong Bay Ratepayers & Tennis Association  
Bridport Tennis Club  
Evandale Tennis Club  
Launceston Regional Tennis Club  
Launceston Tennis Club  
Legana Tennis Club  
Longford Tennis Club  
Newstead Tennis & Squash Centre  
Perth Tennis Club  
Port Sorell Tennis Club  
Ringarooma Tennis Club  
Riverside Tennis Club  
Scottsdale Tennis Club  
St Helens Tennis Club  
St Marys Tennis Club  
Trevallyn Tennis Club  
Westbury Tennis Club  
Whitemore Tennis Club

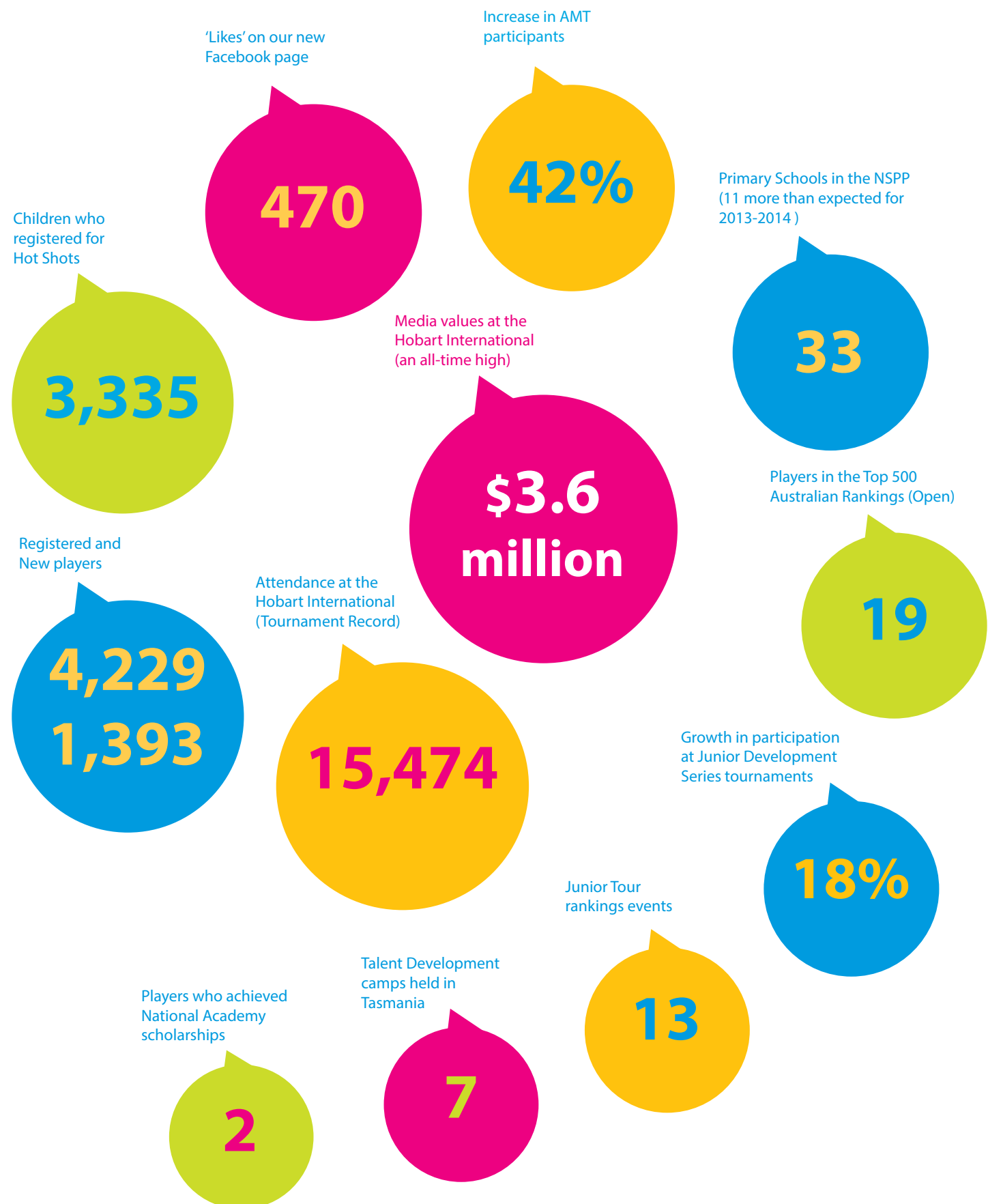
### NORTH WEST REGION

Burnie Tennis Club  
Deloraine Tennis Club  
Devonport Tennis Club  
East Devonport Tennis Club  
Forth Tennis Club  
King Island Tennis Club  
Smithton Tennis Club  
Ulverstone Tennis Club  
Wynyard Somerset Tennis Club





## About Tennis Tasmania



## Message from Tennis Australia

Many of you would have heard the line from the Rudyard Kipling poem "If", which 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 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 Tasmania deserves much acclaim, with their intense commitment to our sport ranging from Hot Shots, to growing the game in schools, to club tennis, tournaments and coaching. I am very proud of our cooperation with Tennis Tasmania 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 joined 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

Craig Tiley  
Chief Executive Officer  
Tennis Australia





# **Tennis Development**

Once again it has been a dynamic year for Community Tennis in Tasmania, with Tennis Australia providing many new options and opportunities within our state for each Member Association and its key stakeholders. Programs within the Tasmanian Schools space should be given particular mention, as Primary schools and Secondary schools have showed keen interest and support within the fantastic **National Schools Partnership Program** (NSPP). Some other areas of focus within the Education sector throughout the past 12 months are:

- ANZ Tennis Hot Shots coaching programs
- Hobart International schools competition
- AO Blitz public and school engagement
- new teacher ambassadors
- cardio tennis in Secondary schools
- participation at all teacher professional development workshops

Hot Shots has recently had a major sponsor change with all equipment, merchandise, print and other collateral having gone through a significant rebranding to **ANZ Tennis Hot Shots**. As such, new and renewing affiliated coaches, clubs and schools have all received some new items such as banners and replacement equipment to help with this transition.

Cardio Tennis at the club level has remained steady however **Cardio tennis for Secondary Schools** (CTSS) has seen some major changes both locally and nationally, and is now a natural extension of the primary schools NSPP, so the tennis experience does not halt after grade 6. Tennis Tasmanian affiliated clubs have continued to embrace the **Community Play Program** which was born back in October 2012 and has grown to 16 clubs.

**Active After School Communities** (AASC) are working closely with us on all things Hot Shots: however this partnership will see massive change in the near future as the Australian Government replaces the AASC program with the **Sporting Schools Australia Program**. Activations in all major regions in Tasmania were extended this past year, with the engagement of our activation assistant on a short-term contract over summer. Stuart was employed to oversee the **Tennis Land Roadshow** - our answer to Tennis Australia's challenge to each Member Association to provide massive-scale public awareness and engagement events in the lead-up to the Australian Open grand Slam tournament in Melbourne. The **AO Blitz** is here to stay and will kick off around Spring time each year.

## **ANZ Tennis Hot Shots, Coaches & Clubs**

The number of coaches, schools and participants has increased exponentially. The number of coaches now registered as deliverers for Hot Shots has grown from 22 to 23. Registered participants are often used as the best way of quantitatively identify growth or decline of a sport: Tennis Tasmania's Hot

Shots registration numbers are obtained from the number of online registrations when claiming a free T-shirt. Those eligible to register in this way are from:

- students who belong to a National Schools Partnership Program School
- Paying clients in a coaching program, or
- Participating in a 6 to 8 week Community Play Program at a club.

The total number of Hot Shots registrations 2013/2014 grew from 2,073 to 3,335. Registrations stayed steady over the 12 months but, as expected, rose slightly during **Tennis Land** events leading up to summer and in the January-February period. Of this total amount, 1,115 were sourced through Hot Shots coaches sessions; and 2,112 through our 33 NSPP schools. The remainder were obtained through Community Play Programs held at clubs. Of these 23 coaches, 20 had anywhere between 3 and 209 students register under their coaching business. In the South, 11 coaches accounted for 622 of 1,115 registrations. In the North, 9 coaches obtained a combined total of 402 registrations. Three North-West coaches gathered 90 registrations between them. For clubs wishing to run their own Hot Shots programs several times a year in (approximately) 8-week blocks, the Community Play Program rose from 10 to 16 clubs.

## **ANZ Tennis Hot Shots - Schools**

The overall number of individuals in Tasmania who are exposed to Hot Shots experiences is estimated at over 10,000 this past financial year - and the number is rising. The main ways this can be attributed to are:

- Program participation
- Tennis in schools experiences delivered by coaches
- Face-to-face public engagement from our activations.

The awareness has continued to grow most notably through the NSPP and **Tennis Land AO Blitz Roadshow**. The NSPP has proved to be a strong and clear pathway - from experiencing a 4-6 week Hot Shots unit in the school curriculum through to coaching programs and Community Play Programs within clubs. The NSPP is heavily funded by Tennis Australia and offers a great deal of benefits to the school and Health & Physical Education (HPE) teachers alike. Some HPE teachers in targeted primary schools are given the chance to take part in a 2½ hour on-court PD session; free manual and lesson plans; free school equipment pack (valued at \$1500); free Hot Shots T-shirts for every student who registers online; and more.

**"10,000+ individuals were exposed to Hot Shots experiences"**

We exceeded our expected target of 22 schools and have 33 Primary schools in the NSPP. Of these, 13 were from the South, 11 from the North and another 9 from the North-West. Our 33 valued HPE partner teachers were also given the opportunity to bring a group of students to have a 'Kids on Court' opportunity on Centre Court, directly prior to the night match at the Hobart International in January. Larmenier Catholic Primary and Goulburn Street Primary (Hobart) took up this amazing opportunity.

The inaugural **HPE Teachers Appreciation Night** and combined **Community Play Appreciation Night** (for organisers) was held on Tuesday 8<sup>th</sup> January. All 33 partner teachers and (at the time) 12 Community Play organisers were invited from across the state and travelled, from as far as Burnie, to network and enjoy the amazing on-court talent. They were rewarded with a selection of drinks and nibbles followed by tickets to the night match. Two teachers were again chosen to attend the Australian Open Teachers conference in week one of the Grand slam tournament at Melbourne Park. Our representing teachers were Raquel Innes of Nixon Street Primary; and Jenny Sullivan of Goulburn Street Primary. Selections were based on outstanding contribution to the sport throughout their involvement in the NSPP.

## **Cardio Tennis**

Cardio tennis is going into Secondary schools and is in the final planning stage. Cardio tennis is now going to be an extension of Hot Shots in the NSPP. To explain this further; those local primary schools who are partners with Tennis Tasmania and local clubs and/or coaches will soon find that, when they graduate from grade 6 into high school and commence grade 7, they will find the Secondary Schools NSPP (SSNSPP), where two strands of Cardio tennis will be offered: 'playing the game' and 'cardio tennis'. This year also saw, for the first time, HPE teachers in Secondary schools for Cardio Tennis selected to attend the Grand Slam Teachers Conference alongside primary school teachers. Due to conflicting schedules, those Northern and Southern teachers, who were invited to attend, declined and this resulted in 2 representative's from the North-West region taking up the opportunity. Steve Ryan from St Brendan's Shaw College and Robert Spencer from Devonport High School attended. At that time we had 2 North-West schools (as mentioned above), 3 Southern Colleges (Mackillop College, New Town High and St Aloysius College) and 1 Northern College (St Patricks College). Through Mackillop College's involvement with the NSPP and, in particular Cardio Tennis, this partner college has had 8 plexipave courts laid and completed in January this year. Tennis Tasmania facilitated the process through the National Court rebate Scheme for schools.



