

**Monday 10 October 2016**

## **Australian Open 2017 Media Kit**

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## ***Australian Open closes the gap to move closer to the city***

The Australian Open and the Melbourne CBD have just become even closer ...literally.

**Australian Open 2017** was officially launched this morning at the entry to **Tanderrum Bridge** which will provide a seamless link from **Birrarung Marr** to **Melbourne Park**.

"It's the next step in an amazingly clever piece of construction work that effectively turns the focal entry or front of the site from the river to the city," **Australian Open Tournament Director Craig Tiley** said.

"This project capitalises on one of the major assets of this event – its close connection to the Melbourne CBD. The Victorian Government and the many, many people who have worked on the redevelopment project deserve enormous credit," he explained.

The new entry point was one of many initiatives announced for AO2017. Others include:

- A \$5 ticket for kids as part of an increased family focus, including a new kids zone, The Ballpark
- The biggest in-bound tourism push in the event's history including major event launches in China, Japan and Singapore
- An expanded entertainment offering including a free opening weekend concert series at Birrarung Marr
- The most comprehensive broadcast and digital coverage of any Australian Open
- The biggest, best and broadest dining range the event has offered
- A new-look Grand Slam Oval themed to reflect Paris, London, New York and Melbourne
- The establishment of a Tennis Australia Integrity Unit with capabilities in monitoring, investigation, analysis and education.

Mr Tiley said the first Grand Slam of the season was shaping as one of the most intriguing and competitive in years.

"On the men's side we have a young fresh group of incredibly talented players continuing to surge but they are effectively driving the established superstars to even greater heights – it will be fascinating to see who gives ground – throw in Roger Federer's comeback and you have a potent mix for some great tennis.

"In January, Angie Kerber made the world sit up and take notice and she has well and truly backed that up since. But does anyone seriously believe Serena won't come to Melbourne hell bent on winning another AO. And there is a growing crop of outstanding challengers who could provide us with another first-time Slam winner," he said.

Event organisers are aiming to break the 2016 attendance record of 720,363 and continue to grow the economic benefit for the Victorian economy which was \$278.1 million this year.

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## ***World's best players ready for Melbourne in January***

The world's top players are setting their sights on the **Australian Open** following a year of breakthroughs, surprises and comebacks.

"All the top players have confirmed they'll be back in Melbourne in January," **Australian Open Tournament Director Craig Tiley** said at the tournament launch today.

"We are incredibly fortunate to be really the only sporting event in the country where we get the chance to see the very best in the world compete right here in Melbourne.

"**Angelique Kerber** really broke through to win here in January, and she kept the momentum going to win the US Open and take over from **Serena Williams** as world No.1. I know Angie is really excited about coming back to Melbourne and the fans will welcome her with open arms.

"Novak, who equaled the great **Roy Emerson's** feat of winning his sixth Australian Open has his eye on the prize again. His record here is incredible. He just always plays so well here and feels as though Melbourne is like a second home.

"Serena has also had a few disappointments this year but she's an incredible champion and always brings massive excitement and flair to the tournament. She will be back at her best, no doubt.

"And we know **Roger Federer** will receive a hero's welcome when he makes his comeback after a year frustrated by injury.

"We've been in touch with Roger throughout the year and he's incredibly motivated to get as fit and strong as possible, and continue playing. Which is great news for all of us who love to watch him in action.

"One of the stories of the year is the emotional comeback of **Juan Martin del Potro**, who won silver in Rio and went on to reach the semis in the US. He's had a terrible run with injury and it's exciting to see him overcome the odds and become the imposing on-court presence we know and love. He plays well on this surface and will definitely be a threat to all the top guys this summer.

"Then we have this surging crop of great young talent in both tours where the established stars are constantly being challenged. It just makes for an incredibly intriguing event."

### ***Angelique Kerber, defending champion***

"Coming back to Melbourne as the Australian Open defending champion will be incredibly exciting, I can't wait! This is the tournament that set me up for my most successful year and I will never forget those amazing two weeks in Melbourne. It will be an amazing experience to walk out on Rod Laver Arena again, and relive such an exciting time in my life."

***Novak Djokovic, defending champion***

“The Australian Open is where I achieved my first Grand Slam success and it will always hold a very special place in my heart. Since I won for the first time in 2008, I’m always amazed at the wonderful warm welcome I receive every time I come back, it’s a bit like coming home. This year it was an honour to equal the great Roy Emerson’s achievements to win my sixth Australian Open and I look forward to coming back to defend my title in January.”

***Serena Williams***

“I’m always super excited about the beginning of each New Year, and love coming to Melbourne for the Australian Open. The weather is great, there’s always something new happening around the grounds and the fans are so passionate and supportive.”

***Roger Federer***

“I can’t wait to get back to Australia, and to Melbourne for the Australian Open. I’ve been working extremely hard and am on track to come back fit, super strong and healthy to play firstly at the Hopman Cup in Perth, and then at the Australian Open.

“My team tells me I’m on schedule and the promise of getting back on court and competing again is very exciting – I’ve missed it so much. My motivation and love of the sport is as strong as ever and I’m really looking forward to heading down under to see all my Australian fans.”

