

# LOOK INSIDE

AUSTRALIAN TENNIS





## TAKING TENNIS TO AUSTRALIA

The largest national participation drive – AO Blitz – visited more than 100 towns in 2013. It encouraged people to play tennis, participate in speed serve and a variety of tennis-themed activities. It also provided the unique opportunity of having their photo taken with the Australian Open trophies or Nickelodeon characters at selected locations. Former world No.8 Alicia Molik helped 772 people from

Parkes in Central Western New South Wales smash the world record of bouncing balls on tennis racquets in November 2013.

The national online competition also allowed people who play tennis, and those who have never picked up a racquet, the chance to complete challenges to win major prizes and have an Australian Open 2014 player represent their local town or community.



“ONE OF THE THINGS I LOVE ABOUT TENNIS IS HOW IT CAN BRING COMMUNITIES TOGETHER AND TODAY IS A PERFECT ILLUSTRATION OF THAT. TO SEE PEOPLE OF ALL AGES ENGAGED IN THE SPORT WAS TREMENDOUS.”

ALICIA MOLIK  
AT PARKES, NSW

PLAY ...



... ON AUSTRALIA DAY



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## DO SOMETHING AUSTRALIAN

A new initiative supported by the Australian Government was piloted in January 2013. Suburban and regional tennis clubs opened their doors on our national day to celebrate cultural diversity through sport. In the spirit of social cohesion, tennis clubs connected with community groups to offer a fun-filled day of festivities

and tennis activities. The celebrations were also held at Melbourne Park during Australian Open 2013 as newly arrived refugees played tennis for the very first time on the Australian Open courts. This was the prelude to a heartfelt Citizenship Ceremony conferring in new Australians.



SUBURBAN AND REGIONAL TENNIS CLUBS OPENED THEIR DOORS ON OUR NATIONAL DAY TO CELEBRATE CULTURAL DIVERSITY THROUGH SPORT.





## A FIRST EXPERIENCE

Tennis Australia's development program, MLC Tennis Hot Shots, provides primary school-aged children with a fun and easy start to the game. The use of modified courts, low-compression balls and smaller racquets help kids play and rally from their very first experience.

There were 604,989 kids around the country who participated in the program

through the 1844 dedicated deliverers including local coaches, schools and community play clubs nationally.

The National School Partnership program provides all children with a pathway to continue their involvement in a fun and supportive environment directly through their local MLC Tennis Hot Shots coach or Community Play club.

**40%**  
OF CHILDREN  
FIRST HEAR ABOUT  
MLC TENNIS HOT  
SHOTS THROUGH  
THEIR LOCAL  
SCHOOL.

*... WITH MODIFIED EQUIPMENT*



*... WITH  
DETERMINATION*



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## TRANSITION

Project Talent brings together multiple facets helping a player to develop. This includes capturing athletes, providing quality education for coaches, offering competition opportunities, such as the leading Super 10s, and national camps. All these elements support the transition of young talent toward professional tennis.

The third National Talent Development Camp was held in Canberra in 2013.

Sixteen girls and 16 boys from the 10-and-under age group attended the five-day camp with 30 private coaches gaining an invaluable training experience. The four Talent Development Coach Mentors – Ian Barclay, Bill Bowrey, Rob Kilderry and Gary Stickler – continued to share their wealth of experience with the passionate 130 Talent Development Coaches.



**48**  
TALENT  
DEVELOPMENT  
CAMPS WERE HELD  
IN EVERY STATE  
AND TERRITORY  
WITH 1142  
ATHLETES AND 267  
PRIVATE COACHES  
PARTICIPATING.



## THE SOCIAL ASPECT

Tennis promotes significant health benefits and Cardio Tennis engages participants in a high-energy format. Close to 600 coaches and fitness trainers at more than 800 venues deliver the program to more than 17,000 participants. Of these participants, 72 percent are female.

Consumer research respondents indicated fitness, variety and fun

as three main drivers for participating and Cardio Tennis was endorsed by Physical Activity Australia and Fitness Australia.

There were also 35 schools that were part of the Cardio Tennis in Secondary Schools pilot program in which 2000 students took 24 million steps during the four-week program.

**53%**  
OF PARTICIPANTS  
WERE NOT PLAYING  
TENNIS AT THE  
TIME THEY STARTED  
CARDIO TENNIS.



*... TO IMPROVE YOUR HEALTH*



*... TO FOLLOW YOUR PASSION*



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## PROVIDING OPPORTUNITIES

Tennis Australia works in partnership with its state/territory bodies and the Australian Sports Commission in providing a national framework for the inclusion of people with sensory, physical, psychological and intellectual disabilities to be involved and participate in tennis.

