



Tennis Australia
2008–2009 Annual Report



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2008–2009

This year's report is designed to be an economical alternative to the traditional A4 size.

CREDITS

Editor: Daniela Toleski

Contributors: Rob O'Gorman, Darren Pearce, Kim Trengove

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Tennis Australia's offices are located at Melbourne Park.

ABOUT TENNIS AUSTRALIA


Tennis Australia (TA) is the governing body of tennis within Australia. The Company was established by the Victorian, New South Wales, Queensland, West Australian, South Australian and Tasmanian Tennis Associations and the New Zealand Lawn Tennis Association in late 1904 to allow for the staging of the first Australasian Men's Championships in 1905.

Today TA has eight Member Associations (MAs) – state/territory-based governing bodies responsible for implementing TA initiatives.

In 2005 TA celebrated its centenary, and that of its first event – the Australian Open. During more than a century of history, TA has developed into an AUD\$150 million business operating as a one-team Company with a nine-person Board of Directors, 14 Member Delegates (representing the MAs), more than 170 full-time employees and several thousand casual employees.

The Company's responsibilities include promoting and facilitating participation in tennis at all levels, staging tennis events, including the Australian Open, developing future stars, growing business revenues and honouring the sport's heritage. These responsibilities are reflected in TA's Purpose Pyramid.  **P2-3**

INTRODUCING THE TA 2008–2009 ANNUAL REPORT

During the 2008–2009 financial year, the global financial crisis had a direct impact on the restructure of the Company's Strategic Priorities to include Economic Growth  **P3 as an immediate priority of TA.**

This year's report is designed to be an economical alternative to the traditional A4 size. The report will focus on TA's Strategic Priorities and provide an insight into the events held by TA including the Australian Open and Australian Open Series.

Look out for the new 'on this date' feature throughout the report that looks at selected highlights during this financial year. The TA 2008–2009 Annual Report aims to be a concise summary of the Company's performance as reflected by the five Strategic Priorities.



Look out for the new **on this date** feature throughout the report that looks at selected highlights during this financial year.

6 July 2008

Samantha Stosur won the Wimbledon mixed doubles title with partner Bob Bryan (USA).

TENNIS AUSTRALIA'S PURPOSE PYRAMID

Why we exist



What we do



How we work



Immediate Priorities



Tennis Australia's (TA's) Purpose Pyramid aims to capitalise on the restructuring, organisational and financial gains of the last three years and further invigorate the fortunes of our sport on many fronts.

TA has consolidated the tennis and Australian Open businesses into one Company and grown that Company substantially. This has enabled TA to put more resources into tennis at all levels with massive emphasis on coaching, courts and competition.



Our Purpose

To make Australia the greatest tennis nation on the planet.

Our Formula for Success

Great champions > Create champions – the mark of a great tennis nation. More highly ranking players and more Grand Slam champions.

Active players > Spread the love of tennis within the community. More people playing more tennis more often.

Devoted fans > Build the buzz of tennis – supporters and potential players. More people attending more tennis events. More people engaged with tennis and tennis brands.

Invest in the game > Run sustainable, profitable events and other activities that enable us to invest in the growth of the game. More money to grow more fans, more players and more champions.

Our Promise, Our Way

Bringing a competitive edge > We are disciplined and aspire to be the best.

Daring to be different > We are not afraid to step forward and try new things.

Creating magical experiences > We know how to entertain and have some fun.

Celebrating greatness > Success breeds success. We celebrate greatness in our people, our partners and our champions, past, present and future.

Giving awesome service > We don't settle for OK or average.

Playing as a team > We listen, develop, include and coach each other.

Our Strategic Priorities

Champions > Develop more champions and depth across all levels.

Infrastructure > Build and increase the number of better quality tennis courts throughout the country.

Grassroots > Provide an opportunity for all people to play tennis.

Alignment > Enable the entire tennis “family” to work in unison towards common goals.

Economic growth > Make prudent business decisions while still maximising opportunities that ensure continued growth.

PRESIDENT'S REPORT Geoff Pollard



Tennis Australia has faced many challenges over the past financial year, but has the financial resources, the strategic programs and the qualified, committed and enthusiastic staff to meet those challenges.


This Annual Report of Tennis Australia (TA) highlights the activities and achievements of the Company during the financial year 2008–2009.

Challenging year

TA has faced many challenges over the past financial year, but has the financial resources, the strategic programs and the qualified, committed and enthusiastic staff to meet those challenges and ultimately achieve its overall objective of making Australia the greatest tennis nation on the planet.

As with most other companies, TA has not been immune to the global financial crisis. The effect was felt in the depreciation of our reserves and in the Australian Open not achieving budget through a decline in corporate and public spending as well as increased prize money. However, the event was a success and total attendance again exceeded 600,000.

In Davis Cup, Australia refused to go to Chennai as the tie was scheduled during the election period and security was of concern. Attempts to convince the ITF to move the tie failed, even

though cricket moved the Indian Premier League (IPL) to South Africa, and we were forced to forfeit the tie for the first time in our illustrious Davis Cup history. 

On court, Australian players faced challenges from athletes coming from an increasing number of countries as the game continued to develop worldwide. But it was pleasing to see a resurgence in Australian women's tennis with Samantha Stosur reaching the semifinals at the French Open and the possibility of having three women in the top 50 by the end of the year.

Historical timeline 1880–2009

1880 Victoria stages first tennis championships in the colonies.

1885 NSW stages its first championships and introduces intercolonial matches.

1904 Lawn Tennis Association of Australasia formed by six state associations and New Zealand.

1905 First Australasian Men's Championships staged.

1907 Norman Brookes first Australian to win Wimbledon.

1907 Australasia wins its first Davis Cup title.

1922 First Australasian Women's Championships staged.

1926 Name changed to Lawn Tennis Association of Australia, Sir Norman Brookes becomes president.

1933 Jack Crawford wins the Australian, French and Wimbledon Championships.



Devoted fans enjoy Australian Open 2009 in Garden Square.



Rafael Nadal claims his first Australian Open title.

BIOGRAPHY Geoff Pollard

AM, MSc, AIA, FAIM, FAICD
 President Tennis Australia since 1989
 Non-executive Chairman TA since 2005
 CEO TA 1989–2005
 Councillor TA 1978–2006
 Honorary Consul, Belgium since 2007
 Vice President International Tennis Federation since 1999
 President Oceania Tennis Federation since 1993
 Director Grand Slam Committee since 1989
 Chairman ITF Rules of Tennis Committee and Technical Commission since 1989
 Trustee, Melbourne and Olympic Parks Trust since 1989
 President NSW Lawn Tennis Association 1979–1989


Australian Open

Our marquee event, Australian Open 2009, the Grand Slam of Asia/Pacific, attracted 603,160 fans, but the global financial crisis led to growth in ground pass sales at the expense of reserved seating ticket sales. Record attendances were achieved during the first week, but were affected by extremely hot weather in Melbourne during the second week.


For the first time in 21 years, the men's singles final went to five sets. The world's two top players, Rafael Nadal and Roger Federer, enthralled the crowd and the worldwide television audience for more than four hours, with Nadal ultimately winning his first Australian Open. Rod Laver was the special guest at an emotional presentation ceremony. He presented Nadal and Federer with their trophies accompanied by the four players he defeated to achieve his second Grand Slam of titles 40 years ago – Andres Gimeno, Ken Rosewall, John Newcombe and Tony Roche.

In the women's singles Serena Williams defeated Elena Dementieva in the semifinals and Dinara Safina in the final to claim her fourth Australian Open title and reclaim the world No.1 ranking.

Lleyton Hewitt and Jelena Dokic were Australia's best performers, both making an encouraging start to the 2009 year.

The major initiative for Australian Open 2009 was the opening of the AUD\$5 million extension and redevelopment of the players' area, which was well received by all participants. On 26 January 2009 the Premier of Victoria and TA jointly announced an AUD\$5 million contribution to plan and design the complete redevelopment of Melbourne Park over the next decade to accommodate a growing Australian Open and improve spectator, player and media facilities. In return for the government delivering this commitment to improve the facilities, TA will extend its commitment to Melbourne Park from 2016 to 2036. 

Australian Open Series

As announced last year, the new look Australian Open Series of WTA and ATP Tour tournaments in Brisbane, Hobart and Sydney were played in the two weeks preceding the Australian Open.  The series began in Brisbane with a joint men's and women's event at the new State Tennis Centre at Tennyson and the Brisbane public responded with virtually full

houses at each session. In the men's singles Radek Stepanek of the Czech Republic defeated Fernando Verdasco of Spain in three closely fought sets. In the women's singles Victoria Azarenka of Belarus won her first WTA Tour title defeating former Wimbledon finalist Marion Bartoli of France.


The Medibank International Sydney attracted a very strong men's and women's field and produced two finals that both went to three sets. David Nalbandian of Argentina defeated Jarkko Nieminen of Finland in the men's final and Elena Dementieva defeated fellow Russian Dinara Safina in the women's final.

In Hobart, the Moorilla Hobart International was won by Petra Kvitova of the Czech Republic who defeated compatriot Iveta Benesova.

In the other pre-Australian Open events, the Slovak Republic defeated Russia to win the Hyundai Hopman Cup in Perth and Roger Federer defeated fellow Swiss player Stanislas Wawrinka to win the AAMI International played at Kooyong. Tennis SA staged a new exhibition event.

1939 Australia wins its first Davis Cup title.

1950 Australia regains Davis Cup and Hopman golden era begins under captain Harry Hopman.

1951 Frank Sedgman and Ken McGregor win men's doubles Grand Slam. 

1962 Rod Laver wins the Grand Slam.

1963 Margaret (Smith) Court and Ken Fletcher win mixed doubles Grand Slam.

1967 Australia wins Davis Cup for 15th time in 18 years and Owen Davidson with two different partners wins mixed doubles Grand Slam.

1969 Australian Championships become 'Open' to both amateurs and professionals and Rod Laver becomes the only player to win the Grand Slam twice.

PRESIDENT'S REPORT Geoff Pollard CONTINUED



International teams

After losing to Chile in the Davis Cup World Group play-off in September 2008, Australia remained in the Asia/Oceania Group I for 2009. By defeating Thailand in Bangkok, Australia faced the prospect of playing India in Chennai to secure a place in the World Group play-off. But the tie was scheduled during the Indian election and in the capital of Tamil Nadu during the dying days of the notorious Tamil Tigers. The IPL cricket was moved to South Africa and TA asked the ITF to likewise move the Davis Cup tie out of India for security reasons. The request was denied, and with the safety of the team paramount, TA had no alternative but to forfeit the match. Australia has been penalised for this action and will remain in the Asia/Oceania Group I in 2010. [P33](#)

In Fed Cup Australia hosted the Asia/Oceania Zone Group I in Perth in February 2009. The Optus Australian Fed Cup Team successfully won Group I and earned the right to play Switzerland to secure a place in World Group II in 2010. This tie was played in Mildura over Anzac Day weekend and the resultant 5-0 victory at home means that Australia returns to World Group II in 2010 and has drawn a home match against Spain in the first round. [P33](#)

In the 2008 ITF junior teams' competitions for the 14/u and 16/u age groups, three Australian teams qualified for the finals, but the US was successful in winning all four events. All four Australian teams qualified for the 2009 finals series.

Tennis participation activities

For the second successive year tennis recorded the highest level of interest with the Australian public in both the summer and winter Sweeney Sports Reports. [P49](#)

TA continues to work with its Member Associations (MAs) in a wide range of programs to grow participation, to produce champions and to seek administrative efficiencies. However, the proposed National Membership program has been shelved for the time being, primarily for economic reasons in the current difficult market.

The Talent Search program, to identify talented athletes and steer them towards tennis, saw a big jump in recipients from 2706 last year to 5492 in 2008–2009. [P36](#)

At the more advanced level, the National Academies are now operating in five states plus the AIS Pro Tour Program out of Canberra and cover 59 partial scholarship holders and eight full scholarship holders. [P34](#)

TA Coach Membership grew from 1637 last year to 2305 in 2008–2009. [P35](#)

Australian ranking tournaments including junior, open, Australian Money Tournaments and ATP/WTA/ITF Pro Circuits increased in numbers from 261 in 2007 to 313 in 2008 and should reach 370 by the end of 2009. [P38](#)

The National Court Rebate Scheme was introduced in 2007–2008 with TA allocating AUD\$6 million (AUD\$2 million a year for three years) to help clubs build new courts or bring existing courts up to date through resurfacing. The demand was such that AUD\$3 million was allocated in each of the first two years. To date 640 courts have been constructed or re-built. Another AUD\$3 million has been budgeted for 2009–2010. In addition TA is entering into partnership agreements for regional facilities identified by MAs as being able to provide a focus for tennis within the surrounding regions. The first 14 were signed by June 2009 and the target is to sign 74 by June 2012. [P44](#)

Financial challenges

As mentioned earlier TA had a challenging year due to the global financial crisis and recorded an operating loss of AUD\$2,132,142. However it needs to be noted that TA not only decided to

Historical timeline 1880–2009

1970 Margaret (Smith) Court wins the Grand Slam.

1972 Kooyong, Victoria, adopted as the home of the Australian Open.

1988 Tennis Australia (TA) and the Australian Open move to new permanent home at Flinders Park (now Melbourne Park).

1994 Board of Directors established separate to Council.

1996 AUD\$25 million expansion of Melbourne Park facilities and the 'Woodies' win first Olympic tennis doubles gold medal.

1999 Australia wins Centenary Davis Cup in France on clay.

2000 Australian Open attendance exceeds 500,000 for the first time.

2001 Second arena at Melbourne Park opened with retractable roof.

2003 Australia wins 28th Davis Cup title, beating Spain in Melbourne.



Director of Marketing Digby Nancarrow accepts Tennis Australia's fourth consecutive gold award from the Australasian Reporting Awards (ARA) for its 2007–2008 Annual Report.



The Optus Australian Fed Cup team secured a place in World Group II for 2010.



Rod Laver (centre) with the men he beat to win the Grand Slam in 1969.

maintain all tennis programs at budget levels but also decided to increase the National Court Rebate Scheme from AUD\$2 million to AUD\$3 million and to allocate an additional AUD\$1.2 million to Australian Open prize money due to the declining value of the Australian dollar. The Board determined that these actions were more appropriate than making cuts simply to balance the budget given the reserves held by the Company and the optimistic projections for 2009–2010 when new sponsorship and television contracts promise a positive result.

The Company's reserves suffered a substantial decline during the year when managed funds dropped in value by AUD\$5,053,496 to AUD\$23.5 million. The Investment Committee and the Board have reconsidered the investment managers, the investment strategy, the purpose of holding reserves and the required level of reserves. The number of investment managers has been reduced from three to one and they have been instructed to adopt a more conservative approach to investment than previously applied.

The Company will continue to grow its reserves over the coming years consistent with the growth in activities and turnover.

Elections

In October 2008 all seven Directors appointed by the Annual General Meeting (AGM) retired from office with only David Stobart, Ashley Cooper and myself seeking re-election and all of us re-elected. The new Director in the MA representative category is Stephen Healy and the three new independent Directors are Harold Mitchell, Dr Janet Young and Graeme Holloway. The other two independent Directors appointed by the Board are Chris Freeman and Scott Tanner and their terms of office were extended to 1 December 2009. I was re-elected President and Ashley Cooper was elected Vice President.

At the MA level, Dean Williams replaced Andrea Mitchell as President of Tennis West and Ken Laffey replaced Ashley Cooper as President of Tennis Queensland.

Honour and heritage

Former player, coach, Fed Cup captain and member of the Australian Tennis Hall of Fame, Lesley Bowrey, was made a Member of the Order

of Australia for her services to tennis. Current Board Member Chris Freeman was also made a Member of the Order of Australia for his services to urban development in Queensland and to the arts. Wendy Turnbull, one of three Australian women to reach the singles final of three different Grand Slams (along with Margaret Court and Evonne (Goolagong) Cawley) was inducted into the Australian Tennis Hall of Fame at an Australian Open on court ceremony on 26 January 2009.

Des Nicholl, Vice President of TA, Chairman of the Audit Committee and Board Director from 1993 to 2008, was awarded Honorary Life Membership of TA in recognition of his long and meritorious service. Bill Beischer, Andrea Mitchell, Fenton Coull and David Hall were recipients of the TA Award for Service to the Game.

Thanks

Finally, I would like to express my appreciation to all our sponsors and broadcast partners, to all the Directors, MA Representatives, CEO – Steve Wood and his Senior Management Team, all the staff at TA and the MAs and all the volunteers around Australia whose energy, enthusiasm, expertise and commitment to the game continues to drive tennis forward in these challenging times.

2005 TA splits the roles of President and CEO.

2006 All decision-making powers transferred from Council to Board.

2007 TA undertakes review of its Constitution.

2008 Australian Open attendance exceeds 600,000.

2009 Victorian Government and TA jointly announce plans to redevelop Melbourne Park and extend Australian Open commitment to Melbourne.

Geoff Pollard
PRESIDENT AND CHAIRMAN

CHIEF EXECUTIVE OFFICER'S REPORT Steve Wood




With strong leadership and teamwork in our Tennis department we are witnessing improving results on court.

In my fourth year leading Tennis Australia (TA) and the Australian Open our core business continues to produce strong results despite the external economic challenges.

We have witnessed encouraging progress in junior and professional tennis, our National Court Rebate Scheme has had a strong response in its second year, coach membership continues to expand and we are continuing to align ourselves with the Member Associations (MAs), clubs, players and the tennis community. Also for the fourth consecutive survey the Sweeney Sports Report placed tennis at No.1 for the sport of most interest to the Australian public.


Below are TA's highlights and achievements from 2008–2009.

A new vision for the Australian Open

The Victorian Government and TA unveiled a new vision to redevelop and renovate Melbourne Park, the home of the Australian Open – Grand Slam of Asia/Pacific, on Australia Day this year. The initial AUD\$5 million contribution  from the government will enable TA and Melbourne and Olympic Parks Trust (MOPT) to complete detailed planning for future development at Melbourne Park which will include a piazza-style town square with a lightweight roof to provide extra shade and protection for patrons, an upgrade to Margaret Court Arena, a renovation of Rod Laver Arena and the creation of new broadcast and media offices. The redevelopment will not only build on our reputation as innovators but also help to secure the Grand Slam in Melbourne beyond 2016.

Facilities upgrade

The AUD\$82 million State Tennis Centre at Tennyson, Queensland opened for the first Brisbane International, an Australian Open Series event, in January. On top of this an AUD\$9.5 million commitment has been made by the ACT government to redevelop the National Sports Club precinct at Lyneham, Canberra. In addition Tasmania's Premier, David Bartlett, announced an AUD\$2.5 million upgrade of the Domain Tennis Centre, home of the Moorilla Hobart International, another Australian Open Series event.

When viewed alongside TA's National Court Rebate Scheme , that saw AUD\$6 million invested over two years and resulted in 149 new courts built and 491 resurfaced, we have driven a massive leveraging of community, council and state government resources. Our 2020 facilities blueprint is paying dividends, forging a relationship between TA, club and local government as equal stakeholders.



Jelena Dokic won the hearts of the nation and a place in the quarterfinals at Australian Open 2009.

Integration

Looking ahead, TA needs to continue its relentless march towards integration that began when I started four years ago. This process commenced with better integration of the Australian Open and TA businesses and now requires to be taken to the next level. Cross-company collaboration and stronger partnerships are being forged with our MAs who are the face of tennis in this country. This means we need to deepen the level of consultation, communication and input from and with the MAs, the clubs, the players and all tennis fans who will dictate the future of tennis in this country.



The new *player café* was a huge hit.

As such a TA Conference was held in April where we brought together the key stakeholders from the MAs to discuss a number of relevant issues and created two sessions where everyone came together as one. We are also embarking on a partnership with the MAs to review athlete development. The end result is to ensure tennis programs are more accessible and services are more appropriate with the local tennis environment.

Australian Open

For the third successive year tennis dominated the television ratings of the Australian summer.

Jelena Dokic's fairytale run captured world headlines and her quarterfinal against Dinara Safina drew a peak audience of 3.2 million viewers, topping the men's final between Roger Federer and Rafael Nadal, which peaked at 3.1 million viewers. The emotion and drama that unfolded around Dokic's resurgence was a highlight of the tournament. Overall, the Australian Open was the biggest sports story across Australia with coverage in domestic newspapers valued at a record AUD\$49.4 million.

The Australian Open maintained attendance levels over 600,000 despite a heat wave in the second week of the tournament and the impact of the economic downturn on consumer spending. A new record of 66,018 for day/night attendance was set on Saturday 24 January.

A key initiative at Australian Open 2009 was the new *player café*, which provided 875 square metres of dining and lounge facilities. It was a huge hit with the players and greatly enhanced their experience during the Australian Open as well as providing a contemporary dining and meeting place year-round.



The blueprint for the new vision and redevelopment at Melbourne Park.



Crowds flock to Melbourne Park to soak up the tennis atmosphere.

CHIEF EXECUTIVE OFFICER'S REPORT Steve Wood CONTINUED



The Domain Tennis Centre in Hobart will receive an AUD\$2.5 million upgrade.

Sponsors

The 2008–2009 financial year saw the withdrawal of several sponsors, namely Garnier, GE Money, MasterCard and Qantas. Those we lost however were quickly replaced and the sponsor portfolio has strengthened as a result. Rolex and Lacoste upgraded their commitment, Jacob's Creek elevated its position from Australian Open Supplier to Associate Sponsor for the next three years and the ANZ bank joined as an Associate Sponsor for the first time. **P66**

The lynchpin of TA's business model is our broadcast rights; in the coming year 30 per cent of company revenue will come from broadcast, led by domestic rights-holder, Channel Seven. Broadcasters attract sponsors, which feed into corporate hospitality, public ticket sales, merchandise revenue and sports betting. This balanced business model has enabled us to navigate through the global financial crisis and to continue with all programs that might otherwise have had to be cancelled.