A participant at TENNIS LAND, part of the AO Blitz at Burnie, Launceston, Hobart & Devonport Shows 2013



Some of our 33 partner school HPE teachers, Principals & Community Play Organisers enjoy Appreciation Night at the Hobart International



Sally Jackson with participants at on-court workshops for the ANZ Hot Shot Community Play Program at the Hobart International



Larmenier Catholic Primary School in the Press room during a tour of the Hobart International



# Tennis Development

Cardio Tennis has been in the pilot phase for over a year now, with the national organisers taking a step back to ensure that an Advisory Group was set up at the national level. Sally Jackson was invited to join the group with the National Executive Director for ACHPER, along with Head of Schools for interstate private colleges amongst others. Tennis Australia realised the potential of the secondary schools space and as such has meticulously gone about the pre-roll-out phase of the Program. A website: [www.cardiotennis.com.au/](http://www.cardiotennis.com.au/) is far more user-friendly and new resources have been offered to coaches and schools alike. The previous Head of Department Karen Clydesdale has taken a new position within Tennis Australia and Sara Conyers has taken over as the Cardio Tennis Development Coordinator. In the clubs space, Tasmania has remained steady with its 6 qualified Cardio Tennis Coaches.

## Workshops

In October 2013, the *Community Coaching Course* was delivered in Tasmania over 4 days (2 each in Launceston and Hobart). Tennis Australia coach education staff delivered on court. There were 22 participants, with many having gone on to deliver the sport through various avenues such as the AASC or assisting coaches. Three professional development opportunities for HPE teachers were offered in Term 4, one in each of the 3 regions. The attendance was excellent, with the first 3 hours on court PD held at Spreyton Primary school gym (North-West), followed by Riverside Primary School gym (North) and finally New Town High gym (South). These teachers have since gone on to deliver Hot Shots within their PE lessons for 4-6 weeks and often twice per year. Two on-court workshops were also held at the Cradle Coast Campus for 2<sup>nd</sup> year Education students within their *Introduction to HPE* unit, which saw 32 young adults participate. Several of these students followed up with the *Active After School* program coordinator and deliver Hot Shots through this avenue. One *Introduction to Hot Shots* for Community Play club volunteers was held at the Domain tennis Centre in January, during the Hobart International tournament.

## A Word from the Programs Coordinator

My role has evolved since I began at Tennis Tasmania in May 2012 and is now more focused on programs, especially within and surrounding primary, secondary and tertiary teachers and students. My passion for education, together with a background in Health and Physical Education teaching in primary schools, has helped me to relate and know how staff and the school environment works. I enjoy speaking to and informing teachers and Principals what tennis can do for them and their students. The response is always positive and this only adds to my enjoyment. I have loved working with the Community Play club volunteers, who are such interesting and fun people and tirelessly give up

their time in the name of tennis. The workshops I facilitate are rewarding for me personally and a challenge too, as I strive to offer an authentic, up-to-date and fun experience for every individual who has given up their time to attend. Tennis Australia is moving forward at a rapid pace yet again, with so much focus on developing each of the MA's and individual staff members; we are encouraged to listen to and act with the best intentions at all times for all stakeholders such as clubs, coaches, teachers, volunteers, sponsors, parents and students. I was lucky enough to be asked to sit on the judging panel for the Newcombe Medal Awards last year for the 'Most Outstanding School' as well as sit on the Advisory Group for Cardio Tennis in Secondary Schools. Both have been a privilege and a great learning experience. I appreciate and relish each and every professional development opportunity. It is an exciting time to be a part of this team, and with the positivity that is steadily embracing our amazing sport, it continues to be a joy to be amongst it. We aim to reach 50 NSPP schools in the near future and, although this is a massive undertaking, it is also a special opportunity to move from partnering with a quarter of primary schools to one-third of all primary schools in Tasmania. There is enormous scope for Cardio Tennis in Secondary Schools and, I believe that through this program, we will be able to reach many more participants than we are currently capable of reaching. Thanks for the opportunity to work in such a dynamic, wonderful and positive sport.



Sally Jackson  
Programs Coordinator  
Tennis Tasmania

# Activations

Tennis Tasmania conservative estimates are over 20,000 Hot Shots experiences through public and event activations. A snapshot of the 13/ 14 Summer activations are listed here:

Sep 5th & 6th UTAS (Newnham campus)	ACHPER (HPE annual conference)
Oct 4th & 5th Burnie Show	Tennis Land
Oct 11th & 12th Launceston Show	Tennis Land
Oct 24-27th Hobart Show	Tennis Land
Nov 29 & 30th Devonport Show	Tennis Land
Dec 30th Taste of Tasmania Festival Hotshots all day activations	
Jan 4th Hobart International	Kids Tennis Day
Jan 5th- 8th Hobart International	Hotshots Kids on Centre Court Showcases
Jan 27th Burnie International	Kids Clinic with Professional players
Jan 31st SEA FM Beach Party	Hotshots all day activation
Feb 4 & 5th Launceston International	Hotshots Kids on Court with professional women players

Stuart Armstrong was employed as an Activations Assistant on a casual part-time basis to help facilitate the many public activations in the lead up and during the Hobart International.



Martina Hingis enjoys Kids Day at the Hobart International

A Teenage Mutant Ninja Turtles (a Nickelodeon character) has fun with the audience during Kids Day at the Hobart International

Fun at Cardio Tennis

HPE Coordinator Katie Gardner from Mackillop College, Mornington proudly sows off the school's 8 new plexipave courts.



# **Club Development**

It is with pleasure that I present my 2<sup>nd</sup> annual report as your Club Development Coordinator. I have enjoyed immensely the privilege of meeting with the majority of clubs statewide, to discuss and explore opportunities that lie ahead and progress a wide range of ideas and initiatives at each club. Clubs have played a pivotal role in cultivating interest in tennis and will continue to do so. It will be imperative that together we consolidate, motivate, accelerate, and evaluate in a continuous way so that wins can be repeated and challenges can be managed with positive effect.

With the door closing on the 2013/2014 financial year, another door is about to open on an exciting year ahead for tennis in Tasmania. Whilst there will be some changes to existing procedures that may feel initially unsettling, there is equally reassurance that our service delivery and support of clubs will ensure that the changes are managed with care. It is envisaged that the outcomes for clubs will be characterised by growth, creativity, and sustainability. Maintaining a focus on all that clubs do well, and shifting some attention to new models will combine to create viable clubs for the future.

## **Membership and Affiliates**

As at 30 June 2014, 4,229 players were registered statewide through 50 tennis clubs:

North region:	22 clubs
Southern region:	15 clubs
North-West region:	13 clubs

Efforts were made throughout the year to encourage clubs to continue affiliating and registering their players, as doing so provides a range of benefits. These include eligibility to enter state-sanctioned tournaments and competitions, insurance, priority ticketing to Australian Open Series events, ticket ballots to Grand Slams, and other special offers.

## **The year that was**

The past year has seen an evolution of the Club Development portfolio, and some significant inroads made into a variety of areas including:

- Onsite club consultations statewide
- Establishment of strong working relationships with councils statewide
- Affiliation Reform modelling and launch date set
- Creation of a range of club development advisory products on the Tennis Tasmania website
- Commencement of a statewide Facilities Strategy with Sport and Recreation Tasmania
- Assistance in the securing of a number of grants and funding allocations from both SRT and Tennis Australia for facility development and upgrades: including the new grandstand

at Launceston Regional Tennis Centre and a hitting wall at Sunshine Tennis Club

- Government funding and total project value targets were both exceeded to the tune of over \$410,000.00 in both target areas
- Advisory and liaison role (including the provision of agreement samples and templates) for Club/Coach Agreements
- Club Health Checks were undertaken by ten clubs which is an improving number but still needy of growth
- Participation in the planning and delivery of the AO Blitz "Tennis Land" concept at the regional shows
- Support roles in the planning and delivery of a highly successful Hobart International from 3-11 January
- Facility upgrades and volunteer training for nine host clubs for the Australian Seniors' Tennis Teams Carnival and Individual Championships, from 12-24 January
- Successful event coordination and management of the 2014 Australian Seniors' Tennis Teams Carnival & Individual Championships from 12<sup>th</sup> to 24<sup>th</sup> January
- Behind-the-scenes support roles in the hosting of the Federation Cup Tie in February
- Review of governance and constitutional documents for a number of clubs
- Ongoing modelling of a club 'Ratings & Rewards' dashboard and sustainability plan
- Development of a number of club support initiatives aimed at sponsorship procurement, marketing tools, and business planning
- Continued involvement in the *Places to Play* team to build and maintain quality places to play within our state
- Focus on the growth of Hot Shots courts in clubs and parks, and creating accessible club environments to ensure we have more people playing more tennis, more often.

*"total projects value of over \$410,000... exceeded our targets"*

## **Volunteer Awards**

Volunteers continue to be the backbone of tennis, and their efforts are to be recognised and rewarded. Recipients **Bernadette Reece**, **Douglas Janney** (both of East Devonport Tennis Club), **Trevor Small** (Rosny Park Tennis Club) and **John Gericke** (Sunshine Tennis Club) were each rewarded this year with a framed certificate to acknowledge their contributions to their respective clubs. The aim is to continue this pattern of recognition and reward, to ensure individuals realise how valued they are and how valuable they are to the sport generally.

## **Directions ahead**

We are poised to position tennis at the forefront of peoples' minds. The current mix of players, clubs, coaches, pro-shops, communities, volunteers and administrators are already converted to all that is wonderful about tennis. The time is now ripe for us to combine our efforts and assemble our resources in innovative ways to capture and convert those yet to experience all that tennis can deliver. If tennis is to grow and clubs are to move forward for many years to come, we must work together to define the areas of need and opportunity, and design responsive strategies.

The solutions to these challenges will be found with attention being paid to:

- Club business and strategic planning
- Volunteer recruitment, training, and recognition
- Succession planning
- Coach recruitment and education
- Maintaining strong working relationships between all stakeholders
- Creative marketing and membership modelling
- Ensuring our places to play are welcoming and accessible
- Conducting a mix of tennis opportunities that build participation
- Focusing on continuous improvement at all levels to deliver best practice
- Paving the pathways to ensure more people can connect with tennis
- Creating value propositions that both attract players and retain them.

I look forward to working with clubs and communities over coming months, and strongly believe that the future will be bright both on and off the court.

*Simonne Allwright*

**Simonne Allwright**  
Club Development Coordinator





# **Player Development**

The 2013-14 year saw Tennis Tasmania take a new direction in Player Development, as our State Squads became decentralised. For the first time in many years Tennis Tasmania would not be running State Squads, allowing the private coaching sector to have full control over weekly squad sessions within their environments, utilising all state players in within their region. The following outlines our competition pathways, programs, player performances, highlights and new initiatives throughout the 2013/2014 financial year.

Our **Player Development Program (PDP)** has evolved into a support network to the clubs, tournaments and private coaches across the state. Direct support to the coaches and athletes is via state camps and professional development opportunities are priorities.

## **National Academy Hobart TAS**

Hobart continues to be supported by Tennis Australia as a National Academy (NA), based around the Tennis Australia National Academies structure. This year we had 2 athletes with NA Scholarships; Harry Bourchier and Sanyukta Singh. Harry Bourchier has returned to work with myself under our Tasmania NA Structure and Sanyukta Singh has maintained her scholarship status within the Academy. Through this scholarship, both Sanyukta and Harry have received weekly coaching, monitoring and yearly planning, along with coach support at National and interstate events by myself as National Coach Hobart.

