

THE WONDERFUL WORLD OF TENNIS PRESENTS

australian open

The Grand Slam of Asia/Pacific



THE WORLD'S BIGGEST STAGE

MELBOURNE PARK 19 JAN – 1 FEB 2009

australianopen.com

tournament information 2009

Take care.
 GARNIER


KIA MOTORS

 GE Money

 tennis
AUSTRALIAN TENNIS

Attracting the world's top players

A star-studded men's and women's singles draw included eight men's Grand Slam champions and six women's Grand Slam champions and 31 of the top 32 men and 29 of the top 32 women. A total of 46 nations were represented in the singles main draws (34 countries in the men's singles and 38 countries in the women's singles).

The tournament saw American Serena Williams win her fourth Australian Open title and a dream final line-up in the men's draw, with world No.1 Rafael Nadal battling it out with world No.2 Roger Federer for the first Grand Slam of the year.

Aussie Jelena Dokic enjoyed a remarkable return to form and run at this year's Australian Open. Having secured her place in the main draw by winning the Australian Open Wildcard Play-off in December, the former world No.4 won the hearts of the nation and a place in the quarterfinals. Dokic enjoyed wins over two top 20 players en route, before losing in three close sets to world No.3 Dinara Safina, improving her world ranking from No.187 to within the top 100.



Crowd attendance

Australian Open 2009 attracted 603,160 fans through the gates, recording the tenth consecutive year the Australian Open has attracted more than half a million patrons.

The highest ever day/night attendance in Grand Slam history was recorded three times during the first week of the Australian Open, on Wednesday 21 January, Friday 23 January and Saturday 24 January. The new record of 66,018 was set on Saturday 24 January.

Live sites were operational in Sydney and Melbourne. The Australian Open Sydney live site attracted more than 275,000 people. Staged at Customs House on the forecourt from Thursday 29 January to Sunday 1 February, the Sydney live site was the biggest live site ever staged in Australia by Tennis Australia.

In Melbourne, Federation Square was transformed into 'Tennis Square' from 22 to 25 January with the installation of numerous activities including Aviva Tennis Hot Shots. Over the four-day activation period, the Tennis and Australian Open brands were exposed to more than 131,000 people.

Those who couldn't get along to Melbourne Park in person made sure they kept in touch through the official website, australianopen.com powered by IBM. An incredible 8,645,340 million unique users visited the website with more than 39 million visits.



Second chance

Video line-calling was once again an on-court highlight at Rod Laver Arena and Hisense Arena.

In the men's and women's singles there were a total of 217 successful challenges from 513 attempts.

The men didn't leave anything to chance, challenging more often than the women, with 321 and 192 challenges respectively.

A world of entertainment

Building on its reputation as Melbourne's premier summer event, Australian Open 2009 set the stage for some of the best live entertainers from Australia and around the world.

There was something to suit everyone with the daring circus-meets-burlesque variety performance Absinthe, Spiegelworld, open late concerts, the family circus and leading DJs on offer.

The free entertainment continued at the Heineken Beer Garden. This once again proved to be a popular place to chill out and soak in the music while experiencing all the tennis action on the big screen.

Some of Australia's top music acts entertained the crowds including Taxiride, Mahalia Barnes, Jon Stevens, Gabriella Cilmi and Faker.



Growing the tournament

The Australian Open is managed by Tennis Australia, formerly the Lawn Tennis Association of Australia (LTAA).

In 1972, it was decided to stage the tournament in the one city each year, as opposed to visiting various states across the nation, and the Kooyong Lawn Tennis Club was selected due to Melbourne attracting the biggest patronage.

Melbourne Park (formerly Flinders Park) was constructed in time for Australian Open 1988 to meet the demands of the evolving tournament that had outgrown Kooyong's capacity.

Stage one construction commenced in 1986, and the venue further expanded with the stage two additions for the 1996 event.

The move to Flinders Park was an immediate success, with a 90 per cent increase in attendance in 1988 (266,436) on the previous year at Kooyong (140,000).

The official re-naming of Rod Laver Arena (formerly Centre Court) was on 16 January 2000 and the official opening of Hisense Arena (formerly Vodafone Arena) was on 27 July 2000.