As a result, Tennis Australia has successfully attained Sports CONNECT Platinum status. Sports CONNECT is a national framework that works to build pathways for people with a disability to get involved in sport, by creating and developing relationships between sports and disability organisations.



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PLAYING OPPORTUNITIES ARE AVAILABLE FOR ALL AGE GROUPS AND INCLUDE SOCIAL COMPETITION AS WELL AS TOURNAMENTS.

## A GAME FOR LIFE

The love of the game doesn't have any age restrictions. MLC Tennis Hot Shots Leagues were introduced to support the transition of children from coaching to regular competition tennis. All MLC Tennis Hot Shots Leagues have court supervisors and use scaled equipment in a time based, team competition format.

At the other end of the spectrum, Tennis Seniors Australia helps by increasing the playing opportunities and social interactions for tennis players over the age of 35. There are more than 1000 players who compete for the Teams Trophy at the Australian Tennis Championships each year.

*... AT ANY AGE*





*... TO BE A LEGEND*

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## INDIGENOUS PATHWAYS

The Learn Earn Legend! initiative, proudly supported by the Australian Government, held 20 successful Come and Try Days around the nation with more than 1100 Indigenous girls and boys aged five-15 years trying tennis. The fun days aim to increase tennis participation among Indigenous boys and girls, and help improve their health, education and

employment opportunities.

Sixteen-year-old Chern'ee Sutton officially provided four commissioned Indigenous paintings to Tennis Australia in Bundaberg, Queensland on Thursday 20 June 2013. Tennis Australia is proud to work in association with Chern'ee to use and reproduce her beautiful artwork across national Indigenous tennis initiatives.



THE FUN DAYS AIM TO INCREASE TENNIS PARTICIPATION AMONG INDIGENOUS BOYS AND GIRLS, AND HELP IMPROVE THEIR HEALTH, EDUCATION AND EMPLOYMENT OPPORTUNITIES.



## GUIDANCE TO SUCCEED

Tennis Australia offers a comprehensive coach education pathway for current and prospective tennis coaches. Courses range from Intro to MLC Tennis Hot Shots to Master Club Professional.

The 3804 Tennis Australia coach members pass on their knowledge and deliver

quality coaching programs and pathways, which cater for the needs of players within the community. Coaches play an integral part in actively growing the game and also help players go from coaching programs into competitions and tournaments.

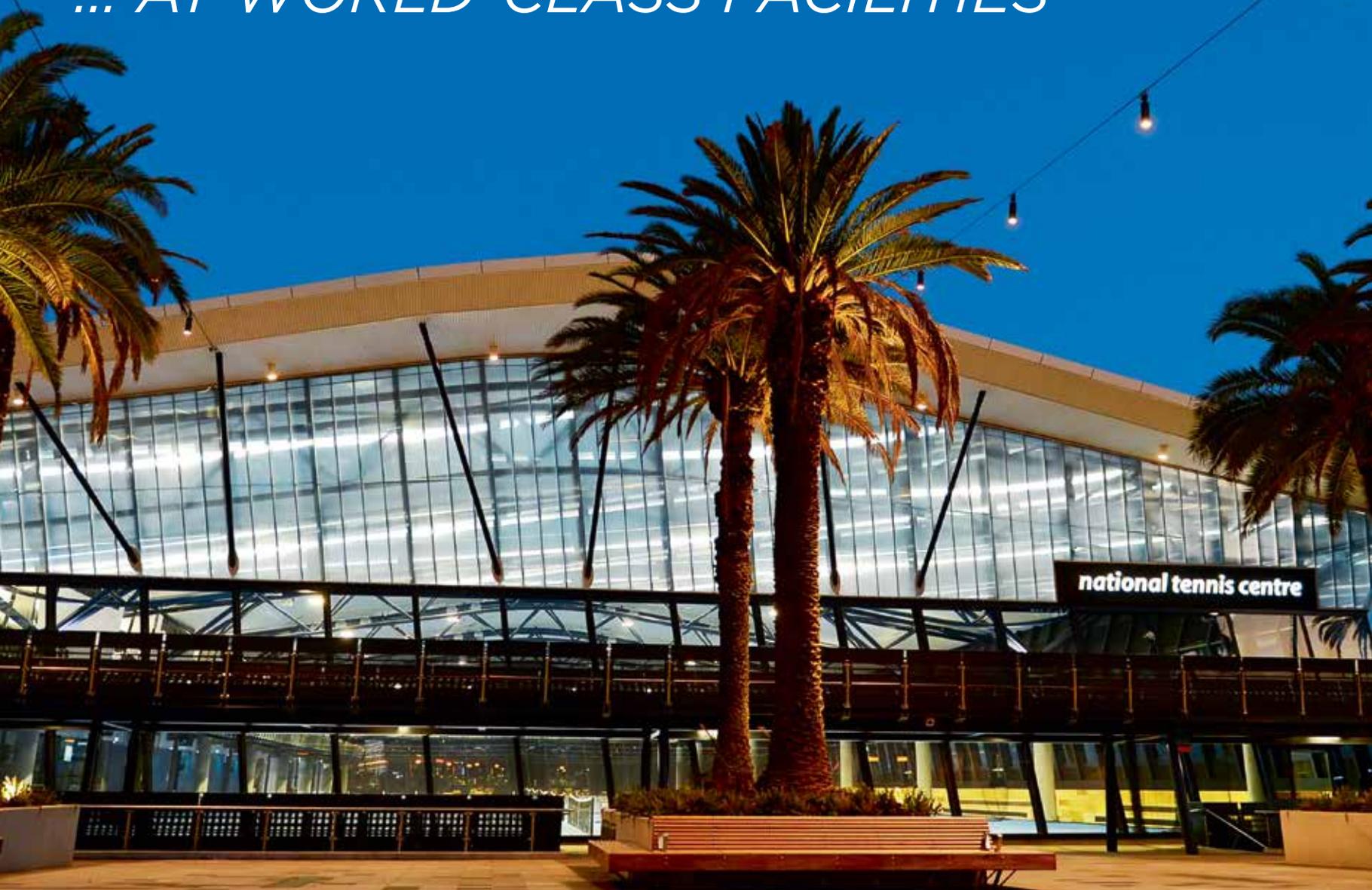
THE  
**3804**  
TENNIS AUSTRALIA  
COACH MEMBERS PASS  
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AND PATHWAYS.



