Background

- Tournament period Jan 2007 to December 2010
- Growth in number of tournaments from 181 to 328   **81%**
- Growth in number of tournament entrants from 25969 to 41246   **59%**
- Growth in number of players on Australian Rankings from 3717 to 5538   **48%**
- Growth in total amount of prize-money $478k to $928k   **94%**
- Decline in overall per AR tournament entry numbers 143 to 126   **11%**
- Low quality matches in Rd 64, Rd 32 and Rd 16 (2010 AMT sample data only)   **16.4 games**

Objectives

- Transition from T12 to T16
- Improve match quality for our athletes
- Improve the online tournament experience
- Educate our tournaments and tournament directors on best practice models
- Continue to build tournament entry numbers

Priorities

- Provide a tournament environment that achieves tournament and player results relative to our objectives
- Assist tournaments to move from a minimum standard of performance to a best practice standard
- Create an online experience that will ease the administrative workload, increase interactivity and deliver an integrated tour management system
- Influence the culture at tournaments
- Measure and track performance by using data and statistical analysis
- Foster a culture of continuous improvement, innovation and creativity

Changes

- Stabilising the number of tournaments to improve the delivery of tournaments
- Good quality matches for players through seperation of standards
- Providing an environment of fairplay and recognition
- Tournament Director support and education
- Online automation of tournament planner, australian rankings and a registration portal
- Main Draw and Qualifying Draws will replace Open Draws
- Mandatory online player entry
- Australian Ranking points to be included in qualifying draws
- Greater focus on Consolation participation
- Rewards for performance over and above trophies and tournament levels
- Direct focus on improving the On-Court, Off-Court and On-Line Experiences for all