

A young girl with blonde hair, wearing a yellow long-sleeved shirt and a green vest, is holding a red and yellow tennis ball. In the foreground, a boy in a yellow shirt is looking into a white wire basket filled with tennis balls. The background shows other people in yellow and green shirts, some holding tennis rackets, suggesting a tennis event or practice session.

Look inside  
Australian tennis



"I want to live tennis, I want it to be my occupation when I'm older and I want to coach after that. I love it."

MAX PURCELL, CHAMPION OF THE BOYS' OPTUS 14S CHAMPIONSHIPS IN 2012





Tennis is a way of life.



For all Australians.

**A NATIONAL SPORT:** More than 1100 Indigenous children experienced tennis in 2012, through the Learn. Earn. Legend! Tennis Come and Try Days. The 2.4 million annual tennis participants reflect Australia's cultural diversity.



"My dream is to see as many Indigenous kids playing as possible and getting out there and having fun, ... It's all about creating better lives."

**EVONNE GOOLAGONG CAWLEY, AMBASSADOR FOR  
THE LEARN. EARN. LEGEND! INITIATIVE**

"Tennis has taught me so much  
in my life. There's so many  
challenges that maybe I wouldn't  
have experienced going through  
schooling without playing sport."

MONIQUE ADAMCZAK,  
A REGULAR ON THE ITF CIRCUIT



# The possibilities are endless.



**A HEALTHY LIFESTYLE:**  
Social, competitive and  
representative options are  
available for all age groups.  
Of the 2.4 million tennis  
participants, over 1.8 million  
played socially and 280,000  
in competitions.



It's a beginning.



"Students have been most enthusiastic about their involvement in the MLC Tennis Hot Shots program. They have enjoyed being able to use such great equipment and really feel like they are playing the real game ... It is a great program, which supports all the work done in PE, based on fundamental motor skills and effective movement."

ANGELA KADZIOLKA, PE TEACHER AT KINGSTON  
PRIMARY SCHOOL, TASMANIA

**A FIRST TASTE:** Kids aged 10-and-under are learning to play tennis through Tennis Australia's development program for primary school-aged children. 348,480 kids have enjoyed an MLC Tennis Hot Shots experience and more than 850 coaches deliver the program.



"My coach has given me really good tips for what to do on court and my body language, just to be really positive throughout the match so your opponent doesn't figure out weak spots."

11-YEAR-OLD DANE SWEENEY,  
KAWANA ISLAND, QUEENSLAND

**NURTURING TALENT:** Project Talent initiatives promote the ongoing development of Australia's younger talent, largely via the private coach with 1840 kids participating in 2012. Luke Saville won the Australian Open 2012 boys' singles title and the next generation of younger players followed, enjoying career-high rankings on the professional tour. These included Ashleigh Barty, Olivia Rogowska, Nick Kyrgios, Luke Saville, James Duckworth, Ben Mitchell and Jason Kubler.



KEY OUTCOMES

INDIVIDUAL ATHLETE PRIORITIES  
& IMPLEMENTATION STRATEGY  
& SMART GOALS → TIMELINES

The drive to succeed.



An adrenaline rush.



**CARDIO TENNIS:** More than 12,000 people participated in the fun, social, group tennis-fitness program for people of all ages and abilities, via 491 coach deliverers.



"Being in a group atmosphere is much more motivating than trying to exercise by yourself ... It also benefits my skills and my fitness when I play tennis socially with friends.

**JAMES SANDLAND, CARDIO TENNIS PARTICIPANT, CROYDON, VICTORIA**

"Representing Australia means everything to me, and playing at the Paralympic Games signified I had achieved my goal I had been working towards."