## **National Academy Hobart Strength & Conditioning**

In the last year, our PDP has had the added benefits of a fully-equipped gym and the appointment of Damian Lawler as our Manager for Strength & Conditioning. Players have had the opportunity to gain weekly access to Damian and put in place weekly training programs, utilising his expertise and the equipment resources available. Thanks go to Damian for his ongoing commitment and passion to help players achieve their ultimate fitness levels and tennis goals.

## **Project Talent: Talent Search & Development**

Talent Development Camps continue to be the backbone of Project Talent throughout the year. We ran 7 camps in total across the state. Three of these were Bruce Cup Training Camps in preparation for the National Bruce Cup Teams Event in Queensland. Approximately 120 athletes attended Talent Development Camps across the state in the last year. Coaches James Bolzonello and John Playle, along with players Sam Whitehead, Will Gibson, Charlotte Ingram and Georgina Fish were also invited to a 12 & Under State Development Camp

in Victoria, run by Alex Jago. This was a great experience for all and players received good feedback on their overall camp performance. Thanks also go to Alex Jago from Tennis Victoria for coordinating Professional Development workshops.

## **Federation Cup Talent Development Camp 2014**

Australia played Russia in the Federation Cup at the Domain Tennis Centre in Hobart from 6-9 February. This was a great opportunity to conduct an all-girls Fed Cup Camp for Tasmanian player's aged 13 and under. Sixteen girls were invited to the camp. We had two heavy days of training and then, over the weekend, the players supported Australia as they battled against Russia. During the week, players spent time observing both Australian and Russian teams in training. They also had the opportunity to ask questions of Sam Stosur and Alicia Molik during a talk and photo session.

Overall the camp was a great success, both on and off the court, and an incredible experience that allowed the girls to get close to the action. Thanks to coaches John Playle, Mathew Carswell and Damian Lawler for their participation in the camp.

## **Super 10s Teams Event Tasmania**

In term 4 -2013 and Term 2-2014, the Super 10s teams event was once again conducted in the North and South of the state. Four teams from each region competed against each other over 5 weekends. Thanks again to the following team coaches for their management and coordination of this event:

**North** - James Bolzonello, Jeff Speer, Mathew Carswell, Saeed Behjet

**South** – Tony Blom, Michiel Conallin, John Playle, Nick Martin.

## **Super 10s Nationals Teams Event**

In January this year Tasmania was once again represented at the Super 10s National Teams Event during the Australian Open. Super 10's is a team-based competition that comprises 4 players to each team and each player gets a singles and doubles match that is played for a 50-minute duration. This event provides players with valuable match play experiences within a team environment. Team coaches are also allowed to sit on court and provide feedback and instructions to help develop players during competition.

Players representing Tasmania were:

**Boys:** Jed Plunket-Smith, Thomas Hann, Will Bennett, Joseph Kelly.

**Girls:** Victoria Fish, Chloe Abel, Rebecca Flinn, Alayna Mackirdy.

Thanks go to Mathew Carswell and Hayley Mackirdy for their team management for this event. This was a great event for our players to train and compete on the claycourts at Melbourne Park and also experience the festivities of The Australian Open.

## **Tennis Tasmania State Teams**

### **Bruce Cup Team 2013**

The 2013 Bruce Cup Teams Event was held in Brisbane, Queensland. The Bruce Cup is a prestigious nationals schools tennis championships open to girls and boys aged 12 and under. School Sport Australia (SSA) conducts the Bruce Cup in partnership with Tennis Australia. This event has National Ranking Points and the competition includes singles, doubles and mixed doubles. In Brisbane the competition was played at the Queensland Tennis Centre in Tennyson.

Players representing Tasmania were:

**Boys:** Ben Cawston, Samuel Elliston Buckley, William Gibson, Robert Green, Ruben McCormack, Oscar Targett and Sam Plunket-Smith

**Girls:** Charlotte Ingram, Lucy Allwright, Meg Radford, Lucy Jones, Sophie Johnstone, Kristina Peduru-Arachchinga and Eliza Bird.

The Tasmanian team finished in 6<sup>th</sup> place. Thanks to James Bolzonello and Jen Radford for their coach/management of the Tasmanian team.

### **Pizzey Cup Team 2014**

The National Pizzey Cup was held last May in Perth, Western Australia. Players took part in the team's event representing their states and also competed in an individual event, which had national ranking points on the line.

Players representing Tasmania were:

**Boys:** Daniel Groom, Matthew Harris, Martyn Icke, Tom Cornish, Ben Barnett, Remy Lynch, Sean Oosthuizen & Joab Littler

**Girls:** Erin Fazackerley, Wyonah Conway, Hannah Edgell, Laura Briant, Olivia Maskell, Sophie Johnstone & Kristina Pedru-Arachchinga.

Tasmania finished in 7<sup>th</sup> position. Thanks to Trent Constance and Jules Edgell for their coach/management of the Tasmania team.

### **14s Nationals Teams Event: Melbourne Park 2013**

Players representing Tasmania at Melbourne Park were:

**Boys:** Jesse Russell, Henry Ostler & Ben Barnett

**Girls:** Sanyukta Singh, Eliane Fader, Jess Fowler

Boys and Girls teams both finished in 9<sup>th</sup> position.

Coach managers were Simon Youl and John Playle.

Thanks go to John Playle for his management of the boy's team.

### **12s Nationals Teams Event Melb Park 2013**

Players representing Tasmania were:

**Boys:** Sam Elliston Buckley, Sam Whitehead, Robert Green

**Girls:** Charlotte Ingram, Jess Chesterman, Lucy Allwright

Boys and Girls teams both finished in 10<sup>th</sup> position. Thanks to James Bolzonello and Larn McShane for their team management.

### **Australian-Made Foundation Cup**

The Foundation Cup was played at the Royal South Yarra Tennis Club in Melbourne. The boys finished in 4<sup>th</sup> position and girls took 6<sup>th</sup> place. Thanks once again go to coach/managers James Bolzonello





# Player Development

and Chantel Jamieson. Players representing Tasmania were:

**Boys:** Ben Cawston, Sam Elliston Buckley, Will Gibson, James Anderson

**Girls:** Jess Fowler, Lucy Jones, Sophie Johnstone, Kristina Peduru-Arachchinga

## Talent Development Coaches (TDC)

Thanks to the following coaches James Bolzonello (Launceston) John Playle (Hobart) and Mathew Carswell (Launceston), all of whom showed ongoing commitment as Talent Development Coaches participating in State Development Camps; also travelling to mainland competitions/camps to support their athletes and participate in professional development workshops.

## Player Performance Highlights (Nationally/Internationally)

### Harry Bouchier

- Runner-Up 18s Australian Boys Championships Dec 2013
- Gained Top 1000 ATP Tour Ranking
- Reached semi-finals, semifinals and final of 3 Grade 1 Asian ITF events to get his ranking up for direct acceptance into French and Wimbledon Juniors
- Selected to represent Australia at the Youth Olympic Games in China

### Catherine Krueger

- Defeated No.1 seed Lizette Cabrera (AIS member and No. 94 ITF World-Ranked) in the Brisbane ITF 18s Event 2013
- Runner-Up NSW Junior International ITF Gosford 2013
- Gained a top 100 Aust Ranking and Top 10 in Australian Birthyear
- Runner-Up Victorian Country Championships 2014 Silver AMT
- Quarter-Finalist Gallipoli Youth Cup ITF Event 2014
- Winner 16s Singles Qld Rod Laver Platinum State Championships 2014

### Sanyukta Singh

- Winner 14s Warrnambool Gold Junior Singles & Doubles 2014
- Finalist Eastern Region Vic 14s Gold Singles 2014
- Quarter-Finalist 14s Singles Qld Rod Laver Platinum State Championships 2014

### Eliane Fader

Quarterfinalist 14s Singles QLD Rod Laver Platinum State Championships 2014

### Jess Fowler

Winner 14s Goulburn Valley Junior Grass Silver Junior Tour 2014.

## College Tennis Scholarships

Congratulations to the following Tasmanian players who have received scholarships to attend USA College Tennis: **Bradley Dunn** (Hobart) Brescia University; **Janaya Smith** (Hobart) Washington State University; and **Elliot Johnstone** (Burnie) University of Texas Pan-American. We wish them all the best over the next 4 years as they pursue their tennis and a college degree.

## Future Direction

Currently there are many promising things happening across the state within player development. We have a good group of young players who are starting to gain experience at mainland tournaments and are delivering very competitive performances. With our statewide decentralisation of State Squads, we have more coaches implementing weekly squad sessions within their environments to compliment their player's overall training program.

Harry Bouchier is now entering a new phase of his tennis career as a full-time professional, competing in Futures and Challenger events across the globe. I believe he has the ability to make a serious breakthrough very soon. Catherine Krueger's win in the Rod Laver Queensland 16's State Champs Platinum event was a great breakthrough for her nationally; she will now be looking to go one better at the 16s Australian Championships in December 2014 at Melbourne Park. We will be looking at strong showings from our players at the upcoming NSW State Junior Champs and then into the December Showdown where National Titles are up for grabs.

As National Coach, I will continue to work with our NA Tasmania scholarship holders on a daily basis; and travel to appropriate events nationally. I will be also keeping a close eye on the development of our up-and coming 12/U athletes and working with private coaches across the state.

*Simon Youl*

**Simon Youl**  
National Coach TAS

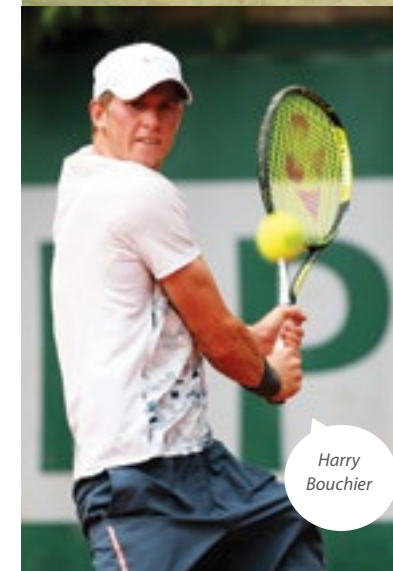


# Player Rankings

Open	AR	Men	AR	Women
	38	Harry Bouchier	68	Catherine Krueger
	202	Bradley Dunn	119	Vanessa Dobson
	203	Elliot Johnstone	125	Janaya Smith
	237	Daniel Groom	214	Sanyukta Singh
16 and under	269	Ross Marzetti	222	Eliane Fader
	338	Nicholas Fader	278	Kathryn Easther
	355	Ken Ho	279	Jessica Fowler
	371	Matthew Harris	334	Brittany Macrostie
	479	Mitchell Free	338	Hannah Coombe
14 and under	537	Remy Lynch	350	Erin Fazackerley
	237	Boys Daniel Groom	68	Girls Catherine Krueger
	338	Nicholas Fader	214	Sanyukta Singh
	371	Matthew Harris	222	Eliane Fader
	479	Michell Free	279	Jessica Fowler
12 and under	537	Remy Lynch	338	Hannah Coombe
	574	Henry Ostler	350	Erin Fazackerley
	607	Sean Oosthuizen	469	Wynonah Conway
	619	Benjamin Cawston	529	Olivia Maskell
	681	Ben Barnett	571	Hannah Edgell
10 and under	742	Joab Littler	609	Courtney Webb
	681	Boys Ben Barnett	214	Girls Sanyukta Singh
	742	Joab Littler	222	Eliane Fader
	867	Patrick Egerrup-Root	279	Jessica Fowler
	1053	Samuel Elliston-Buckley	609	Courtney Webb
8 and under	1081	Ruben McCormack	696	Charlotte Ingram
	1134	Samuel Whitehead	777	Sophie Johnstone
	1135	Sam Plunkett-Smith	877	Lucy Jones
	1349	William Gibson	887	Georgina Fish
	1486	Oscar Targett	1047	Meg Radford
6 and under	1616	Robert Green	1127	Chelsea Leggett
	1134	Boys Samuel Whitehead	696	Girls Charlotte Ingram
	1349	William Gibson	877	Lucy Jones
	1486	Oscar Targett	887	Georgina Fish
	1863	Thomas Hann	1286	Jessica Chesterman
4 and under	2140	Jed Plunkett-Smith	1291	Chelsea Leggett
	2255	Samuel Edgar	1305	Rebecca Flinn
	2332	Joseph Kelly	1371	Arnaka Bourn
	2455	William Bennett	1372	Ella Anderson
	2487	Jake Elmer	1513	Lucy Allwright
2 and under	2901	Ronan Naidoo	1643	Adilat Otto



Catherine Krueger



Harry Bouchier



Sanyukta Sinagh



Foundation Cup team in Melbourne VIC



4 Super 10s teams participants with event Awards





# Tournaments & Competitions

After a huge year on the tournament front, we have successfully added another layer to show players the tournament pathway from grassroots tennis through to professional play. These **Hot Shots Tournaments**, which serve as a player's first tournament experience, are currently being rolled out across the state, with players relishing in the opportunity to play an event with modified equipment. Our successful implementation of running junior and open combined events has worked to great effect with both participation and unique player numbers up across all levels of tournaments. It really is an exciting time for tournaments in Tasmania.

