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australian open

The Grand Slam of Asia/Pacific

A WHOLE NEW LEVEL

MELBOURNE PARK 17-30 JANUARY 2011



tournament information 2011



JACOB'S CREEK



memorable event

With the biggest prize pool in the history of the event on offer, Australian Open 2011 was set for 'a whole new level'.

In the men's final Serbian Novak Djokovic hoisted the Norman Brookes Challenge Cup for the second time after defeating Andy Murray in straight sets. Dominating Murray at every turn, Djokovic was full of confidence and maintained a high level of intensity for the duration of the match.

While an emotional Kim Clijsters cemented her status as one of the top players over the past decade by winning her fourth Grand Slam® (her first Australian Open) with victory over China's Na Li. Clijsters' win was not unexpected, she was a favourite coming into the event, but had to find her best tennis to overcome Li in a tightly contested and thrilling three-set final.

The Australian Open Junior Championships saw world No.1 Czech Jiri Vesely overcome promising Australian junior Luke Saville. It was the second consecutive year an Australian reached the final. Belgium enjoyed double success with An-Sophie Mestach claiming her maiden junior girls' Grand Slam® singles title.

Dutch Esther Vergeer continued her 407-match winning streak, claiming her eighth Australian Open Wheelchair Championship by defeating Australian star Daniela Di Toro, while Japan's Shingo Kunieda successfully defended his men's title.

kids tennis day inspired children to play tennis

The inaugural Kids Tennis Day welcomed 3000 participants who had the unique opportunity to play tennis on the same courts as their Australian Open heroes. Modified equipment such as low compression balls and smaller racquets were used during the on court activities to help children have an immediate sense of fun and achievement.

Children also had the unique opportunity to feel like a Grand Slam® champion as they enjoyed their very own photo with Australian Open trophies.

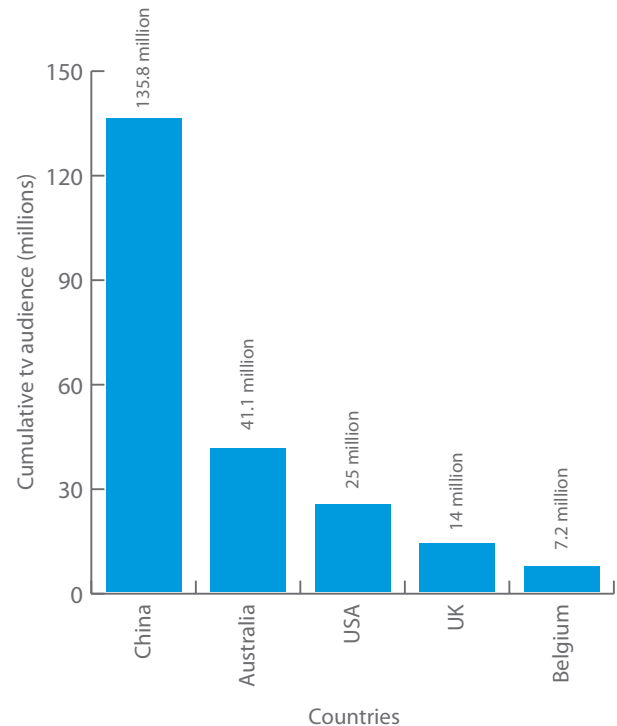
tv audiences across the globe

The global cumulative audience for Australian Open 2011 was 307.6 million, up by 31 per cent from Australian Open 2010, while there was an eight per cent increase in global broadcast hours.

China had the biggest audience growth – up from 59.5 million to 135.8 million, which was attributed to the increased audience on China's national broadcaster CCTV. The audience for the women's final in China on CCTV was 17.83 million – the highest rating single match by a single broadcaster in any territory.

Australia's broadcast hours increased by 168 per cent due to FoxSports telecasting the Australian Open along with the Seven Network.

top five countries by cumulative tv audience



tournament information 2011

crowd attendance

Australian Open 2011 saw a total of 651,127 fans flock to Melbourne Park, just short of the record attendance of 653,860 set last year.

A record daily attendance was achieved on five days, including the first weekend and eve of Australia Day. It was the 12th consecutive year the Australian Open has attracted more than half a million patrons.

worldwide coverage

A huge contingent of local and international media provided comprehensive coverage of the Australian Open, with 386 Australian and 320 international journalists, photographers and videographers reporting on each serve, line call and tiebreak in the tournament.