Australian Open Series

The new management of the Australian Open Series events in Brisbane, Sydney and Hobart produced operational improvements in 2009 and delivered higher quality entertainment for our customers. **P26** The newest of these was the Brisbane International, attended by more than 65,000 fans. The Medibank International Sydney attracted a similar audience with both events broadcast on Channel Seven while the Moorilla Hobart International boasted one of the most talented line-ups in the event's 16 year history.

Fed Cup/Davis Cup

Australia hosted the Fed Cup by BNP Paribas Asia/Pacific Zonal tie at Perth's State Tennis Centre in February 2009. Involving 16 teams, the Aussies dominated in Perth with the return of Dokic and have moved back to World Group II after defeating Switzerland 3-1 in the Victorian rural city of Mildura. **P33** Regrettably, due to security concerns, Australia forfeited the Davis Cup tie to be held in the

second week of May in Chennai, India, during the Indian general elections.


Tennis results

With strong leadership and teamwork in our Tennis department we are witnessing improving results on court with four junior teams (boys' and girls') qualifying for the world finals in the 14/u and 16/u age groups. The Junior Davis and Fed Cup teams were mentored by former world champions Patrick Rafter and Alicia Molik respectively. **P39** and following Dokic's spectacular Australian Open return, Samantha Stosur broke into the world's top 20 with a semifinal showing at the French Open – the best Australian result at Roland Garros in 21 years. At 16 years, Bernard Tomic made good use of his Australian Open wildcard transitioning into the big league with a first round win over experienced Italian Potito Starace. Tomic went on to reach the semifinals at the Wimbledon Junior Championships while Sally Peers won the junior girls' doubles at Wimbledon. The indomitable Lleyton Hewitt reached his first Grand Slam



quarterfinal since 2006 at the All England Club following hip surgery last year.

Coach membership

Coach membership sits at 2305  and we integrated more than 600 Tennis Coaches Australia (TCA) members in a move widely hailed by the coaching industry. The coaching profession is the face of tennis and it has been a great achievement to bring this diverse group together as one collective.

Interest

Tennis was recognised in the Sweeney Sports Report for the fourth consecutive survey period as the No.1 sport of interest to the public in Australia. The 2008 Exercise, Recreation and Sport Survey (ERASS) showed a healthy upsurge in numbers from 2007 to 2008, with tennis in the top three in club-based physical activities and top five organised physical activities.

We have continued our diligent work in laying the platform for future generations of tennis players by massively increasing direct investment in tennis programs for the benefit of participation and player development. Our aim is to make tennis more attractive than it already is, promoting new formats for playing socially or competitively and working with clubs and coaches to engage our customers.

To this end, we purchased the *Australian Tennis Magazine* in order to continue serving the tennis community. Now in its 34th year, this much-loved publication is part of the fabric of Australian tennis and we look forward to securing its future with a revamped publication penetrating new markets.

...we purchased the *Australian Tennis Magazine* in order to continue serving the tennis community.

Financial

Despite the worldwide external economic challenges, TA grew its turnover by increasing its revenue and most importantly growing its investment in the game. All programs were not only maintained, but increased, some substantially, such as the very successful National Court Rebate Scheme and Australian Open player compensation. These two decisions to maintain growth were made knowing that alone, they would convert an anticipated profit into an operating loss. Unfortunately our investment portfolio also suffered a decline in value, but contracts now in place enabled us to present a budget showing a return to profitability in 2009–2010 that will recover much of the loss in 2008–2009.

Friends of tennis

The newly registered TA Foundation saw a grant of USD\$10,000 from the estate of Cephas Monnett (USA). We are grateful for this contribution of which the proceeds will go towards player development and tennis participation programs.



The July 2009 issue of *Australian Tennis Magazine* was the first published by Tennis Australia.

In closing, I would like to thank TA President Geoff Pollard, the Board of Directors, MAs, stakeholders, volunteers and the whole TA team, who continue to uphold the aspirations and initiatives outlined in our 2009–2012 strategic plan. At its core, we seek to make Australia the greatest tennis nation on the planet and we believe our strategy will deliver the next generation of champions as well as make this great game a part of daily life for all Australians.


Steve Wood
CHIEF EXECUTIVE OFFICER

SENIOR MANAGEMENT TEAM

The Senior Management Team comprises the CEO and the head of the Human Resources, Major Events, Tennis, Finance, Legal and Administration, Marketing, IT and Commercial business units.

Steve Wood
CHIEF EXECUTIVE
OFFICER

Raelene Turner
GENERAL MANAGER
HUMAN RESOURCES

Steve Ayles
GENERAL MANAGER
MAJOR EVENTS

Craig Tiley
DIRECTOR TENNIS AND
AUSTRALIAN OPEN
TOURNAMENT DIRECTOR

BIOGRAPHY Steve Wood

B.Bus Marketing
CEO Tennis Australia since 2005
President Nortel Networks Australia and NZ 2001–2005
Vice President Alteon WebSystems 1999–2001
Vice President Nortel Networks Asia 1997–1999
Vice President Bay Networks 1995–1997
Vice President Asia–Pacific SynOptics Communications Inc 1991–1995

BIOGRAPHY Raelene Turner

Grad Dip Bus. HR Management
General Manager Human Resources Tennis Australia since 2006
National HR Manager Royal Australian College of General Practitioners 2004–2005
HR Manager Nine Network Melbourne 2000–2003
Workers Compensation Manager Crown Ltd 1996–2000

BIOGRAPHY Steve Ayles

MBA MCom (Applied Finance)
General Manager Major Events Tennis Australia since 2008
Tennis Queensland CEO 2001–2008
Tournament Director Brisbane International since 2008
General Manager Mondial Gold Coast Women's Hardcourts 2005–2008

BIOGRAPHY Craig Tiley

BA Economics and Business Administration
MS Kinesiology
Tournament Director Australian Open since 2006
Director Tennis Tennis Australia since 2005
Head Coach/Director of Tennis, University of Illinois 1994–2005
Captain South African Davis Cup team 1998–2001
Vice-Chair USA's High Performance Committee
US National Coach of the Year award (twice)



David Roberts
CHIEF FINANCIAL
OFFICER

Digby Nancarrow
DIRECTOR MARKETING

Chris Yates
CHIEF
INFORMATION
OFFICER

John Clark
GENERAL
MANAGER
COMMERCIAL

BIOGRAPHY **David Roberts**

B.Bus, CPA
Chief Financial Officer Tennis Australia since 1997
Kraft Foods Ltd Group Treasurer, 1990–1994
Co-founder, Direct Marketing Agency Robe John & Associates 1987

BIOGRAPHY **Digby Nancarrow**

Director Marketing Tennis Australia since 2006
Consultant Australian Open 24 years
Founder Nancarrow Marketing Company

BIOGRAPHY **Chris Yates**

B.Sc (Hons), Ph.D
Chief Information Officer Tennis Australia since 2007
IT Consultant Unisuper, AIG, Price Waterhouse Coopers 2006–2007
CIO George Patterson Partners 2002–2005
Project Manager, Head of IT Country Investment Management 1992–1999
Andrology Scientist Monash IVF 1983–1991

BIOGRAPHY **John Clark**

B.Bus Sport Management & Marketing
General Manager Commercial Tennis Australia since 2006
General Manager Commercial Operations MCC 2001–2006
Marketing Manager MCC 2000–2001
Commercial Manager Skiing Australia 1996–1998

OUR PEOPLE AS AT 30 JUNE 2009

President
Geoff Pollard
Chief Executive Officer
Steve Wood
Executive Assistant
Maxine McKendrick
Administration Assistant
Liz Meloni

**TENNIS, AO
& OPERATIONS**

Director
Tennis and Tournament
Director Australian Open
Craig Tiley
Executive Assistant
Rosalyne Kane
Manager Government Relations
& Tennis Development
Kate Roffey
Tournament Director Legends
(Australian Open)
Todd Woodbridge
Player Services Coordinator
Lisa Meehan

COMMUNITY TENNIS

General Manager Community
Tennis
Robin O'Neill

Grassroots

Manager National Programs
Vicki Garrett
Community Tennis Coordinator
Kylie Buckley
Community Tennis Coordinator
Juhi Gupta
Ballkid Program Coordinator
Emily Hewett
Competitions Consultant
Brenden Sharp

Infrastructure

Manager Infrastructure
Steve Lock
Manager National Facilities
Chris Head
Facility Development Assistant
Brenda Tierney
Project Manager
Paul Kattestaart

TENNIS WORLD

Manager Commercial Tennis
Mark Buttifant
Head Tennis Professional
– Melbourne Park
Jamie Parrott
Tennis Professionals
Michael Allder
Troy Murrell
Program Team Leader
– Melbourne Park & Albert
Reserve
Andrew Reynolds
Centre Manager – Albert
Reserve
Glen Kellett
Assistant Centre Manager Albert
Reserve
Tanya Mason
Senior Duty Manager
Andrew Nield
Commercial Tennis
Administration Coordinator
Angela McCalman
**TOURNAMENTS
& COMPETITIONS**
Manager Tournaments
& Competitions
Cameron Pearson
Tournaments & Competitions
Assistant
Kathryn Oyeniyi

Manager Pro Circuits
Fiona Luscombe (m/l)
Pro Circuits Coordinator
Mark Handley
Camps and Tours Coordinator
Mark Edney
Junior Competitions
Coordinator
Francis Soyer
Chief of Officials
Wayne Spencer
Officiating Coordinator
Melissa Jelliff

COACH DEVELOPMENT

Manager Coach Development
Travis Atkinson
Coach Membership Consultant
Karen Clydesdale
Member Services Administrator
Karen Annear
Member Services Administrator
Tess Middleton
Member Services Administrator
Margaret Parker (NSW)
Coach Education Coordinator
Patrick McInerney
Coach Development
Coordinators
Joe Kubizniak (NSW)
Lawrence Latisenka (SA)
Tim Bray (Vic.)
Ryan Popovsky (WA)
Rob Leeds (Qld)
Coach Development Project
Manager
Andrea Buckeridge
Professional Development
Coordinator
Belinda Kleverlaan

ATHLETE DEVELOPMENT

Manager Athlete Development
Craig Morris
Athlete Development Assistant
Wendy Shipp
Manager National Academy
Geoff Quinlan
Manager Sport Science
Machar Reid
Strength and Conditioning
Coaches
Simon Kearney (Melbourne)
Grant Jenkins (Brisbane)
David Jones (Adelaide)
Narelle Sibte (AIS)
Performance Analysis
Coordinator
Darren McMurtrie
Talent Search Coordinator
Kim Kachel
National Coaches
Wally Masur (Sydney)
Sandon Stolle (Sydney)
David Hodge (Brisbane)
Broderick Dyke (Adelaide)
Chris Mahony (Melbourne)
Todd Larkham (Canberra)
Simon Youll (Hobart)
Michael Robertson (Perth)
Athlete Development Managers
– National Academies
Troy Ayres (Brisbane)
Rohan Fisher (Adelaide/NT)
Bernhard Goerlitz (Melbourne)
Callum Beale (Perth)
Athlete Management
Coordinator/National Coach
Paul Kilderry

AIS PRO TOUR

Head Coach AIS Pro Tour
Program
Brent Larkham
Davis Cup Captain
John Fitzgerald
Fed Cup Captain and Women's
Coach – AIS Pro Tour Program
David Taylor
Women's Coaches – AIS Pro Tour
Program
Jaslyn Hewitt
Billy Wilkinson
Chris Johnstone
Men's Coaches – AIS Pro Tour
Program
Anthony Lane
James Trotman
Shannon Nettle
Milo Bradley
Paul Baccanello
Felix Mantilla
AIS Pro Tour Coordinator
Erwan Nicolas
Physio/Strength & Conditioning
Coaches – AIS Pro Tour Program
Ian Prangley
Damian Prasad
OPERATIONS
General Manager Operations
Sarah Clements
Operations Administration
Assistant
Gayle Pohl
Manager Operations
Administration
Gracie Costanzo
Tournament Operations
Coordinator
Sascha Miller

ACCESS CONTROL

Manager Access Control
Adrian Richardson
Access Control Coordinator
Paul Daly

FACILITIES & DEVELOPMENT

Manager Site Operations
Brant Davey
Site Operations Coordinator
Jordan Culley
Site Administrator
Liz Hill
Site Operations Coordinator
Pedro Gallo

MARKETING & MEDIA

Director Marketing
Digby Nancarrow
Executive Assistant
Cate Murray

MEDIA

Manager Media
Darren Pearce
Media Operations Coordinator
Maggie Ellis
Media & Public Relations
Coordinator
Prue Ryan
Brooke Boger
Publicity Assistant
Alison Macqueen

E-COMMUNICATIONS

Manager e-Communications
Kim Trengove
Publishing Coordinator
Daniela Toleski
Communications Assistant
Rob O'Gorman
e-Communications Coordinator
Darren Saligari
Web Producer
Nick Davies
Assistant Web Producer
Antonio De Carvalho Vong

AUSTRALIAN TENNIS MAGAZINE

Editor
Vivienne Christie
Graphic Designer
Naomi O'Bryan
Advertising Manager
Jackie Cunningham
Administration & Subscription
Manager
Sherryn Dove

MARKETING

Senior Brand Manager – Tennis
Liz Smith
Brand Manager – Tennis
Kristy Plunkett
Senior Brand Manager
– Australian Open/Australian
Open Series
Michael Fisher
Brand Manager – Tennis
Chanh Lam
National Membership
Coordinator
Jenny Watson

COMMERCIAL

General Manager Commercial
John Clark

TICKETING AND TOURISM

Manager Ticketing and Tourism
Frances Travers
Ticketing Coordinator
Simon Moss

CORPORATE HOSPITALITY

Manager Corporate Hospitality
Tricia Armstrong
Account Executive
Rachel Cahill
Janelle Jorgensen
Joanne Brown
Corporate Hospitality
Administration Assistant
Melissa King

SPONSORSHIP

Head of Business Development
& Sponsorship
Chris Styring

Senior Sponsorship Account
Manager
Sarah Mithen (m/l)
Sarah Borsitzky
Sponsorship Account Manager
Candice Bentley
Miranda Grace
Karl Budge

BROADCAST

Manager Broadcast
Brad Smith
Manager Broadcast Production
Renata Capela
Broadcast Technical Coordinator
Joanne Louder

MERCHANDISE

Manager Merchandise and
Licensing
Lauren Hamilton
Merchandise Planner Analyst
Dimitra Bowen
Retail Operations Coordinator
Nathalie Gibson
Merchandise Coordinator
– Uniforms & Corporate
Catalogue
Ashlee Butera

HUMAN RESOURCES

General Manager Human
Resources
Raelene Turner
Human Resources
Administration Assistant
Sarah Cortese
HR Advisor Corporate/Shared
Services
Natalie Thompson
HR Team Leader – AO & HR
Systems
Carla Verzulli
HR Coordinator – AO
Recruitment
Sylvia Lokollo
HR Officer
Louise Brown
Safety Manager
Callum Michener
Reception Supervisor
Jan Moran
Receptionists
Sandra Fabris (m/l)
Karen Jeffress

INFORMATION TECHNOLOGY

Chief Information Officer
Chris Yates
PA/IT Administration Support
Jodie Foy
IT Project Manager
Isabelle Kluger
Senior Support Analyst
Luke Petterson
IT Support Analyst
Hayley Rudland
Joshua Hall
Infrastructure Manager
Andrew Player
Network Administrator
Luke Kuret
Systems Administrator
Adam Beames
Senior System Developer
Samantha Jones
System Developer
Matthew Wood

FINANCE, LEGAL & ADMINISTRATION

Chief Financial Officer
David Roberts

BUSINESS OPERATIONS

Manager Business Operations
Ann West
Procurement Coordinator
Kevin Byrne
Buyer
Minever Jemal-Kirci
Storeperson
Jason Thompson

FINANCE

Financial Controller
George Petaroudas
Financial Analyst
Mary Sebire
Payroll Manager
Debbie McLeod
Senior Shared Services
Accountant
Janine Paranavitana

Shared Services Accountant
Alex Foxall
Financial Accountant
Lynda Whiteley
Accounts Receivable Officer
Wendy Owen
Accounts Payable Officer
Donna Godfrey
Indira Sheri
Bank Reconciliation Officer
Jemelle McGuiness

LEGAL

General Counsel
Selina Ross
Legal Counsel
Mandy Shutie
Legal Assistant
Peta Hiscock

STRATEGIC BUSINESS

Strategic Business Analyst
Dean Brostek

MAJOR EVENTS

General Manager Major Events
Steve Ayles
Major Events Coordinator
Kay Godkhindi

BRISBANE INTERNATIONAL

Operations Manager
Cassie Keith
Commercial Manager
Dan Glass
Administration Coordinator
Beth Smith

MEDIBANK INTERNATIONAL SYDNEY

Tournament Director
Craig Watson
Administration & Events
Coordinator
Kim Dannoun
Marketing & Communications
Coordinator
Catherine Sneddon

m/l - maternity leave

CORPORATE GOVERNANCE STATEMENT

The Board of Directors is responsible for guiding and monitoring the Company, its strategic direction, setting its goals for management and monitoring its performance against these goals on behalf of the Member Associations.

Director David Stobart at a Tennis Australia Board meeting.

TA – the Company and Governance structure

Tennis Australia (TA) is a not-for-profit Company limited by guarantee and registered in Victoria. The Company's purpose is to grow, manage, promote and showcase the game of tennis domestically and represent Australia's tennis interests internationally. The Australian Open, which is the Grand Slam of Asia/Pacific, is owned and organised by TA each year at Melbourne Park. The Members (shareholders) of TA are the six state and two territory tennis associations also known as the Member Associations (MAs).

TA's Annual General Meeting (AGM) was held on 27 October 2008. In addition, the Company held a Special General Meeting on 26 September 2008 to consider changes to the Constitution and approve grants to MAs.

After agreeing in principle in January 2008, TA formerly changed the Constitution in September 2008 so that by 2012 all Directors will be independent of MA affiliation while they serve on the Board. Currently three Directors have MA affiliation and this will be reduced to two at the 2010 AGM, one in 2011 and zero in 2012. This completes the significant developments in Corporate Governance reform as outlined in recent Annual Reports.

Composition of the Board of Directors

The Board comprises up to nine Directors of whom seven, including the President, are elected at the AGM and up to two are elected by the Directors. Under the Constitution the seven Directors elected at the AGM are appointed for staggered two year terms so that half will retire, but be eligible for re-election

in 2009 and half in 2010. Further, where a person has been a Director for at least eight consecutive years immediately prior to their retirement, that person will only be eligible to be appointed a Director for a term of one year instead of two.

The Board elected Ashley Cooper to serve as Vice President and the AGM recognised the long serving former Vice President, Des Nicholl, with Honorary Life Membership. Other Directors to retire at the 2008 AGM were Bill Beischer and Peter Ritchie, while Andrea Mitchell retired on 30 July 2008 after winning pre-selection for the WA Parliament. The new Directors are Stephen Healy, Graeme Holloway, Harold Mitchell and Dr Janet Young. The Board extended the terms of Chris Freeman and Scott Tanner to 1 December 2009.

Activities of the Board and Directors

The Board of Directors is responsible for guiding and monitoring the Company, its strategic direction, setting its goals for management and monitoring its performance against these goals on behalf of the MAs. The Board met nine times during the year and received reports from the Chief Executive Officer (CEO) and other members of staff where appropriate. The names and qualifications of Directors are shown on [P18](#) and a record of attendance at the eight meetings held during the year and other relevant data for the Directors is shown in the Directors' report. [P74](#)

The role of the Chief Executive Officer (CEO)

The responsibility for the management and administration of the Company is undertaken by the CEO, who reports directly to the Board. While it is primarily the responsibility of the CEO to ensure that suitably qualified and experienced personnel are retained, the Board is made aware on a continuous basis of any changes in key personnel and the quality of replacement staff to ensure that the Senior Management Team is appropriately qualified and sufficiently experienced to discharge its responsibilities.

TA Audit and Risk Committee

The Board has an Audit and Risk Committee of three non-executive Directors, which is jointly chaired by Chris Freeman and David Stobart and also includes Stephen Healy, the Chairman and CEO (ex officio).

The role of the Committee is to assist the Board in discharging its responsibilities for financial reporting, risk management, maintaining an internal control system and addressing matters of Corporate Governance. The Audit and Risk Committee achieves this through overseeing the annual budget process, the financial reporting process and interacting with management and the external auditors on behalf of the Board.

TA's Remuneration Committee

TA's Remuneration Committee consists of all nine members of the Board of Directors and is chaired by the Vice President. Apart from the President, no Director receives any remuneration from the Company.

The Remuneration Committee determines matters affecting the terms and conditions of employment of the CEO and senior executives of the Company and oversees the Company's normal salary review process. The Committee met twice during the year in executive sessions during the Board meeting.

TA's Investment Advisory Committee

The Board has appointed an Investment Advisory Committee to assist the Board to manage its investment policy, monitor investment transactions and to invest funds. The Committee also has a responsibility to evaluate and monitor the risk factors within the investment environment, recognising the Board's policy of risk aversion and its position as trustee of Members' funds. The Committee consists of Harold Mitchell (Chairman), Scott Tanner, Geoff Pollard, David Roberts, Dr Janet Young and Steve Wood with provision for up to two people from outside TA appointed by the Board each financial year. No outside appointments were made during the 2008–2009 financial year.