### Hot Shots Tournaments

These brand-new tournaments will serve as an integral cog in our tournaments pathway, with Hot Shots events being run concurrently with all levels of tournaments to allow players to visualise their tournament pathway, whilst getting out there and having a great time with modified courts and equipment.

### Medibank Junior Development Series (MJDS).

In our second year of the ever popular Medibank Junior Development Series (MJDS), players have relished the opportunity to gain their first full-court tournament experience by playing numerous matches in a round-robin format. Throughout 2014, the MJDS participation average has grown 18%; from 38 players in 2013 to 45 players in 2014. In addition, the instances of unique players in the MJDS series has increased 15%, with 248 unique players participating in MJDS events.

This year Medibank slightly changed their 'Healthy Attitude Awards' which were rebranded to be called *Good Sport Awards*. These awards, which promote commitment and enthusiasm whilst displaying a positive attitude, were again very well received, with Tasmania leading the way across nationally through award nominations during MJDS events. Remarkably there have been 53 nominations throughout this year's series; up 23% from last year's nominations. A big congratulations to the following players for being judged by Medibank as the Monthly winners of the *Good Sport Awards*:

- Ben Kidd
- Harrison Bantick
- Lucy Jones

“MJDS participation average has grown 18% to 45 players”

### Australian Junior Tour

Australian Junior Tour (JT) events again set the benchmark for participation, with an average of 76 players per event. This was a steady increase of 7% from 2013. We currently have thirteen JT rankings events throughout the year, providing many competitive opportunities for players throughout the state. Stand-out tournaments include the flagship **Tasmanian Junior Championships** (Gold JT) which attracted close to 100 players across the country and **Tasmanian State Age Championships** (Silver JT), played at the picturesque Domain Tennis Centre in Hobart.

### Australian Money Tournaments

Our Australian Money Tournaments (AMT) events structure changed this year, aligning and combining with JT events to create a carnival-type atmosphere. This combining of events worked to great effect, with AMT numbers up 42% and the addition of higher level AMT's throughout the state. The main goal of providing a premier AMT event in each region was very successful with our flagship Platinum event in Launceston, Gold event in Hobart and brand new Silver event in Burnie.

Our most successful of the year was the **Tasmanian Open Platinum** event which hosted over 100 players from across Australia and the world. Remarkably, in the women's open event, the top eight seeded players were ranked in the top 25 in Australia. The annual **Glenorchy Open** also had record numbers. This strong field was attended by players across Australia with players treated to the many events that make Glenorchy such a huge success. As you can see it has been a very big and successful AMT series. We look forward to expanding more in 2014-2015.

### Australian Pro Tour

The **McDonalds Burnie International** built on its reputation as the benchmark event in the Australian Pro Tour calendar. This year, the tournament upgraded to a \$100,000 event split, making it the highest Pro Tour prize money event in Australia. Burnie do an incredible job of going that extra mile for players and making them feel at home in the small community. Events were ranged all through the tournament with fans at capacity for night matches. When the dust settled, it was Matt Reid who claimed the men's title and Japanese Misa Eguchi upset her more highly ranked opponent's en-route to the women's title.

# Tournament Results

Event	Winner(s)	Runner(s) Up	Score
Australian Pro Tour			
Launceston International			
Womens Singles	Olivia Rogowska (AUS)	Irena Pavlovic (FRA)	5-7 6-4 6-0
Womens Doubles	MoniqueAdamczak/ Olivia Rogowska (AUS)	Kamonwan Buayam (THA)/ Zuzana Zlochova (SVK)	6-2 6-4
McDonalds Burnie International			
Womens Singles	Misa Eguchi (JPN)	Elizaveta Kulichkova (RUS)	4-6, 6-2 6-3
Womens Doubles	Jarmila Gajdosova/ Storm Sanders (AUS)	Eri Hozumi/ Miki Miyamura(JPN)	6-4 6-4
Mens Singles	Matt Reid (AUS)	Hiroki Moriya (JPN)	6-3, 6-2
Mens Doubles	John-Patrick Smith/ Matt Reid (AUS)	Toshihide Matsui(JPN)/ Danai Udomchoke (THA)	6-4, 6-2
Major Tasmanian Titles			
Tasmanian Open			
Womens Singles	Zuzana Zlochova (SVK)	Viktorija Rajicic (AUS)	5-7 6-2 6-3
Womens Doubles	Julia Moriarty/ Ellen Perez(AUS)	Alexsandrina Naydenova (BUL)/ Zuzana Zlochova(SVK)	6-3 5-1 ret
Mens Singles	Boy Westerhof (NED)	Maxime Chazal (FRA)	6-3 6-3
Mens Doubles	Ryan Agar(AUS)/ Sebastian Bader (AUT)	Daniel Ferretti/ Aaron Leeder-Chard (AUS)	7-5 6-7(4) 10-5
Medibank Tasmanian Junior Championships			
16/U Girls	Jasmin Starr (VIC)	Hannah Coombe	6-2 6-0
14/U Girls	Sanyukta Singh	Eliane Fader	6-1 6-2
12/U Girls	Biance Compuesto (VIC)	Uma Likic(NSW)	Forfeit
16/U Boys	Daniel Groom	Matthew Harris	6-0 6-0
14/U Boys	Jayson Tomicic (VIC)	Thomas Bosancic(VIC)	6-4 6-4
12/U Boys	Thomas Pavlekovich-Smith (VIC)	Marko Lukic	6-3 6-1
Medibank Tasmanian State Age			
16/U Girls	Sanyukta Singh	Erin Fazackerley	6-2 6-1
14/U Girls	Eliane Fader	Jessica Fowler	7-6(3) 1-6 7-5
12/U Girls	Ella Fraser(NSW)	Joy Andreou(VIC)	6-2 6-4
16/U Boys	Nick Fader	Matthew Harris	6-1 6-1
14/U Boys	Benjamin Cawston	Kelvin Du (NSW)	6-2 6-3
12/U Boys	Sam Whitehead	Luke Vuletic(VIC)	6-3 2-6 6-0
Pardey Shield			
18/U Girls	Janaya Smith	Vanessa Dobson	6-0 7-5
18/U Boys	Daniel Groom	Ross Marzetti	3-6 6-4 6-2



# **Tournaments & Competitions**

The **Launceston International** was the first tournament to be played with the brand new grandstand. This feature symbol provided the perfect backdrop for spectators to be as close to the action as possible with some world class action on display. After some stellar play and great involvement from neighboring clubs, it was Australia's Olivia Rogowska who claimed a hard fought victory over Irana Pavlovic from France.

## **Competitions**

Competitions have been a major focus in 2014, with the emphasis on team tennis at an all-time high. Competitions have been integral in creating multiple competitive opportunities to facilitate tournament play. After the incredibly successful pilot of the **Tasmanian Tennis League**, the wheels have been set in motion ahead of a big competitions year ahead. In a Tasmanian first, we are set to form an **Asia-Pacific League** (ATL) team to form a South-East conference with Victoria. The ATL is the most prestigious and highest level competition in Australia, with players such as Pat Rafter and Sam Groth partaking in the competition.

With our pathway set, Tennis Tasmania ran and coordinated the following competitions;

- **Hot Shots Leagues**
- **Super 10s**
- **Super 12s** (in October 2014)
- **Tasmanian Tennis League**
- **Asia Pacific Tennis League**

Tennis Tasmania runs and coordinated the following school sport competitions;

- **Bruce Cup**
- **Foundation Cup**
- **Pizzey Cup**

More information on these competitions is provided in the Player Development Report.

## **Super 10s**

Hobart and Launceston have recently completed the second season of the ever popular Super 10s. This unique competition, which allows players 10 and Under the opportunity to play under the tutelage of their private coach, has been a major success, with players relishing the opportunity to play in a team with their own uniform and prizes at the end of each match. Looking forward we have bigger and better ideas for our next installment of Super 10s.

## **Tasmanian Tennis League**

After the very successful Tasmanian Tennis League (TTL) pilot in the South, we are thrilled to announce the expansion of the TTL across the state. This true state-level competition will encompass

a number of firsts; with professional logos, radio advertising and television commercials paving the way for each involved club to play for \$10,000 in prize money. The TTL will serve as an integral cog into our competitions pathway and allow players to visualise the pathway by playing club rounds alongside Super 12s matches. The TTL rounds will essentially serve as a clubs celebration of tennis to create a carnival atmosphere.

## **Website and Social Media**

The Tennis Tasmania website has grown into a state-of-the-art online presence, serving members of the public with a wide range of information and useful links on tennis in Tasmania. There have been over 80 website articles posted on the website as well as countless layers added to make the website what it is today.

On the social media side, we have steadily increased our audience with our Facebook encompassing 468 'Likes' and recently established Twitter page having 50 followers. This instant information has been crucial to keep fans engaged, while appealing to a wider audience with constant and relevant updates. Online traffic is at an all-time high during major achievements - with Harry Bouchier's announcement into the Youth Olympics reaching over 15,000 people.

  
**Trent Constance**  
**Tournaments & Competitions Coordinator**





# Major Events

## Hobart International

The **2014 Hobart International** added a number of initiatives to maintain its relevance as a major sporting event for Tasmania; provided continued links to our fans around the world; and continued to be the preferred preparation event prior to the Australian Open.

Early player signings - which included Samantha Stosur and Venus Williams - and a remodelled ticketing price structure provided the event with a significant value proposition to the consumer. This resulted in an event attendance record and unprecedented media exposure leading into and during the event. Engagement initiatives such as the event launch at the Royal Hobart Show, **Kids Day** presented by Nickelodeon and the **Tennis Walk** all contributed to linking the event to the community.

New branding, which saw the event move to strengthen the Hobart International brand and capture the essence of elite female sport, was well received; the use of the Women's Tennis Association (WTA) campaign providing fresh aesthetics to Centre Court and our marketing initiatives.

