Australian crowds love an underdog. They admire the pluck and battling spirit of an unfancied player who takes on a star and pushes them to the limit. And they embrace those players wholeheartedly if they score a memorable upset.

Sure, Aussie fans also revere the champions of the game, many of whom were scattered throughout the Australian Open 2014 draws. Three-time reigning winner Novak Djokovic was back, along with twice defending champion Victoria Azarenka. Roger Federer and Serena Williams – Australian Open champions on four and five occasions respectively – arrived after stellar showings in Brisbane. The title was any of theirs for the taking.

But by the end of the fortnight, two new names were inscribed on the magnificent tournament trophies.

Li Na finally conquered the Australian Open in her third final, beloved by fans and adding the latest chapter to the booming narrative that is Chinese tennis.

The men’s game unearthed a new winner in Stanislas Wawrinka, who overcame lopsided head-to-head records against Djokovic and then world No.1 Rafael Nadal in the final to triumph on the Grand Slam stage.

Also upsetting the established order were maiden major finalist Dominika Cibulkova, teen Eugenie Bouchard and flashy Bulgarian Grigor Dimitrov. Almost 650,000 fans streamed through the gates at Melbourne Park to witness these emerging stars – and many more – battle it out beneath the blue skies of a blazing Australian summer.

Yet it was Li and Wawrinka, underdogs turned champions, who broke through to become hugely popular winners, enshrining themselves in Australian Open history and establishing a new order for the season to follow.
The Melbourne Park redevelopment is a gift that keeps on giving to Australian Open players and fans. With every new cutting-edge facility comes an exciting new look and feel for the tournament, like the unveiling of Margaret Court Arena, transformed from outdoor show court into sleek, boutique stadium.

With imposing architecture already in place and a retractable roof and 1500 extra seats still to come, the court was routinely packed with fans seeking to experience the dramatic new space and who contributed a crackling atmosphere to both day and night matches.

There’s even more on the horizon; during Australian Open 2014 Victorian Premier Denis Napthine and Serbian star Ana Ivanovic announced a $338 million second stage of development which will include a new western entrance bridge connecting the city to the precinct and a major refurbishment of Rod Laver Arena.

Such innovation at Melbourne Park will continue to uphold the Australian Open’s place among the world’s greatest sporting and entertainment events. This investment is estimated to generate in excess of $2.27 billion in economic benefits for Victoria and create 1300 construction jobs. Year round, the Melbourne Park precinct hosts more than 2.1 million patrons across 200 events and delivers more than $420 million in economic benefits.

The second stage, expected to commence after Australian Open 2015, follows the initial $366 million investment which included the redeveloped Margaret Court Arena, as well as the new National Tennis Centre training facility, the Edwin Flack pedestrian bridge and a new Eastern Plaza.

QUALITY VENUE: Margaret Court Arena is the third court at Melbourne Park to offer a retractable roof; the second stage of development was announced at Australian Open 2014; tradition continued at the new look Margaret Court Arena with classic matches staged in the intimate setting.
Two new champions were crowned at Melbourne Park in 2014, with Li Na and Stanislas Wawrinka claiming their first Australian Open titles. A number of highlights were achieved during two weeks of world-class tennis.

**BY THE NUMBERS**

- **342.8 million**
  Cumulative global audience figure across 196 countries

- **13.6 million**
  Australians reached via the domestic television broadcast during the tournament

- **2 titles**
  Top seeds Sara Errani and Roberta Vinci won back-to-back women’s doubles titles

- **49 nations**
  Represented in the main draw singles

- **234 km/h**
  Australian Sam Groth had the fastest serve of the tournament

- **79**
  Kevin Anderson served the most aces of any man in the men’s singles draw

- **39**
  Serena Williams served the highest number of aces in the women’s singles draw

- **Eighth seed Stanislas Wawrinka won his first Grand Slam singles title, defeating Rafael Nadal. Wawrinka became the first man to defeat both the No.1 and No.2 seeds at a Grand Slam since 1993**

World No.4 and fourth seed Li Na won her first Australian Open crown and second career Grand Slam title with victory over Dominika Cibulkova in the women’s singles final.

**LI NA**
6000+ fans attended Australian Open 2014

1800+ tennis fans sailed to Melbourne Park on P&O Cruises’ first ever Australian Open cruise

80,219 fans attended on Heineken Saturday

110 Kia cars transported players to and from Melbourne Park

50 km of string used by Wilson stringers hut to restring 4200 racquets

6000+ staff, contractors and volunteers employed for Australian Open 2014

55k+ sandwiches and baguettes were sold

380+ ballkids including 341 from Victoria, 13 from interstate, 20 from Korea and six from China in the 2014 squad

17,000,000+ unique visitors to ausopen.com throughout the tournament period

1.2 million downloads of the official Australian Open App across iPhone, iPad and Android devices

10,000+ fans ‘checked in’ at the new Social Shack in Garden Square, which was visited by tennis stars

38 + 38 staff and volunteers employed for Australian Open 2014

38 ballkids including 341 from Victoria, 13 from interstate, 20 from Korea and six from China in the 2014 squad

78 MLC Tennis Hot Shots and Super IOs participants tossed the coin prior to matches

13,000+ fans attended a sold-out Kids Tennis Day

48 km of temporary cabling was rolled out for Australian Open 2014

256 Australian towns partnered with a main draw player at Australian Open 2014 for the AO Blitz

100 Terabytes of video assets were stored by Tennis Australia

62,876 followers

440,567 followers

8 million+ views

1,158,308 likes

62,876 followers

440,567 followers

291,000+ fans ‘checked in’ at the new Social Shack in Garden Square, which was visited by tennis stars

55,000+ devices detected and connected to the AO Wi-Fi network
MAIN DRAW

MEN’S SINGLES
[8] Stanislas Wawrinka (SUI) d [1] Rafael Nadal (ESP) 6-3 6-2 3-6 6-3

WOMEN’S SINGLES
[4] Li Na (CHN) d [20] Dominika Cibulkova (SVK) 7-6(3) 6-0

MEN’S DOUBLES
[14] Lukasz Kubot/Robert Lindstedt (POL/SWE) d Eric Butorac/Raven Klaasen (USA/RSA) 6-3 6-3

WOMEN’S DOUBLES

MIXED DOUBLES

TOTAL PRIZE MONEY
AUD$33 MILLION

MEN’S AND WOMEN’S SINGLES
WINNERS’ PRIZE MONEY
AUD$2.65 MILLION

SURFACE
PLEXICUSHION

SESSIONS OF PLAY
11 DAYS, 11 NIGHTS AND THREE TWILIGHT SESSIONS

TOURNAMENT RESULTS

JUNIORS

BOYS’ SINGLES

GIRLS’ SINGLES
[4] Elizaveta Kulichkova (RUS) d Jana Fett (CRO) 6-2 6-1

BOYS’ DOUBLES

GIRLS’ DOUBLES

WHEELCHAIR

MEN’S WHEELCHAIR SINGLES
[1] Shingo Kunieda (JPN) d Gustavo Fernandez (ARG) 6-0 6-1

WOMEN’S WHEELCHAIR SINGLES

MEN’S WHEELCHAIR DOUBLES

WOMEN’S WHEELCHAIR DOUBLES

QUAD WHEELCHAIR SINGLES

QUAD WHEELCHAIR DOUBLES

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