Activities of the Nominations Committee

The Nominations Committee is chaired by the President and consists of all Directors and the CEO ex-officio. It met in executive sessions during Board meetings to discuss and recommend the new Directors appointed at the 2008 AGM and to discuss succession planning for subsequent AGMs.

TA's relationship with its MAs

Although the MAs are shareholders of TA they are more involved in certain activities than normal Company shareholders in that they implement many of TA's programs and activities. The Board of Directors adopts a policy of continuous disclosure with shareholders with a phone call briefing to all MAs following each Board meeting and the circulation of the minutes to all MAs.

Further, the CEO conducts regular meetings with the CEOs of each MA as does the Director of Tennis with High Performance Managers in each MA, and with Community Tennis staff at MA level. The Board and CEO meet at least twice a year with the MA Presidents and additional Member Delegates in a strategic planning forum.

Safeguarding the tennis community

All Directors, Committee Members, selectors, executives, managers and employees are expected to adhere to a code of conduct, acting with the utmost integrity and objectivity, striving at all times to enhance the reputation and performance of the Company. They are required to declare any conflict of interest, perceived or otherwise, they may have in matters before the Board or Committees as appropriate. They may not vote on, or participate in the debate on, matters in which they have a conflict and, where appropriate, they must absent themselves from meetings featuring discussions and votes on that issue. As the only shareholders in the Company are the eight MAs, trading in company securities is not applicable.

TA has a Member Protection Policy, an Events Disciplinary Policy and a TA Disciplinary Policy that protect all members of the tennis community.

For further details see tennis.com.au.

TENNIS AUSTRALIA BOARD



◀ **Geoff Pollard (PRESIDENT) AM**
MSc, AIA, FAIM, FAICD
Chairman Tennis Australia (since 1989)
Councillor Tennis Australia (1978–2006)
Vice President Director, International Tennis Federation
Trustee Melbourne and Olympic Parks Trust
President Oceania Tennis Federation



◀ **Ashley Cooper (VICE PRESIDENT) AO**
President Tennis Queensland (2004–2009)
Director Tennis Australia (since 2004)
Councillor Tennis Australia (1998–2006)
Director Tennis Queensland (1997–2009)
International Tennis Hall of Fame (inducted 1991)
Australian Tennis Hall of Fame (inducted 1996)



▲ **Chris Freeman AM**
B.Com FAICD FAIBF FDIA
Director Tennis Australia (since 2007)
Chairman United Arab Emirates, United Kingdom and Queensland Mirvac (since 2008)
CEO Mirvac Development for Queensland (since 1998)
Committee member Queensland Government's Q150 Celebration Committee (since 2007)
Adjunct-Professor of the University of Queensland (since 2006)



▲ **Harold Mitchell AO**
Director Tennis Australia (since 2008)
Director TVS Ltd (since 2007)
Executive Chairman Mitchell Communication Group Ltd (formerly emitch Ltd) (since 2007)
Chairman Thorough Vision (since 2003)
President Museums Board of Victoria (2001–2008)
Director Opera Australia (1997–2009)
Director Asthma Foundation, Vic. (since 1993), President (1995–2001)
Director CARE Australia
Director Deakin Foundation
Director Arts Exhibitions Australia



▲ Stephen Healy

B.Ec and LLB

Director Tennis Australia (since 2008)

President Tennis New South Wales (since 2007)

Vice-President Tennis New South Wales (2005–2007)

Tennis New South Wales Board member (2002–2005)

Member of Tennis Australia Player Development Board (1994–2004)

Northern Suburbs Tennis Association NSW President (1990–1999)

Partner of Gadens Lawyers, Group Leader Commercial Property, Construction and Planning

Former ATP ranked singles and doubles player

Australian junior doubles champion 1977



▲ Graeme Holloway

PhC MPS JP MAICD

Director Tennis Australia (since 2008)

Director Tennis Tasmania (2003–2008)

President Tennis 35+ Seniors Tasmania (2002–2008)

National Director Pharmaceutical Society of Australia (PSA) (2006–2008)

PSA representative Australian Pharmacy Examining Council (APEC) (since 2006)

President PSA Tasmania (2004–2008)

Councillor PSA (since 2003)

President Pharmacy Board of Tasmania (1998–2002)

Treasurer APEC (1998–2002)

Board Member Pharmacy Board of Tasmania (1987–2002)

Member for Tasmania, APEC (1987–2002)

Australian Pharmacy Registering Authority, represented Tasmania (1997–2002)



▲ David Stobart

B.Com

President Tennis Victoria (since 2004)

Director Tennis Australia (since 2005)

Director Tennis Victoria (since 2000)

Chairman Victorian Government Manufacturing and Industry Consultative Council (since 2002)

President Beaumauris Tennis Club (since 1997)

Trustee Melbourne and Olympic Parks Trust



▲ Scott Tanner

B.App.Sc, MBA

Director Tennis Australia (since 2007)

Director Bain & Company, Inc

Fellow Australian Institute of Company Directors

Trustee Melbourne and Olympic Parks Trust



Office Bearers



▲ Steve Wood (CHIEF EXECUTIVE OFFICER)

B.Bus



▲ David Roberts (COMPANY SECRETARY)

B.Bus, CPA

Member Delegates

MA's are represented by the following delegates at TA's AGM and at strategic forums.

Vic. David Stobart Geoff Stone	WA Dean Williams Jim Davies	ACT Bruce Lilburn
NSW Stephen Healy Harry Beck	SA Bill Cossey ^{AM} Kent Thiele	NT Warren Martin
Qld Ken Laffey Ian Rodin	Tas. Peter Armstrong Phillip Bowden	

Dr Janet Young

PhD, MAPS, BA (Hons), B.Com

Director Tennis Australia (since 2008)

Head of Women's Tennis, Tennis Australia (2000–2005)

Tournament Director Women's Tennis Association Tour Event Canberra (2000–2005)

Manager Fed Cup (2000–2005)

Member International Tennis Federation Pro Circuit committee (2003–2004)

Manager Maureen Connolly Brinker Cup (2001–2005)

Member Australian Institute of Sport Management group (2001–2005)

Player Services Supervisor Australian Open (1989–2002)

Tour Director and Referee Women's Tennis Association (1979–1986)

Director Tennis International Consultants Pty Ltd (1979–2000)

Director Key Personnel Pty Ltd (1984–1988)

Director John P Young and Associates Pty Ltd (1980–1989)

▲ Director Sanlinnet Pty Ltd (since 1980)

OFFICE BEARERS, LIFE MEMBERS, SERVICE AWARDS AND COMMITTEES

Office Bearers**Presidents**

W.H. Forrest 1904–1909
 P.B. Colquhoun 1909–1926
 Sir N.E. Brookes 1926–1955
 D.M. Ferguson 1955–1960
 N.W. Strange, OBE 1960–1965
 C.A. Edwards, OBE 1965–1969
 W.V. Reid, OBE 1969–1977
 B.R. Tobin, AM 1977–1989
 G.N. Pollard, AM 1989–

Board of Directors

(Since 23 May 1994)
 G.N. Pollard, AM 1994–
 D.L. Nicholl 1994–2008
 W. Beischer 1994–2008
 J.G. Fraser, OAM 1994–1997
 A.R. Hicks 1994–1997
 H.E. Macmillan 1997–2004
 Ms A.R. Mitchell 1997–2008
 J. Reynolds 1994–2003
 A.J. Ryan 1994–2005
 P. Ritchie, AO 2004–2008
 A. Cooper, AO 2004–
 D. Stobart 2005–
 C. Freeman, AM 2007–
 S. Tanner 2007–
 S. Healy 2008–
 G. Holloway 2008–
 H. Mitchell, AO 2008–
 Dr J. Young 2008–

Councillors

(Since withdrawal of New Zealand on 30 June 1922)
 (TA Council disbanded March 2006)

New South Wales

Council (Member Representative from March 2006)
 B.C. Fuller 1926
 M.H. Marsh 1926
 R.C. Wertheim 1926–1933
 P.W. Sandral 1926–1927
 M. McL Duigan 1927–1930
 H. Siminton 1930–1938
 J. Clemenger, OBE 1933–1938
 G. Rennick 1938–1950
 G. Cross 1938–1940
 N.W. Strange, OBE 1940–1960
 A.W. Cobham 1950–1965
 T.M. Kennedy 1960–1964
 J.P. Young, OBE 1964–1974
 J.N. Watt 1966–1968
 G.W. Sample 1968–1970
 G.E. Brown 1970–1974
 E.R. Stephens, MBE 1974–1975
 J.K. Hall, OAM 1974–1979
 C.E. Sproule, OBE 1975–1977
 V.W. Austin 1977–1983
 G.N. Pollard, AM 1979–1989
 D.L. Nicholl 1983–2003
 K.C. Sheel, OAM 1989–1991
 J.C. Whittaker, OAM 1991–2007
 M. Bergman 2003–2006
 S. Healy 2005–
 H. Beck 2008–

Queensland

Council (Member Representative from March 2006)
 F. Peach 1926
 E. Martin 1926
 L.A. Baker 1926–1949
 W.S. Sproule 1926–1938
 A.H. Barraclough 1938–1950
 G.A. Bitcon 1949–1961
 G. Elliot 1951–1959
 R. Mitchell 1960–1965
 C.A. Edwards, OBE 1961–1962
 Judge A.M. Fraser 1962–1979
 N.C. Vickers, MBE 1965–1975
 G.E. Griffith 1975–1991
 J.L.C. McInnes, OAM 1979–1989
 F.G. Hennessy 1989–1991
 J.F. Brown 1991–1993
 B.D. Thomas 1991–1992
 G.E. Griffith 1992–1993
 D.A. Keating, OAM 1993–1999
 J.C. Reynolds 1993–1994
 I.C. Klug 1994–1996
 J. Roney 1996–1997
 S. Nucifora 1997–1999
 M. Philp 1999–2004
 A. Cooper, AO 1999–2009
 M. Ford 2004–2005
 S. Ayles 2005–2007
 I. Rodin 2008–
 K. Laffey 2009–

South Australia

Council (Member Representative from March 2006)
 W.P. Dunlop 1926
 T.H. Hicks 1926
 P.B. Wald 1926–1941
 H.W. Pownall 1926–1930
 E.F.K. McIver 1930–1931
 E. Lewis 1931–1938
 Judge Piper 1938–1940
 R.R.P. Barbour 1940–1954
 D.M. Frankenberg 1941–1969
 F.E. Piper 1954–1957
 J.K. Hall, OAM 1957–1968
 W.H. Carlier 1968–1974
 C.J. Woodgate 1970–1974
 J.P. Young, OBE 1974–1975
 G.D. Fair 1974–1991
 G.E. Brown 1975–1976
 J.D.C. Nelson 1976–1977
 W.H. Carlier 1977–1981
 B.F. McMillan 1981–1984
 R.J. Green 1984–1995
 C.J. Altman 1991–1996
 I.R. Beadmeade 1995–1997
 D. Dall 1996–2005
 K. Thiele 1997–
 W. Cossey, AM 2005–

Victoria

Council (Member Representative from March 2006)
 S.E. Jamison 1926
 R.M. Kidston 1924
 W.J. Lampard 1924–1926
 H. Malcolm 1926–1938
 W.J. Daish 1926–1931
 R.R. Treloar 1931–1934
 C.R. Cowling 1934–1951
 A.R. Bingle 1938–1941
 A.L. Hughes 1941–1947
 J.K. Hall, OAM 1947–1949
 R.N. Vroland 1950–1964
 W.B. Barnett 1951–1957
 J.J. Courtney 1958–1968
 Dr J.N. Diggle 1964–1978
 I.R. Carson 1968–1975
 J.P. Young, OBE 1975–1980
 Dr J.G. Fraser, OAM 1978, 1980–1996
 Dr J.L. Foster 1978–1980
 K.W. Howard 1980–1985
 H.E. Macmillan 1985–2004
 P. Bellenger 1996–2003
 D. Stobart 2003–
 G. Stone 2004–

Tasmania

Council (Member
Representative from
March 2006)

A.H. Bunting 1926
H.S. Utz 1926
E.B. Coles 1926–1929
G. Cragg 1926–1934
Sir. T. Nettlefold 1929–1947
W.H. Walker 1934–1965
D.M. Ferguson 1947–1955
J.T. Tomasetti 1955–1965
W.V. Reid, OBE 1965–1969
N.A. Fraser, AO, MBE
1969–1974
B.R. Tobin, AM 1965–1977
V. Holloway, OAM 1974–1981
A.J. Ryan 1977–2005
E.C. Stewart 1981–1982
M. McMullen 1982–1992
J. Barrenger 1992–1993
W.J. Fitzgerald 1993–2003
R. Munro 2003–2007
G. Holloway 2005–2008
P. Armstrong 2007–
P. Bowden 2008–

Western Australia

Council (Member
Representative from
March 2006)

L.M. Howell 1926
R. Eagle 1922
H.G. Jefferson 1922–1926
E.D. Gilchrist 1926–1930
H.A. Pitt, CMG, OBE 1926–1954
T.E. Robinson 1930–1964
Justice E.A. Dunphy
1954–1968
Judge J.X. O'Dirscoll
1964–1969
G.B. Davis 1968–1969
J. Loughrey 1969–1990
J. Heathcote 1972–1976
B.S. Sanders 1976–1982
H.M. Spilsbury 1982–1995
A.R. Hicks 1990–1996
Ms. A.R. Mitchell 1995–2008
D.P. Rundle 1996–1998

*Observer status at Council meetings.

M. Lee 1998–2008
J. Davies 2008–
D. Williams 2008–

Australian Capital Territory

Council (Member
Representative from
March 2006)

G.C. Scott 1980*
G.R. Gordon 1980–1984*
R.F. Smalley 1984–1989*,
1989–1993
D.K. Barker 1993–2001
C. Mason 2001–2005
T. Lane 2005–2006
B. Lilburn 2006–

Northern Territory

Council (Member
Representative from
March 2006)

M.F.Horton, OAM 1981–1989*,
1989–2001
Ms S. Smiles 2001–2008
W. Martin 2008–

Honorary Treasurers

L.M. Howell 1925
H.G. Jefferson 1925–1926
W.J. Daish 1926–1931
R.R. Treloar 1931–1934
D.M. Ferguson 1935–1953
J.K. Hall, OAM 1953–1961
T.M. Kennedy 1961–1968
J.K. Hall, OAM 1968–1979
J.L.C. McInnes, OAM
1979–1994

Honorary Secretaries

T.M. Hicks 1904–1926
H. Malcolm 1926–1934

Company Secretaries

A.H. Barraclough 1933–1938
J.F. Fullarton 1938–1951
J.A.C. Andrew 1951–1979
C.C. McDonald 1979–1987
T.J. Dohnt 1987–1997
D.A. Roberts 1997–

Tennis Australia National Award for Service to the Game

1997

Kevin Bolton
David Bierwirth
Bill Carlier
Dr John Diggie
Jim Entink
Graeme Fair
Dorn Fogarty, OAM
Ron Green
Geoff Kerr
John McInnes OAM
Max McMullen
Harry Spilsbury
John Young, OBE

1999

Ian Occlshaw

2001

Max Atkins
Bill Gilmour
John Newcombe, AO, OBE
Tony Roche, AO
Max Horton, OAM

2003

Jack May
Colin McDonald
Barry McMillan

2004

Peter Bellenger

2005

Dennis Dall
Hamish Macmillan
Todd Woodbridge, OAM

2006

Ian Basey
Lindsay Cox
Mike Daws
Jim Sheppard
Colin Stubs

2007

John Whittaker, OAM
Alan Trengove
Judy Dalton

2008

William (Bill) Beischer
Fenton Coull
David Hall, OAM
Andrea Mitchell

Life Members

John Andrew †
Sir Norman Brookes †
Bill Edwards, OBE †
Donald Ferguson, OBE †
Dr John Fraser, OAM
Neale Fraser, AO, MBE
Ken Hall, OAM †
Viv Holloway, OAM †
Des Nicholl
Harry Pitt, CMG, OBE †
Wayne Reid, OBE
Tony Ryan
Fred Small †
Cliff Sproule, OBE †
Brian Tobin, AM
Harold Walker †
Roy Youdale †
† deceased

Tennis Australia Committees (as at 30 June 2009)

Audit and Risk Committee

David Stobart (Co-Chairman)
Chris Freeman (Co-Chairman)
Stephen Healy
Geoff Pollard
Steve Wood (Ex officio)

Investment Advisory Committee

Harold Mitchell (Chairman)
Geoff Pollard
David Roberts
Scott Tanner
Steve Wood
Janet Young

Remuneration Committee


Ashley Cooper (Chairman)
All members of the TA Board

Nominations Committee

Geoff Pollard (Chairman)
All members of the TA Board

Australian Open Focus Group

Steve Wood (Chairman)
Steve Ayles
John Clark
Sarah Clements
Digby Nancarrow
Darren Pearce
Geoff Pollard
David Roberts
Selina Ross
Craig Tiley
Raelene Turner
Chris Yates



AUSTRALIAN OPEN 2009

Rafael Nadal overcame Roger Federer to claim the men's singles title.

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.



Natalie Bassingthwaigte entertained the crowds in Garden Square.

QUICK FACTS

- American Serena Williams won her fourth Australian Open title and Rafael Nadal won his first Australian Open title.
- Andy Roddick led the men's competition for aces served at 87, with Serena Williams topping the women's at 42.
- Eight men's Grand Slam champions, six women's Grand Slam champions and 31 of the top 32 men and 29 of the top 32 women competed.
- 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).
- Video line-calling operated at Rod Laver Arena and Hisense Arena with 217 successful challenges from 513 attempts in the men's and women's singles. The men challenged more often than the women, with 321 and 192 challenges respectively.
- Racquet stringers strung more than 3400 racquets using more than 40 km worth of string, with the fastest racquet restring taking 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.
- Entertaining the crowds were some of Australia's top music acts including Vanessa Amorosi, Natalie Bassingthwaigte, Mental as Anything, Black Sorrows, Daryl Braithwaite and Pete Murray.

Australian Open Play-off


One of the most tantalising events on the 2008 calendar was the Australian Open Play-off. The cream of Australian tennis – minus those who received a direct entry into Australian Open 2009 – gathered at Melbourne Park from 15–21 December for this intriguing battle for a Grand Slam wildcard.

Jelena Dokic and Colin Ebelthite were the winning duo who earned places in the Australian Open main draw. Dokic defeated Monika Wejnert 6-7(3) 7-5 6-3 and Ebelthite overcame Sam Groth 1-6 7-6(1) 6-4 6-4.

Crowd attendance

Australian Open 2009 attracted 603,160 fans through the gates, 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.

Those who couldn't get along to Melbourne Park in person kept in touch through TV coverage and the official tournament website – australianopen.com – which both enjoyed superb ratings. 

Sweeney Research for Australian Open 2009

The Key Response

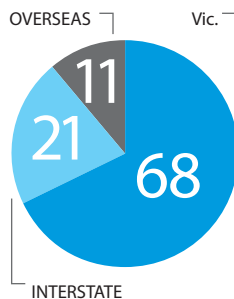


Table 4.1
Origins of visitors to Australian Open 2009.



Serena Williams was a study in concentration throughout her demolition of Dinara Safina.

GENDER

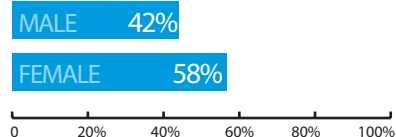


Table 4.2

Gender of Australian Open 2009 patrons.

Generating interest

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

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

AGE

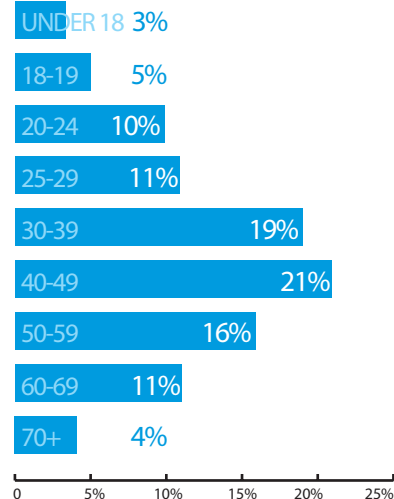


Table 4.3

Age breakdown of Australian Open 2009 patrons.

MELBOURNE

AUSTRALIAN OPEN 2009 CONTINUED

More than 1700 representatives of the media were accredited at Australian Open 2009.

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 (20), 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.

Promoting Australia worldwide

A total of 1733 representatives of the media were accredited – 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.

Wildcard opportunities

Wildcards were awarded to eight male and eight female Australian and international players. Seventeen Australian players were granted qualifying wildcards, which enabled them to gain valuable experience from playing the qualifying rounds.

The two Asian wildcards were awarded to the highest ranked players under 23, who didn't qualify for the main draw. The wildcard exchange with the French Tennis Federation and the United States Tennis Association provides Australian players with valuable reciprocal opportunities at other Grand Slams.



on this date

7 July 2008

Polona Hercog (Slovakia) and Jessica Moore (WA) defeated Australian duo Isabella Holland (Qld) and Sally Peers (Vic.) to take the Wimbledon girls' doubles title.

AUSTRALIAN OPEN 2009 INITIATIVES – PLAYERS

- The new *player café* was three times the size of its predecessor, providing a world-class restaurant and lounge area.
- The gym was shifted for ease of access. It was bigger and featured state-of-the-art equipment and a new player stretching area and running track to assist with warming up before matches.
- The tournament offered an expanded player entertainment guide offering discounts and vouchers to a comprehensive range of restaurants, bars, nightclubs and tourist attractions around Melbourne.
- Birthday gifts and surprises were presented to all players who celebrated during the tournament.
- Additional staff serviced the players, including a concierge service to welcome players to Melbourne Park and assist with all their enquiries.