Media and communications for the event reached all-time highs, with an approximate \$3.6 million in media value through print, television and radio outlets. Early indications on which direction the event was moving for 2014 was the catalyst for attendance and media success, and also provided a community talking-point. National interest in Australia's leading female player, Samantha Stosur, changing her pre-Australian Open schedule to include Hobart also provided a platform for national media exposure and speculation, and in addition thrust the spotlight onto Hobart.

The inclusion of an exhibition match between former world No.1 and 5-time grand slam winner Martina Hingis, and the current number world No.1 junior player Belinda Bencic, gave fans an opportunity to watch a legend of the game go head-to-head with an upcoming star in a light-hearted match touted as the *Master vs Apprentice*. It was Hingis' first time in Tasmania.

Samantha Stosur lead the field as the event's top seed, which included 5 former champions and a strong mixture of youth and experience. However, it was young Spanish qualifier Garbine Muguruza who ploughed her way through the field to capture her first WTA title. (Muguruza then went onto make the 4<sup>th</sup> round of the Australian Open, beating Caroline Wozniacki along the way). Stosur's fairytale run ended with a semi-final defeat by Czech player Klara Zakoplova, who she would ultimately beat in the

first round of the Australian Open three days later. The doubles crown was captured by Zakapolova and her Romanian partner Monica Niculescu.

### Impact & Quality

By utilising strong local media partnerships, the event provided sustained promotion of the Hobart International across Australia. All print, television and radio outlets contributed to an unprecedented level of interest in this year's event. Securing high-profile players early on allowed us to promote the players, the event and Tasmania around the world. Significantly, Samantha Stosur's change of preparation plans ahead of the Australian Open sparked interest from around the country.

The Hobart International complimented other major Tasmanian events including the *Taste of Tasmania* and MONA FOMA. This allowed for extended visitation and contributed to economic activities. Standardised ticket pricing for the event made attending the event more affordable for families. A change of stadium colour, closer alignment to the WTA marketing campaigns '*Strong is Beautiful*' and a new name: **Hobart International**, all presented a fresh outlook for the event. Early announcements of national superstar Samantha Stosur, international superstar Venus Williams and defending champion Elena Vesnina created a strong value proposition for the general public. The addition of an exhibition match featuring former world number 1 Martina Hingis added another dimension to the event.

### Feasibility & Reach

Social media platforms again performed strongly, distributing internal event information to our fans around the world. Key players added another layer of reach, commenting on the event through their own social channels. Southern Cross Austereo, in association with Tennis Australia, again produced a world-class live streaming component to the event:

- Unique visitors to the event website were 61% down on 2013
- Mobile views were up by 98% to 53,800.

The decline in website views and the increase in mobile views can be pointed towards a consumer shift on how they like to get information. Facebook 'Likes' and Twitter followers both increased, by 47% and 78% respectively. The Tennis Tasmania YouTube channel generated more interaction, with considerably more 'Shares' and comments than 2013. The majority of the Hobart International audience watched their content on desktop computers; no other Tennis Australia channel has such desktop domination of their audience. The analytics also reveal that the channel attracts an older audience. In the two most popular locations, Belgium and Australia, 30-40% of the audience are 55 years of age or older.

### Strategy & Community

- The event attracts the best players, both present superstars and past legends
- The Hobart International is the preferred Australian Open preparation event
- A global audience has its eyes on Hobart, through matches being broadcast on television and streamed live online
- The event and its players are embraced locally, nationally and internationally
- We let the players promote Hobart and Tasmania to the world through social media.

### The Tennis Walk

An exciting initiative that linked the city of Hobart to the Domain Tennis Centre. Previous champions guided the community along the 1km walk from Mawson's Place to the stadium.

### Royal Hobart Show

**Tennis Land** provided the ideal platform to showcase the sport of tennis. All elements of the sport were on show through various activities; a mini Centre Court was set up and formed the backdrop to the 2014 tournament launch. Approximately 8,000 people attended through the course of the event week.

### Taste of Tasmania

The Hobart City Council provided an activation space for tennis to use to promote the sport and the event. Approximately 1,000 people attended the one day event.

### Player Engagement

Many players were spread through Hobart visiting attraction and landmarks: notably, Laura Robson at the Salamanca Markets and Martina Hingis and Sam Stosur at MONA.

### Exhibition Match

Former world No.1 Martina Hingis took on current world No. 1 junior player Belinda Bencic in a rain-interrupted exhibition match. This event added another dimension to this year's tournament.

### Kids Day presented by Nickelodeon

'Dora the Explorer', 'Teenage Mutant Ninja Turtles' and ambassador Martina Hingis were the star attractions at this year's **Hobart International Kids Day**. Due to weather conditions, Kids Day moved indoors, with over 100 kids collecting autographs, having their face painted and getting snapshots with their favorite Nickelodeon characters.

## Quick numbers...

Economic Value	\$1.41 million
Media Value	\$3.6 million
Attendance	15,474: a Tournament Record



Winner Garbine Muguruza holds the Hobart International trophy

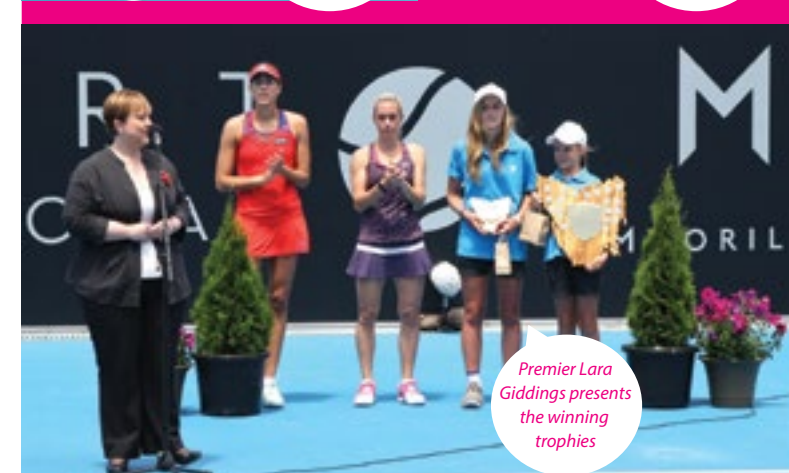


Young Tournament Directors



Sam Stosur playing on Centre Court

Martina Hingis delights the crowd in an exhibition match



Premier Lara Giddings presents the winning trophies





## Federation Cup

Over 3,000 people attended the Federation Cup tie between Australia and Russia at the Domain Tennis Centre, Hobart on 8<sup>th</sup> and 9<sup>th</sup> February.

Alicia Molik captained the Australian team of Sam Stosur, Casey Dellacqua, Ashley Barty and Storm Sanders. Former French Open champion Anastasia Myskina led the young Russian team of Victoria Kan, Irina Khromacheva, Valeria Solovyeva, and Veronika Kudermetova; with no player ranked inside the worlds top 100.

Australia captured the tie 5 rubbers to nil and moved to the second round of the world group. A large operational team from Tennis Australia helped deliver the event in Hobart alongside some outstanding volunteer support, many of whom had backed up after the Hobart International.

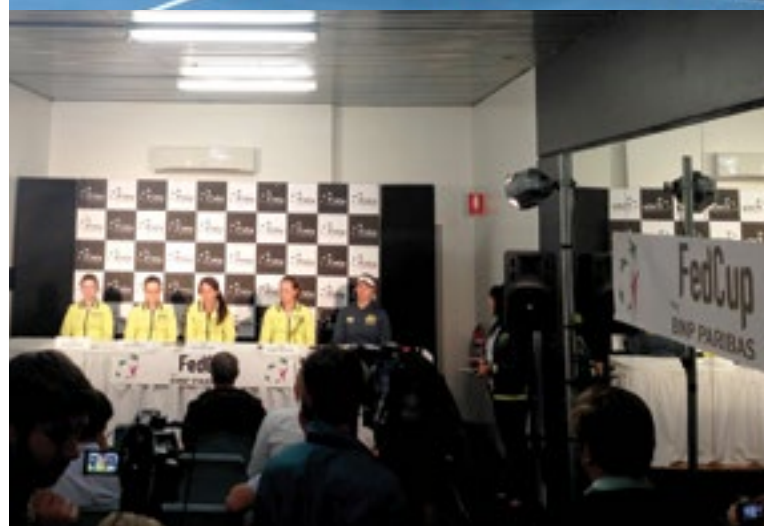
*“over 3,000 people attended the Fed Cup tie in Hobart”*

The official Federation Cup dinner was held at the Hotel Grand Chancellor in Hobart, with both Federation Cup teams and national and international VIP's in attendance. The spectacular official draw started with both teams departing Sullivan's Cove on board MONA's motor launch and arriving, with much fanfair, at the MONA site.

Our thanks go to the State Government and Hobart City Council for accelerating their support through the bidding process and successfully delivering another Federation Cup tie.



Australian Fed Cup team (L-R): Storm Sanders, Ashley Barty, Sam Stosur, Casey Dellacqua



Australian  
Seniors  
Teams Carnival

## ...and Individual Championships

After many months of planning, the Australian Seniors Teams Carnival kicked off with an Opening Ceremony on 12<sup>th</sup> January, conducted on Centre Court at the Domain Tennis Centre. With flags flying and competitors and friends filling the stadium, it was a fine start to what became a very successful event all round.

Over 620 competitors from Australia, New Zealand, Japan and Great Britain took to the courts during the Teams event. Matches were held at 9 Southern club venues and players and spectators were filled with awe at the various locations of the clubs. The event would not have been possible without the clubs who opened their gates and delivered a warm welcome and delicious fare to all participants: Sunshine, Kingston, Lindisfarne, Glenorchy, St Therese's, Domain, Geilston Bay, Tarroona and Rosny Park Tennis Clubs. The combined effort and commitment shown by these clubs both before and during the event was fantastic.

Tasmania fielded teams in a variety of age groups and performed admirably in the often high temperatures. Queensland was the overall winner for the Teams event, but the contests were strongly battled and the elements tested the constitutions of many!

Thankfully the beautiful weather continued into week two, when the Individual Championships were conducted. With numbers reduced on court, many took advantage of their time off to explore various tourism destinations. During this part of the event, players from around the globe took part and the flavour was truly international: Bulgaria, Latvia, Austria, Japan, New Zealand, Australia, Lithuania, the Netherlands, Sweden, Belgium...

Our own Richard Wynwood, Max Byrne, Hans Maas and Andrew Youl competed during the Individual Championships; with Richard, Hans and Andrew all finalists in their singles' events. Max combined well with his partner to take out the 80+ Mixed Doubles.

Overall, the events were applauded as "close to, if not the best ever" (Reg Trevaskis, President Tennis Seniors Australia). Events such as these don't get off the ground without support, and as said, the work of the various clubs and their volunteers was commendable.

Coordinator Simonne Allwright would also like to thank those people who contributed fabulous support via: bus driving, ensuring venues were clean, preparing scrumptious food, stocking player event bags, taking umpteen phone calls, preparing trophies, making deliveries and creating a vibrant and inviting atmosphere.