Thirty six television networks from Australia, Europe, North and South America, Asia, the Middle East and New Zealand, with 1157 staff, facilitators and contractors, broadcast the Australian Open to the world.



continuing to grow

The Australian Open is managed by Tennis Australia, formerly the Lawn Tennis Association of Australia (LTAA). In 1972 it was decided to stage the tournament in the one city each year, as opposed to visiting various states across the nation, and the Kooyong Lawn Tennis Club was selected due to Melbourne attracting the biggest patronage.

Melbourne Park (formerly Flinders Park) was constructed in time for Australian Open 1988 to meet the demands of the evolving tournament that had outgrown Kooyong's capacity. Stage one construction commenced in 1986, and the venue further expanded with the stage two additions for the 1996 event.

The move to Flinders Park was an immediate success, with a 90 per cent increase in attendance in 1988 (266,436) on the previous year at Kooyong (140,000). The official re-naming of Rod Laver Arena (formerly Centre Court) was on 16 January 2000 and the official opening of Hisense Arena (formerly Vodafone Arena) was on 27 July 2000.

The Australian Open was the first Grand Slam® with two arenas boasting state-of-the-art retractable roofs. During the 2010 event, the Victorian Government and Tennis Australia announced the \$363 million boost that will keep the Australian Open at Melbourne Park until at least 2036.

The design for Victoria's latest major sporting facility, the Eastern Plaza was unveiled during Australian Open 2011.

The Eastern Plaza is the second component of the first stage of the Melbourne Park redevelopment and will incorporate eight new indoor tennis courts, 13 new outdoor courts, warm-up and warm down facilities for athletes, an elevated plaza providing new public space, a new eastern entry to Hisense Arena, multilevel parking for up to 1000 cars and 30 buses, an upgraded western entry to Hisense Arena and a pedestrian bridge over Olympic Boulevard completing a direct pedestrian link between the MCG, Melbourne Park and AAMI Park.

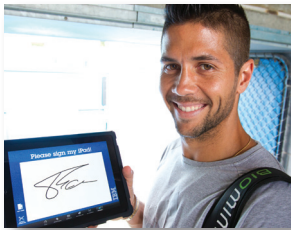
tournament information 2011

digital audience

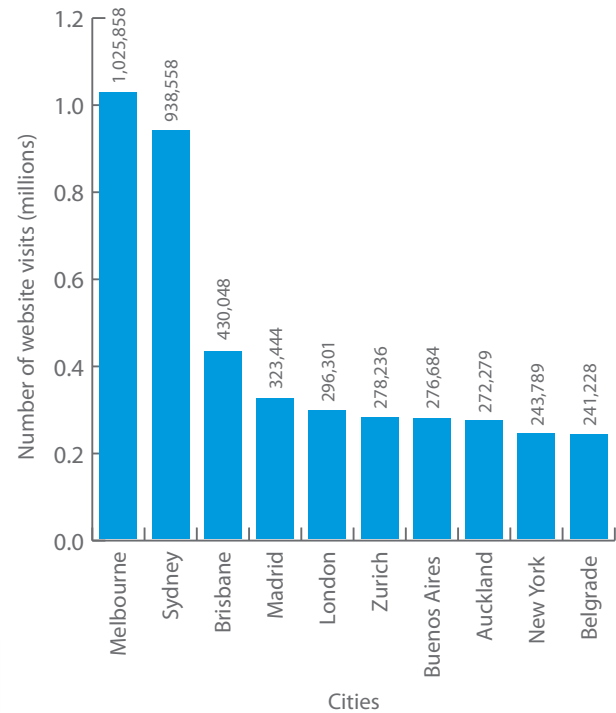
There were 10,038,215 million unique users who visited the official website and more than 700,000 users downloaded or updated the official Australian Open iPhone app for 2011. Caroline Wozniacki and Roger Federer were the favourite player profiles on australianopen.com with 399,345 and 482,407 page views respectively. The most popular article was 'Djokovic outplays Federer to reach fourth Grand Slam® final' with 230,185 page views.

The Australian Open and Australian Open Series YouTube channels yielded over 5.1 million video views, while the official Australian Open Facebook page grew to 253,659 fans on 31 January – an increase of 432 per cent from 58,642 in 2010. By the end of the tournament 27,088 users were following @australianopen through Twitter.