Australian Open projects

There are 67 Australian Open Project Groups that focus on specific objectives to achieve for Australian Open 2010. This streamlined approach allows communication to flow between departments with relevant staff in attendance at progressive meetings.

As a Company, TA is always searching for ways to run the business more effectively and efficiently. The delivery of the Australian Open can always be finessed to find greater efficiency. This year, TA moved to a project management style of planning to communicate the multitude of tasks involved in staging the event. The three key principles behind this move were to improve:

- communication
- planning
- transparency.

More than 60 key projects were identified, and project leaders and teams were formally created to deliver their component of the event. This was coupled with the creation of an IT platform that aggregated all relevant information into one place, and provided an opportunity for all project teams to provide regular progress reports.

The introduction of this new system has proven very successful with increased communication between all stakeholders, greater understanding of each component of the Australian Open, identification and resolution of potential issues earlier than in the past, and complete transparency in the decision making process.

AUSTRALIAN OPEN 2009 INITIATIVES – FANS

- **The best value ground pass ticket for a Grand Slam event at just \$29.**
- **The women's final was played at night for the first time.**
- **Two extra night sessions at Hisense Arena for Friday 23 January and Saturday 24 January, offered a feast of tennis alongside the night action at Rod Laver Arena.**
- **Magic Moments – a special encore performance of the incredible Wilander-Cash final of 1988.**
- **Two-night concert series featuring world-class performers Evermore, Pete Murray, Gabriella Cilmi and the Cat Empire on finals weekend.**

TOURNAMENT RESULTS

Australian Open 2009 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

Australian Open Junior Championships

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 Open Wheelchair Tennis Championships

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



Fernando Verdasco was part of the longest match in Australian Open history – five hours and 14 minutes – against Rafael Nadal in the semifinals.

AUSTRALIAN OPEN SERIES 2009

Fans line up at the Queensland Tennis Centre for the inaugural Brisbane International.

Some of the greatest names in the history of Australian tennis assembled at Pat Rafter Arena to officially open the new AUD\$82 million home of Queensland tennis on Friday 2 January 2009.



Pre-tournament construction at Pat Rafter Arena.

BRISBANE INTERNATIONAL 2009

The inaugural Brisbane International, combining the ATP Next Generation Adelaide International and the WTA Mondial Australian Women's Hardcourts, was the first Australian Open Series event for 2009.

Held from 4–11 January, the event attracted a strong field including Novak Djokovic, Ana Ivanovic, Jo-Wilfried Tsonga, Fernando Verdasco, Amelie Mauresmo and Marcos Baghdatis.

Historic day for tennis

Tournament Director Steve Ayles officially launched the Brisbane International during a special presentation at the Gallery of Modern Art in Brisbane on 14 October 2008.

It was an historic day for Queensland and Australian tennis with international tennis at the highest level coming back to Brisbane for the first time since the Milton Tennis Centre closed in 1999.

Pat Rafter Arena

Some of the greatest names in the history of Australian tennis assembled at Pat Rafter Arena to officially open the new AUD\$82 million home of Queensland tennis on Friday 2 January 2009.

Frank Sedgman, Ken Rosewall, Mal Anderson, Ashley Cooper, John Newcombe, Evonne (Goolagong) Cawley, Wendy Turnbull, Pat Rafter and the late Ken Fletcher's son Julien were all part of the official opening ceremony at the Queensland Tennis Centre.

Rafter, one of Queensland's favourite sons, was given the honour of serving the first ball at the 5500 seat arena that was named after him.

Born in Mt Isa, the 2002 Australian of the Year won back-to-back US Open crowns in 1997 and 1998 and was a two-time Wimbledon finalist. He was inducted in the Australian Tennis Hall of Fame in 2008.

The Tennyson tennis precinct contains 23 courts, including four clay, two natural grass and 17 hardcourts.

The Queensland Tennis Centre has provided a huge boost to tennis in Queensland and highlighted the State Government's commitment to improving the sporting and recreation infrastructure.

Free travel for fans

Translink Transit Authority offered free public transport for Brisbane International tournament ticketholders.

The TransLink event ticket enabled spectators to travel free to and from the venue on the entire QR network and BT services (Brisbane buses), including bus shuttles from Corinda railway station.

The inclusion of free public transport made the event more accessible and provided greater value for tennis enthusiasts.



Radek Stepanek claimed his third ATP career title.

Great value tickets

The Brisbane International AUD\$9.90 ground pass was available for each day of the tournament, giving spectators the opportunity to see some of the best tennis players in the world at an affordable price.

The ground pass provided access to two undercover show courts and all the outdoor courts, as well as the chance to experience the carnival atmosphere and fun, family entertainment on site.

Media coverage

The tournament received high levels of print coverage spanning international, national, metropolitan and regional newspapers. Tennis Australia's Media Monitors service recorded 1107 print articles that mentioned the Brisbane International and 1473 electronic media alerts. The print and electronic coverage was valued at AUD\$10,092,940.80.

In 2009, 101 members of the media were accredited in the categories of newspaper, radio, television, magazine, photographers and press agencies, which included 14 international press members.

In addition, Channel 7 accredited 98 staff to cover the broadcast component of the tournament which was from the second day of play, Monday 5 January, until the final day of play on Sunday 11 January.

brisbaneinternational.com.au

	4-11 Jan 2009	18 Sep 2008 -3 Jan 2009
Visits	350,747	195,332
Absolute unique visitors	168,135	112,970
Page views	1,370,104	931,252
Average page views	3.91	4.77
Time on site	4.37 mins	3.37 mins

Table 4.4
brisbaneinternational.com.au visitors overview before and during the event.

brisbaneinternational.com.au

For the first time, Tennis Australia's e-Communications department developed stand-alone websites for all three Australian Open Series events.

In the past, the e-Communications department has covered these tournaments through a series of sections in tennis.com.au.

The three sites reflected the Australian Open website (australianopen.com) in look and feel with the Brisbane site receiving 1,370,104 million page views during the tournament.

The first winners

Czech veteran Radek Stepanek used his drop shots to claw back from a set down to overcome tournament favourite Fernando Verdasco of Spain in a thrilling final. The 3-6 6-3 6-4 victory gave Stepanek his third ATP career title.

In the women's Belarusian Victoria Azarenka won her maiden WTA title in her fifth career final by convincingly defeating former Wimbledon finalist Marion Bartoli of France 6-3 6-1.

Bright future

The inaugural Brisbane International was a resounding success, despite the early elimination of the No.1 men's seed Novak Djokovic.

More than 66,000 spectators attended the event over the eight days, well ahead of the 50,000 initial target, helping the tournament run at a surplus that was reinvested into tennis.

Rank	Country	Visits	Percentage of visits (%)
1	Australia	150,801	43
2	Japan	34,863	10
3	United States	26,941	7.7
4	France	13,300	3.8
5	United Kingdom	9909	2.8
6	Serbia	8283	2.4
7	Canada	6703	1.9
8	Germany	6271	1.8
9	Italy	5992	1.7
10	Poland	5314	1.5
	Other	82,370	23.5

Table 4.5
Top 10 countries that visited
brisbaneinternational.com.au.



Victoria Azarenka won her first WTA title.

AUSTRALIAN OPEN SERIES 2009 CONTINUED

Russian Elena Dementieva won two titles in the fortnight leading up to the Australian Open.

Three of the world's top four women – Serena Williams, Dinara Safina and Elena Dementieva – competed in the women's singles.



Serena Williams added to the strong women's line-up.

MEDIBANK INTERNATIONAL SYDNEY 2009

Rosewall honoured

The state's premier tennis stadium at Sydney Olympic Park was named after NSW and Australian tennis legend Ken Rosewall on 10 December 2008.

During an illustrious career which spanned more than 20 years, Rosewall won four Australian titles (1953, 1955, 1971, 1972), two French titles (1953, 1968) and two US titles (1956, 1970).

He was also runner-up at Wimbledon four times (1954, 1956, 1970, 1974), with a gap of 20 years between his first and last finals appearances.

Rosewall was a member of four winning Davis Cup teams and played his last match for Australia in 1975, 22 years after he had made his debut.

In the Open era (post 1968), Rosewall amassed 32 singles titles and 18 doubles titles. He is the second oldest player to ever win a title in the Open era at age 43. Rosewall was inducted into the International Tennis Hall of Fame in 1980 and the Australian Tennis Hall of Fame in 1995.

Prize money riches in Sydney

Prize money totalling almost USD\$1.1 million was up for grabs in Sydney. It was the richest tournament in Australia leading up to the Australian Open and in a unique situation on the world circuit the women received more prize money than the men. Total prize money for the women was USD\$600,000 and USD\$484,750 for the men.

This occurred because the women's event was a Premier 600 event (which refers to the prize money figure) and the men's was an ATP 250 Series (which refers to the ranking points the champion receives).

Star-studded line-up

The Medibank International Sydney was held between 11–17 January. With 13 of the world's top 20 women and five of the top 10 men, the event saw one of the strongest fields in its long and illustrious history.

Three of the world's top four women – Serena Williams, Dinara Safina and Elena Dementieva competed in the women's singles. They were joined by fellow top 10 players Vera Zvonareva, Svetlana Kuznetsova and Agnieszka Radwanska.

The men's draw boasted two top 10 players, French duo Jo-Wilfried Tsonga and Gilles Simon, along with world No.11 David Nalbandian, Igor Andreev, Tomas Berdych, Tommy Robredo, Mardy Fish and Richard Gasquet.

Defending champion Dmitry Tursunov, Spanish Davis Cup star Feliciano Lopez and four time Medibank International Sydney champion and Australian No.1 Lleyton Hewitt (wildcard) were also in the field.

Best value sporting ticket

The world's best value sports ticket gave Sydney sports fans the opportunity to see previous Grand Slam winners and finalists in action with a AUD\$9.90 ground pass.

Sydneysiders were also given a chance to experience world-class tennis for free on Sunday 11 January with the first 5000 people through the gates provided with a free ground pass.

A ground pass ticket provided access to all outside and practice courts and the brand new live site, sunset concerts and the interactive activities at Fanfest.

Nalbandian and Dementieva make their mark

Argentine fourth seed David Nalbandian defeated Finland's unseeded Jarkko Nieminen to win 6-3 6-7(9) 6-2 on Saturday 17 January 2009.

It was Nalbandian's 10th career ATP title in his 20th finals appearance, and left Nieminen with just one title from nine finals.

Elena Dementieva headed to the Australian Open as the hottest player in women's tennis after claiming the women's title on Friday 16 January 2009.

Dementieva enjoyed a 6-3 2-6 6-1 win over countrywoman Dinara Safina to add to her Auckland Classic title won the week before.

Record crowds

It was a brilliant first day for the Medibank International Sydney in 2009, with attendance records shattered as crowds poured into the Sydney Olympic Park Tennis Centre to watch some stunning tennis.

The tournament welcomed 11,650 people through the gates, 5000 more than the Medibank International Sydney's previous opening day record of 6500 back in 2001.

Those who couldn't make it to the event stayed in touch through the official website – medibankinternational.com.au – with 1,610,000 page views. The website traffic peaked on January 14 (Day 4) when the site received 89,797 visits from 60,053 unique visitors.

Tournament highlights

90,297

Official attendance for Medibank International Sydney 2009 – a six per cent increase when compared to the 2008 tournament.

3000

Patrons visited Medibank Fanfest to participate in Speed Serve and the other activities.

6614

AUD\$9.90 ground pass tickets sold.

121

Aviva Ballkids involved in the Medibank International Sydney.

7440

Wilson tennis balls used at the event for matches, practice sessions, promotions and at the Medibank Fanfest.

497

Volunteers – their knowledge, energy and friendliness help make the event a huge success year after year.

3,375,000

Cumulative domestic television audience for Medibank International Sydney 2009.



Australian Lleyton Hewitt was awarded a wildcard to the event.

medibankinternational.com.au


	11–17 Jan 2009	19 Aug 2008–10 Jan 2009
		
Visits	441,150	174,804
Absolute unique visitors	205,720	109,351
Page views	1,610,000	715,315
Average page views	3.65	4.09
Time on site	4.06 mins	3.02 mins

Table 4.6
medibankinternational.com.au visitors overview before and during the event.

Rank	Country	Visits	Percentage of visits (%)
1	Australia	226,579	51
2	United States	37,584	8.5
3	Poland	12,254	2.8
4	United Kingdom	12,184	2.8
5	Finland	11,341	2.6
6	France	10,753	2.4
7	Serbia	10,619	2.4
8	Argentina	8029	1.8
9	Canada	7380	1.7
10	Italy	7155	1.6
	Other	97,272	22.1

Table 4.7
Top 10 countries that visited medibankinternational.com.au.



The Moorilla Hobart International provides a quiet town for players to focus purely on their tennis, get back to a routine and prepare for the first Grand Slam of the year.

The work also ensured that the Moorilla Hobart International had the same surface as not only the Australian Open, but all the other Australian Open Series events.



Plexicushion was the new surface for the 2009 event.

MOORILLA HOBART INTERNATIONAL 2009

New courts for the Domain

The Domain Tennis Centre had six new Plexicushion courts constructed for the Moorilla Hobart International in 2009.

The Domain Tennis Centre has a long and proud history in elite level tennis having hosted three Davis Cup ties, the Moorilla Hobart International and the Tasmanian Open.

The Tasmanian Open trophy has been held aloft by some of the greatest players to ever grace a tennis court including Margaret (Smith) Court, Billie Jean King, John Newcombe, Arthur Ashe, Tony Roche and Fred Stolle.

The upgrade was in line with the cushioned-acrylic surface used for the Australian Open and enhanced the Domain Tennis Centre as the premier training and competition venue in the state.

The work also ensured that the Moorilla Hobart International has the same surface as not only the Australian Open, but all the other Australian Open Series events.

The Domain Tennis Centre, Hobart City Council and Tennis Australia funded the work which cost close to AUD\$400,000.

In 2009, Premier David Bartlett announced an additional AUD\$2.5 million to further upgrade the Domain Tennis Centre in 2009–2010.

Top line-up

The 2009 Moorilla Hobart International was held from 9–16 January and had the most talented line-up in the event's 16-year history.

It was the first time three of the world's top 20, Flavia Pennetta, Patty Schnyder and Anna Chakvetadze, had contested the tournament. The field also boasted 18 of the world's top 50 women.

The event has built a reputation as the springboard for new players on the tour or players aiming to regain form as they begin the new season.

Fans were again treated to the tournament's usual electric atmosphere and exciting on-court action.

The popular night sessions were back again, from Monday through to the women's final on Friday night and spectators had value for money with ground pass tickets starting from AUD\$9.90.

In another first for the tournament, new WTA rules allowed players to speak to their coach on-court once a set and when their opponent was receiving a medical time out or bathroom break.



Flavia Pennetta was the third seeded player to be upset in Hobart.

Slovakian Magdalena Rybarikova scored the greatest win of her career, beating tournament top seed Pennetta in the quarterfinals.

Kvitova beats Czech mate

Powerful Czech rising star Petra Kvitova won her first WTA title overpowering countrywoman Iveta Benesova 7-5 6-1.

The 18 year old broke her opponent twice in the first set before powering away from her more experienced compatriot in the second.



Czech rising star Petra Kvitova downed compatriot Iveta Benesova in the final.

Media coverage

More than 20 members of the media were accredited to cover the tournament, including journalists, photographers and camera crews spanning print, television, radio and press agencies.

More than 220 print articles and 46 broadcast items about, or referring to, the tournament appeared in newspapers, magazines and radio and television stations around Australia. The total value of the media coverage was AUD\$381,866.04.

The tournament also received extensive nationwide radio coverage, featuring in the news on each of the prominent local radio stations. On most days of the main draw the event also featured heavily on ABC Radio National and Melbourne Stations SEC and Sport 927.

hobartinternational.com.au

The official Moorilla Hobart International website was launched in late October 2008. The traffic to the site tripled in almost every category during the tournament when compared to pre-tournament figures, including visits, absolute unique visitors and page views.

hobartinternational.com.au


	9-16 Jan 2009	23 Oct 2008-8 Jan 2009
		
Visits	62,431	18,139
Absolute unique visitors	35,251	12,193
Page views	207,571	64,862
Average page views	3.32	3.58
Time on site	2.57 mins	2.04 mins

Table 4.8

hobartinternational.com.au visitors overview before and during the event.

Rank	Country	Visits	Percentage of visits (%)
1	Australia	9738	15.6
2	Poland	7544	12.1
3	United States	5751	9.2
4	United Kingdom	3811	6.1
5	Czech Republic	3475	5.6
6	Hungary	2737	4.4
7	Italy	2301	3.7
8	Canada	1734	2.8
9	Germany	1629	2.6
10	France	1609	2.6
	Other	22,102	35.4

Table 4.9

Top 10 countries that visited hobartinternational.com.au.

1 Australia is nurturing a new generation of tennis stars. With some of the best junior results

CHAMPIONS

Strategy

Engage private coaches to deliver a Talent Development program that attracts and retains talented athletes in tennis.

Place talented athletes into the most highly focused training environments and provide world-class coaching.

Deliver the world's leading transitional program for juniors into the ATP/WTA Tours through the National Academies and the Australian Institute of Sport.

Provide world-class sport science and sport medicine servicing.

Provide education opportunities to coaches and offer world-leading benefits.

Continue to invest in TA's tournament pathway at all levels for athletes to compete in.

Develop a world-class officiating group to manage these tournament opportunities.

Increase the number of tournaments available in Australia, the quality of the athletes that compete in these tournaments, and improve the standard of the tournament officials.



Stosur tasted victory at the Fed Cup play-off in Mildura.

Fed Cup girls lead the way

The Optus Australian Fed Cup team recorded a 3-1 victory over Switzerland in April to secure a spot in the Fed Cup by BNP Paribas World Group II in 2010. The play-off was held at Mildura Lawn Tennis Club, the first time the town had hosted a Fed Cup tie. Samantha Stosur spearheaded the team and, along with Jelena Dokic, Jessica Moore and Rennae Stubbs, helped to reclaim Australia's place among the world's top 16 tennis nations. Australia's women won their way through to the play-off after remaining undefeated in the Fed Cup Asia/Oceania zonal final, which was held in Perth in February.

The team will now face Spain in February 2010.



Melburnian left-hander Chris Guccione powered Australia to a 3-2 Davis Cup win in Bangkok.

Davis Cup campaign

Australia faced Chile in the coastal mining town of Antofagasta in the World Group Play-off from 19–21 September 2008. A 3-2 loss consigned Australia to another year in the second-tier Asia/Oceania division.

The Asia/Oceania Group I round 2 tie was against Thailand at the 1500 seat National Tennis Development Centre in Nonthaburi, Bangkok from 6–8 March 2009.

Lleyton Hewitt returned to the team joined by Chris Guccione, Carsten Ball and Brydan Klein. Both teams had to endure 34 degree heat and stifling humidity, but Australia came away with a 3-2 victory that propelled the Australians into a battle with India in Chennai in May for a place in September's World Group Play-off.

However, Australia didn't travel to Chennai. The decision followed the International Tennis Federation (ITF) Board's rejection of a Tennis Australia (TA) appeal to relocate the tie from India because of security concerns for the players, due to the Indian election taking place.

Australia was penalised by losing hosting rights for its next home match and fined AUD\$12,000. However, after India lodged an appeal against this ruling by the ITF's Davis Cup committee, the ITF Board partly reversed this decision.

The Board, which met on 15 July in Madrid, upheld the fine and ruled that the next tie between India and Australia would be a home tie for India, but that Australia may still host home ties against other nations. Australia now turns its focus to the 2010 campaign.

on this date

25 July 2008

The popular Australian Open ground pass announced to have even more value and remain at AUD\$29 for the 2009 tournament.

1 CHAMPIONS CONTINUED

Tournament Director Craig Tiley conducted a presentation with special guest player Amer Delic (left) at the 2009 Coaches' Conference.

The number of coaches registered as part of TA's Coach Membership Program grew from 1637 to 2305 in 2008–2009.

Player management

Former tennis professional Paul Kilderry joined TA's Athlete Development department in July 2008 in a dual role as Athlete Management Coordinator and part-time coach with the National Academy in Melbourne. Kilderry manages a group of players including Samantha Stosur, Casey Dellacqua and rising stars Luke Saville, Jason Kubler and Jack Schipanski.

Highly focused collective training environments

National Academies (NAs) are established in Adelaide, Brisbane, Melbourne, Perth and Sydney. These academies offer an elite structured training environment for aspiring 10 to 16 year olds. Players are provided with on-court training, physical preparation, sport science/medical services and educational opportunities.

In 2008–2009 there were eight full scholarship holders and 59 partial scholarship holders. From the NAs, the aim is for players to graduate to the elite AIS Pro Tour Program.

The victorious junior Davis Cup and Fed Cup teams in Shepparton.