***Rafael Nadal***

“It is always such an unbelievable atmosphere at the Australian Open. Every year the tournament improves and gets bigger and better, and it’s always exciting to see what’s new. I love coming back to Melbourne, it’s a beautiful city and we are looked after so well. For the first time in my career I’m beginning the season in Brisbane, so it will be a new experience, and a great preparation for the Australian Open.

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## **Australian Open delivers record economic benefits to Victoria**

**Australian Open 2016** provided record economic benefits to Victoria according to a new report.

The Grand Slam injected **\$278.1 million** into the state's economy – up from \$245.5 million in 2014 and almost a 70 per cent increase on 2008. The tournament generated 1109 jobs for Victoria.

“These numbers prove that our ongoing focus on in-bound tourism, particularly in the Asia Pacific region, is paying dividends and contributing incredible economic benefits to Melbourne and Victoria,” **Australian Open Tournament Director Craig Tiley** said.

Of the record breaking **720,363** attendees, **48** per cent were from beyond Melbourne, with a breakdown of:

- **Nine** per cent from regional Victoria
- **26** per cent from interstate
- **13** per cent from overseas.

Visitors stayed an average **5.11** nights in the city's hotel rooms and spent an average of **\$181** per day. Three-quarters of all visitors surveyed said that they would happily recommend others to visit Victoria as a result of their stay.

More than **98** per cent of all Victorian residents surveyed said that it is either very important or important for Victoria to host the Australian Open each year.

**Tennis Australia CEO** and **Australian Open Tournament Director Craig Tiley** credited Victorians for the success of the 2016 tournament.

“Australian Open 2016 smashed all of the records. Another incredible summer of tennis is shaping up. More than ever all of Victoria is embracing this event. Full credit to tennis fans for continually making this such a great way to kick off the annual sporting calendar and also to the Victorian Government for its foresight and planning.”

**Acting Minister for Tourism and Major Events Philip Dalidakis** said, “This is exactly why cities around the globe dream of hosting world-class events like a tennis grand slam.

“Visitors from all over the world make their way to Victoria to see for themselves why we are the sporting capital. It brings opportunities for our visitor economy and more jobs for Victorians.”

### **Key economic benefits**

- **\$278.1 million** Real GSP generated (indirect economic impact)
- **1,109** Full time equivalent jobs generated

- More than **98** per cent of Victorian residents surveyed say it is either very important or important for Victoria to host the Australian Open each year (91.7 per cent say “Very Important”; 6.5 per cent say “Important”).

### *Tourism fast facts*

- **61** per cent of attendees were from Victoria with **26** per cent from interstate and **13** per cent from overseas
- **513,882 hotel room nights**, with an average stay of **5.11 nights** per visitor
- **75** per cent of domestic and international visitors who were surveyed would happily recommend others to visit the state
- Average daily spend per person was **\$181**
- **48.7** per cent of all overseas and interstate visitors said that their overall experience positively changed their perception of Victoria.

### *Attendance figures*

- **Australian Open 2016** attracted a record crowd of **720,363** people smashing the previous record of 703,899 set in 2015
- A record **15,543** people attended the fourth annual **Kids’ Tennis Day**. The Rod Laver Arena Spectacular saw Roger Federer, Novak Djokovic, Victoria Azarenka, Caroline Wozniacki, Milos Raonic and Lleyton Hewitt on centre court
- The inaugural **Australian Open Festival** at Birrarung Marr served up a taste of Grand Slam action and excitement right in the heart of Melbourne with **250,374** attendees during the two weeks
- **Kids’ World** at the Australian Open Festival was visited by **30,788** parents and children.

### *About the study*

- Tennis Australia commissions independent economic impact studies every two years
- The 2016 study was undertaken by Repucom and Centre of Policy Studies
- The 2014 tournament was worth **\$245.5 million** to the state
- The 2012 tournament was worth **\$239 million**
- The 2008 tournament was worth **\$163.3 million**.

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## *Kids the big winners at Australian Open 2017*

Children will be able to experience Grand Slam tennis for just **\$5** at **Australian Open 2017**, with a new child's ground pass designed to welcome more young tennis fans to Melbourne Park.

The \$5 ground pass, for children aged three to 14 years, will improve accessibility for junior fans and is available every day of the tournament outside of the middle weekend.

For the first time a mini theme park, **The Ballpark**, will offer all-day entertainment for kids of all ages, including:

- LEGO World
- NERF Battlezone
- ANZ Tennis Hot Shots Fan Zone
- Adventure Park.

Birthday parties can be arranged for groups of up to 20 children, and school holiday camps are also planned for The Ballpark, with bookings and further information available soon.

Also on offer in The Ballpark is:

- A range of **\$5 food options**
- Free fresh fruit from Woolworths
- A limited number of **\$5 carparks** will be made available to families on site each day.

The Ballpark will also play host to **Shopkins**, the world-wide collectable sensation featuring colourful characters for children to collect, share and trade. A Shopkins 'Swapkins' – where kids can meet, play, share and swap the colourful characters, will take place during the second week of the tournament.

In other news for families:

- Family tickets for all 14 sessions at Margaret Court Arena across all three categories have decreased in price
- The popular **Kids' Tennis Day** will return on Saturday 14 January offering more fun and entertainment than ever before – with free entry for children under 15 years including access to the **Kids' Tennis Day Rod Laver Arena Spectacular** featuring some of the world's best players and kids' entertainment.