*... WITH A HELPING HAND*



*... AT WORLD-CLASS FACILITIES*



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## QUALITY PLACES TO PLAY

The National Court Rebate Scheme assists member affiliates and local government in the development of new or upgraded tennis courts and associated infrastructure. This program provides better courts and facilities across the nation. Since 2007, the scheme has

stimulated more than 1500 new or resurfaced courts and a total project value of \$198.4 million.

At a grassroots level 74 MLC Tennis Hot Shots courts were committed/built in National School Partnership Program primary schools around Australia in 2012-2013.



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(INCLUDING THE HYUNDAI  
HOPMAN CUP) WAS  
**895,005.**



## THE DEVOTED FAN

The total combined attendance at Australian Open 2013 and AO Series events (including the Hyundai Hopman Cup) was 895,005. Record daily attendances were achieved at 15 Australian Open sessions in 2013, including a Grand Slam event daily attendance record on the middle Saturday (Heineken

Saturday) with the number of patrons amounting to 80,735.

In addition, the Asia-Pacific region accounted for 57 percent of total global broadcast exposure, reaching a cumulative audience in excess of 172 million viewers for Australian Open 2013.

... AT WORLD-CLASS EVENTS





... IN ANY WAY

## BEHIND THE SCENES

Involvement in the sport extends off the court. 5000 staff, contractors and volunteers were employed by Tennis Australia, Melbourne Olympic Parks Trust (MOPT) and catering suppliers Delaware North for the tournament fortnight at Australian Open 2013.

There are more than 720 journalists, photographers and videographers providing detailed coverage of the Australian Open including 315 international media from 40 different

countries. In addition, more than 1000 broadcast media are accredited, covering more than 27 networks and broadcasting to more than 200 countries.

Matches are officiated by 343 umpires and linespersons from approximately 30 countries, including China, Egypt, Greece, Norway and Brazil and there were over 380 ballkids including 338 from Victoria, 23 from interstate, 20 from Korea and six from China.



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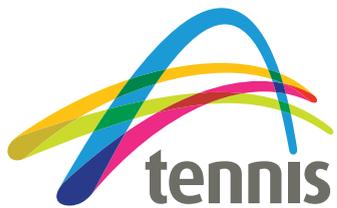


THE ACHIEVEMENTS,  
PERFORMANCES AND  
CONTRIBUTIONS OF  
THE WIDER TENNIS  
FRATERNITY INCLUDING  
VOLUNTEERS, COACHES,  
CLUBS, TOURNAMENTS  
AND OFFICIALS PAVE  
THE WAY FOR PEOPLE  
TO PLAY THE GREAT  
SPORT OF TENNIS AT  
ALL LEVELS.





... EVERYDAY.



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