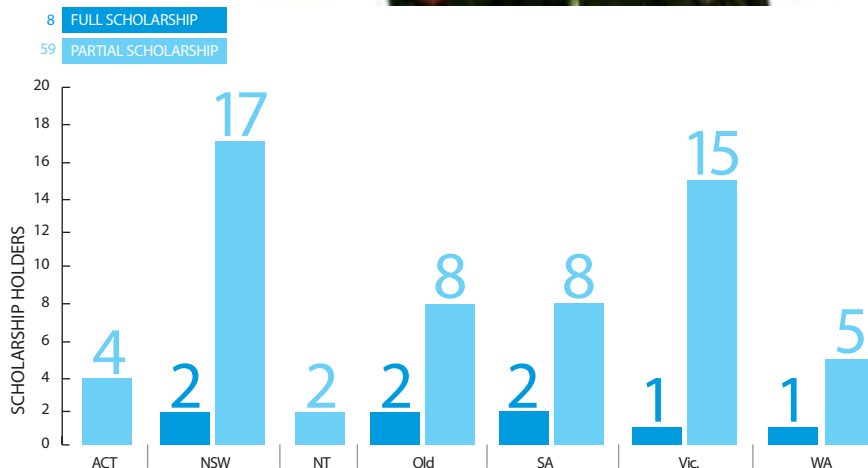


Table 5.1
Number of full and partial National Academy scholarship holders per state.



National Coach Membership program

The number of coaches registered as part of TA's Coach Membership Program grew from 1637 to 2305 in 2008–2009. The rise was assisted by Tennis Coaches Australia (TCA) members from four states – New South Wales, Western Australia, South Australia and Victoria – joining forces with their TA counterparts after the TCA National Board voted overwhelmingly in support of the new direction at a meeting in August 2008. The merger was completed in December with all TCA members receiving benefits including insurance, membership card and the *CoachesWorld* newsletter. Coach members are also renewing at a much faster rate with membership figures much higher in the new financial year compared with the same time last year.

Some budding athletes take part in a Talent Search Day held at Melbourne Park.

High Performance coaches

TA expanded its coaching stable with several former Australian and international players joining the High Performance coaching ranks. Former top 10 Spanish player Felix Mantilla joined TA as Men's Coach with the AIS Pro Tour Program while Sandon Stolle was appointed National Coach in Sydney. In mid 2009, former world No.1 doubles legend Todd Woodbridge was appointed TA's new National Men's and Optus Australian Davis Cup coach. Woodbridge was the first of several world class former players and coaches to join TA with Nicole Pratt, Scott Draper and Ray Ruffels also set to begin new roles in the second half of 2009.

Australian Tennis Foundation

After several months of work, TA is in the final stages of establishing the Australian Tennis Foundation. The foundation will be a not-for-profit company that will exist for the express purpose of developing and/or supporting programs to assist those from targeted groups to access the game of tennis and to help them achieve more active, health-promoting lifestyles, and realise their full potential.

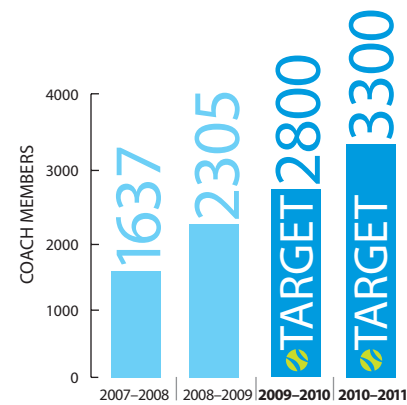


Table 5.2
Number of Tennis Australia Coach Members 2007–2009 and targets for 2009–2011.



on this date

29 July 2008

The 2008 Medibank International Sydney was awarded the ATP International Group award for Tournament of the Year.

CHAMPIONS CONTINUED

Molly Polak represented Australia in the junior Fed Cup event in Shepparton.

Dokic reached the quarterfinals of the Australian Open in January.



Jelena Dokic won the Australian Open Wildcard Play-off to gain a main draw berth at Australian Open 2009.

National Coach Education program

TA's Coach Development department continued to deliver and expand its National Coach Education program. There was an increase in educational opportunities provided for tennis coaches in metropolitan and regional areas and a 10 per cent rise in course participant numbers across Australia. TA's five coach development coordinators visited more than 150 coaches in their clubs during the year to provide face-to-face assistance to coaches. The first step in TA Coach Development's international strategy was executed with 13 participants completing their Junior Development coaching qualification in New Zealand.

In July 2009, eight educational workshops will be conducted around Australia, aiming to elevate coaching standards nationally. The coach certification system will also be reviewed to identify aspects of the process that can be integrated into Coach Membership in a bid to streamline the certification process.

Talent Search success

The Talent Search program identifies and provides opportunities for talented athletes and was again a big success in 2008–2009 with more than 5490 athletes participating in the program. A range of initiatives was introduced this year including a pilot Talent Search in Schools program, which engaged more than 3000 students. Athletes who attended Talent Search Days participated in eight activities – tennis specific and athletic based – while their parents and coaches attended a presentation which outlined the Athlete Development pathway, Aviva Tennis Hot Shots, and offered other developmental suggestions.

Talent Search analysis



Year	Identified athletes
2006–2007	2139
2007–2008	2706
2008–2009	5492

Table 5.3
Number of athletes identified by the Talent Search program.

AIS Pro Tour Program members in 2008

Men

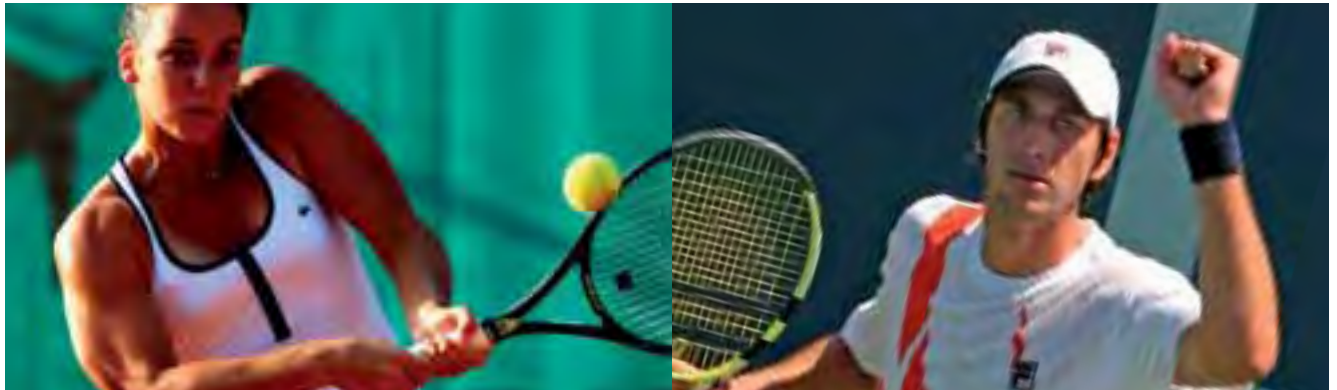
Miles Armstrong (WA)
Carsten Ball (US)
Matthew Ebden (WA)
Colin Ebelthite (SA)
Adam Feeney (NSW)
Samuel Groth (Vic.)
Greg Jones (NSW)
Dayne Kelly (Vic.)
Brydan Klein (WA)
Peter Luczak (Vic.)
Robert Smeets (Qld)
Andrew Thomas (NSW)

Women

Monique Adamczak (NSW)
Tyra Calderwood (NSW)
Casey Dellacqua (WA)
Jarmila Groth (Vic.)
Jessica Moore (WA)
Tammi Patterson (Vic.)
Sally Peers (Vic.)
Olivia Rogowska (Vic.)
Brittany Sheed (WA)
Emelyn Starr (NSW)
Samantha Stosur (Qld)



Viktorija Rajcic was an integral part of the junior Fed Cup success.



Jarmila Groth (left) and Carsten Ball are members of the AIS Pro Tour Program.



on this date

5 September 2008

Renowned lifestyle brand Lacoste announced as sponsor and provider of official on-court uniforms for the Australian Open from 2009.

1 CHAMPIONS CONTINUED

The Optus Australian Junior Fed Cup team (l to r): Molly Polak, Alicia Molik (captain), Viktorija Rajcic and Alexandra Nancarrow.

In 2008, for the first time in the history of the game, all under age national championships were held at Melbourne Park in the lead-up to the Australian Open Wildcard Play-off.

Tournament growth

TA's Tournament and Competitions department aims to offer the best competition environment to develop champions. The number of Australian ranking tournaments continues to grow, up 16 per cent from 2008 to 2009, with entry numbers for tournaments also increasing by 27 per cent. Athletes at both the junior and senior level are being provided with more quality competitive opportunities and the joint formula of quality match play and prize money allows athletes to have week in, week out matches to prepare for the rigors of international travel and competition. At the same time, they earn valuable dollars with prize money for Pro Circuit events, Australian Money Tournaments (AMTs) and National Open Tournaments set to rise by 15 per cent in 2009.

December Showdown

In 2008, for the first time in the history of the game, all under age national championships were held at Melbourne Park in the lead-up to the Australian Open Wildcard Play-off. The tournaments were part of an incredible December in which more than 2300 matches were played at the home of the Australian Open, showcasing the various levels of the TA Competitive Pathway.

Pro Circuit partnership

The tennis Pro Circuit is a series of international entry level events that act as a bridge between junior events and the professional tour. TA has formed a new partnership with Professional Public Relations Events (PPR) to actively grow, deliver and commercialise Pro Circuit events. The collaboration will provide TA with another partner which is actively delivering and promoting our game. The Pro Circuit will be renamed the Pro Tour in 2009–2010 and the number of events will increase to 26 with the Northern Territory staging its first ever event in September.

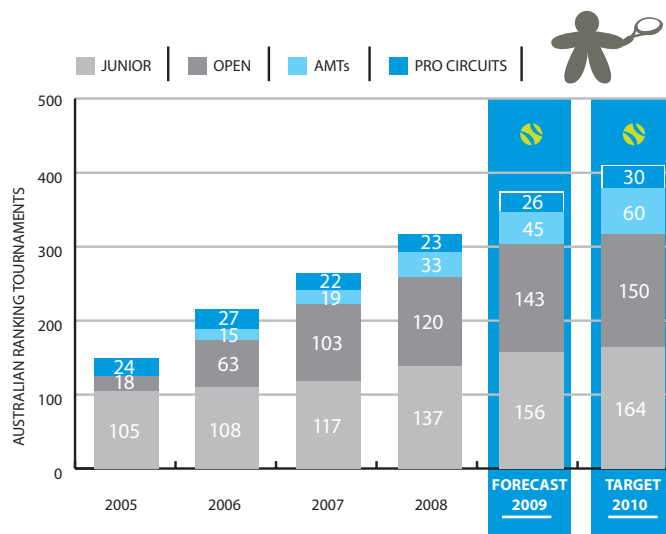


Table 5.4
Growth of Australian Ranking tournaments.

Code of Behaviour

A new Code of Behaviour for tournaments and weekly competitions has been developed to replace the Events Disciplinary Policy and will be used across all TA sanctioned tournaments from June 2009. The code introduces a number of measures aimed at improving player behaviour, promoting sportsmanlike conduct and providing a more simple and effective system that can deal with breaches of discipline in a consistent manner.

Rising stars

A number of Australian players achieved excellence on the world stage during 2008–2009, with the juniors showing immense promise. For the first time, all four Australian junior teams qualified for their respective World Finals, which were held in the Czech Republic and Mexico in late 2009.

The Optus Australian 14/u World Junior Tennis Competition boys' team of **Jay Andrijic**, **Nick Kyrgios** and **Daniel Talens** and girls' team of **Kassandra Dunser**, **Stefani Stojic** and **Teiwa Casey** both finished in the top four at the Asia/Oceania qualifying event in Kuching, Malaysia.

In April, both the Optus Australian Junior Davis Cup team of **Joey Swaysland**, **Luke Saville** and **Todd Volmari** and the Optus Australian Junior Fed Cup team of **Viktorija Rajjic**, **Molly Polak** and **Alexandra Nancarrow** qualified for the World Finals by winning their respective quarterfinals at the Asia/Oceania Qualifying Event in Shepparton, Victoria. The teams were captained by Australian tennis champions Pat Rafter and Alicia Molik. The World Finals were held in Mexico in September.



Pat Rafter (right) gives advice to Joey Swaysland in Shepparton.

Samantha Stosur reached her first Grand Slam singles semifinal at the 2009 French Open and entered the top 20 on 8 June 2009. Stosur also won the mixed doubles title with Bob Bryan (USA) at Wimbledon on 6 July 2008 and was a finalist with Lisa Raymond (USA) in the women's doubles event at Wimbledon in 2008.

Lleyton Hewitt won the US Men's Claycourt Championships in Houston and recorded his 500th tour-level singles win in Munich in June.

Jelena Dokic reached the quarterfinals of the Australian Open in January.

Bernard Tomic became the youngest player in the Open era to win a main draw match at the Australian Open with a first round win over Italian Potito Starace and won the USD\$50,000 Maccabi Men's Challenger in East Bentleigh, Victoria.

Olivia Rogowska won her first main draw match in a Grand Slam with victory over Russian Maria Kirilenko in the first round at the French Open in May.



on this date

18 September 2008

Tennis Australia bolstered its clay-court coaching expertise in dramatic fashion hiring former world top 10 Spaniard Felix Mantilla.

AUSTRALIAN TENNIS HALL OF FAME

The Australian Tennis Hall of Fame was established in 1993 and induction takes place at Rod Laver Arena on Australia Day (26 January) each year during the Australian Open. Each inductee is recognised by a bronze bust which is later displayed in Garden Square at Melbourne Park.

Wendy Turnbull joined the exclusive club in a ceremony on Australia Day at Australian Open 2009.



2009

Previous Australian
Tennis Hall of Fame
Inductees:

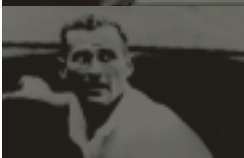
1993

Rod Laver,
Margaret (Smith) Court



1994

Roy Emerson, Evonne
(Goolagong) Cawley,
Neale Fraser



1995

Lew Hoad, Ken Rosewall

1996

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



1997

Fred Stolle,
Jack Crawford,
Gerald Patterson



1998

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

1999

Australia inducted into
the International Tennis
Hall of Fame

2000

Ken McGregor



2001

Mal Anderson,
Nancye (Wynne) Bolton



2002

Mervyn Rose,
Thelma (Coyne) Long



2003

Pat Cash



2004

Brian Tobin
(first administrator
to be inducted)



2005

No induction
– Australian Open
Centenary

2006

Daphne Akhurst



2007

Mark Edmondson



2008

Pat Rafter



2009

Wendy Turnbull



2 Tennis Australia's (TA's) aim is to increase the number and quality of tennis infrastructure around the country. TA is committed to investing in infrastructure development, while using real examples to develop best practice service delivery methods.

INFRASTRUCTURE

Objectives

Melbourne Park redevelopment.

Develop facilities nationally.

Improve utilisation and profitability of existing infrastructure.

Strategy

Deliver a multi-purpose, year round sports precinct that will be utilised by the community.

Increase TA's partnerships with public and private stakeholders to build and upgrade more tennis courts and regional tennis centres.

Continue to provide assistance to clubs and centres to upgrade court surfaces so that people have the opportunity to play on the highest quality courts.

Offer advice and assistance to TA's tennis providers to ensure they maximise both utilisation and profitability.



The finishing touches are applied to a newly constructed Plexicushion court.



Mangoplah members in front of the club's upgraded courts. The redevelopment of Melbourne Park will take in the vicinity of 10 to 15 years to complete.

Growing the tournament

During Australian Open 2009, the Victorian Government and Tennis Australia (TA) announced the AUD\$5 million investment to redevelop and renovate Melbourne Park.

The redevelopment will maintain Melbourne Park's status as a world-class sporting venue with five key elements to be funded as part of the investment including:

- **Public buildings:** including the new piazza style 'Town Square', which will provide multi-levels as well as shade and protection for the public with a new lightweight roof.
- **Player facilities:** the player facilities will be upgraded inside Rod Laver Arena.
- **Media and press facilities:** the media and press will be relocated to a new building.
- **Effective use of space:** this principle is to be implemented with public spaces around Melbourne Park and surrounding parklands.
- **Tennis Australia:** new offices built around the Melbourne Park precinct.

Redevelopment will take in the vicinity of 10 to 15 years, but the long term goal is to secure the event at Melbourne Park beyond 2016.

Facilities funding

The National Court Rebate Scheme is in its third year of operation and in 2008–2009, TA assisted in the construction or re-surfacing of 403 courts around Australia. The popularity of this scheme continues to grow with TA's investment now totalling AUD\$6 million over the past two years and an accumulative 640 courts having accessed rebate funds.

TA's commitment to improving facilities nationally has stimulated more than AUD\$128 million of tennis infrastructure investment over the two years. More than AUD\$114 million in 2008–2009 of additional investment from outside sources has been invested into capital works projects for tennis facility infrastructure. A National Facility Development and Management Framework has been developed to provide a vision for future tennis infrastructure investment and encourage a collaborative approach between TA, Member Associations (MAs), clubs and government stakeholders. Through the National Court Rebate Scheme TA supports Grand Slam surfaces and promotes environmentally sustainable court surfaces and facility management.

To qualify for the National Court Rebate Scheme, clubs must:

- be affiliated with a TA Member Association
- have had works completed on or after 1 January 2008
- have a fully costed financial plan that demonstrates financial resources to undertake the work
- have a current documented business plan that demonstrates the future benefits of any projected works
- be developing or upgrading existing acrylic, clay or natural grass surfaces
- agree to implement TA programs and club development initiatives.

The tiered-level funding is in line with TA's surface policy, which supports the four Grand Slam surface types.



on this date

8 October 2008

Australian doubles pair Todd Woodbridge (left) and Mark Woodforde were among eight inductees into the Sport Australia Hall of Fame.

INFRASTRUCTURE CONTINUED

Tennis Australia assisted in the construction or re-surfacing of 403 courts around Australia in 2008–2009.



The new court surface at Mangoplah Tennis Club in NSW.

National Court Rebate Scheme

Court surface type	Grand Slam played on the surface type	Rebate
Plexicushion	Australian Open	A maximum rebate of AUD\$18,000 per court.
Acrylic (brands within ITF Approved categories 1 and 2)	US Open	A maximum rebate of AUD\$8000 per court.
Natural clay	French Open	A maximum rebate of AUD\$12,000 per court.
Natural grass	Wimbledon	A maximum rebate of AUD\$6000 per court.

Table 5.5
Funds offered for installing or upgrading to the four Grand Slam surfaces.

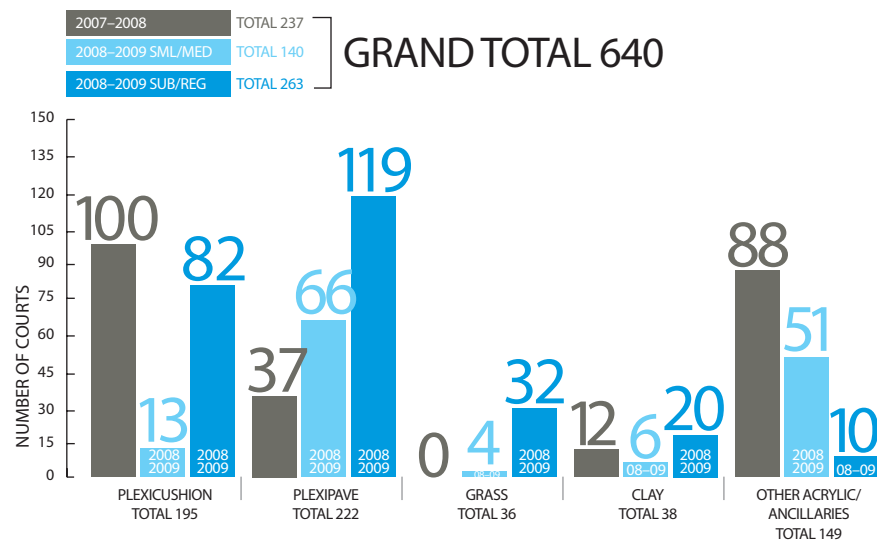


Table 5.6
The National Court Rebate Scheme per court surface type.

Regional partnerships

TA's Community Tennis department began its push towards helping several regional communities to build or improve their tennis facilities. With 14 new regional facility partnership agreements signed this year and another 10 pending, TA is well on the way to achieving our goal of having more than 70 new regional centres by 2012. The partnerships will provide local communities with high quality tennis facilities and act as a regional hub for tournaments, competitions and events. TA is committed to playing a major role in building or upgrading regional tennis centres through the National Court Rebate Scheme as well as working with the community to successfully operate the running of these centres in the region.



A bird's-eye view of the Melbourne Park redevelopment.

Facility and management framework

The Tennis 2020 facility development and management framework for Australian tennis is driven by the objectives and needs of community tennis, elite player development and TA events, which include the Australian Open, Australian Open Series, Pro Circuits and Australian Money Tournaments.

TA's role in delivering the facility framework is to:

- provide and implement a world-class sport service and facility model that optimises the development and operational performance of tennis facilities in Australia
- ensure the prospects for tennis in Australia are nurtured and substantially advanced via an integrated long term strategic facility vision
- guide the development of a national tennis infrastructure with our government and private development partners that underpins the successful delivery of TA's participation and player development initiatives.



A complete re-build of Tennis Australia's main computer room was undertaken.



Heather Richards was volunteer of the year in 2009 for her work at Brinkley Tennis Club in South Australia.

Performance benchmarks

TA, in collaboration with the University of South Australia (CERM ©), has developed a series of performance benchmarks for tennis clubs and facility operators throughout Australia in order to annually measure and benchmark performance.

The indicators will become a critical tool for clubs, facility operators, Member Associations, government and TA in determining where best to allocate resources and assistance.

The collection and management of indicators have been outsourced to avoid the potential conflict that could arise with the information provided, particularly from the private sector. Individual club or facility information cannot be accessed by any other party.