**Australian Open Tournament Director Craig Tiley** said the tournament would continue to live up to its fan friendly reputation.

"We pride ourselves on being the most fan-friendly of the Grand Slams and we've designed the \$5 Ground Pass for kids to make the Australian Open more affordable for young families.



“We want kids to be able to see their idols in action and inspire them to get involved in tennis. The new kids’ zone, the Ballpark, will have heaps of fun activities, kid-friendly food options, along with the opportunity to actually play tennis, as well as a few surprises.

“We can’t wait to welcome more kids to Australian Open 2017 and will continue to offer world class entertainment at family-friendly prices,” he said.

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## **Melbourne's biggest party just got bigger**

A blockbuster free weekend of entertainment will kick off **Australian Open 2017** as the tournament serves up more Aussie bands, more space and a fresh new vibe.

### **The Open Sessions**

In a massive change-up to the site, the entertainment stage, now **The Open Sessions**, will move from its traditional home of **Grand Slam Oval** to the middle terrace of the **AO Festival** at Birrarung Marr.

In another change for 2017, music fans will be able to attend the AO Festival's live music offerings on the weekend leading into the Australian Open for free.

In 2016, 250,374 people attended the inaugural AO Festival and **Australian Open Tournament Director Craig Tiley** said the changes for 2017 would ensure the continued success of the event.

"We've seen that fans flock to the Australian Open not just for the world class tennis but also the fantastic party atmosphere as seen at the AO Festival in 2016," Tiley said.

"We're excited by our new look to the site and know that the fans are going to love the carnival atmosphere that goes with it."

"The list of Aussie bands that have graced the main stage of the Australian Open over the years is almost as impressive as our list of champions and this year will be no different."

**Mushroom Group Chairman Michael Gudinski** said "The music offering at Australian Open will be bigger and better than ever with a new venue that I'm very excited about. Frontier Touring and AO are again partnering up to deliver fans the best of home grown artists and some surprises, it will be the best lineup yet and I'm looking forward to it.

Complementing the carnival atmosphere will be some of the hottest food trucks in Melbourne.

Access to The Open Sessions at middle terrace will require a ground pass, with both the lower and upper terrace of the AO Festival free of charge.

### **Free AO Festival - Lower and Upper Terrace at Birrarung Marr**

Get 'fan ready' as you prepare to enter the Australian Open via the brand new Tanderrum Bridge by having your face painted to support your favourite player and plan your day.

The connected generation will be encouraged to engage and share their experiences on social media, with a Social Park extending across the whole Australian Open precinct. Take an upside-down selfie, check-in to win prizes and have your favourite Instagram filter ready for fun pics with friends.

On the Upper Terrace the popular **Canadian Club Racquet Club** returns for another smashing success, and fans can expect more premium tennis viewing, cool beats, and best of Melbourne dining from:

- **Hotel Jesus** – the latest initiative from Mamasita
- **Jimmy Grants** – modern Greek from George Calombaris Group
- **Tokyo Tina** – contemporary Japanese
- **Huxtaburger** – classic hamburgers.

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## ***Paris, London and New York to join Melbourne at Grand Slam Oval***

The world's Grand Slam cities – **Paris, London, New York** and **Melbourne** – will be brought to life at **Grand Slam Oval** for **Australian Open 2017**.

“We’re looking forward to bringing the essence of the world’s most exciting cities, home to our sister Grand Slam tournaments, to Grand Slam Oval for Australian Open 2017,” **Australian Open Tournament Director Craig Tiley** said.

“Fans can enjoy high tea in an English garden setting, have a hot dog on the streets of New York and kick back with a glass of bubbly in a Parisian café. And of course we’ll showcase the best of Aussie hospitality with the modern **Coopers Beer Garden** and **Jacob’s Creek Wine Bar**, all while revelling in the tennis on the big screen.”

All the things fans love about Grand Slam Oval will be back, along with the relaxed and laid-back vibe. Catch up with friends for tennis on the big screens and enjoy a variety of cafes and bars, great food and lots of entertainment. The perfect place to relax on hot summer afternoons and nights.

“Creating memorable experiences and constantly striving to innovate and improve is at the heart of everything we do at the Australian Open. This is an exciting initiative for AO 2017 and we know it’s going to be a big hit with fans,” Tiley said.

The revamped Grand Slam Oval will be split into precincts themed to reflect Paris, London, New York and Melbourne, each with their own unique atmosphere, entertainment and food offerings. You can:

- Listen to the **Gypsy Jazz Ensemble** while enjoying crepes, macarons with coffee, cocktails or wine in the Paris Quarter
- Enjoy laid-back acoustic performers with strawberries and cream in hand at a typical English Pub or Garden Party
- Experience the excitement of the ‘Big Apple’ while tucking into hot dogs, burgers and sweet treats in the Streets of New York
- Admire the work of laneway street artists and buskers while dining at iconic Melbourne restaurants **Mamasita** and **Gazi** in the Australian precinct, complementing the brand new Coopers Beer Garden and Jacob’s Creek Vineyard bars.

Grand Slam Oval will come to life from day one of Australian Open 2017 and run from 10am until late, each day of the tournament.