ADAM KELLERMAN,  
CURRENT WORLD NO.24

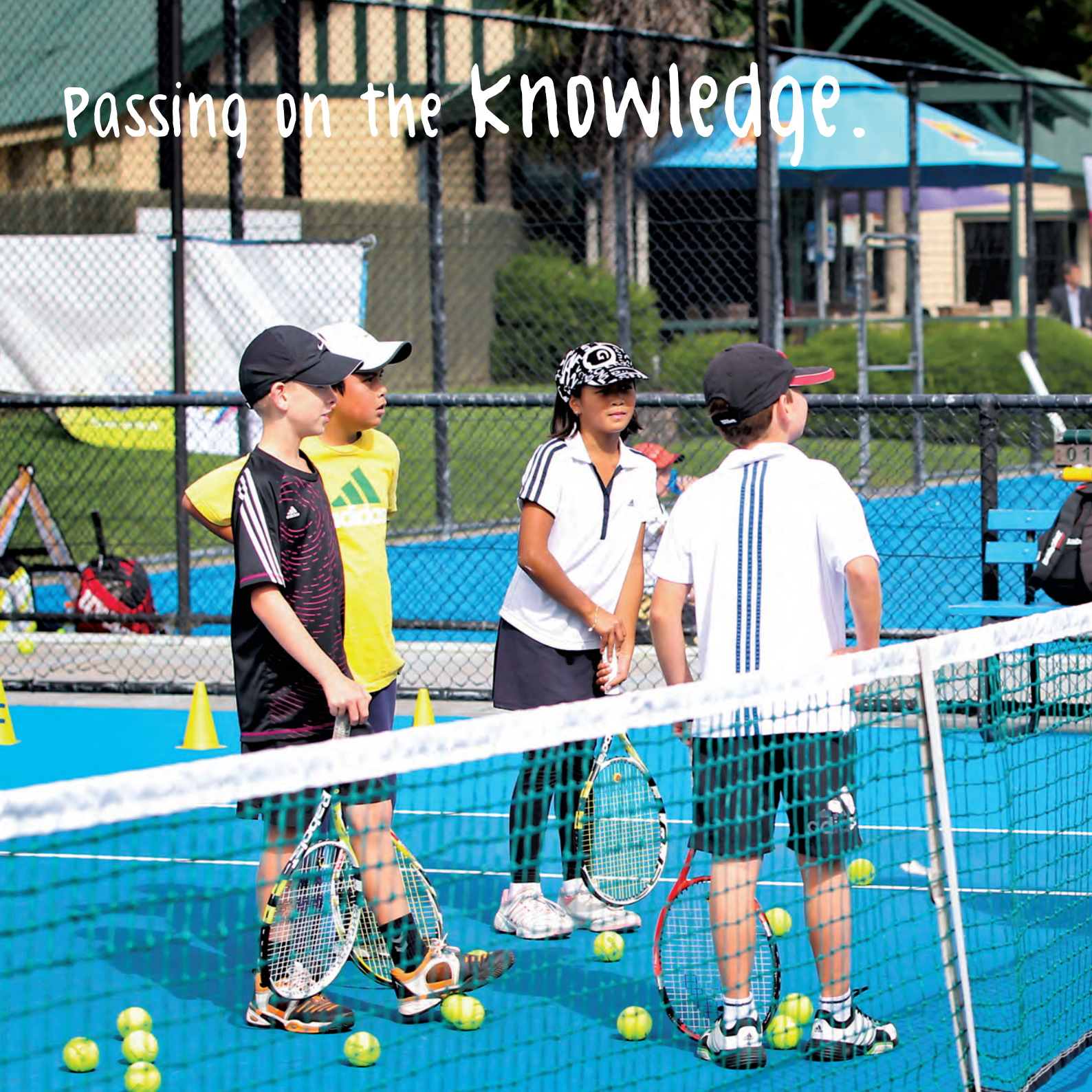


**CREATING A PATHWAY:** Tennis Australia works in partnership with its state and territory bodies (Member Associations), the Australian Sports Commission and the Australian Paralympic Committee to provide tennis opportunities for people with disabilities.



There are no boundaries.

Passing on the Knowledge.





**TENNIS LEADERSHIP:**  
More than 3500 Tennis Australia coach members share their passion, enthusiasm, knowledge and commitment with students young and old.

"It's just great to help a player. Hopefully I can impart a little bit of help and wisdom at some stage. I don't think it's necessarily about the coach, but more about the player."

**JOSH EAGLE, COACH OF AUSTRALIA'S NO.1 MEN'S PLAYER MARINKO MATOSEVIC**

"To me that's what tennis is all about, it's creating a community ... we love people playing tennis and being involved in the sport at all sorts of levels."

PETER OWEN, ELSTERNWICK PARK  
TENNIS CLUB, VICTORIA



**A WORKFORCE:** There are approximately 2500 full-time equivalent employees involved in tennis management, operations and coaching (excluding players). More than 21,000 volunteers contribute 1.8 million hours in labour each year at tennis clubs.

A community makes it possible.



# Laying down the foundations.



**A PLACE TO PLAY:** Vibrant and sustainable facilities are critical for the success of tennis and participation growth. Tennis Australia has contributed more than \$14 million to projects, helping to build or resurface 1476 courts since 2008.



"We've got everything they need from recovery centres to gyms, to indoor courts to clay ... I wish I was 14 again trying to become a tennis player."

SCOTT DRAPER ON THE NEW EASTERN PLAZA AT MELBOURNE PARK

"We think we made 2012 better.  
It gives us a lot of confidence  
to keep going ... we know we're  
doing the right thing and going  
in the right direction."

PAUL HENSHALL,  
BENDIGO TENNIS ASSOCIATION  
PRESIDENT, VICTORIA





**A BRIGHT FUTURE:** Australia boasts more than 450,000 competition players and almost 6000 players with an Australian Ranking. During 2012, players competed for \$900,000 prize money in Australian Money Tournaments and \$630,000 in Pro Tour events. In 2013, Australian Open players will compete for a record \$30 million prize money.

A stepping stone.