Server re-build

As part of the IT business unit's commitment to continually improving the infrastructure to support tennis nationally at all levels, a complete re-build of TA's main computer room, which houses the server infrastructure for the whole Company, was undertaken. From design through to completion, the project took more than seven months and was completed in November 2008. The re-build of the room and the installation of new IBM servers has significantly improved the risk management of the network infrastructure. The work completed during the upgrade laid a strong foundation for the Company to build upon and extend its investment in the game across all levels.



INFRASTRUCTURE CONTINUED

The Brinkley Tennis Club was one of 403 courts assisted through the National Court Rebate Scheme.



Many staff can stay in contact with the office using a Blackberry.

Tennis Australia, in collaboration with the University of South Australia (CERM ©), has developed a series of performance benchmarks for tennis clubs and facility operators.

National registration database

As part of TA's move to increase connection with the tennis community, the Community Tennis department in collaboration with the IT business unit and the MAs selected a platform to create and deliver a National Registration Database. The centralised registration system is specifically designed to deal with the unique structure of tennis and provide a platform for growing the game at grassroots level by identifying where and how people access tennis.

The system will substantially reduce the amount of paperwork and greatly assist club administrators by allowing players to register and renew their membership online. It is also planned to link in the National Registration Database with TA's new Tournament Planner software and later with new competition software as it is developed. Tennis Victoria

was the first MA to use the new registration database on 1 July 2009, with the other MAs to implement the system over the next 12 months. The IT business unit plans to move all TA competitions, tournaments and registration online by 2011.

Mobile IT team

With TA involved in events all year round, the IT business unit allocated a group of staff with specific expertise and mobile equipment to handle the IT set-up of tournaments. Previously, these events were managed on a case by case basis but now involve a specific team travelling with equipment including servers, infrastructure and back-up devices to manage events including Australian Open Series tournaments, Davis Cup and Fed Cup ties.

Australian Open requirements addressed

In the lead-up to the Australian Open, IT staff met with each department to gather their requirements for the tournament period and formulated a plan to implement all their requests. IT staff were divided into phone, desktop and network teams and assigned different projects from a daily running sheet which was formulated from the requirements database. For Australian Open 2009, IT staff in conjunction with the site team designed a new scheduling room to house a new scheduling system, which was supplied by IBM. The room contained 14 screens and allowed a range of information including scoring and scheduling and website traffic to be managed through one system.

Other projects handled by IT during the tournament included the installation of two new Match Information Display Screens in Garden Square and on the Western Concourse, shifting on-court communications for tournament control onto a private network and having the IT Service Desk successfully responding to more than 1200 service calls during the tournament.



The Australian Government, local council and Tennis Australia provided Mangoplah Tennis Club in NSW with funding to improve its facilities.

Tennis Australia's Community Tennis department began its push towards helping several regional communities to build or improve their tennis facilities.

Player USB

In 2009, the Australian Open was the first Grand Slam to produce player USB sticks, which were handed out to more than 600 players, coaches and agents at the 2008 US Open. The USB contained a player entry form in PDF format as well as accommodation, visa and tournament

information. The initiative greatly assisted the players by providing tournament entry information in an easy to read format as well as direct links to the new player website where they could complete their entry online.

Managed Operating Environment

Following the introduction of a Standard Operating Environment (SOE) on all TA computers last year, an upgrade to a Managed Operating Environment (MOE) will be undertaken in 2009–2010. The move will further enhance stability and improve efficiency across the Company by allowing IT staff to remotely deliver applications directly to any user's desktop. The first application delivered across the Company was Microsoft Office 2007 in August–September 2009.

One of the four pillars of our formula for success is Active Players. Tennis Australia's (TA's) aim is to have as many people playing our great game as possible.



Objectives

Increase the number of people playing in tennis programs.

Immerse people in competition.

Strategy

Inspire children to play tennis from a young age by learning basic technique and having a fun, memorable experience.

Offer unique sporting experiences through community based tennis competition.

Become a leading sports and entertainment broadcaster for the devoted fan.

Siblings Josh and Kaitlin Staines are actively involved with tennis.



Interest in tennis has increased in the past two years.

For the first time Australian Open Aviva Ballkid Level 1 trials were hosted at local tennis clubs.

Grassroots growth

The 2008 Exercise, Recreation and Sport Survey (ERASS) report showed participation in tennis has increased by eight per cent during the past two years. The report shows a healthy upsurge in numbers from 2007 to 2008, with tennis in the top three club-based physical activities and top five organised physical activities.

This result validates all the hard work done at the grassroots level by Tennis Australia's (TA's) Community Tennis department and the Member Associations (MAs), who deliver TA's national strategy to get more people to play tennis regularly through their affiliation with clubs, commercial centres and associations. In 2008–2009, for the first time, the MAs exceeded collective targets under the infrastructure and grassroots strategic plans. This means that the strategic direction, associated programs and implementation into clubs and coaches are not only aligned but performing better than anticipated.

Tennis No.1

For the fourth consecutive report, independent research by Sweeney Sports identified tennis as the sport of choice for Australians. In the survey, which was conducted between October 2008 and March 2009 canvassing 1000 people between the ages of 16–65, tennis was found to be the sport most people are interested in (59 per cent) followed by swimming, cricket

(both 51 per cent) and Australian Rules Football (50 per cent). The report also found that tennis remained the most widely watched sport on TV (52 per cent) ahead of cricket and Australian Rules Football (both at 47 per cent). Over the last five years the most notable increase in attendance was seen in tennis (up from 12 per cent in 2003 to 16 per cent).

Sweeney Sports Report

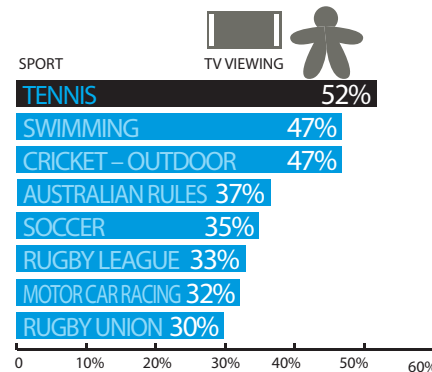
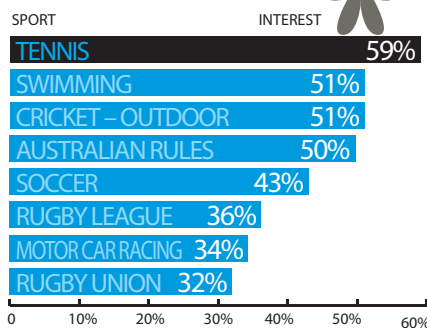


Table 5.7
The 2008–2009 Sweeney Sports report shows tennis as the number one sport of interest and television viewing.



on this date

28 October 2008

New faces elected for a revamped Tennis Australia Board to run the sport of tennis in Australia. PTB

GRASSROOTS CONTINUED



Aviva Tennis Hot Shots participants.

Aviva Tennis Hot Shots was delivered in 471 venues around Australia in 2008–2009.

Aviva Tennis Hot Shots in schools

TA's official kids' starter program, Aviva Tennis Hot Shots, enables kids aged 5–12 years old to participate in a competition program that makes playing tennis fun and easy. Aviva Tennis Hot Shots was delivered in 471 venues around Australia, helping kids learn how to play independently and nurturing them through clear, progressive levels. An Aviva Tennis Hot Shots in schools program was piloted in July 2009 in selected schools with the intention to have tennis engaged with school curriculums nationwide by the end of the year. This significant investment responds directly to the requests of TA Coach Members and complements the pre-existing three-year growth strategy of Aviva Tennis Hot Shots.

In a further move to engage the grassroots tennis community, the Australian Open Aviva Ballkid Level 1 trials were hosted, for the first

Aviva Tennis Hot Shots

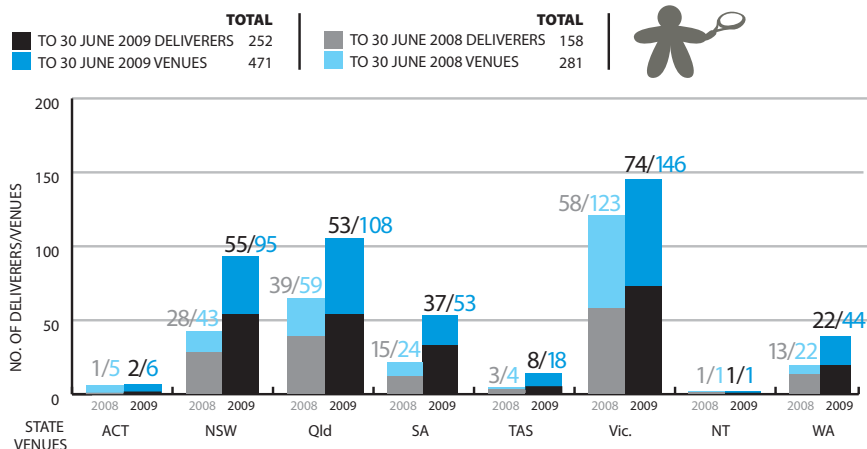


Table 5.8
Aviva Tennis Hot Shots deliverer/venue analysis.

time, by TA Coach Members at 31 local tennis clubs. More than 1000 applicants participated in the first round of trials, providing clubs with the opportunity to engage new members and promote participation in the sport. TA and the MAs also collaborated with local clubs and coaches to facilitate a record 499 introduction to tennis events throughout the year.

New tournament software

In a collaboration between the IT and Tennis business units, a new Tournament Planner software program was introduced in May 2009. TA partnered with program developer Visual Reality to deliver the software, which will be

mandatory to use for all Australian Ranking tournaments from July 2009. The program vastly improves the operational aspects of TA tournaments by providing tournament directors with greater flexibility and it allows the Tennis business unit to deliver on a key strategic objective of improving the quality of tournaments at the grassroots level.

The new program enhances TA's existing partnership with the Active Network online entry system and makes the tournament entry process simpler and quicker for the end user. It is envisaged the online entry process will in the future be linked with the National Registration Database.

In line with IT's commitment to offering a continual upgrade pathway for all TA software, the program will be upgraded every six months based on feedback provided to Visual Reality. TA staff delivered 24 workshops across Australia introducing MAs to the new program in April and May and more workshops will be held in the second half of 2009. Online tutorials will also be developed and extra support from TA and MA staff will be given to tournament directors to ensure an easy rollout of the program.

tennis.com.au

TA's e-Communications team further developed the Company's web platforms, in particular tennis.com.au, which attracted more than one million unique visitors for the second successive year.

The first phase of an extensive redevelopment of tennis.com.au was undertaken including the creation of a new sitemap and streamlining of its 10,000-plus pages. Further developments including re-design and upgrade to a new content management system are planned for the next financial year.



It was another record-breaking year for australianopen.com with website traffic up 16 per cent.

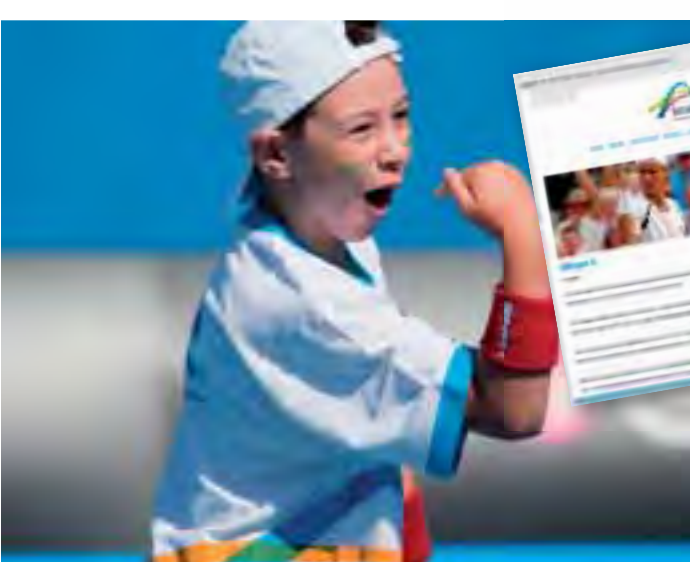
e-newsletters

Subscriber numbers to TA's flagship e-newsletter – *TennisWorld* – grew from 78,023 to 109,386 at the end of the financial year. The weekly update delivered fans all the latest tennis news, first access to tournament and ticketing information, member-only offers as well as a daily special edition during the Australian Open. In August 2009, *TennisWorld* was re-launched with a brand new look as well as changing its name to *Slice*. TA's e-Communications department also designed and developed new e-newsletters for the Brisbane International, Medibank International Sydney, Tennis World Centres and Tennis NSW members.

The World's Biggest Stage

In January, the Australian Open expanded its tennis program and off-court entertainment to unprecedented levels, bringing to life the theme for the 2009 event – The World's Biggest Stage. Plans for the Grand Slam of Asia/Pacific were appropriately unveiled at one of Melbourne's iconic entertainment venues, the historic Rivoli Theatre in October. The Australian Open brand continued to grow with the vibrant True Blue tones depicted in the Australian Open logo on display for the second successive year.

Host broadcaster Seven Network recorded an audience increase of 16 per cent from the 2008 tournament while seven of the 10 most viewed programs over the summer period featured the tennis. The tense three-set quarterfinal clash between Jelena Dokic and Dinara Safina was the most watched domestic program with 2.315 million viewers across the five major metropolitan markets tuning into Channel Seven's coverage. Fans were also heavily engaged with the Australian Open Series brand across the three events – Brisbane International, Moorilla Hobart International and Medibank International Sydney attracted a huge domestic television audience with a cumulative 7.9 million viewers across the three events.



Subscriber numbers to TA's flagship e-newsletter – *TennisWorld* – grew from 78,023 to 109,386.

The enjoyment of Aviva Tennis Hot Shots is priceless.

GRASSROOTS CONTINUED

Tennis Australia and Tennis Victoria staff visited the bushfire affected town of Wandong.

The sight of kids making a return to the tennis court marked a big step forward for the communities after both towns were devastated by the Victorian bushfires in February.



Flowerdale was another community assisted through the tennis bushfire relief.

Live sites

Australian Open live sites returned again in 2009, at Federation Square, Melbourne and Customs House, Sydney. Both sites featured giant screens with live coverage of the tennis action at Melbourne Park. The Australian Open Sydney live site attracted more than 275,000 people over the four days, almost double the attendance from 2008 which ran for a longer period of nine days. The event was staged on the forecourt at Customs House and created as an outdoor cinema to build upon *The World's Biggest Stage* theme. The venue provided a high traffic, central location and enabled the Sydney live site to become the biggest live site ever staged in Australia by Tennis Australia.

The Melbourne live site operated for the entire two weeks of the Australian Open and from 22 to 25 January the site was transformed into 'Tennis Square', playing host to a range of interactive tennis activities including Aviva Tennis Hot Shots. Over the four-day activation period in Melbourne, the Tennis and Australian Open brands were exposed to more than 131,000 people.

australianopen.com

It was another record-breaking year for australianopen.com with website traffic up 16 per cent as an extra 1,454,387 million unique users logged on from the 2008 tournament. The site introduced a number of new features including the Australian Open Fan Spot, which brought together several fan-friendly functions such as Your Say, As It Happens, Ask The Expert and Caption It. Users contributed more than 55,000 comments to the Australian Open website during the tournament, highlighting the growing number of online fans. Other new features included an online fantasy tennis game, Super Tennis, which attracted more than 17,000 entries and the Australian Open widget, which was featured on several player websites including Jo-Wilfried Tsonga, Lleyton Hewitt, Maria Kirilenko, Andy Murray and Andy Roddick.

Australian Open Radio was revamped in 2009 with a group of experienced international tennis broadcasters from Tennis Radio Network forming the new commentary team. The coverage featured ball-by-ball commentary of all the matches at Rod Laver Arena and

attracted a record 972,212 listeners throughout the fortnight.

Jelena Dokic and Roger Federer were the favourite player profiles among the fans on australianopen.com with 439,419 and 643,120 page views respectively. The most popular article was 'Old school, new trick' with 178,014 page views. The climax of the Rafael Nadal and Fernando Verdasco semifinal recorded 234,853 peak concurrent users at 1:18 am. The match was the longest on record at the Australian Open, lasting five hours and 14 minutes.

The mobile website had 4,108,801 page views of which 2,280,205 came from the iPhone (55.5 per cent). The Australian Open Facebook page had 16,016 fans during the tournament, which grew to 18,577 at 30 June 2009.

Key Australian Open website figures:

Unique users: 8,645,340 User visits: 39,058,627

Page views: 230,308,434 Average time on site: 72.67 minutes



Traffic overview	2005	2006	2007	2008	2009	% CHANGE 08-09 TREND
Reach (volume)						
Page views (millions)	106	149	141	222	230	3.6%
Visits (millions)	17.1	18.1	22.6	31.4	39.1	24.5%
Unique visitors (millions)	2.95	4.29	4.74	7.45	8.64	16%
Acquisition (growth)						
Visits from search engines (millions)	1.523	0.256	0.579	4.062	5.955	47%
% Visits from search engines	8.9%	1.4%	2.6%	13.2%	15.8%	2.6%
Visits from commercial referral (millions)	0.783	0.520	0.555	2.492	3.303	33%
% Visits from commercial referrals	4.6%	2.9%	2.5%	8.1%	8.8%	0.7%
Retention (loyalty)						
Repeat unique visitors (millions)	1.172	1.560	1.759	2.407	2.818	17%
% Repeat unique visitors	40%	36%	37%	34%	34%	0%
Visits/visitor	5.81	4.23	4.77	4.39	4.57	4%
Stickiness						
Average page views/visitor	35.80	34.70	29.70	31.07	27.11	-13%
Average time on site/visitor	78.60	65.84	75.92	68.41	74.43	9%



Many of the school students from Flowerdale lost their homes during the Victorian bushfires.

Table 5.9
australianopen.com website statistics
2005–2009.

Tennis bushfire relief

TA and Tennis Victoria staff visited the bushfire affected towns of Wandong and Flowerdale on 2 March 2009. The sight of kids making a return to the tennis court marked a big step forward for the communities after both towns were devastated by the Victorian bushfires in February. Several members lost their homes and belongings on Black Saturday and tennis officials responded by donating racquets, balls and nets to help the clubs get back on their feet.

Former world No.1 and seven time Grand Slam singles champion Evonne (Goolagong) Cawley topped a stellar cast of Australian tennis greats including John Fitzgerald, Wayne Arthurs, Paul

McNamee and Nicole Pratt who gave their time for the Back to Tennis Day event at Whittlesea on 19 April 2009.

The Kooyong Foundation in association with Tennis Victoria and the Diamond Valley Tennis Association staged the free event at the Whittlesea Tennis Club to help the region's bushfire recovery effort. The event was also supported by several other tennis organisations and businesses and included clinics for the children, an exhibition match between some of the greats of Australian tennis as well as a range of other tennis-related activities.

4

More than one million people play tennis in Australia each year. This is a powerful group when we are all working for the benefit of the sport.

ALIGNMENT



Objectives

Know and understand our tennis customers.

Ensure the national tennis family is working in unison and moving in the same direction.

Encourage and help the entire tennis community to be fully engaged and aligned behind the purpose, vision, promise and strategy, and to actively promote tennis in Australia.

Strategy

Build a meaningful relationship with our tennis customers.

Have a fully independent Board structure by 2012.

Deepen the level of consultation, communication and input from and with the Member Associations (MAs), the clubs, players at all levels, and fans.

Provide the MAs with the support they require so they can continue to invest at the community level.

Strive for continual improvement in leadership, communication, processes and systems across the Company and maintain a stimulating and enjoyable work environment within Tennis Australia.



More than 65 children attended the 'bring your kids to work day'.



Communication is an integral part of Tennis Australia's day-to-day business.

Shared services

Tennis Australia (TA) is now processing and preparing the accounts for five Member Associations (MAs) – Tennis West, Tennis Tasmania, Tennis ACT, Tennis SA and Tennis NT. These MAs came on board in the 2008–2009 financial year. Systems and processes were changed and improved at TA so that the processing of accounts for TA as well as the five MAs could be handled.

During the year TA appointed a senior shared services accountant and a shared services accountant to oversee the accounting for the MAs. This strengthened the Finance department and increased TA's ability to provide value adding financial services to the MAs.

KPMG will audit Tennis West and Tennis SA in conjunction with the TA audit process.

Expense management system

TA staff are now using MasterCard exclusively for business expenses while travelling. MasterCard is accepted in more establishments around the world and has an online web-based expense management system. This system allows all transactions to be coded and approved online and it can also directly upload all transaction data to the TA finance system. Efficiency has increased with staff being able to submit their expense reports from anywhere around the world, allowing deadlines to be met and reconciliations to be made on a regular basis.

New web-based prize money system

TA tested and implemented the web-based prize money system for Australian Open 2009. With enhanced reporting, the whole database is now held on the TA site and reports can be run throughout the year. This system also allows a tournament to be run anywhere in Australia or anywhere in the world with no need to install the program onto a computer.

Paperless payroll

TA moved further towards a completely paperless payroll system with the implementation of the Meridian software program. The system has enhanced the efficiency of the payroll process for administrators by substantially simplifying the process. As part of the shared services initiative, TA has since implemented Meridian for Tennis WA, Tennis SA and Tennis NT and processing of payroll has been brought in-house for these MAs along with Tennis Tasmania and Tennis ACT who came on board in 2007–2008.

Brand Tennis

During 2008–2009, TA's Marketing department delivered a range of initiatives, activating and promoting the Tennis brand. These included:

- > A national marketing campaign for Coach Membership.

- > Providing communication tools in conjunction with Coach Membership to promote and host the 2009 Australian Grand Slam Coaches' Conference.
- > Updating national tennis brand guidelines.
- > Providing communication tools such as posters, brochures, flyers, certificates for individual TA programs.
- > Delivering the Aviva Tennis Hot Shots advertising campaign.
- > Working with MAs to achieve consistency across all marketing campaigns and communication.

