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The Grand Slam of Asia/Pacific

YOUR TICKET TO THE WORLD

Melbourne Park 18 - 31 January 2010



tournament information 2010





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attracting the world's best

Breathtaking tennis, compelling storylines, fairytale comebacks and a festival of fun and frivolity ensured Australian Open 2010 was a winner on and off the court.

Playing just the eleventh match of her 'second career', Justine Henin almost pulled off a fairytale ending at Melbourne Park, pushing world No.1 Serena Williams to three compelling sets in the women's final.

Continuing the remarkable return to professional tennis that saw her reach the final of the Brisbane International at the start of January, Henin eliminated three seeded players en route to the final. But Serena prevailed to claim her fifth Australian Open title.

The men's final was short and sweet but a classic nevertheless. The match lasted two-hours and 41-minutes with Roger Federer striking 46 winners and breaking Andy Murray's serve four times to claim his 16th Grand Slam title.

A star-studded men's and women's singles draw included nine men's Grand Slam champions and nine women's Grand Slam champions and 31 of the top 32 men and all of the top 32 women. A total of 38 nations were represented in the singles main draws (38 countries each in both the men's and women's singles).



off-court action

Garden Square remained a favourite area for families to relax away from courtside and the new Grand Slam Oval precinct proved to be a smash hit among those looking for a place to chill out.

Frequently packed to the limits of its 10,000 square-metre capacity, Grand Slam Oval imbued Australian Open 2010 with the kind of atmosphere found at a summer music festival.

One half packed with tennis-themed sideshows, the other half with beanbags, deck chairs and giant umbrellas, Grand Slam Oval hosted daily marquee music acts and was the perfect place to kick back, enjoy a drink and watch the tennis on the giant screen.



changing ends

Getting in touch with its cultural side the Australian Open attracted more than 30 entries to its inaugural Changing Ends Tennis Film Festival.

Budding Australian filmmakers submitted their 90-second (the length of a change of ends in tennis) tennis-themed films, with the best entries played on the giant screens at Rod Laver Arena, Garden Square and Grand Slam Oval during the tournament.

When I Grow Up, a lighthearted look at the life of a line judge, was awarded the Festival's \$5000 first prize.



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generating interest

Australian Open 2010 was the biggest sports story across Australia during the fortnight with exposure in domestic newspapers valued at more than \$46 million.

The domestic electronic coverage exceeded \$60 million and for the first time this year a large sample of the international internet coverage was measured and valued at more than \$112 million.

The tournament attracted huge attention from the world's media, with a total of 1789 members of the media accredited. This included 1052 broadcast representatives, 553 media representatives (print, online and radio journalists), 169 photographers and 15 technicians.

Australian Open 2010 saw superb TV audience figures. The men's final averaged 2.420 million viewers domestically and peaked at 3.173 million viewers, an increase of eight per cent on the men's final at Australian Open 2009.

The women's final averaged 1.896 million viewers domestically and peaked at 2.430 million viewers, an increase of 13 per cent on the women's final at Australian Open 2009.



crowd attendance

Australian Open 2010's success was in the tournament's true blue attendance figures. The event attracted a record crowd of 653,860 people through the gates, smashing the previous record set in 2008 by almost 50,000 fans.

It was the eleventh consecutive year the Australian Open has attracted more than half a million patrons.

The highest ever day/night attendance in Grand Slam history was recorded twice during the first week of Australian Open 2010 – on Wednesday 20 January and again on Saturday 23 January.

The new record of 77,043 was set on Saturday 23 January, eclipsing last year's record by more than 11,000 fans.

An additional 281,729 fans attended the Melbourne and Sydney live sites, 109,798 and 171,931 respectively, over four-day activation periods.

more than a century of history

The Australian Open celebrated its 105th year in 2010. 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 (55 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).



second chance

Video line-calling was once again an on-court highlight at Rod Laver Arena and Hisense Arena.

In the men's and women's singles there were a total of 163 successful challenges from 554 attempts.