The Australian Open was the first Grand Slam with two arenas boasting state-of-the-art retractable roofs.

During the 2009 event, the Victorian Government and Tennis Australia announced the AUD\$5 million investment to redevelop and renovate Melbourne Park.

The people behind the scenes

Making it all happen behind the scenes were more than 4500 members of staff, including 337 Aviva Ballkids, 365 umpires, 236 courtesy car drivers, 65 court services and operations staff, 80 retail staff and 55 statisticians.

Internationally, a group of 28 Aviva Ballkids were selected. There were Aviva Ballkids from Korea (2), India (4) and for the first time Singapore (4) who took part in the Aviva International Ballkids program for Australian Open 2009, reinforcing the Australian Open's position as the Grand Slam of Asia/Pacific.



More than a century of history

The Australian Open celebrated its 104th year in 2009. The tournament was first held in November 1905 as the Australasian Championships, becoming the Australian Championships in 1927 and the now familiar Australian Open in 1969.

The 1905 event, played at the Warehouseman's Cricket Ground in St Kilda Road, Melbourne, attracted 17 entrants with the final played in front of a crowd of 5000.

Over the years it has been staged at six different venues including Melbourne (54 times), Sydney (17 times), Adelaide (14 times), Brisbane (seven times), Perth (three times), and New Zealand (twice – in Christchurch in 1906 and in Hastings in 1912).

Generating interest

Australian Open 2009 was the biggest sports story across Australia during the fortnight with exposure in domestic newspapers valued at a record AUD\$49.4 million. This is the first time the Australian Open has generated more than AUD\$45 million in print media coverage and is an impressive AUD\$11.6 million increase on the same figure for Australian Open 2008.

Domestic broadcast and internet exposure were also monitored for Australian Open 2009, with exposure in broadcast valued at AUD\$53.3 million while internet exposure generated AUD\$23.7 million.

Australian Open 2009 experienced superb TV audience figures, highlighted with the 2.315 million viewers across the five major metropolitan markets tuning into host broadcaster Seven Network's coverage of the tournament on the second Tuesday night to witness Dafina Safina defeat Jelena Dokic and Roger Federer outclass Juan Martin Del Potro.

The men's final averaged 2.25 million viewers domestically and peaked at 3.1 million viewers, while the women's final averaged 1.67 million viewers domestically and peaked at 1.8 million viewers.



Promoting Australia worldwide

A total of 1733 representatives of the media were accredited at Australian Open 2009 – with the world's major newspapers and TV and radio broadcasters all strongly represented. Of these there were 785 international and 948 Australian members of the media.

Host broadcaster Seven Network had an audience increase of 16 per cent from the 2008 tournament.

Internationally Europe had a cumulative audience of 127,250,036 – a 101 per cent increase on 2008, while Pan European broadcaster Eurosport had the single highest audience by one broadcaster – 79 million viewers.



Tournament results

Main draw				
Men's singles	[1] Rafael Nadal (ESP)	d	[2] Roger Federer (SUI)	7-5 3-6 7-6(3) 3-6 6-2
Women's singles	[2] Serena Williams (USA)	d	[3] Dinara Safina (RUS)	6-0 6-3
Men's doubles	[2] Bob Bryan/Mike Bryan (USA)	d	[3] Mahesh Bhupathi / Mark Knowles (IND/BAH)	2-6 7-5 6-0
Women's doubles	[10] Serena Williams/Venus Williams (USA)	d	[9] Daniela Hantuchova / Ai Sugiyama (SVK/JPN)	6-3 6-3
Mixed doubles	Sania Mirza/Mahesh Bhupathi (IND)	d	Nathalie Dechy/Andy Ram (FRA/ISR)	6-3 6-1
Juniors				
Boys' singles	[1] Yuki Bhambri (IND)	d	Alexandros-Ferdinandos Georgoudas (GER)	6-3 6-1
Girls' singles	[3] Ksenia Pervak (RUS)	d	[5] Laura Robson (GBR)	6-3 6-1
Boys' doubles	[7] Francis Casey Alcantara/ Cheng-Peng Hsieh (PHI/TPE)	d	Mikhail Biryukov/ Yasutaka Uchiyama (RUS/JPN)	6-4 6-2
Girls' doubles	[6] Christina McHale/ Ajla Tomljanovic (USA/CRO)	d	Alexandra Krunic/ Sandra Zaniewska (SRB/POL)	6-1 2-6 [10-4]
Australian wheelchair tennis				
Men's wheelchair singles	[1] Shingo Kunieda (JPN)	d	Stephane Houdet (FRA)	6-2 6-4
Women's wheelchair singles	[1] Esther Vergeer (NED)	d	[2] Korie Homan (NED)	6-4 6-2
Men's wheelchair doubles	[2] Robin Ammerlaan/Shingo Kunieda (NED/JPN)	d	Stefan Olsson/Maikel Scheffers (SWE/NED)	7-5 6-1
Women's wheelchair doubles	[1] Korie Homan/Esther Vergeer (NED)	d	Agnieszka Bartczak/ Katharina Kruger (POL/GER)	6-1 6-0
Quad wheelchair singles	Peter Norfolk (GBR)	d	David Wagner (USA)	7-6(5) 6-1
Quad wheelchair doubles	Nicholas Taylor/David Wagner (USA)	d	Johan Andersson/Peter Norfolk (SWE/GBR)	6-2 6-3