Employee engagement

As TA continues to grow, it continues to invest in new and improved systems and enhanced communication channels. During 2008–2009 TA's Human Resources (HR) business unit continued to build on the four top of mind issues arising out of the Hewitt and Associates engagement project which were:

- > improve processes and systems
- > improve communication across the Company
- > develop stronger and more consistent leadership
- > provide a more stimulating work environment.

ALIGNMENT CONTINUED



The dining area of the new player café.

CEO Steve Wood took part in regular employee communication sessions.



CEO Steve Wood.

System update with ConnX

Developments to TA's Human Resources Information System (HRIS), ConnX, continued throughout 2008–2009. A number of additional functions and modules were incorporated into the platform including:

Learning and education module

Employee qualifications and skills as well as the introduction of training courses are now monitored in ConnX. TA employees have the ability to enrol directly into training sessions that are conducted at TA throughout the year and once course attendance is approved by their manager an automated confirmation is generated in ConnX and sent to employees. When the training course is successfully completed, the skills gained are credited to the employees skills register in ConnX.

OHS module

This module tracks, records and analyses incidents, injuries and illnesses that occur in the workplace. It allows employees, managers, OHS and HR users to report and record incidents and injuries when they occur so action can be taken immediately.

Performance module

The introduction of this module has automated TA's performance development review (PDR) processes through the creation, distribution and management of review forms. This process has traditionally been completed manually via a paper-based system. Employees and managers now have the ability to record performance related information including goals via ConnX. Previous performance development reviews are stored online and managers can track progress on employee goals electronically.

Recent developments to this module have included the introduction of an interim PDR template and a new probation review template. Both processes are now facilitated electronically via the performance section of ConnX.


Employee information

TA employees can easily access a range of personal data and documentation within the system including position descriptions, letters, employment contracts, completed performance review forms, leave history, pay advices and payment summaries.

Mercer classification and remuneration framework

In order to align TA employee efforts with the Company's strategy, TA is primarily focused on refining its approach to talent management and building staff engagement. Responding to staff feedback regarding remuneration, TA is intent on driving individual and business unit performance through a strong, transparent alignment between performance and reward and is now in the process of working with Mercer to establish a framework for making rigorous, systematic and consistent remuneration decisions.

Ernst & Young international and mobility project

TA has experienced tremendous growth  and expects this to continue over the next several years. As such, it is crucial to ensure the right talent is attracted, engaged, motivated and retained. It is equally critical to ensure that talent can be mobilised and deployed in line with TA's regional and increasingly global requirements. TA has engaged Ernst & Young to assist with developing a new employee mobility policy and framework which will ensure consistency and transparency in relation to decision-making, practice and benefit provision.



Staff receive a subsidised gym membership.

Tennis Australia staff growth 2005–2009 (As of 30 June each year)

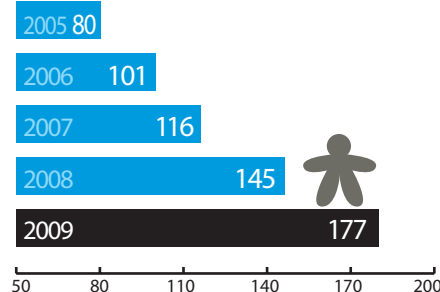


Table 5.10
Number of full-time employees 2005–2009.

Induction process expanded

The iLearn e-Learning training platform was expanded in 2008–2009 to integrate with BigRedSky (BRS), TA's eRecruitment system. This customised integration has enabled tournament staff to access the Australian Open online induction course via their job seeker profile in BRS. Once the employee has successfully completed the induction program, the assessment result is transferred to BRS where HR users can monitor staff completion and pass rates.

A number of interactive training activities were created and included in the Australian Open online induction course making it fun, engaging and most importantly, relevant to achieving learning effectiveness in an online environment. HR plans to extend the solution across many aspects of TA's training and induction requirements nationally.

Empowering our leaders for success

The TA Leadership Development program (LDP) is a customised program designed and developed for managers and workplace leaders within TA. The middle management team was the first to participate in the program in 2007 and since then 37 other workplace leaders from across all business units including our MAs have successfully completed the LDP.

An integral component of the LDP and part of the ongoing commitment to support and empower our leaders at TA is the mentor coaching program (MCP). Graduates from previous LDPs are asked to become a workplace coach (and in some regards, a mentor) for our recent LDP graduates. The overall objective of the MCP is to further develop the leading and managing skills of our business leaders and to assist with the transference of leadership skills into the workplace. The joint program aims to improve business results and increase performance while also fostering collaborative relationship building.

on this date

2 January 2008

Ashley Cooper and his wife Helen celebrated their 50th wedding anniversary during the official launch of Pat Rafter Arena.





ALIGNMENT CONTINUED

Staff receive discounted meals at the new *player café*.

TA values the contribution of its Senior Management Team (SMT) and recognises the pace and demands placed on this group.

Communications

TA continued with monthly drinks aimed at welcoming new staff, farewelling those leaving, celebrating successes and sharing information across departments. CEO Steve Wood and SMT leaders also took part in regular employee communications sessions, such as that conducted on 16 April 2009 to provide a business update to all employees and MA representatives who attended the annual TA conference. Scott Pape, the Barefoot Investor, also presented to the TA team at the conference.

Tennis Australia OHS

During 2008–2009, TA continued to demonstrate its commitment to OHS and general safety through a variety of projects. In consultation with staff and the OHS Committee, the first draft of TA's OHS manual was developed and is set for implementation in 2009–2010.

An Event Safety Management System was established to assist the integration of the Australian Open Series events with TA safety

systems. The Major Events, Tournaments & Competitions and Site Operations teams all participated in training in this system.

Online safety inductions and specific safety training modules were developed and will be rolled out to MAs in 2009–2010. Targeted staff also participated in additional safety training including due diligence, construction induction training, senior level first aid, emergency warden, bomb threat and suspicious parcels, manual handling, hazard identification and job safety analysis, and contractor safety management. Further role-specific safety training will be developed and conducted in 2009–2010 to support the implementation of the OHS manual.

Staff benefits

TA values the contribution of its Senior Management Team (SMT) and recognises the pace and demands placed on this group. To this end, each SMT member undertook a comprehensive health and lifestyle assessment facilitated by St Vincent's Hospital in 2008.

In 2008 all TA staff received a subsidised membership of AUD\$9 a month for the new player gym with 109 staff members taking up the opportunity to join Tennis World. The Fun Club continued for the third year, with 55 members who paid AUD\$8 a month for discounted get-togethers. These included strike bowling, bogan bingo, a night at the Moonee Valley races, Friday 13 lunch, an Easter egg hunt, Kris Kringle and attending the musical Avenue Q. TA also held a 'bring your kids to work day' in 2008 with various activities including Aviva Tennis Hot Shots, Aviva Ballkid demonstrations, face painting and a police car demonstration. More than 65 children attended the day enjoying the activities and a sausage sizzle.

TA employees also enjoy:

- discounts on Kia vehicles, Optus phones and Kent Moving & Storage
- superbox tickets
- employee counselling assistance
- weekly fruit delivery
- annual flu vaccinations
- WorkSafe week
- heavily discounted Tennis and Australian Open merchandise
- free on-site parking
- salary packaging
- Australian Open uniform
- meal allowance during the Australian Open
- discounted meals at the new *player café*.



Tennis Workouts are a popular benefit of the gym membership.

Australian Open OHS

Australian Open 2009 saw continued improvement in the Australian Open Event Safety Management System with the introduction of several new safety initiatives including pre-session functional area readiness checklists with associated supervisor safety training, an additional safety officer to increase monitoring and supervision of works and more detailed consultation with major stakeholders. Designated Construction Induction (C.I.) card areas for the build and dismantle phases were also implemented and received recognition from WorkSafe as setting the industry benchmark for the practical application of new C.I. Regulations.

Induction and training also increased with the expansion of the Safety Rules Acknowledgement Cards to more than 1750 media and broadcast personnel, 1400 contractor inductions and on site C.I. Card Training facilitated by VECCI at the beginning of the build phase. WorkSafe conducted 15 inspections throughout the build, operational and dismantle phases, with no notices issued to TA. A total of six incidents were reported to WorkSafe by all major stakeholders and the Australian Open engaged contractors, with only one resulting in the issuing of an improvement notice.

Student placement program

IT supports both tennis at the grassroots level as well as the wider IT industry by using the high pressure environment of the Australian Open to provide university students with a real life experience of the IT industry.

During 2008, the IT business unit hosted 10 university students, who each completed a two-week work placement assisting with various service desk requests, support tasks and project work including the upgrade of our server room infrastructure. Six students were granted the opportunity to work as part of the IT team during the Australian Open period, undertaking a range of tasks including configuring and deploying PCs, printers, mobile and desk phones, two way radios and providing support to the media, players, vendors, sponsors and staff.

The program provides all students, including those who do not return for the Open, with a practical insight into the IT industry and complements their ongoing theoretical studies. The mid-year placement introduces the students to important TA systems, processes and people and avoids the productivity lag associated with training new staff before the Open period.

Community Tennis and HR will host two university students in August 2009 and TA will continue to expand the student placement program in 2009–2010.

Intranet upgrade

In September 2009, the IT and HR business units will launch a new Company intranet. The intranet will run on a new software program called Sharepoint, which allows staff to operate in a vastly improved collaborative working environment where the sharing of information between different business units and departments is made significantly easier. The shift will also ease the burden on TA's network by reducing the substantial number of duplicate files that currently exist and will result in an environment more focused on work streams rather than business areas. The intranet will be the meeting point for the various Australian Open Project Groups and act as a central repository for group information.

Graphical dashboard reporting for MAs

The online dashboard-style financial reporting system that presents information to Board Members in an easy to read format with the performance of key business areas presented graphically against their respective targets was implemented at TA in 2007–2008. Board members are able to quickly and clearly gauge the health of the business through a comparison of the main revenue streams against key performance indicators. TA will introduce this system to the MAs in 2009–2010 as part of the shared services initiative.

5 The sports sector, like the rest of the world, endured the greatest economic downturn in the last half a century. Tennis Australia (TA) was not immune to the global financial crisis, although a lot was done to continue the growth of the Company and the sport.

ECONOMIC GROWTH



Merchandise had an all new corporate range available for Australian Open 2009.

Objectives

Grow the Australian Open and Australian Open Series.

Make prudent economic decisions.

Seize opportunities and continue to grow and invest based on sound research and financial analysis.

Strategy

Continue to develop the summer of tennis to allow TA to invest in the game.

Minimise TA's risk by staggering sponsorship renewals and expanding the revenue base.

Continue to better target and monetarise new and existing broadcast markets to expand TA's reach and capitalise on new media initiatives.

Regularly finetune the ticketing structure to further increase customer demand and improve satisfaction as well as the overall yield.

Implement specialised sales and events teams for better corporate hospitality targeting, as well as increased flexibility in pricing and service options.

Deliver a high quality and much sought after merchandise range with competitive consumer pricing.

Continue to invest responsibly, take educated risks and capitalise on opportunities.



The Asia/Pacific region accounted for the largest share of total broadcast hours for Australian Open 2009.

Tennis Australia's (TA's) Commercial department has strategies in place to minimise risk and pursue growth in its five major revenue streams: Broadcast, Sponsorship, Corporate Hospitality, Ticketing and Hospitality and Merchandise.

Broadcast

Broadcast celebrated a six-year deal made with the Abu Dhabi Media Company in the Middle East and a three-year deal with CN Sports Interactive Media Group for Australian Open coverage in China. Supersport, operating in sub-Saharan Africa, renewed for five years.

The number of hours broadcast globally at Australian Open 2009 increased by 19 per cent across 69 different channels and the cumulative global audience increased by 105 per cent to 288 million.

Eurosport reached the greatest audience by any one broadcaster with a cumulative audience of 79 million. The Australian Open was broadcast on more dedicated channels in China (14) than in any other country which resulted in more hours of coverage than any other country.

The Asia/Pacific accounted for the largest share of total broadcast hours (47 per cent) followed by Europe (29 per cent). In Australia, tennis was a ratings winner and host broadcaster Seven Network reported an audience increase of 16 per cent from the 2008 tournament.

The number of hours broadcast globally at Australian Open 2009 increased by 19 per cent across 69 different channels and the cumulative global audience increased by 105 per cent to 288 million.



Garnier Rising Star award recipient Luke Saville (right) with Pat Cash.



on this date

3 February 2009

Australian tennis players Sam Groth and Jarmila Gajdosova marry at The Albury Club, Albury, NSW.

ECONOMIC GROWTH CONTINUED

More than 600,000 fans attended Australian Open 2009.

The most viewed match locally was Jelena Dokic's quarterfinal against Russian Dinara Safina, with 2.315 million viewers on average across the five major metropolitan markets. The men's final averaged 2.25 million viewers domestically and the women's final averaged 1.67 million viewers.

Sponsorship

It is testimony to the strength of the Australian Open and Tennis brands that companies continue to seek an association with TA properties regardless of the tough economic environment the sports sector operates in. The 2008–2009 term saw four key sponsors leave tennis: Australian Open Associate Sponsors Garnier and GE Money, along with Qantas and MasterCard.

The two Associates were quickly replaced by global brands Rolex, ANZ and the Pernod Ricard-owned Jacob's Creek wine label.

ANZ is a newcomer while Jacob's Creek elevated its sponsorship from Official Supplier to Associate Sponsor and Rolex upgraded from Exclusive Timekeeper and Timepiece to the Associate level. Lacoste also upgraded its benefits resulting in increased visibility on court at the Australian Open, as did the life insurance, investments and super group Aviva, sponsors of the Aviva Ballkid program and Aviva Tennis Hot Shots, TA's starter program for 5–12 year olds. Optus has been a major sponsor of tennis in Australia since 2001 and renewed its commitment to the sport for a further two years.

During the Garnier Girls breakfast Viktorija Rajicic (Vic.) and Luke Saville (SA) were awarded with Garnier's Rising Stars awards. They were both presented with an AUD\$10,000 scholarship by tennis identities Alicia Molik and Pat Cash.

Tickets

Ground pass tickets at AUD\$29 were the big winners at Australian Open 2009, with sales

increasing by 17 per cent. Priority ticketing to Australian Open, Coach Membership and Tennis Victoria members accounted for a 25 per cent increase in the number of priority tickets sold prior to public on-sale dates. More pre-sale strategies will be implemented for the 2010 event, in particular to the tennis community. Rod Laver Arena sales were up in the first week of the tournament but suffered in the second week, notably for the women's semifinal and final. Australian Open Series attendance at the inaugural Brisbane International struck a healthy 66,024 while the Medibank International Sydney boasted 90,297. The AUD\$9.90 ground pass was a hit at both events and will again be offered in 2010. Revenue from our licensed tour operators continued to increase as did our expansion program with operators being appointed in Asia and Japan. Additional operators will be appointed in UK and Europe for 2010.

Crowd attendance

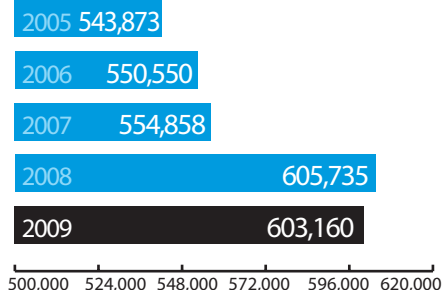


Table 5.11
Australian Open attendance 2005–2009.

It is testimony to the strength of the Australian Open and Tennis brands that companies continue to seek an association with TA properties regardless of the tough economic environment.



The Corporate Hospitality experience was enjoyed by more than 1550 corporate clients.

Corporate Hospitality

Corporate Hospitality typically services more than 1550 corporate clients who book the best seats at Rod Laver Arena in January, through either the Corporate series (all 25 sessions) with or without dining or Corporate sessions packages, inclusive of on-site dining. Much of the 2009 business was secured before

the global financial crisis struck and an earlier renewal period for 2010 indicated strong retention.

Customer surveys post Australian Open 2009 showed the most popular hospitality package was the 'Grand Slam Select' option, priced from AUD\$265 per person. Most corporate clients

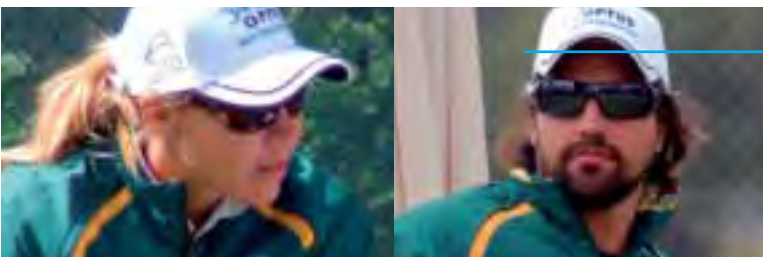
(60 per cent) had attended the Australian Open for between three and 10 years and 29 per cent of 'newcomers' tested the water with the flexible Grand Slam Select package. The survey revealed 86 per cent of current clients said they would purchase hospitality packages in 2010.



Corporate clients

Base: Total respondents	Total (n=451)	Gold Premium (n=35)	Gold Corporate (n=62)	Silver Premium (n=19)	Silver Corporate (n=59)	Bronze Corporate (n=59)	Signature Corporate (n=31)	Grand Slam Select (n=170)	Private Dining (n=42)
	%	%	%	%	%	%	%	%	%
First time in 2009	16	6	6	11	5	10	13	29	14
2 years	10	6	8	5	5	12	3	14	12
3-5 years	33	17	31	26	46	32	29	33	48
6-10 years	26	37	24	32	34	34	23	20	21
11+ years	14	34	31	26	10	12	32	5	5

Table 5.12
Years as a corporate client at the Australian Open.



on this date

16 March 2009

Australian tennis legend Pat Rafter was appointed captain of the Optus Australian Junior Davis Cup team for 2009 and Alicia Molik of the Optus Australian Junior Fed Cup team.

ECONOMIC GROWTH CONTINUED

The merchandise store operates year-round at Melbourne Park.

Merchandise

One of the most popular merchandise items at Australian Open 2009 was the new pink women's towel, which sold out by the finals weekend along with the men's towel. Overall, towel sales totalled 20,636 and accounted for 29 per cent of the business during the event.

Australian Open 2009 caps sold out in the first week. Demand was high for the Nike event T-shirt and the Roger Federer range. Lacoste, Official Supplier of On and Off Court Uniforms, erected an eye-catching inflatable shop, called the palace, and reported high sales for thongs,

caps and the traditional Lacoste polo. In 2010, merchandise will be sold from a new outlet on the redeveloped Grand Slam Oval, providing a greater range of event T-shirts.



One of the many choices of corporate dining options.

One of the most popular items at Australian Open 2009 was the new pink women's towel, which sold out by the finals weekend along with the men's towel.



Rising junior, Isabella Holland.



Lacoste set-up a tennis table in their store at Melbourne Park during the 2009 tournament.

Investment strategy

TA will proactively find ways of growing its business. Our largest revenue source comes from the Australian Open. TA will continue to find new, innovative offers and products that complement our event, and help grow our bottom line. Equally, TA will look beyond the Australian Open for increased revenue.

New opportunities will present themselves, and detailed business cases will support potential investment in new and emerging markets for TA. Opportunities, for example, around new technology, the summer of tennis and a number of other ideas will be explored.

Finally, TA will continue to invest responsibly, seek expert financial and investment advice, and ensure growth in reserves to help protect against future unforeseen economic downturns.



on this date

5 May 2009

Wildcards into the main draw of the French Open were awarded to rising Australian tennis players Bernard Tomic (Qld) and Olivia Rogowska (Vic.).

SPONSOR ACKNOWLEDGEMENTS

TENNIS AUSTRALIA PARTNERS, SPONSORS AND SUPPLIERS



Australian Paralympic Committee

Wheelchair Athlete Development and Paralympic and World Team Cup Supporter.



Australian Sports Commission/
Australian Institute of Sport

Sports Development Grant for Participation and AIS Tennis Program.



Australian Davis Cup Tennis Foundation



Channel Seven

Official Host Broadcast of Tennis Australia.



Optus

Naming rights to Optus Team Tennis Australia which includes naming rights to the Optus Australian Davis Cup team, the Optus Australian

Fed Cup team, the Optus Australian Junior Davis Cup and the Optus Australian Junior Fed Cup team. Optus is also an official partner of the Australian Open and the official telecommunications provider of the Australian Open, sponsor of the Australian Open Wheelchair Championships, naming rights sponsor of the Optus Junior Tour and the Optus High Performance players.



Wilson

Official tennis ball and equipment provider. Official ball Pro Circuit, Optus Junior Tour, other player development programs and Australian Open Series events.



Qantas

Official Airline of Tennis Australia.



Plexicushion

Official Court Surface.



Sport 927

Official Partner of the Australian Open Wheelchair Championships.

AUSTRALIAN OPEN PARTNERS, SPONSORS AND SUPPLIERS

2009 Australian Open Series Events'

Major Sponsors



Medibank Private
Medibank International Sydney.



Moorilla Wines, Events Tasmania

Moorilla Hobart International.



Mirvac, Queensland Events Brisbane International.

Australian Open 2009 sponsors

Major Sponsor



Kia Motors

Official Supplier of Motor Vehicles.

Associate Sponsors



Garnier

Official Supplier of Skin Care, Hair Care, Sun Care and Body Products.



GE Money
Official Lender.

Partners



Aviva
Official Life Insurance, Superannuation and Investment Services Provider.



IBM
Official Information Technology Partner.



Optus
Official Telecommunications Provider.



Rolex
Official Timekeeper and Timepiece.