The men didn't leave anything to chance, challenging more often than the women, with 328 and 226 challenges respectively.

growing the tournament

The Australian Open is managed by Tennis Australia, formerly the Lawn Tennis Association of Australia (LTA).

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.

Major changes to Melbourne Park include a retractable roof and additional seating for Margaret Court Arena. These changes will add 1500 more seats to that court and make the Australian Open the first Grand Slam venue to have three all-weather courts.

The second major aspect of stage one of the redevelopment will see a new Eastern Plaza, which will include eight new indoor courts and 13 new outdoor courts.

Refurbishments will also be made to Rod Laver Arena and Hisense Arena, while additional parking and a footbridge linking Melbourne Park with the Rectangular Stadium will also be constructed.

official website record

It was another record-breaking year for australianopen.com with website traffic up 13 per cent as 9,748,149 million unique users logged on. Page visits exceeded 32 million and page views reached more than 302 million, an increase of 31 per cent.

The first official Australian Open iPhone app, produced with technology partner IBM, was downloaded by 408,704 fans as at 31 January 2010.

Justine Henin and Roger Federer were the favourite player profiles among the fans on australianopen.com with 345,069 and 706,200 page views respectively. The most popular article was 'Weapon of choice' with 262,948 page views.

The Australian Open Facebook page had 58,642 fans during the tournament, and continues to increase daily, while the event was one of the top Twitter trending topics during the six days of the finals.



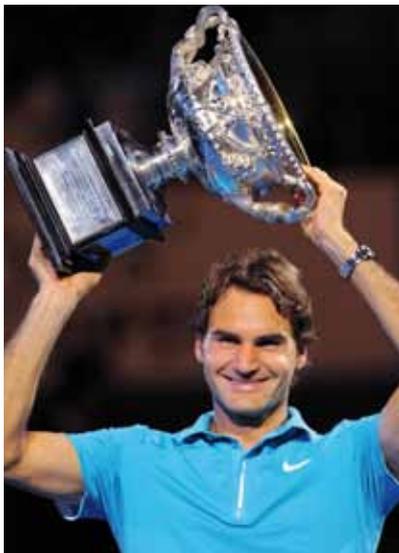


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tournament results

<i>main draw</i>			
Men's singles	[1] Roger Federer (SUI)	d	[5] Andy Murray (GBR) 6-3 6-4 7-6(11)
Women's singles	[1] Serena Williams (USA)	d	[WC] Justine Henin (BEL) 6-4 3-6 6-2
Men's doubles	[1] Bob Bryan/Mike Bryan (USA)	d	[2] Daniel Nestor/Nenad Zimonjic (CAN/SRB) 6-3 6-7(5) 6-3
Women's doubles	[2] Venus Williams/Serena Williams (USA)	d	[1] Cara Black/Liezel Huber (ZIM/USA) 6-4 6-3
Mixed doubles	[1] Cara Black/Leander Paes (ZIM/IND)	d	Ekaterina Makarova/Jaroslav Levinsky (RUS/CZE) 7-5 6-3
<i>juniors</i>			
Boys' singles	[14] Tiago Fernandes (BRA)	d	Sean Berman (AUS) 7-5 6-3
Girls' singles	[6] Karolina Pliskova (CZE)	d	Laura Robson (GBR) 6-1 7-6(5)
Boys' doubles	Justin Eleveld/Jannick Lupescu (NED)	d	[2] Kevin Krawietz/Dominik Schulz (GER) 6-4 6-4
Girls' doubles	Jana Cepelova/Chantal Skamlova (SVK)	d	[1] Tímea Babos/Gabriela Dabrowski (HUN/CAN) 7-6(1) 6-2
<i>australian wheelchair tennis</i>			
Men's wheelchair singles	[1] Shingo Kunieda (JPN)	d	[2] Stephane Houdet (FRA) 7-6(3) 2-6 7-5
Women's wheelchair singles	[1] Korie Homan (NED)	d	[2] Florence Gravelier (FRA) 6-2 6-2
Men's wheelchair doubles	[2] Stephane Houdet/Shingo Kunieda (FRA/JPN)	d	[1] Maikel Scheffers/Robin Ammerlaan (NED) 6-2 6-2
Women's wheelchair doubles	Florence Gravelier/Aniek Van Koot (FRA/NED)	d	Lucy Shuker/Daniela Di Toro (GBR/AUS) 6-3 7-6(2)
Quad wheelchair singles	Peter Norfolk (GBR)	d	David Wagner (USA) 6-2 7-6(4)
Quad wheelchair doubles	Nicholas Taylor/David Wagner (USA)	d	Peter Norfolk/Johan Andersson (GBR/SWE) 6-2 7-6(5)