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## ***Australian Open drives global innovation with a fresh new look***

Renowned as one of the world's most innovative sports and entertainment events, the **Australian Open** continues to embrace the digital domain with more new initiatives and a dynamic new look to capture the imagination of fans, partners and broadcasters in Australia and around the world.

"Fans everywhere are demanding more and more from their event experience, whether they are here onsite, watching the Australian Open broadcast on TV or online, as well as following our social channels," **Australian Open Tournament Director Craig Tiley** said.

"The ongoing redevelopment of our facilities, continued global expansion and the innovative relationship we have with our fans all add up to a fast-moving and constantly changing environment.

"Technology is evolving at a rapid pace and we are expanding our digital capabilities to embrace new opportunities. For example, in 2016 we wrapped our three stadium courts with three-metre high digital walls. The mixture of engaging content and branding on the walls was a hit with the fans, broadcasters and our partners, and we believe it's vital to always push the envelope and drive innovation both in our sport and through our events," he explained.

"To support these innovations and ensure we optimize the many new media opportunities available now and in the future, we needed to evolve the look and feel of the Australian Open, make it more relevant globally and more adaptable in an increasingly digital world.

"The result is a dynamic new look that will give us the flexibility to engage more deeply with our fans, partners and the players. It's fresh, fun and often playful – just like the Australian Open itself," he said.

Extensive patron research at the Australian Open over several years powerfully indicates the event is about much more than tennis, with entertainment, food and atmosphere all being important aspects of attending the event. Similar feedback comes from the highly engaged Australian Open audience online, both in Australia and globally, and the million-plus follows on AO social channels.

Respected global agency, Landor, was charged with designing the new identity with the brief including:

- Bring to life the unique Australian nature of the event
- Be innovative, agile and adaptable to new forms of media
- Ensure relevance in global markets, particularly in Asia
- Be functional for use by partners and broadcasters

The letters **AO**, long synonymous with the Australian Open in a country famous for affectionate abbreviations, will be the hero of the new brand which will feature words and images celebrating the sport, the players, the city and the event.

The simplicity and authenticity of the new brand mark will be an ever-changing visual representation of an event the world's best players call the 'Happy Slam'.

The success of the Australian Open and the economic benefit it brings to Melbourne and Victoria has driven the Victorian Government's investment in the redevelopment of Melbourne Park.

The jewel in the crown of the State's major events strategy, the Australian Open, is also a window to the world in terms of promotion for Melbourne and Victoria. The international broadcast now reaches 200 territories worldwide and attracts an audience in excess of 369 million.

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## ***Australian Open global innovation fast facts***

- **Tennis Australia's** host broadcast team produced and delivered **641** matches live in 2016, up from 411 in 2015, including all main draw, juniors, legends and wheelchair matches plus countless practice sessions, providing more options to international broadcasters and the ability for them to broadcast their own players
- There were **27** broadcasters on site at **Australian Open 2016**, including domestic and international news access, and a further **15** broadcasters creating exposure opportunities for the event internationally
- Fifteen broadcasters transmitted more than **1200** hours of Australian Open 2016 coverage on free-to-air TV throughout **Australia, China, Japan, Vietnam** and the **United Kingdom**.
- Australian Open 2016 generated **676 million** viewing hours globally. Of the total viewing hours **70 per cent** were watched in **Australia, Japan, USA** and **China**.
- Australian Open 2016 was broadcast to more than **900 million** homes around the world each day of the tournament.
- Australian Open 2016 achieved **30.27 million** video views across all platforms – **YouTube**, video-on-demand and live content, **Facebook, Twitter** and **Snappy TV**. All Australian Open video content was produced by the in-house team.
- In a Grand Slam first, **720 square metres** of digital LED screens were used across all three stadiums at Melbourne Park – Rod Laver Arena, Margaret Court Arena and Hisense Arena. The **5mm** pitch screens in RLA were of the highest resolution currently available for outdoor screens of this size – higher quality than the screens in New York's Times Square.
- To maximise business and exposure opportunities in the region, the Australian Open now has offices in **Hong Kong** and **Shanghai**. The local team is focused on business development, media rights, travel and tourism, government relations and creating exposure opportunities through activations.
- Tennis Australia, with the support of the **Shanghai Sports Bureau** and **Shanghai Education Bureau**, delivered a pilot **Tennis in Schools** program in Shanghai as part of the **Department of Foreign Affairs and Trade's Asian Sports Partnerships** (ASP) initiative. **Sixteen** teachers, **seven** tennis coaches and **250** participants from **six** local primary schools experienced the six-week program.
- Tennis Australia partnered with the **Victorian Government** last month for a trade mission to Chengdu, where a pilot **ANZ Tennis Hot Shots** program will be rolled out later this year.

- **Australian Open Tournament Director Craig Tiley** and **Jetstar Group CEO** and **Tennis Australia Board Member Jayne Hrdlicka** co-chaired an historic consultation, bringing together delegates from the worlds of business, sport and not-for-profits to gather vital data for a United Nations report.

The group was tasked with gathering stories and actions for a report to the **UN Secretary General High Level Panel of Women's Economic Empowerment** handed down in New York in September.