# Financial Statements

## Statement of Comprehensive Income

	Note	2014	2013
<b>Assets</b>			
Cash and cash equivalents	10	338,946	412,765
Trade and other receivables	11	59,005	52,455
Inventories	12	1,883	8,207
<b>Total current assets</b>		<b>399,834</b>	<b>473,427</b>
Property, plant and equipment	13	47,387	62,469
<b>Total non-current assets</b>		<b>47,387</b>	<b>62,469</b>
<b>Total assets</b>		<b>447,221</b>	<b>535,896</b>
<b>Liabilities</b>			
Trade and other payables	14	71,181	70,119
Employee benefits	15	43,962	20,316
Deferred income	16	16,020	21,469
<b>Total current liabilities</b>		<b>131,163</b>	<b>111,904</b>
Employee benefits	15	1,005	8,303
<b>Total non-current liabilities</b>		<b>1,005</b>	<b>8,303</b>
<b>Total liabilities</b>		<b>132,168</b>	<b>120,207</b>
<b>Net assets</b>		<b>315,053</b>	<b>415,689</b>
<b>Members' equity</b>			
Retained earnings		315,053	415,689
<b>Total members' equity</b>		<b>315,053</b>	<b>415,689</b>

## Statement of Changes in Equity

Balance at 1 July 2012
<b>Total comprehensive income for the period</b>
Total other comprehensive income
Deficit for the period
Balance at 30 June 2013
Balance at 1 July 2013
<b>Total comprehensive income for the period</b>
Total other comprehensive income
Deficit for the period
Balance at 30 June 2014

	Retained earnings	Total equity
Balance at 1 July 2012	422,545	422,545
<b>Total comprehensive income for the period</b>	-	-
Total other comprehensive income	(5,856)	(6,856)
Deficit for the period		
Balance at 30 June 2013	415,689	415,689
Balance at 1 July 2013	415,689	415,689
<b>Total comprehensive income for the period</b>	-	-
Total other comprehensive income	(100,636)	(100,636)
Deficit for the period		
Balance at 30 June 2014	315,053	315,053

## Statement of Profit & Loss

Community tennis revenue
Player development revenue
Operations & events revenue
<b>Total revenue</b>
Other income
Community tennis expenses
Player development expenses
Operations & events expenses
Finance & administration expenses
<b>Total expenses</b>
Finance income
<b>Net finance income</b>
<b>Net deficit for the period</b>
Other comprehensive income
<b>Total comprehensive income for the period</b>

Note	2014	2013
5	291,873	186,600
5	19,528	53,534
5	88,481	70,574
	<b>399,862</b>	<b>310,708</b>
6	373,305	334,124
	(265,918)	(142,558)
	(22,477)	(58,531)
	(162,158)	(92,194)
	(433,355)	(372,689)
	<b>(883,908)</b>	<b>(666,172)</b>
8	10,105	14,484
	<b>10,105</b>	<b>14,484</b>
	<b>(100,636)</b>	<b>(6,856)</b>
	-	-
	<b>(100,636)</b>	<b>(6,856)</b>



## Statement of Cash Flows

	Note	2014	2013
<b>Cash flows from operating activities</b>			
Cash receipts from customers		749,093	625,777
Cash receipts from government grants		110,000	110,000
Cash paid to suppliers and employees		(941,475)	(696,602)
Interest received		8,563	14,841
<b>Net cash (used in)/ from operating activities</b>	19	(73,819)	52,016
<b>Cash flows from investing activities</b>			
Acquisition of property, plant and equipment	13	-	(36,272)
<b>Net cash (used in) investing activities</b>		-	(36,272)
<b>Cash flows from financing activities</b>		-	-
<b>Net cash (used in)/from financing activities</b>		-	-
Net (decrease)/increase in cash and cash equivalents		(73,819)	15,744
Cash and cash equivalents at 1 July		412,765	397,021
<b>Cash and cash equivalents at 30 June</b>	10	338,946	412,765

Tennis Tasmania Incorporated Notes to the financial statements

1. Reporting entity

Tennis Tasmania Incorporated ('Association') is an Association domiciled in Australia. The Association is Incorporated under the Associations Incorporation Act 1964. The address of the Association's registered office is;

Tennis Tasmania Incorporated  
2 Davies Avenue  
Glebe TAS 7000.

Tennis Tasmania is a not-for-profit entity and the principal activities of the Association during the course of the financial year were the promotion and development of the game of tennis in Tasmania.

2. Basis of preparation

The financial statements were approved by the Members of the Committee on 22nd August 2014 .

(a) Statement of compliance

The financial statements are Tier 2 general purpose financial statements which have been prepared in accordance with Australian Accounting Standards - Reduced Disclosure Requirements adopted by the Australian Accounting Standards Board and the Corporations Act 2001. These financial statements comply with Australian Accounting Standards - Reduced Disclosure Requirements .

(b) Basis of measurement

The financial report has been prepared on the historical cost basis.

(c) Functional and presentation currency

The financial report is presented in Australian dollars, which is the Association's functional currency .

(d) Use of estimates and judgements

The preparation of financial statements requires management to make judgements , estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates. Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised and in any future periods affected .

In particular, information about significant areas of estimation, uncertainty and critical judgements in applying accounting policies that have the most significant effect on the amount recognised in the financial statements are described in the following note:

Note 13- property , plant and equipment (impairment assessment and determination of useful lives)

### 3. Significant accounting policies

The accounting policies set out below have been applied consistently to all periods presented in these financial statements. Certain comparative amounts have been reclassified to conform with the current year's presentation.

(a) Non-derivative financial instruments

Non-derivative financial instruments comprise trade and other receivables, cash and cash equivalents and trade and other payables.

Non-derivative financial instruments are recognised initially at fair value. Subsequent to initial recognition non derivative financial instruments are measured as described below.

A financial instrument is recognised if the Association becomes a party to the contractual provisions of the instrument. Financial assets are derecognised if the Association's con-

tractual rights to the cash flows from the financial assets expire or if the Association transfers the financial asset to another party without retaining control or substantially all risks and rewards of the asset. Financial liabilities are derecognised if the Association's obligations specified in the contract expire or are discharged or cancelled.

Cash and cash equivalents comprise cash balances and call deposits.

Loans and receivables

Other non-derivative financial instruments are measured at amortised cost using the effective interest method, less any impairment losses .

(b) Property, plant and equipment

(i) Recognition and measurement

Items of property, plant and equipment are measured at cost or deemed cost less accumulated depreciation (see below) and accumulated impairment losses. The cost of property, plant and equipment at 1 July 2004, the date of transition to AASBs, was determined by reference to its fair value at that date.

Cost includes expenditures that are directly attributable to the acquisition of the asset. The cost of self-constructed assets includes the cost of materials, direct labour, the initial estimate, where relevant, of the costs of dismantling and removing the items and restoring the site on which they are located, and an appropriate proportion of production overheads. Purchased software that is integral to the functionality of the related equipment is capitalised as part of that equipment.

When parts of an item of property, plant and equipment have different useful lives, they are accounted for as separate items (major components) of property, plant and equipment.

(ii) Subsequent costs

The cost of replacing part of an item of property, plant and equipment is recognised in the carrying amount of the item if it is probable that the future economic benefits embodied within the part will flow to the Association and its cost can be measured reliably. The costs of the day-to-day servicing of property, plant and equipment are recognised in profit or loss as incurred.

(iii) Depreciation

Depreciation is recognised in profit or loss on a straight-line basis over the estimated useful lives of each part of an item of property, plant and equipment.

The estimated useful lives in the current and comparative periods are as follows:

ii	furniture and equipment	4-10 years
i	motor vehicles	6-7 years

The residual value, the useful life and the depreciation method applied to an asset are reassessed at least annually.

3. Significant accounting policies (continued)

(c) Inventories

Inventories are measured at the lower of cost and net realisable value. The cost of inventories is based on the first-in first-out principle, and includes expenditure incurred in acquiring the inventories, production or conversion costs and other costs incurred in bringing them to their existing location and condition . Net realisable value is the estimated selling price in the ordinary course of business , less the estimated costs of completion and selling expenses.

(d) Impairment

(i) Financial assets (including receivables)

A financial asset is considered to be impaired if objective evidence indicates that one or more events have had a negative effect on the estimated future cash flows of that asset. An impairment loss in respect of a financial asset measured at amortised cost is calculated as the difference between its carrying





# Notes to Financial Statements

amount, and the present value of the estimated future cash flows discounted at the original effective interest rate.

Individual significant financial assets are tested for impairment on an individual basis. The remaining financial assets are assessed collectively in groups that share similar credit risk characteristics. All impairment losses are recognised in profit or loss. An impairment loss is reversed if the reversal can be related objectively to an event occurring after the impairment loss was recognised, and this reversal is recognised in profit or loss.

## (ii) Non-financial assets

The carrying amounts of the Association's non-financial assets, other than inventories, are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists then the asset's recoverable amount is estimated. An impairment loss is recognised if the carrying amount of an asset or its cash-generating unit exceeds its recoverable amount. A cash-generating unit is the smallest identifiable asset group that generates cash flows that largely are independent from other assets and groups. Impairment losses are recognised in profit or loss. Impairment losses recognised in respect of cash-generating units are allocated first to reduce the carrying amount of any goodwill allocated to the units and then to reduce the carrying amount of the other assets in the unit (group of units) on a pro rata basis. The recoverable amount of an asset or cash-generating unit is the greater of its value in use and its fair value less costs to sell. In assessing value in use, the estimated future cash flows are discounted to their present value using a discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. Impairment losses recognised in prior periods are assessed at each reporting date for any indications that the loss has decreased or no longer exists. An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount. An impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

## (e) Employee benefits

### (i) Long-term employee benefits

The Association's net obligation in respect of long-term service benefits is the amount of future benefit that employees have earned in return for their service in the current and prior periods. The obligation is calculated using expected future increases in wage and salary rates including related on-costs and expected settlement dates, and is discounted using the rates attached to the Commonwealth Government bonds at the balance sheet date which have maturity dates approximating to the terms of the Association's obligations.

### (ii) Short-term employee benefits

Liabilities for employee benefits for wages, salaries and annual leave represent present obligations resulting from employees' services provided to reporting date and are calculated as undiscounted amounts based on remunerations wage and salary rates that the Association expects to pay as at reporting date including related on-costs, such as workers compensation insurance and payroll tax.

## Bonuses

A liability is recognised for the amount expected to be paid under short-term cash bonus or profit-sharing plans if the Association has a present legal or constructive obligation to pay this amount as a result of past service provided by the employee and the obligation can be estimated reliably.

## (f) Provisions

A provision is recognised if, as a result of a past event, the Association has a present legal or constructive obligation that can be estimated reliably, and it is probable that an outflow of economic benefits will be required to settle the obligation. Provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects current

market assessments of the time value of money and the risks specific to the liability.

## (g) Revenue and other income

### (i) Sale of goods

Revenue from the sale of goods is measured at the fair value of the consideration received or receivable, net of returns and allowances, trade discounts and volume rebates. Revenue is recognised when the significant risks and rewards of ownership have been transferred to the buyer, recovery of the consideration is probable, the associated costs and possible return of goods can be estimated reliably, and there is no continuing management involvement with the goods.

### (ii) Services

Revenue from services rendered is recognised in the profit or loss in proportion to the stage of completion of the transaction at reporting date. The stage of completion is assessed by reference to surveys of work performed.

### (iii) Grant income

#### Reciprocal grants

Grants received on the condition that specified services should be delivered or conditions fulfilled are considered reciprocal. Such grants are initially recognised as a liability and revenue is recognised as services are performed or conditions fulfilled.

#### Non-reciprocal grants

Where a grant is received where there is no performance obligation or return obligation, revenue is recognised when the grant is received or receivable.

## (h) Lease payments

Payments made under operating leases are recognised in profit or loss on a straight-line basis over the term of the lease. Lease incentives received are recognised as an integral part of the total lease expense, over the term of the lease.

## (i) Finance income

Finance income comprises interest income on funds invested. Interest income is recognised as it accrues, using the effective interest method.