**ENGAGEMENT:** The second International Australian Open Trophy Tour visited Tokyo, Japan and six cities in China in 2012, confirming the power of sport to bridge language and cultural barriers and serve as a platform to build relationships. The global television broadcast audience for Australian Open 2012 was 349 million people with 55% from the Asia-Pacific region.



Reaching near and far.



"Melbourne boasts a world-class events calendar and the Australian Open, Grand Slam of Asia-Pacific, is one of Victoria's, and indeed Australia's, most successful events and attracts thousands of visitors from Asia each year."

VICTORIAN PREMIER,  
THE HONOURABLE TED BAILLIEV

"It's a family obsession, we love it. The first match Libby and I saw was Sampras v Agassi. It was amazing and our eye-opener to the world of tennis."

MANDY CUSKELLY FROM TOODOOMBA HAS VISITED THE AUSTRALIAN OPEN EVERY YEAR SINCE 2000 WITH SISTER-IN-LAW LIBBY





**A WORLD-CLASS EVENT:**  
The Australian Open records a cumulative, annual, free-to-air, domestic television audience of over 20 million viewers, while 1.27 million spectators attend tournaments around metropolitan and country venues each year.

It's a passion.

**CHILDHOOD WISHES TURN TO REALITY:** More than 600 excited students from Gaven State School at Oxenford, Gold Coast welcomed former student Samantha Stosur who shared her childhood goals captured in a time capsule.

Achieving dreams.



"I've done a few of those things which is nice. To have that dream when I was so young and now to actually have done that is pretty cool ... I've got my primary school to thank for having to write that down and now having something to look back on is really cool."

SAMANTHA STOSUR, CURRENT WORLD NO.9



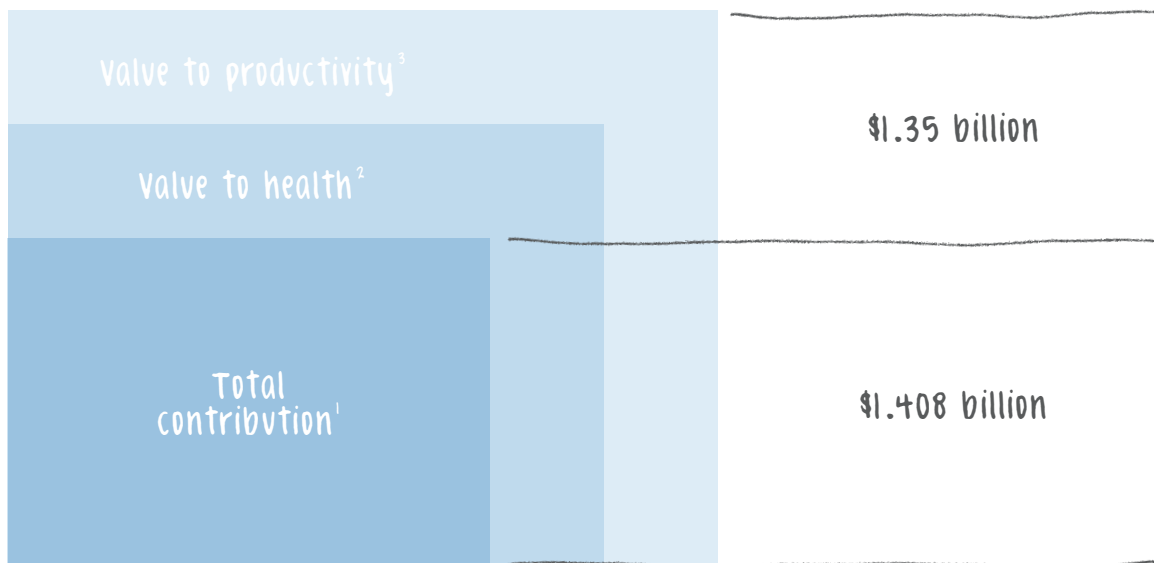
**PROVIDING INSPIRATION:** Stars of the game left a lasting impression on Australian juniors (l to r:) Natasha Illic, Mason Naumovski and Destanee Aiava.





It's a future for all Australians  
... make it a part of your future.

# The Value of tennis.



*The Estimated Economic Contribution of Tennis, 2012, was completed independently by gemba.*

**1. The 'Total contribution'** consisted of segments including: peak bodies and associations, clubs and events, tennis businesses, players, members, volunteer contribution and multiplier effects.

**2. The 'Value to health'** refers to the reduction of health related expenditure as a result of tennis participation including: health system cost, carer cost, taxation revenue forgone, welfare and other government payments and the net cost of wellbeing and premature death due to obesity and its related impacts.

**3. The 'Value to productivity'** refers to increased productivity and reduced absenteeism as a result of tennis participation.



For full reports referenced in this publication, please email [tennisindustry@tennis.com.au](mailto:tennisindustry@tennis.com.au)

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