Fast facts

Prize money:

AUD\$23.14 million

Men's and women's singles winners' prize money:

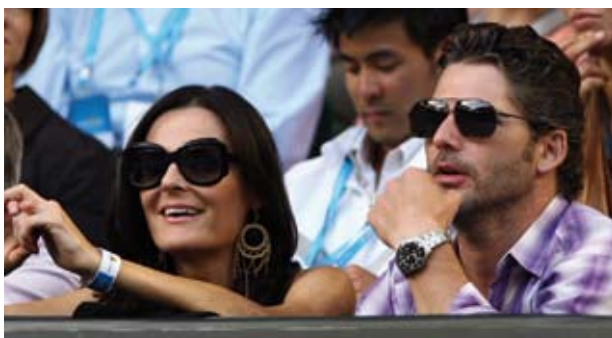
AUD\$2,000,000

Surface:

Plexicushion

Sessions of play:

**11 days, 13 nights and
three twilight sessions.**



Did you know?

- Australian Open 2009 set an all-time day/night combined attendance record of 66,018 patrons on Day 6 of the tournament.
- Andy Roddick led the men's competition for aces served at 87, with Serena Williams topping the women's at 42.
- The fastest serves of the tournament were recorded by Australia's Sam Groth (230 km/h) while Sabine Lisicki recorded the women's fastest serve (196 km/h).
- Helping the players serve were the racquet stringers who strung more than 3400 racquets using over 40 km worth of string, with the fastest racquet strung in just 14 minutes.
- A fleet of 100 official cars supplied by the tournament's major sponsor, Kia Motors, made in excess of 40,000 journeys transporting players to and from Melbourne Park, clocking up more than 340,000 km.
- Over the fortnight fans devoured 12,807 meat pies, 19,085 hot dogs, 216,325 ice creams including cones, blocks and tubs, 179,970 bottles of Evian water, 85,285 bottles of Heineken and 233,793 draught cups. There were 25 kitchens operating with 175 kitchen staff and more than 1500 food and beverage staff.
- Famous faces watching the action included Eric Bana, Dannii Minogue, Ben Cousins, Anthony Callea, Daniel McPherson, Shayne Reese, Stephanie Rice and Kate Ceberano.
- The most popular item from the Australian Open Shop was the official player towel with 16,801 sold at Melbourne Park and online (includes four different towel types and designs). In addition 2692 Wilson Australian Open jumbo tennis balls were sold.
- Entertaining the crowds were some of Australia's top music acts including Vanessa Amorosi, Natalie Bassingthwaight, Mental as Anything, Black Sorrows, Daryl Braithwaite and Pete Murray.

Grand Slam 2009 venues and dates

French Open – Stade Roland Garros, Paris
24 May–7 June 2009

The Championships – Wimbledon, London
22 June–5 July 2009

US Open – Flushing Meadows, New York
31 August–13 September 2009

australian open
The Grand Slam of Asia/Pacific

Australian Open 2010 – Melbourne Park, Melbourne
18 January–31 January 2010