Former Executive Director of the International Trade Centre in Geneva, **Patricia Francis**, represented the **UN Secretary General Ban Ki-Moon's High Level Panel**, and outlined the seven **Women's Economic Empowerment Principles** (WEPs) along with the focus of the Panel and encouraged attendees to sign up to WEPs and promote real change within their organisations.

- ends -

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*Monday 10 October 2016*

## **Australian Open strengthens ties with Asia**

The **Australian Open** will stage major event launches in **China, Japan** and **Singapore** for the first time.

This initiative is part of the biggest in-bound tourism push undertaken in the event's history.

"The Australian Open's profile as the Grand Slam of Asia-Pacific has been in place for more than 15 years. This is a long-term strategy to invest in the growth of the sport and our events in the region and we are always seeking new promotional opportunities," **Australian Open Tournament Director Craig Tiley** said today.

"We are very pleased to announce we'll be working with world No.5 Kei Nishikori, a superstar in Japan, to promote not just the Australian Open, but the sport of tennis in his home country, and look forward to welcoming more Japanese fans to Melbourne in the future."

As the Australian Open continues its growth in **Asia**, the latest initiatives include:

- Multi-language websites allowing Chinese and Japanese fans to purchase tickets directly
- Kei Nishikori coming on board to promote the Australian Open in Japan
- Launches for tourism, travel trade and key partners in Tokyo and Singapore, along with Shanghai
- Expanded broadcast deals in the region increasing exposure
- Dedicated offices in **Hong Kong, Shanghai** and **Beijing** with commercial, media rights, content and operations teams
- Year-round resources developing rich content for Australian Open **WeChat** and **Weibo** channels
- Syndication of radio and video content through local partnerships
- The staging of the fifth annual **Australian Open Asia-Pacific Wildcard Play-off** in the new host city of Zhuhai (28 Nov-4 Dec)
- **ANZ Tennis Hot Shots** competition winners meeting **Novak Djokovic** at the Shanghai Rolex Masters.

"Independent tourism continues to increase and we want to make it easier than ever for our international fans to access the Australian Open," Tiley said.

"Of course, part of that is increasing awareness around this time of year, which is why our partnership with the **Shanghai Rolex Masters** and relationships with prominent players is so important.

"Our broadcast reach in the region continues to expand, with China and Japan among our biggest markets, and ongoing negotiations with a number of broadcasters."

Tourism promotion will be the focus of the Australian Open launches, set to roll out in **Tokyo** (20 Oct), **Singapore** (27 Oct) and **Shanghai** (4 Nov). Tourism, travel trade and key partners will be



invited to sample the sights, sounds and tastes of the Australian Open through a series of experiential events.

“We are the most relatable of the Grand Slam events in this region. The time zone works for attracting viewers on TV, and Australia is not that far away. Gone are the days when group tours were the only way people travelled to events,” Tiley said.

“In this digital age you can access tickets to the Australian Open from anywhere in the world and create your own experience. This is a big target market for us and we are using a variety of platforms to reach it.”

It’s with the digital audience in mind that the Australian Open branding has been updated, and now sports a clean and modern look.

The new visual identity is digitally friendly, quick and easy to load on all platforms, and versatile enough to embed in content. Partners and broadcasters are excited about the new look and the flexibility it offers.

- ends -

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*Monday 10 October 2016*

## ***Beryl (Penrose) Collier to be inducted into the Australian Tennis Hall of Fame***

**Beryl (Penrose) Collier** will be inducted into the **Australian Tennis Hall of Fame** during **Australian Open 2017**.

A bronze bust of Collier will be unveiled during a ceremony at Rod Laver Arena, to be placed in Garden Square at Melbourne Park alongside such greats of Australian tennis as **Margaret (Smith) Court**, **Lesley (Turner) Bowrey** and **Daphne Ackhurst**, after whom the women's singles trophy is named.

"It came out of the blue," Collier said. "I'm very honoured."

Born in Sydney in 1930, Collier competed in the Australian Open on eight occasions, from 1950 to 1957, winning the singles title in 1955 after defeating compatriot **Thelma (Coyne) Long** – also a Hall of Fame inductee – in straight sets.

"Beating Thelma to win an Australian Open was a very big thrill," she said. "It's something you aspire to but never think you're going to do."

It was a clean sweep for Collier, taking out the doubles title with **Mary (Bevis) Hawton** – for a second consecutive year – and the mixed doubles with **Neale Fraser**.

Her best results came in that year, when in addition to her Australian Open successes, she reached a career-high No.5 in the world after playing in four finals and winning the **German Championships**. She also reached the **French Open** and **Wimbledon** quarterfinals.

Prior to that, in 1948 at the age of 16, she won the Australian girls' singles title, alongside a singles title at the 1952 Welsh Championships.

"I relied on my serve a lot and I didn't stay around on the baseline too long," the right-hander said of her game. "I liked coming into the net – I think that's how I beat Thelma."

Collier was married in 1957 and left her tennis career to start a family with her husband Jim, who sadly passed away in 1989. "Once I met my husband that was it," she remembers fondly. "I came back and played only one tournament after that."

After raising three children in and around Sydney, Collier, now 85, continues to enjoy watching the game and travels each year to attend the Australian Open at Melbourne Park.