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fast facts

Prize money:

AUD\$24,094,000 million

Men's and women's singles winners' prize money:

AUD\$2,100,000 million

Surface:

Plexicushion

Sessions of play:

11 days, 11 nights and three twilight sessions.



grand slams

French Open – Stade Roland Garros, Paris

23 May–6 June 2010

The Championships – Wimbledon, London

21 June–4 July 2010

US Open – Flushing Meadows, New York

30 August–12 September 2010



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**Australian Open 2011 –
Melbourne Park, Melbourne**

17 January–30 January 2011

did you know?

- The future King of England secured an audience with royalty of the tennis kind at Melbourne Park on the first Thursday of the tournament. His Royal Highness Prince William of Wales visited Serena Williams before watching Roger Federer's second round match against Victor Hanescu.
- The fastest serves of the tournament were recorded by Americans Taylor Dent (231 km/h) and Venus Williams (201 km/h).
- Helping the players serve were 14 professional racquet stringers who strung 3297 racquets using close to 40 km of string.
- The Hit for Haiti charity exhibition was led by Roger Federer and saw Rafael Nadal, Kim Clijsters, Serena Williams, Novak Djokovic, Andy Roddick, Sam Stosur, Lleyton Hewitt and Bernard Tomic join him at Rod Laver Arena to raise money for victims of the devastating earthquake that struck Haiti on 12 January 2010.
- The charity exhibition raised more than \$130,000 on the day and several players donated signed racquets to the tournament's Bid for Haiti eBay auction that raised a total USD\$39,117.99 with Federer's racquet selling for USD\$25,000.
- With major contributions from the ATP World Tour, Sony Ericsson WTA Tour, ITF and the Grand Slam Committee, the Australian Open Haiti fundraising activity raised nearly \$700,000.
- Entertaining the crowds were some of Australia's top music acts including Jessica Mauboy, Vanessa Amorosi, Jersey Boys, Kisschasy, Kate Miller-Heidke, Ladyhawke, James Reyne and Daryl Braithwaite.
- The Woodies – Todd Woodbridge and Mark Woodforde – were inducted into the Australian Tennis Hall of Fame.
- Over the fortnight fans devoured 15,000 Aussie sausages, 110,000 ice creams, 100,000 cups of coffee, 150,000 bottles of Evian water, 85,437 bottles of Jacob's Creek wine, 80,000 bottles of Heineken and 230,000 draught cups and more than 50,000 buckets of hot chips.
- In the *player café*, players ordered more than 3500 chef's specials and 2000 pasta dishes per day during peak times. The players also loved salad, with more than 1400 per day consumed during peak periods.
- Making it all happen behind the scenes were more than 4500 staff, including 316 MLC Ballkids, 330 umpires, 205 Kia Motors courtesy car drivers, 44 court services staff, 120 retail staff and 50 statisticians.
- A fleet of 100 official cars supplied by the tournament's major sponsor Kia Motors made in excess of 40,000 journeys transporting players to and from Melbourne Park, clocking up more than 315,000 km.
- Famous faces watching the action included Eric Bana, Lily Allen, Jesse Metcalfe, Stephanie Rice, Guy Sebastian, Matt Preston, Daniel MacPherson, Sam Kekovich, Liesel Jones and Geoffrey Rush.