## (j) Income tax

The income of the Association is exempt from income tax, and accordingly, no provision has been made in the accounts for income tax payable. Withholding tax from other jurisdictions is provided when the liability is due and payable.

## (k) Goods and services tax

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the taxation authority. In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of the expense.

Receivables and payables are stated with the amount of GST included.

Cash flows are included in the statement of cash flows on a gross basis. The GST components of cash flows arising from investing and financing activities which are recoverable from, or payable to, the ATO are classified as operating cash flows.

## (l) New standards and interpretations not yet adopted

The following accounting standards, amendments to accounting standards and interpretations have been identified as those which may impact the Association in the period of initial adoption. They were available for early adoption for the Association's annual reporting period beginning 1 July 2013, but have not been applied in preparing this financial report.

AASB 9 Financial Instruments becomes mandatory for the Association's financial statements for the period beginning on or after 1 January

2017 and could change the classification and measurement of financial assets. The Association does not plan to adopt this standard early and the extent of the impact has not been determined.

There are also other amendments and revisions to accounting standards and interpretations that have not been early adopted. These changes are not expected to result in any material changes to the Association's financial performance or financial position.

## (m) Changes in accounting policies

Except for the change below, the Association has consistently applied the accounting policies set out in Note 3 to all periods presented in these financial statements.

The Association has adopted the following new standard and amendments to standards, including any consequential amendments to other standards, with a date of initial application of 1 July 2013.

## AASB 13 Fair Value Measurement

AASB 13 establishes a single framework for measuring fair value and making disclosures about fair value measurements when such measurements are required or permitted by other AASBs. It unifies the definition of fair value as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. It replaces and expands the disclosure requirements about fair value measurements in other AASBs, including AASB 7. As a result, the Company has included additional disclosures, where appropriate, in this regard. In accordance with the transitional provisions of AASB 13, the Company has applied the new fair value measurement guidance prospectively and has not provided any comparative information for new disclosures. Notwithstanding the above, the change had no significant impact on the measurements of the Company's assets and liabilities.

## 4. Determination of fair values

A number of the Association's accounting policies and disclosures require the determination of fair value, for both financial and non-financial assets and liabilities. Fair values have been determined for measurement and/or disclosure purposes based on the following methods. Where applicable, further information about the assumptions made in determining fair values is disclosed in the notes specific to that asset or liability.

## Trade and other receivables

For receivables with a remaining useful life of less than one year, the notional amount is deemed to reflect the fair value. All other receivables are discounted to determine the fair value.





## Notes to Financial Statements

### 5. Revenue

	2014	2013
Community tennis revenue		
- Tennis Australia grants	193,660	186,600
- Event income	98,213	-
	291,873	186,600
Player development revenue		
- Tennis Australia grants	9,778	9,450
- Squad fees	-	38,983
- Other revenue	9,750	5,101
	19,528	53,534
Operations & events revenue		
- Event income	28,294	17,260
- Player contributions	60,167	53,314
	88,461	70,574
<b>Total revenue</b>	<b>399,862</b>	<b>310,708</b>

### 6. Other income

	2014	2013
Government grant income	100,000	100,000
Tennis Australia grants	115,848	114,914
Player registrations & club fees income	65,532	80,035
Sponsorships	50,195	23,983
Other income	41,730	15,192
<b>Total other income</b>	<b>373,305</b>	<b>334,124</b>

#### Government grants

A \$50,000 grant was received from Sport and Recreation Tasmania for operational assistance under the State Grants Program. Tennis Tasmania received a \$50,000 grant from Sport and Recreation Tasmania on behalf of Tennis Australia for contribution to the Moorilla Hobart International. These funds were paid on in full to Tennis Australia.

### 7. Other Expenses

The Association has the following key expenses:

	2014	2013
Depreciation expense		
- motor vehicles	5,818	5,818
- furniture and equipment	9,264	8,990
Cost of goods sold		
- cost of inventories	16,768	4,312
Movement in provision for employee benefits	16,350	15,390

### 8. Finance income

	2014	2013
Interest income on bank deposits	10,105	14,484
<b>Finance income</b>	<b>10,105</b>	<b>14,484</b>

### 9. Auditors' remuneration

#### Audit services

Auditors of the Association

	2014	2013
KPMG Australia:		
Audit and review of financial reports	11,950	10,900
	11,950	10,900

Tennis Australia Limited have contributed an amount of \$7,300 towards this audit fee (2013: \$6,400).





# Notes to Financial Statements

## 10. Cash and cash equivalents

	2014	2013
Bank balances	138,946	212,765
Deposits at call	200,000	200,000
Cash and cash equivalents	338,946	412,765

Cash and cash equivalents comprise cash balances and call deposits. The call deposits are readily convertible into known amounts of cash and are held at amortised cost.

## 11. Trade and other receivables

	2014	2013
Trade receivables	3,203	16,497
Other receivables	27,900	20,719
Prepayments	27,902	15,239
	59,005	52,455

## 12. Inventories

	2014	2013
Inventory on hand	1,883	8,207
	1,883	8,207

## 13. Property, plant and equipment

### Cost

Balance at 1 July 2012	29,090	54,511	83,601
Additions	-	36,272	36,272
Disposals	-	-	-
Balance at 30 June 2013	29,090	90,783	119,873

Balance at 1 July 2013	29,090	90,783	119,873
Additions	-	-	-
Disposals	-	-	-
Balance at 30 June 2014	29,090	90,783	119,873

### Depreciation and impairment losses

Balance at 1 July 2012	10,839	31,757	42,596
Depreciation charge for the year	5,818	8,990	14,808
Disposals	-	-	-
Balance at 30 June 2013	16,657	40,747	57,404

Balance at 1 July 2013	16,657	40,747	57,404
Depreciation charge for the year	5,818	9,264	15,082
Disposals	-	-	-
Balance at 30 June 2014	22,475	50,011	72,486

### Carrying amounts

At 1 July 2012	18,251	22,754	41,005
At 30 June 2013	12,433	50,036	62,469
At 1 July 2013	12,433	50,036	62,469
At 30 June 2014	6,615	40,772	47,387

Motor Vehicles	Furniture and equipment	Total
29,090	54,511	83,601
-	36,272	36,272
-	-	-
29,090	90,783	119,873
29,090	90,783	119,873
-	-	-
29,090	90,783	119,873
10,839	31,757	42,596
5,818	8,990	14,808
-	-	-
16,657	40,747	57,404
16,657	40,747	57,404
5,818	9,264	15,082
-	-	-
22,475	50,011	72,486
18,251	22,754	41,005
12,433	50,036	62,469
12,433	50,036	62,469
6,615	40,772	47,387





# Notes to Financial Statements

## 14. Trade and other payables

	2014	2013
Trade payables	3,520	5,437
Other payables and accrued expenses	67,661	64,682
	<u>71,181</u>	<u>70,119</u>

## 15. Employee benefits

### Current

	2014	2013
Provision for annual leave	32,560	20,316
Provision for long-service leave	11,402	-
	<u>43,962</u>	<u>20,316</u>

### Non-current

Provision for long-service leave	1,005	8,303
	<u>1,005</u>	<u>8,303</u>

## 16. Deferred income

	2014	2013
Player registration/club affiliation fees	5,663	11,112
Sponsorship	10,357	10,357
	<u>16,020</u>	<u>21,469</u>

## 17. Capital and reserves

### Members' Equity

The Association is a body corporate incorporated under the Associations Incorporation Act 1984. In the event of the Association being wound up the liability of members is determined by its rules.

## 18. Operating leases

### Leases as lessor

Non-cancellable operating lease rentals are receivable follows:

	2014	2013
Less than one year	13,500	13,500
Between one and five years	18,000	54,000
More than five years	-	168,750
	<u>31,500</u>	<u>236,250</u>

The sublet to the Regional Tennis Centre in Launceston to Launceston Indoor Sports Arena has ceased which had a term of 20 years. A new agreement with Elsmere Management has been in place since November 2013 which has a term of 3 years.

### Leases as lessee

Whilst Tennis Tasmania operates out of the Domain Tennis Centre in Hobart, there is no current lease in place and therefore Tennis Tasmania is not contractually committed to any future lease payments. With respect to the Regional Tennis Centre that Tennis Tasmania sublets to Elsmere Management, the agreement between Tennis Tasmania and the Launceston City Council has been completed and signed. This agreement does not involve any exchange of funds for Tennis Tasmania for the rights.

## 19. Reconciliation of cash flows from operating activities

Note	2014	2013
<b>Cash flows from operating activities</b>		
Deficit for the period	(100,636)	(6,856)
Adjusted for:		
Depreciation	15,082	14,808
<b>Operating profit before changes in working capital and provisions</b>	<b>(85,554)</b>	<b>7,952</b>
(Increase)/decrease in trade and other receivables	(6,550)	25,877
Increase in inventories	6,324	555
Increase in trade and other payables	1,062	13,245
Decrease in deferred income in advance	(5,449)	(11,003)
Increase in provisions and employee benefits	16,348	15,390
<b>Net cash (used)/from operating activities</b>	<b>(73,819)</b>	<b>52,016</b>



# Notes to Financial Statements

## 20. Other related party transactions

The Association, being an Associate member of Tennis Australia Limited, receives shared services benefits from Tennis Australia Limited. These benefits include accounting, human resources, legal and information technology resources. These services are provided for nil consideration.

The names of each person holding the position of officer of the Association during the financial year were: P. Armstrong (retired November 2013), P. Bowden, J. Fletcher, P. Hobday, A. Youl, K. Robinson, P. Lovell, R. Francis, R. Meldrum and M. Handley.

		Transaction value year ended 30 June		Balance outstanding as at 30 June	
		2014	2013	2014	2013
Mr P. Armstrong	Interest	6,642	9,255	202,781	201,239

Mr P. Armstrong is a director of MyState Financial, with which the Association holds investment accounts. The dealings are on normal commercial terms and conditions.

## Key management personnel compensation

In AUD	2014	2013
Short-term employee benefits	210,676	186,625
Post employment benefits	18,175	15,752
Total compensation	228,851	202,377

## 21. Economic dependency

Tennis Tasmania as an Associate member of Tennis Australia Limited, receives grant funding related to the implementation of commonly agreed programs and objectives. If the basis of the grant funding were to change then the Directors of Tennis Tasmania would review programs offered and objectives accordingly.

## 22. Subsequent events

There have been no events subsequent to balance date which would have a material effect on the Association's financial statements.

In the opinion of the Committee of Tennis Tasmania Incorporated ('the Association'):

- (a) the financial statements and notes set out on pages 1 to 16, are in accordance with the Associations Incorporation Act 1964, including:
  - (i) giving a fair presentation of the Association's financial position as at 30 June 2014 and of their performance, and
  - (ii) complying with Australian Accounting Standards and the Associations Incorporation Act 1964;
- (b) there are reasonable grounds to believe that the Association will be able to pay its debts as and when they become due and payable.

Dated at Hobart 25<sup>th</sup> day of August 2014

Signed in accordance with a resolution of the Committee:

  
P. Bowden  
President

  
M. Handley  
Executive Director





# Financial Representation Letter

Gordon Sangster  
KPMG  
147 Collins Street  
Melbourne VIC 3000

25 August 2014

Dear Gordon

***Representation letter - audit of annual financial report for period 1 July 2013 to 30 June 2014***

This representation letter is provided in connection with your audit of the annual financial report of Tennis Tasmania Incorporated (the Association) which comprises the statement of financial position as at 30 June 2014, and the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory notes (financial report), for the purpose of expressing an opinion as to whether the financial report presents fairly, in all material respects, the financial position of the Association and its financial performance and its cash flows in accordance with Australian Accounting Standards – Reduced Disclosure Requirements and the *Associations Incorporation Act 1964*.