**Australian Tennis Hall of Fame inductees:**

**2016:** Rex Hartwig

**2015:** David Hall

**2014:** Kerry (Melville) Reid

**2013:** Judy Dalton

**2012:** Ken Fletcher

**2011:** Owen Davidson

**2010:** Mark Woodforde, Todd Woodbridge

**2009:** Wendy Turnbull

**2008:** Pat Rafter

**2007:** Mark Edmondson

**2006:** Daphne Akhurst

**2005:** Australian Open

**2004:** Brian Tobin

**2003:** Pat Cash

**2002:** Mervyn Rose, Thelma (Coyne) Long

**2001:** Mal Anderson, Nancye (Wynne) Bolton

**2000:** Ken McGregor

**1999:** Australia inducted into the International Tennis Hall of Fame

**1998:** John Newcombe, Tony Roche, Lesley (Turner) Bowrey, Adrian Quist

**1997:** Fred Stolle, Jack Crawford, Gerald Patterson

**1996:** Frank Sedgman, John Bromwich, Sir Norman Brookes, Ashley Cooper, Harry Hopman

**1995:** Lew Hoad, Ken Rosewall

**1994:** Roy Emerson, Evonne Goolagong Cawley, Neale Fraser

**1993:** Rod Laver, Margaret (Smith) Court

- ends -

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**Monday 10 October 2016**

## **Australian Open 2017 to serve up best-ever dining**

**Australian Open 2017** promises to be a foodie's paradise, offering more variety than ever before, with a range of iconic Melbourne and international names popping up throughout **Melbourne Park** and the **AO Festival**.

"We know Melburnian's take their food very seriously, and so should we," **Australian Open Tournament Director Craig Tiley** said.

"In January we'll showcase some of Melbourne's best restaurants right here at Melbourne Park. There truly is something for everyone, whether it's the special \$5 options available for families in the kids' zone, a designer hamburger or taco from a food truck at the AO Festival, or a fine-dining experience at Sea Grill in Tennis HQ.

"Every year we aim to improve facilities and offerings for our fans and create memorable experiences. We've not just expanded the variety of food and dining available in 2017, we're upping the quality," Tiley continued.

### **Highlights for 2017 include:**

#### *Tennis HQ & Garden Square*

- Sea Grill – modern seafood from New York's Patina Restaurant Group. Perfect summer fare with stunning Melbourne views at the new Tennis HQ (walk-in or reservation)
- Club Aperol – sample the famous Aperol Spritz.

#### *Grand Slam Oval*

- Rock Centre Café – a pop up from the famous Rockefeller Centre
- Mamasita – modern Mexican
- Gazi – modern Greek from the George Calombaris Group
- Cooper's Beer Garden
- Jacob's Creek Wine Bar
- Cucina di Casa – wood-fired pizza, pasta and burgers (walk-in or reservation).

#### *AO Festival*

- Hotel Jesus – the latest initiative from Mamasita
- Jimmy Grants – modern Greek from the George Calombaris Group
- Tokyo Tina – contemporary Japanese
- Huxtaburger – classic hamburgers.

#### *Garden Square balcony*

- Laneway Club – open kitchens, street food and live entertainment (walk-in and reservations)
- 88 Melbourne – contemporary Australian (reservation only)
- Bistro Estelle – Scott Pickett's take on classic French bistro fare (walk-in and reservations)

- Estelle by Scott Pickett – Thursday 26 to Sunday 29 only contemporary degustation menu (reservation only).

#### *Hisense Arena*

- Billie Chu – modern Asian (walk-in and reservations)
- People's Club – featuring a grazing menu and all-day bar, access comes with guaranteed seating in popular Hisense Arena (booking required).

#### *Western Concourse*

- Grass & Grain – New York style steakhouse (walk-in and reservations).

#### *The Ballpark*

- Special \$5 family-friendly options available for kids in this new interactive kids' zone.

#### *Exclusive dining and viewing spaces for group bookings*

- Trophy Club – exclusive seating and dining inside Rod Laver Arena with a private entrance and Garden Square balcony. Category 1 ticket for each guest (Reservation only)
- The Lounge – relaxed elegant dining comes with a Category 2 Rod Laver Arena ticket for each guest
- Superboxes in both Rod Laver Arena and Hisense Arena.

- ends -

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*Monday 10 October 2016*

## ***The game around the game – pushing the boundaries on AO channels***

A host of **Australian Open 2017** digital and social initiatives are set to provide fans with more ways than ever to engage and have fun with the first Grand Slam tournament of the year.

Whether onsite at Melbourne Park or viewing the action on the road, fans will be treated to a rich, insightful view of tennis action and their favourite players as the tournament continues to build on its reputation as the innovative Slam.

The official website – [ausopen.com](http://ausopen.com) – is first with scores, draws, results and live streaming of matches, with **14 million** unique visitors in 2016 and **30.27 million** views of video content. This will again be the destination for telling the story of the AO along with:

- A centralised hub for match coverage in the **AO Match Centre**
- Analysis of matches using innovative data streams and an interactive story-telling tool
- **AO Live** – a weekly up-close look at the all things tennis streamed live on Facebook, and all day during the tournament
- A new **YouTube** channel just for kids
- Expert analysis from former pros
- A daily quiz on all things AO
- An official partnership with **Sina Sports** – China’s biggest sports network
- Chinese language videos created to enhance our presence in the market
- Syndication of **AO Radio**

“Dubbed the “social slam” for its amazing fan engagement and access, the @AustralianOpen stepped things up again in 2016 by delivering what might be one of the best tournaments yet, both on the court and on Twitter,” reported Twitter in Adnews in February.