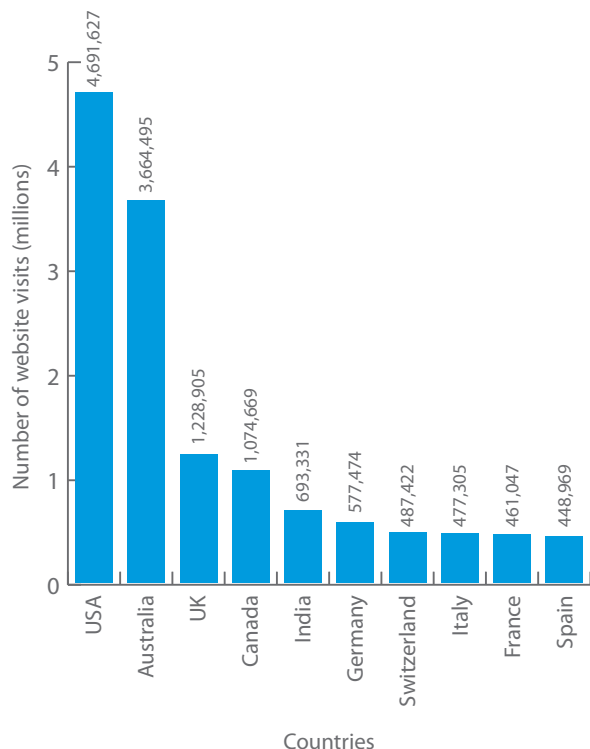
Tennis Australia and IBM created the first ever official Grand Slam® iPad app. The app, which contained an exciting digital autograph feature which enabled fans to capture their favourite players' signatures and save to a digital scrapbook, was featured by Apple as the iPad app of the week during the tournament.



top 10 cities (website visits)



top 10 most popular countries (website visits)



a proud history

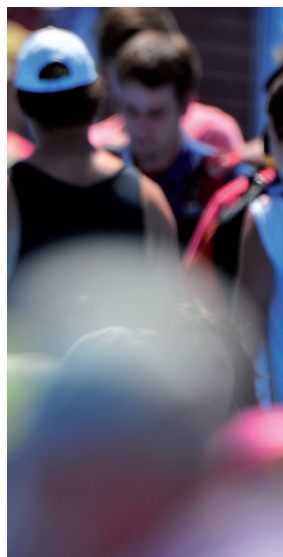
The tournament was first held in November 1905 as the Australasian Championships, becoming the Australian Championships in 1927 and the now familiar Australian Open in 1969. The 1905 event, played at the Warehouseman's Cricket Ground in St Kilda Road, Melbourne, attracted 17 entrants with the final played in front of a crowd of 5000.

Over the years it has been staged at six different venues including Melbourne (56 times), Sydney (17 times), Adelaide (14 times), Brisbane (seven times), Perth (three times), and New Zealand (twice – in Christchurch in 1906 and in Hastings in 1912).