Certain representations in this letter are described as being limited to matters that are material. We understand that omissions or misstatements of items are material if they could, individually or collectively, influence the economic decisions that users make on the basis of the financial report. Materiality depends on the size and nature of the omission or misstatement judged in the surrounding circumstances. The size or nature of the item, or a combination of both, could be the determining factor.

We confirm, to the best of our knowledge and belief, having made such inquiries as we considered necessary for the purpose of appropriately informing ourselves:

- 1 We have fulfilled our responsibilities, as set out in the terms of the audit engagement letter dated 12 June 2014, for the preparation and fair presentation of the financial report. We have prepared the financial statements in accordance with applicable Australian Accounting Standards – Reduced Disclosure Requirements (AASBs) and the *Associations Incorporation Act 1964*.
- 2 In preparing the financial report:
  - We have determined that based on AASB 1053 Application of Tiers of Accounting Standards we are not publicly accountable and have therefore applied Tier 2 reporting requirements
  - We have adopted appropriate Australian Accounting Standards– Reduced Disclosure Requirements and accounting policies, including complying with all applicable recognition, measurement and disclosure requirements of the Australian Accounting Standards – Reduced Disclosure Requirements. All further references to Australian Accounting Standards in this document are to the equivalent Australian Accounting Standards – Reduced Disclosure Requirements standard
  - Measurement methods and significant assumptions used by us in making accounting estimates, including those measured at fair value, are reasonable.
- 3 We have provided you with:
  - Access to all information of which we are aware that is relevant to the preparation of the financial report such as records, documentation and other matters;
  - Additional information that you have requested from us for the purpose of the audit; and
  - Unrestricted access to persons within the entity from whom you determined it necessary to obtain audit evidence.
- 4 All transactions have been recorded in the accounting records and reflected in the financial report.
- 5 We acknowledge our responsibility for such internal control as we determine necessary for the preparation of the financial report that is free from material misstatement whether due to fraud or error. In particular, we acknowledge our responsibility for the design, implementation and maintenance of internal control to prevent and detect fraud and error.

We have disclosed to you the results of management's assessment of the risk that the financial report may be materially misstated as a result of fraud.

- 6 We understand that the term “fraud” includes misstatements resulting from fraudulent financial reporting and misstatements resulting from misappropriation of assets. Misstatements resulting from fraudulent financial reporting involve intentional misstatements or omissions of amounts or disclosures in financial reports to deceive financial report users. Misstatements resulting from misappropriations of assets involve the theft of an entity's assets, often accompanied by false or misleading records or documents in order to conceal the fact that the assets are missing or have been pledged without proper authorisation.
- 7 There have been no:
  - (a) Fraud or suspected fraud that we are aware of and that affects the Association and involves:
    - Management;
    - Employees who have significant roles in internal control; or
    - Others where the fraud could have a material effect on the financial report.
  - (b) Allegations of fraud, or suspected fraud, affecting the Association's financial report communicated by employees, former employees, analysts, regulators or others.
- 8 We have disclosed to you all known instances of non-compliance or suspected non-compliance with laws or regulations whose effects should be considered when preparing the financial report. Further, we have disclosed to you and have appropriately accounted for and/or disclosed in the financial report in accordance with Australian Accounting Standards all known actual or possible litigation and claims whose effects should be considered when preparing the financial report.
- 9 The effects of uncorrected misstatements are immaterial, both individually and in the aggregate, to the financial report as a whole. A list of the uncorrected misstatements is attached in Appendix 1.
- 10 We have disclosed to you the identity of the Association's related party relationships and transactions of which we are aware and all related party relationships and transactions have been appropriately accounted for and disclosed in accordance with AASB 124 *Related Party Disclosures*.
- 11 All events subsequent to the date of the financial report and for which Australian Accounting Standards require adjustment or disclosure have been adjusted or disclosed.
- 12 The Association has no plans or intentions that may materially affect the carrying value or classification of assets and liabilities. We believe the carrying value of all material assets will be recoverable.
- 13 The measurement, presentation and disclosure of fair values are in accordance with Australian Accounting Standards. The measurement methods and significant assumptions used in determining fair values are appropriate in the circumstances and the resulting valuations and disclosures are reasonable.
- 14 We have recorded all liabilities and disclosed all contingent liabilities in the financial report in accordance with AASB 137 *Provisions, Contingent Liabilities and Contingent Assets*.
- 15 All known actual or possible litigation and claims whose effects should be considered when preparing the financial report have been disclosed to you and accounted for and/or disclosed in accordance with AASB 137 *Provisions, Contingent Liabilities and Contingent Assets*. Except as disclosed in the notes to the financial report, we are not aware of any additional claims that have been or are expected to be received that could have a material effect on the financial report.
- 16 The Association has satisfactory title to all assets and there are no liens or encumbrances on the Association's assets other than those reflected in the financial report.
- 17 There are no plans to abandon product lines, or other plans or intentions that will result in excess or obsolete inventory, and no inventory stated at an amount in excess of net realisable value.
- 18 We have no non-current assets or disposal groups that are required by AASB 5 *Non-current Assets Held for Sale and Discontinued Operations*, to be classified as held for sale.



# Notes to Financial Statements

- 19 We have identified each part of an item of property, plant and equipment that is significant in relation to the total cost of the item and depreciated each item separately in accordance with AASB 116 *Property, Plant and Equipment*.
- 20 There were no material contractual commitments for capital or other expenditure at year end not included in the financial report.
- 21 Throughout the period the Association has conformed with all aspects of contractual agreements that could have a material effect on the financial report in the event of non-compliance, including the requirements of its debt agreements, including all financial and non-financial covenants.
- 22 As at the statement of financial position date, the Association had measured appropriately any obligations arising from:
- Onerous contracts, i.e. those contracts under which the unavoidable costs of meeting the obligations exceed the economic benefits to be received under it;
  - Liabilities for interest on deposits and other indebtedness;
  - Losses from transactions not recognised in the statement of financial position.
- 23 The revenue recognition criteria have been applied to the separately identifiable components within a single transaction to reflect the substance of the transaction in accordance with AASB 118 *Revenue* and AASB 1004 *Contributions*.
- 24 All sales transactions are final and there are no side agreements with customers or other terms that allow for the return of merchandise, except for conditions covered by the usual and customary warranties.
- 25 Disclosures in respect of financial instruments as required by AASB 7 *Financial Instruments: Disclosures* have been appropriately incorporated in the financial report. Information relating to the Association's exposures to risk arising from financial instruments and how those exposures arise, including a description of our objectives, policies and processes for managing the risk arising from financial instruments and the methods used to measure this risk, has been appropriately disclosed in the financial report as required by AASB 7.
- 26 We have reviewed all financial assets and financial liabilities within the scope of AASB 139 *Financial Instruments: Recognition and Measurement*, and confirm that they have been recorded and classified appropriately as either:
- Financial liabilities held for trading;
  - Financial liabilities designated at fair value through profit or loss;
  - Financial assets at fair value through profit or loss.
- 27 We believe the assumptions and techniques used by us regarding fair value of financial assets and financial liabilities are appropriate and that all fair value measurements are determined in accordance with AASB 13 *Fair Value Measurement*. In circumstances where the fair value of a financial asset or liability at initial recognition is different from the transaction price, we have immediately recognised a gain or loss equal to the difference in the income statement if and only if the fair value measurement is evidenced by a quoted price in an active market for an identical asset or liability, or is based on a valuation technique that uses only data from observable markets. If the fair value measurement at initial recognition does not meet either of these conditions, then the difference is deferred and subsequently recognised as a gain or loss only to the extent it arises from a change in a factor (including time) that market participants would take into account when pricing the asset or liability.
- 28 The Association has applied the principles in AASB 132 *Financial Instruments: Presentation* appropriately in determining the presentation of financial instruments as financial liabilities or equity.
- 29 When we have applied hedge accounting, we have complied with the applicable hedge designation, documentation, periodic effectiveness assessment and accounting requirements of AASB 139. We have accounted for all derivative instruments not subject to hedge accounting in accordance with AASB 139.
- 30 The following have been properly disclosed in the notes to the financial report:
- (a) Judgements, apart from those involving estimations, management has made in the process of applying the entity's accounting policies that have the most significant effect on the amounts recognised in the financial statements including:
- classification and reclassification of financial instruments
  - Recognition of impairment on financial and non-financial assets We have made available to you all minutes of meetings of shareholders and the board of directors, and, when applicable, summaries of actions of meetings held after the reporting period for which minutes have not yet been applied.

31 With respect to the publication of the financial report on our website, we:

- acknowledge we are responsible for the electronic presentation of the financial report;
- will ensure that the electronic version of the audited financial report and the audit report on the website will be the same as the final signed hard copy version;
- will clearly differentiate audited and unaudited information on the website and that the absence of appropriate controls to address this issue increases the risk of potential misrepresentation to users;
- have assessed the controls over the security and integrity of the data on the website and that adequate procedures are in place to ensure the integrity of the information published; and
- will not present the audit report on the full financial report with extracts only of the full financial report.

32 We have made an assessment of the Association's ability to continue as a going concern taking into account all available information about the future, which is at least, but is not limited to, twelve months from the end of the reporting period. We confirm that we are not aware of material uncertainties related to events or conditions that may cast significant doubt upon the Association's ability to continue as a going concern.

Yours sincerely



Mark Handley

Chief Executive Officer

## Appendix 1

### Summary of uncorrected audit differences:

Audit differences below relate to Tennis Tasmania Incorporated Incorporated:

Details	Income Statement Debit/(Credit) (\$)	Balance Sheet Debit/(Credit) (\$)
Incorrect recognition of payroll accrual		
Employee Benefits Expense	\$2,849	
Trade Payable and Other Liabilities		(\$2,849)





## Independent audit report to the members of Tennis Tasmania Incorporated

### Report on the financial report

We have audited the accompanying financial report of Tennis Tasmania Incorporated (the Association), which comprises the statement of financial position as at 30 June 2014, and the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, notes 1 to 22 comprising a summary of significant accounting policies, other explanatory information and the directors' declaration.

#### *Directors' responsibility for the financial report*

The directors of the Association are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards - Reduced Disclosure Requirements, the *Associations Incorporation Act 1964* and for such internal control as the directors determine is necessary to enable the preparation of the financial report that is free from material misstatement whether due to fraud or error.

#### *Auditor's responsibility*

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

We performed the procedures to assess whether in all material respects the financial report presents fairly, in accordance with the Australian Accounting Standards - Reduced Disclosure Requirements and *Associations Incorporation Act 1964*, so as to present a view which is consistent with our understanding of the entity's financial position, and of its performance and cash flows.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.



#### *Independence*

In conducting our audit, we have complied with the independence requirements of the Accounting Professional and Ethical Standards Board.

#### *Auditor's opinion*

In our opinion the financial report presents fairly, in all material respects, in accordance with Australian Accounting Standards - Reduced Disclosure Requirements and *Associations Incorporation Act 1964*, the financial position of Tennis Tasmania Incorporated as of 30 June 2014 and of its financial performance and its cash flows for the year then ended.



KPMG



Gordon Sangster  
Partner

Melbourne

25 August 2014





***Tennis Tasmania***

[www.tennis.com.au/tas](http://www.tennis.com.au/tas)

2 Davies Avenue  
Glebe  
Tasmania 7000

t: 03 6108 8200

f: 6108 8215

e: [info@tennis.com.au](mailto:info@tennis.com.au)

ABN: 58 889 629 361