Having last week ticked over one million fans on Twitter – the first Australian sporting account to achieve this milestone – the Australian Open now boasts a social media audience of **3.6 million** across **YouTube, Facebook, Twitter, Instagram, Snapchat** and its Chinese accounts, **Wechat** and **Weibo**.

In 2017 on social, fans will be treated to:

- A **Social Park** which will extend across the Australian Open precinct
- A social megawall and life-sized LED columns of favourite players
- New bobblehead studio
- Centralised destination for celebrity and player interviews driven by fan questions on **Periscope**
- Live streaming of tennis in 360 degrees and unique viewing experiences via a new Virtual Reality station
- Live stories on Snapchat with customised geo-filters
- Fan upgrades to the AO Social Suite at Hisense Arena

- A popular upside down photo booth at Birrarung Marr allowing fans to ‘play tennis on water’
- Exclusive coverage on our Chinese channels, WeChat and Weibo, with Chinese editors working out of Beijing and Guangzhou
- **Snappy TV** broadcasts of viral moments from each day of the Open
- Behind-the-scenes coverage from the courts and player areas of Melbourne Park
- Return of the popular ‘Smash the Secret’ competition on Instagram
- Scavenger hunts, spot prizes and the big ticket #AusOpen selfie competition
- Profile pic takeovers enabling fans to support their favourite players on Facebook
- Custom Twitter emojis to help fans add a little colour to their tweets.

“The entire Melbourne Park is a social zone,” **Australian Open Digital Manager Kim Trengove** said.

“We are embracing the precinct as a Social Park, inviting fans to have fun with us whether they are at the tennis, or liking, sharing and commenting from afar.”

The Australian Open is active on the following social channels:

- Facebook/AustralianOpen
- Twitter @AustralianOpen
- Instagram @AustralianOpen
- YouTube AustralianOpen
- Snapchat Australian.Open
- Vine @AustralianOpen
- Periscope @AustralianOpen
- Weibo weibo.com/australianopenchina
- Wechat @AustralianOpen

- ends -

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*Monday 10 October 2016*

## *Summer of tennis – events listing 2016/2017*

### *Newcombe Medal, Australian Tennis Awards*

**Date** Monday 28 November 2016  
**Venue** Crown Palladium, Crown Melbourne, Victoria  
**Website** [tennis.com.au](http://tennis.com.au)  
**Social media** [facebook.com/tennisaustralia](https://facebook.com/tennisaustralia)  
Twitter [@tennisaustralia](https://twitter.com/tennisaustralia) #Newks16

### *Australian Open Asia-Pacific wildcard play-off*

**Date** 28 November-4 December 2016  
**Venue** Zhuhai Hengqin International Tennis Center  
Zhuhai, China  
**Tournament Director** Darren Sturgess  
**Website** [tennis.com.au](http://tennis.com.au)

### *December Showdown, including Australian Open 2017 play-off*

**December Showdown** 3-18 December 2016  
**AO 2016 play-off** 12-18 December 2016  
**Venue** Melbourne Park  
Olympic Boulevard, Melbourne Park, Melbourne, Victoria  
**Tournament Director** Francis Soyer  
**Website** [tennis.com.au](http://tennis.com.au)  
**Social media** [facebook.com/tennisaustralia](https://facebook.com/tennisaustralia)  
Twitter [@tennisaustralia](https://twitter.com/tennisaustralia) #AOPlayoff

### *Hopman Cup*

**Date** 1-7 January 2017  
**Venue** Perth Arena, Perth, Western Australia  
**2016 champions** Australia Green – Daria Gavrilova (Vic) and Nick Kyrgios (ACT)  
**Tournament Director** Paul Kilderry  
**Website** [hopmancup.com](http://hopmancup.com)  
**Social media** [facebook.com/hopmancup](https://facebook.com/hopmancup)  
Twitter [@hopmancup](https://twitter.com/hopmancup) #hopmancup  
**Media contact** Harriet Rendle, [hrendle@tennis.com.au](mailto:hrendle@tennis.com.au), +61 (0) 432 001 249

## *Brisbane International presented by Suncorp*

**Date** 1-8 January 2017  
**Venue** Queensland Tennis Centre, King Arthur Terrace, Tennyson, Brisbane, Queensland

**Defending champions:**  
**Men's singles** Milos Raonic (CAN)  
**Women's singles** Victoria Azarenka (BLR)  
**Men's doubles** Henri Kontinen (FIN) and John Peers (AUS)  
**Women's doubles** Martina Hingis (SUI) and Sania Mirza (IND)  
**Tournament Director** Geoff Quinlan  
**Website** [brisbaneinternational.com.au](http://brisbaneinternational.com.au)  
**Social media** [facebook.com/BrisbaneInternational](https://facebook.com/BrisbaneInternational)  
Twitter [@BrisbaneTennis](https://twitter.com/BrisbaneTennis) #BrisbaneTennis