interesting facts

- One of the strongest fields in Australian Open history came to play with all of the world's top 100 men and 98 of the top 100 women in the main draw.
- Thirteen Grand Slam® tournament champions, including former Australian Open champions Rafael Nadal, Roger Federer, Novak Djokovic, Justine Henin and Maria Sharapova were among the star-studded line-up.
- More than 46 nations were represented among the 256 players in the main singles draw. There were 665 players in competition across all events, including 111 juniors, 21 wheelchair players and eight legends of the game.
- No.11 seed Na Li created history as the first Chinese player in history to reach a Grand Slam® final.
- Canadian rising star Milos Raonic recorded the fastest serve of the tournament at 230 km/h and had a total of 94 aces, the highest of any male player at the Australian Open, while Nadia Petrova served 18 aces despite only reaching the third round.
- The Wilson stringers restrung 3492 racquets using 42.5 km of string over the course of the tournament, equal to a return trip from Rod Laver Arena to Melbourne Airport.
- A group of IBM statisticians noted 461 challenges by players of which only 27 per cent were overturned, with Henin the most successful having three calls overturned from her five challenges.
- Australian tennis legend, doubles champion Owen Davidson, was inducted into the Australian Tennis Hall of Fame on Australia Day, while Davis Cup and Grand Slam® champion Frank Sedgman was honoured at the annual Legends Luncheon.
- Matches were officiated by an international team of 335 umpires and linespersons from as far afield as Egypt, France, Italy, South Africa, Japan, USA and Mexico.
- The heart and soul of the Australian Open – the energetic MLC Ballkids – included 347 from around Australia and 20 from Korea.
- More than 49,000 Wilson tennis balls were ordered for the tournament, with proceeds from the sale of balls used in matches donated to the Australian Tennis Foundation.
- More than 11,000 official player towels (both men's and women's styles) were sold in the Australian Open Shop. Other popular items were the jumbo Wilson tennis balls, Australian Open T-shirts and official tote bags.
- Fans enjoyed a selection of food and beverages, including 79,000 Aussie sausages, 100,000 healthy sandwiches, 80,000 pieces of sushi, 9000 chicken schnitzels, and 35 tonnes of hot chips. In the exclusive *player café*, more than 79,000 kilograms of pasta and 7000 portions of fish were served.
- Players were transported by a fleet of 101 Kia cars with more than 35,000 journeys made to and from Melbourne Park by 215 drivers, clocking up more than 400,000 km.
- Popular Victorian tourism attractions visited by international players included Phillip Island, the Great Ocean Road, Melbourne Aquarium, the Melbourne Cricket Ground and Melbourne Zoo.
- Making it all happen behind the scenes were more than 7000 staff, contractors and volunteers employed by Tennis Australia, Melbourne and Olympic Parks Trust (MOPT) and catering suppliers Delaware North.
- On the eve of the Australian Open the tennis world united to support Rally for Relief, raising more than \$2.4 million for the victims of the devastating floods around Australia.



tournament information 2011

fast facts

total prize money

AUD\$25,005,635 million

men's and women's singles winners' prize money

AUD\$2,200,000 million

surface

Plexicushion

sessions of play

11 days, 11 nights and three twilight sessions.

tournament results

men's singles

[3] Novak Djokovic (SRB) d
[5] Andy Murray (GBR)
6-4 6-2 6-3



women's singles

[3] Kim Clijsters (BEL) d
[9] Na Li (CHN)
3-6 6-3 6-3



junior boys' singles

[1] Jiri Vesely (CZE) d
Luke Saville (AUS)
6-0 6-3



junior girls' singles

[2] An-Sophie Mestach (BEL) d
[5] Monica Puig (PUR)
6-4 6-2



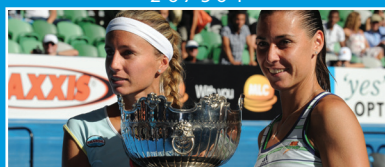
men's doubles

[1] Bob Bryan/Mike Bryan (USA) d
[3] Mahesh Bhupathi/Leander Paes (IND)
6-3 6-4



women's doubles

[1] Gisela Dulko/Flavia Pennetta (ARG/ITA) d
[12] Victoria Azarenka/Maria Kirilenko (BLR/RUS)
2-6 7-5 6-1



mixed doubles

[2] Katarina Srebotnik/Daniel Nestor (SLO/CAN) d
Yung-Jan Chan/Paul Hanley (TPE/AUS)
6-3 3-6 [10-7]



junior boys' doubles

[2] Filip Horansky/Jiri Vesely (SVK/CZE) d
[3] Ben Wagland/Andrew Whittington (AUS)
6-4 6-4



junior girls' doubles

[6] An-Sophie Mestach/Demi Schuurs (BEL/NED) d
Eri Hozumi/Miyu Kato (JPN)
6-2 6-3



men's wheelchair singles

[1] Shingo Kunieda (JPN) d
[2] Stephane Houdet (FRA)
6-0 6-3



women's wheelchair singles

[1] Esther Vergeer (NED) d
[2] Daniela Di Toro (AUS)
6-0 6-0



men's wheelchair doubles

[1] Maikel Scheffers/Shingo Kunieda (NED/JPN) d
[2] Stephane Houdet/Nicolas Peifer (FRA)
6-3 6-3



women's wheelchair doubles

[1] Esther Vergeer/Sharon Walraven (NED) d
[2] Aniek Van Koot/Jiske Griffioen (NED)
6-0 6-2



quad wheelchair singles

[1] David Wagner (USA) d
[2] Peter Norfolk (GBR)
6-2 6-3



quad wheelchair doubles

Andrew Lapthorne/Peter Norfolk (GBR) d
David Wagner/Nicholas Taylor (USA)
6-3 6-3