## *Apia International Sydney*

**Date** 8-14 January 2017  
**Venue** Sydney Olympic Park Tennis Centre, Rod Laver Drive, Sydney Olympic Park, Sydney, New South Wales

**Defending champions:**  
**Men's singles** Viktor Troicki (SRB)  
**Women's singles** Svetlana Kuznetsova (RUS)  
**Men's doubles** Jamie Murray (GBR) and Bruno Soares (BRA)  
**Women's doubles** Martina Hingis (SUI) and Sania Mirza (IND)  
**Tournament Director** Alistair MacDonald  
**Website** [apiainternational.com.au](http://apiainternational.com.au)  
**Social media** [facebook.com/SydneyInternational](https://facebook.com/SydneyInternational)  
Twitter [@SydneyTennis](https://twitter.com/SydneyTennis) #SydneyTennis

**Media contact** Tiffany Robertson, [trobertson@tennis.com.au](mailto:trobertson@tennis.com.au), +61 (0) 478 479 468

## *Hobart International*

**Date** 8-14 January 2017  
**Venue** Domain Tennis Centre  
2 Davies Avenue, Queens Domain, Hobart, Tasmania

**Defending champions:**  
**Women's singles** Alize Cornet (FRA)  
**Women's doubles** Christina McHale (USA) and Xinyun Han (CHN)  
**Tournament Director** Mark Handley  
**Website** [hobartinternational.com.au](http://hobartinternational.com.au)  
**Social media** [facebook.com/hobartinternational](https://facebook.com/hobartinternational)  
Twitter [@HobartTennis](https://twitter.com/HobartTennis) #HobartTennis

**Media contact** Gabriela Tobias, [gtobias@tennis.com.au](mailto:gtobias@tennis.com.au), +61 (0) 433 116 881

## ***World Tennis Challenge***

**Date** 10-12 January 2017  
**Venue** War Memorial Drive, Adelaide, South Australia  
**Defending champions** Goran Ivanisevic, Marin Cilic and Iva Majoli  
**Tournament Director** Mark Woodforde  
**Event Director** Steven Baldas  
**Website** [worldtennischallenge.com](http://worldtennischallenge.com)  
**Social media** [facebook.com/worldtennischallenge](https://facebook.com/worldtennischallenge)  
Twitter [@WTC\\_Adelaide](https://twitter.com/WTC_Adelaide) #wtcadelaide

## ***Priceline Pharmacy Kooyong Classic***

**Date** 10-13 January 2017  
**Venue** Kooyong Lawn Tennis Club  
489 Glenferrie Road, Kooyong, Victoria  
**Defending champion** David Goffin (BEL)  
**Tournament Director** Brian Cooney  
**Website** [kooyongclassic.com.au](http://kooyongclassic.com.au)  
**Social media** [facebook.com/KooyongClassic](https://facebook.com/KooyongClassic)  
Twitter [@KooyongClassic](https://twitter.com/KooyongClassic) #KooyongClassic

- ends -

Hopman Cup, Brisbane International presented by Suncorp, Apia International Sydney, World Tennis Challenge Adelaide and the Hobart International are all part of the Emirates AO Series.

- ends -

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**Monday 10 October 2016**

## **Australian Open 2017 Partners and Broadcasters**

### **Major Sponsor**

Kia – Official Supplier of Motor Vehicles

### **Associate Sponsor**

ANZ – Official Bank

Jacob's Creek – Official Wine Supplier

Rolex – Official Timekeeper and Timepiece

### **Official Partner**

Accor Hotels– Official Partner

Blackmores – Official Vitamin of the Australian Open

Canadian Club – Official Dark Spirit

City of Melbourne – Official Partner

CCA (Coca-Cola, Powerade) – Official Soft Drink, Official Sports Drink

Coopers – Official Beer & Cider Partner

CPA Australia – Official Accounting and Business Partner

Emirates – Official Airline

Hisense – Official Television and Whitegoods

IBM – Official Information Technology Partner

Lavazza – Official Coffee

K&L Gates – Official Law Firm

Medibank – Official Healthcare Insurance Provider

Optus – Official Telecommunications & Wifi Provider

Shanghai Masters – Friend of the Australian Open

State Government of Victoria (Visit Victoria) – Official Partner

Toshiba – Official Supplier of Printer Products and Services (TBC)

William Hill – Official Wagering Partner

Wilson – Official Ball

Woolworths – Official Supermarket & Official Sunscreen Partner

Yonex – Official Stringer

### **Tennis Partners**

Fitbit

New Balance

Sportscraft

**AO 2017 Broadcast Partners\*****Australia:** Seven Network**New Zealand:** Sky New Zealand**China:** CCTV, Shanghai TV, iQiyi**Pan-Asia:** Fox Sports Asia**India and Subcontinent:** Sony Six/MSM**Europe and French-speaking Sub-Saharan Africa\*:** Eurosport**Sub-Saharan Africa:** SuperSport**Middle East:** beIN Sports**USA:** ESPN USA**USA:** Tennis Channel (AO Qualifying, AO Asia Pacific Wildcard Playoff and AO Australian Wildcard Playoff only)**Canada:** TSN/RDS**Latin America and the Caribbean\*:** ESPN International

\*as of 10 October 2016

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