State Government of Victoria

Sponsors



Australia Post
Official Supplier of Expedited Mail Services and Parcel Services.



Coca-Cola
Official Soft Drink and Sports Drink Supplier.



Evian
Official Still Water.



Heineken
Official Beer of the Australian Open.



Lacoste
Official Supplier of On and Off Court Uniforms.



MasterCard
Official Card.



Qantas Airways Limited
Official Airline.



Wilson
Official Tennis Ball and
Equipment Provider.

Official Suppliers



3AW
Official AM Radio Station.



Austereo
Official FM Radio Station.



Betfair
Official Sports Betting
Operator of Tennis
Australia/ the Australian
Open.



Canon
Official Office Automation
and Photo Supplier.



City of Melbourne



Insignia Management
Functions/VIP Design



Herald Sun
Official Newspaper.



Jacob's Creek
Official Wine Supplier.



Living Edge Furniture
Rentals
Official Supplier of Prestige
Furniture.



Mars
Official Confectionary
Supplier.



Melbourne and Olympic
Parks Trust
Official Supplier of Venue
Services.



Middletons
Official Supplier of Legal
Services.



Mollison Communications
Official Entertainment
Supplier.



Nestle
Official Supplier of Ice
Cream.



News Custom Publishing
Publisher of the Official
Tournament Program and
Daily Schedule.



Nike
Official Supplier and
Provider of Product for
the Tennis Australia Elite
Youth Programs Coaches
National Team.



Nintendo
Official Gaming Console.



North One Television
Official Supplier Broadcast
Production Services.



Sanford
Official Supplier of
Markers.



TCL
Official Television and
Screen Supplier.



Vic Roads Custom Plates
Official Customized
Number Plates Supplier.

Official Hotel Suppliers



Bayview on the Park,
Melbourne
Official Junior Player Hotel.



Grand Hyatt, Melbourne
Official Player Hotel.



Hilton on the Park
Melbourne
Official Media, Broadcast
and Official's Hotel.



Sofitel on Collins,
Melbourne
Official Tournament
Guests Hotel.



The Langham, Melbourne
Official Tournament
Guests Hotel.

*Official Broadcast Partners
Domestic Broadcasters*



Seven Network
Free-to-air TV/Host
Broadcaster.



Fox Sports
Subscription TV.

International Broadcasters



Abu Dhabi
Pan-Middle East.



CN Sports Interactive
China.



ESPN International
Central and South
America.



ESPN
North America.



ESPN Star Sports
Pan-Asia
(excl. China and Japan).



Eurosport
Pan-Europe.



Fiji TV
Fiji.



Sky New Zealand
New Zealand.



Supersport
Pan-Africa.



WOWOW
Japan.

SUSTAINABILITY AND THE ENVIRONMENT

New sustainable clay court options are being implemented by Tennis Australia.

TA and recycling

Tennis Australia (TA) is committed to ensuring the sustainability of our environment through the implementation of effective waste management processes, teaming with landlords Melbourne and Olympic Parks Trust (MOPT), site caterers Delaware North Australia, Visy Closed Loop and K&S Environmental to collectively operate a 'closed loop' recycling system.

This on-site waste management program is constantly being updated utilising the latest in waste recycling practices. Year-round a sustainable waste management program operates at Melbourne Park. In 2008–2009 this encompassed day-to-day TA business operations including administration and the National Academies, and events including the Australian Open, Talent Search Days, Futures and ITF Women's Circuit events.

The Australian Open is TA's largest annual event and the tournament takes a holistic approach to recycling that includes the use of 100 per cent recyclable packaging. The recycling program recovers and processes multiple streams of waste with Australian Open 2009 generating 432.19 tonnes of waste, an increase of 29.48 tonnes from Australian Open 2008. Of this waste, 72.46 per cent was recycled.

The new waste stream that was added to the recycling system in 2007 continued with more than 80,000 plastic bags used by staff to collect litter, and 'Clearview' and wheelie bins were sent to the same plastics recycling centre as shrink wrap. These bags, which previously went to landfill, will create items such as park benches and signage. Clearview bins are a key part of

TA and MOPT's proactive strategy to encourage staff and patrons to participate in waste recycling. Introduced in 2004, they have clear outer shells designed to build public awareness of the importance of recycling, assist waste sorting and content visibility.

Of the other types of waste recycled, wooden pallets are made into new pallets or broken down into kindling for fires, concrete bricks are crushed and used as bedrock in road construction, waxed cardboard is turned into fire briquettes and food is composted at a farm in the Dandenong Ranges.

The Australian Open recycles thousands of used match tennis balls each year. TA gives used balls to coaches, sells them to the public through the on-site shop or donates them to charity. Tennis ball cans are also recycled and recycled rubber is used to create the on-court matting.

New clay court options

Developed at the Sporties Tennis Club in Tuncurry (NSW), this clay surface is breaking the traditional mould of clay/red porous courts in Australia. Until recently, the predominant clay surface in Australia has been a hybrid of different European clay styles using suitable local material such as scoria and crushed brick and roof tile.

Tuncurry clay is modelled specifically on the French style of clay used at Roland Garros. The key to the success of these models is the use of limestone to form a firmly bound, yet porous court base to allow the traditional clay playing characteristics of slow pace, high bounce and slide-ability. Over the years many countries have attempted to replicate the French limestone model with little success, until now. With

the model still in refinement stage, several installations in NSW have already been completed in 2008–2009, with additional courts currently under development and planned for 2009–2010.

Another key feature of Tuncurry clay is the incorporation of a sub-surface irrigation system to minimise water usage. This innovative system uses sensors within the court to detect moisture levels which automatically release water into or out of the subsurface reservoir as required. To complete the system, solar panels can be fitted to the operating system to eliminate the need for electricity. The court will basically know when to water itself.

Combine this with the use of recycled water from nearby structures or hardcourts and the result is an innovative, cost effective, environmentally friendly and sustainable clay court which replicates the preferred playing characteristics of French clay.

Tennis Australia is also assisting the introduction of reputable US clay surface – har-tru into the domestic market. The non-traditional looking green clay is prolific throughout the US and also combines an intelligent sub-surface irrigation system – hydro-court. Local materials are currently being assessed for suitability for use in the surface, with the first har-tru hydro-courts due to be installed by the end of 2009.

Australian Open amenities

During the Australian Open, cleaning services only used chemicals that were non toxic and low hazardous with no impact on the sewer system. In partnership with MOPT, the following has been achieved over the last few years:

Water

TA and MOPT completed a WaterMap, converted urinals to waterless operation, installed flow restrictors to all shower heads, reduced flush time (where able) and flush quantity to the majority of toilet pans. All wash basins were fitted with flow restrictors with the use of recycled water purchased from the sewerage recycling plant at Werribee and six water features were de-commissioned. Rain water harvesting tanks with a combined capacity of 550,000 litres were installed on site to collect rain water and gardens were replanted with drought

tolerant grass. Above-ground garden sprayers were retro-fitted with a sub ground drip feed watering system installed to reduce over-splash and evaporation.

Energy

To reduce the carbon footprint 50 W dichroic lamps were replaced with 18 W LED lamps, high bay 400 W lamps were replaced with florescent fittings, the temperature in change rooms was set to 21°C in winter and 22.5°C in summer and were installed of power factor correction units at all main switch boards.

Waste

Approximately 70 per cent of the venue's waste is recycled throughout the year. Non toxic cleaning products were implemented and biodegradable products where non toxic products are not available.

By employing responsible recycling practices and developing sports facilities suited to the Australian climate, TA demonstrates its commitment to the sustainability of the Australian environment, and tennis, on a daily basis.



Recycled waste

Waste type	2005	2006	2007	2008	2009	% increase/decrease 2008–2009
Total waste recycled	218.21	297.14	280.04	293.73	313.17	6.62
Commingled waste (paper, plastic, cardboard, glass, aluminium)	186.72	210.09	204.8	211.42	210.37	-0.5
Food organic waste	31.05	32.49	48.06	57.85	54.92	-5.06
Polystyrene	440 kg	440 kg	440 kg	550 kg	330 kg	-40
Waste to landfill	96.83	148.42	94.21	108.98	119.02	9.21
Waxed cardboard	*	420 kg	140 kg	210 kg	140 kg	-33.3
Timber pallets	*	20	13.5	14.94	35.9	140.62
Steel	*	6	4	2.32	4.16	79.31
Dirty plastic	*	*	2.4	6.44	5.46	-15.22
Total tonnes to landfill	96.83	148.42	94.21	108.98	119.02	9.21

Table 7.1
Australian Open waste recycled 2005–2009.

* Figures not available.

Measures in tonnes unless otherwise specified.



on this date

6 May 2009

Lleyton Hewitt won his 500th tour-level singles match at the German Open.



RISK MANAGEMENT

A risk management program was implemented for the 2009 Fed Cup tie in Mildura.

Tennis Australia's Legal department manages the Company's enterprise-wide risk management program.

Tennis Australia (TA) is committed to continuously improving the way it manages risk. As we grow in size and scope, so too do our risks. These risks have the potential to affect us in different ways and in different contexts; from the events we host, the development of tennis professionals, to the sporting brand of tennis that we promote.

TA's Legal department manages the Company's enterprise-wide risk management program, reports to the Company's Audit and Risk Committee on matters relating to risk registers, contingency planning, risk management audits and compliance.

To help manage risks effectively, TA has further developed its risk management program and finalised its Risk Management Framework. This framework describes the process within TA for managing risk, sets out specific definitions and customised methods for assessing risk to ensure consistency in managing risk across the business. It fosters continuous improvement

and is based on the premise that risk is best managed at the source.

The risk management program previously focused on event risk but was further developed to incorporate other non-event business strategic and operational risk. The Senior Management Team (SMT) and Audit and Risk Committee were involved in a consultative development process and responsible for endorsing the framework.

Risk registers

The Company's existing risk registers were reviewed and updated while new risk registers were developed across all other business units of TA. All high to extreme risks were given closer examination using a sophisticated risk analysis method facilitated through workshops to determine causes, controls and control effectiveness analysis.



Tennis Australia has further developed its risk management program and finalised its Risk Management Framework.



Reliance Risk worked with Tennis Australia to develop the Event Management Plan for the Australian Open.

Expanding risk management enterprise-wide

Reliance Risk has continued to assist TA in the expansion of its risk management program enterprise-wide. A risk management project plan was developed for the year which integrated the key milestones for:

- > Board and Audit and Risk Committee meetings
- > SMT meetings
- > TA business unit planning meetings
- > Australian Open Focus Group meetings
- > Australian Open functional area critical timelines.

Managing risk at the Australian Open

Reliance Risk worked closely with the TA Operations department to progress the Event Risk Management Plan for Australian Open 2009. For the past two years, an Australian Open Event Risk Committee has been charged with developing the risk framework and carrying out reviews on all areas of the event that are deemed to be exposed to an unacceptable level of risk.

Elements of the overall plan that have received much attention include the:

- event Risk Management Plan
- development of risk registers and assessment of risks
- daily monitoring of the Australian Open event
- event readiness workshops that involve dealing with and working through scenarios.

Every business unit is committed to developing the role that risk management plays within the overall operation, using it to identify opportunities as much as for reducing the likelihood and impact that a crisis may have on the event.



on this date

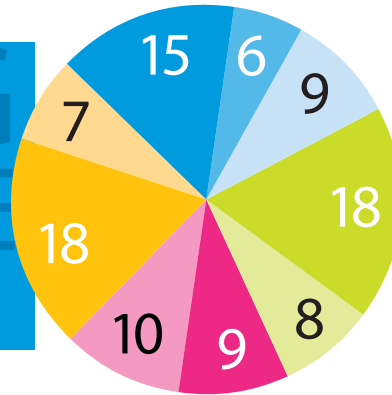
12 June 2009

Australian tennis legend Lesley Bowrey (nee Turner) was appointed a member of the Order of Australia for her service to tennis as a player, coach and mentor to junior players and to the community.

FINANCIAL HIGHLIGHTS FOR THE YEAR ENDED 30 JUNE 2009

Tennis Australia Limited
 (A Company limited by guarantee)
 ABN 61 006 281 125

INVESTING
 IN THE GAME



2008-2009

- Community Tennis
- Administration
- Coach Development
- Athlete Development
- Pro Circuits
- Junior tournaments and tours
- TennisWorld
- AIS Pro Tour Program
- Davis/Fed Cups

Table 9.1
Investment in tennis.

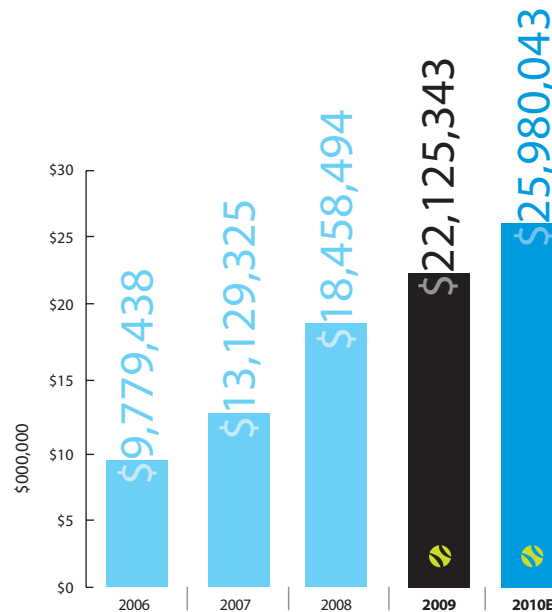


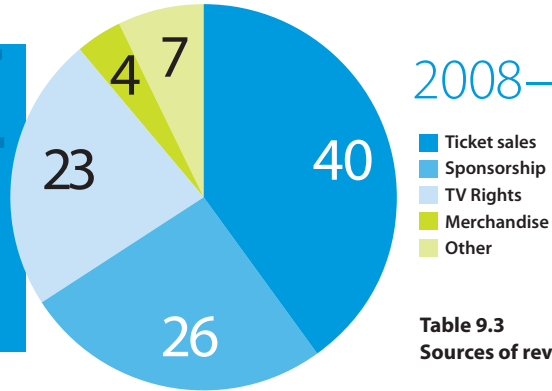
Table 9.2
Investment in tennis.



PAGE	
74	Directors' report
76	Income statement
77	Statement of recognised income and expense
78	Balance sheet
79	Statement of cash flows
80	Notes to the financial statements
102	Directors' declaration and independent auditor's report
103	Auditor's opinion and independence declaration

REVENUE

(including other income and finance income)



2008-2009

- Ticket sales
- Sponsorship
- TV Rights
- Merchandise
- Other

Table 9.3
Sources of revenue.

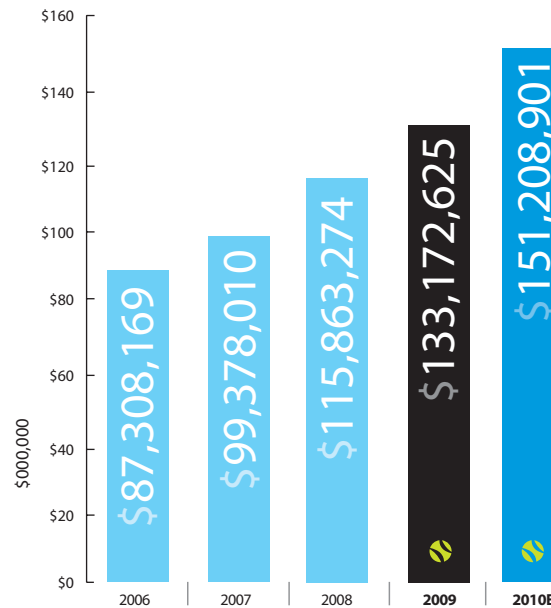


Table 9.4
Tennis Australia revenue.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 **DIRECTORS' REPORT**

Tennis Australia Limited
 (A Company limited by guarantee)
 ABN 61 006 281 125

The Directors present their report together with the financial report of Tennis Australia Limited ('the Company') for the financial year ended 30 June 2009 and the auditor's report thereon.

1. Directors

The Directors of the Company at any time during or since the end of the financial year are (see right):

2. Directors' meetings

The number of Directors' meetings (including meetings of committees of Directors and number of meetings attended by each of the Directors of the Company during the financial year are (see below):

A – Number of meetings held during the time the director held office during the year

B – Number of meetings attended

President	G N Pollard, AM	Director	Director since 1984
Vice President	D L Nicholl	Chartered Accountant	Director since 1984 (resigned 27 October 2008)
	A J Cooper, AO	Administrator	Director since 2004 (appointed VP 24 November 2008)

Directors

	W R Beischer	Company Director	Director since 1994 (resigned 27 October 2008)
	C Freeman, AM	Property Developer	Director since 2007
	S Healy	Legal Practitioner	Appointed 27 October 2008
	G Holloway	Pharmacist	Appointed 27 October 2008
	A R Mitchell	Manager	Director since 1997 (resigned 30 July 2008)
	H Mitchell, AO	Company Director	Appointed 27 October 2008
	P Ritchie, AO	Company Director	Director since 2003 (resigned 27 October 2008)
	D Stobart	Consultant	Director since 2005
	S M Tanner	Strategy Consultant	Director since 2007
	Dr J Young	Director	Appointed 27 October 2008

Director	Board Meetings		Audit and Risk Committee Meetings		Remuneration Committee Meetings		Investment Advisory Committee Meetings		Nomination Committee Meetings	
	A	B	A	B	A	B	A	B	A	B
G N Pollard	8	8	2	2	2	2	2	1	1	1
D L Nicholl	2	2	1	1			1	1	1	1
A R Mitchell	1	1								
A J Cooper	8	7			2	2			1	1
W R Beischer	2	2							1	1
P Ritchie	2	2					1	1	1	1
D Stobart	8	8	2	2	2	2			1	1
C Freeman	8	7	2	2	2	2			1	1
S Tanner	8	6			2	2	2	1	1	1
Dr J Young	6	6			2	2	1	1		
H Mitchell	6	6			2	2	1	1		
G Holloway	6	5			2	1				
S Healy	6	6	1	1	2	2				

3. Corporate Governance

The Audit and Risk Committee met on two occasions in the year under review. The Investment Advisory Committee also met on two occasions during the year. The Board of Directors meets as a separate Remuneration Committee and met twice in the year under review. The Board of Directors also meets as a separate Nomination Committee and met once in the year under review.

4. Principal activities

The principal activities of the Company during the course of the financial year were the promotion and development of the game of tennis in Australia, including the conduct of tournaments and youth development programs.

5. Operating and financial review

The Company's net result for the year ended 30 June 2009 was a net deficit of \$7,185,638. This compares with a net deficit of \$3,465,043 for the year ended 30 June 2008.

The Company recorded a net deficit after taking into account a deterioration in the performance of the Company's managed funds in the amount of \$5,053,496, which was in line with the general downturn in global financial markets. In order to reduce the likelihood of significant fluctuations in investment performance in future years, the Company, in the latter part of the year, took the decision to adopt a more conservative approach in its investment strategy. In addition, the Company provided \$3,004,430 in facility grants during the year under the National Court Rebate Scheme. The Company has continued its activities and expenditures for tennis development and promotion and has also continued to target player development, community tennis, marketing and media.

Significant changes in the state of affairs

There have been no significant changes in the state of affairs of the Company during the financial year under review.

6. Events subsequent to reporting date

There have been no events subsequent to balance date which would have a material effect on the Company's financial statements

7. Likely developments

Information about likely developments in the operations of the Company and the expected results of those operations in future financial years has not been included in this report because disclosure of the information would be likely to result in unreasonable prejudice to the Company.

8. Indemnification and insurance of officers

Indemnification

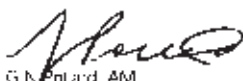
The Company has agreed to indemnify the Directors of the Company against all liabilities to another person (other than the Company or a related body corporate) that may arise from their position as Directors of the Company, except where the liability arises out of conduct involving a lack of good faith. The agreement stipulates that the Company will meet the full amount of any such liabilities, including costs and expenses.

Insurance premiums

The Company has an insurance policy in place in respect of Directors' and Officers' liability, legal expenses and insurance contracts, for current and former Directors and Officers of the Company. In the current year the Company paid premiums totalling \$24,602 in respect of this policy (2008: \$24,642).

9. Lead auditor's independence declaration

The Lead auditor's independence declaration is set out on page 103 and forms part of the Directors' report for the financial year ended 30 June 2009.


G. N. Poland, AM
Director


A. J. Cooper, AC
Director

This report is made in accordance with a resolution of the Directors:

Date: at Melbourne this

24th

day of

AUGUST 2009

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 **INCOME STATEMENT**

Tennis Australia Limited
 (A Company limited by guarantee)
 ABN 61 006 281 125

	Note	2009	2008
Revenue from sale of goods	6	4,816,901	4,925,993
Revenue from operations and events	6	121,844,741	104,973,363
Other revenues from operating activities	6	248,174	298,700
Total revenue		126,909,816	110,198,056
Other income	7	4,195,987	3,869,208
Operations & Events expenses		(84,034,488)	(75,325,501)
Tennis expenses		(22,125,343)	(18,458,494)
Commercial expenses		(2,433,748)	(2,012,996)
Marketing & Media expenses		(4,359,977)	(4,628,577)
Events Co expenses		(12,504,865)	(193,805)
Borrowing costs	8	(46)	(1,857)
Other expenses		(8,995,842)	(11,680,974)
Total expenses		(134,454,309)	(112,302,204)
Finance income	9	2,066,822	1,796,010
Finance expenses	9	(5,903,954)	(7,026,113)
Net finance income/(expense)		(3,837,132)	(5,230,103)
Net surplus/(deficit) for the year		(7,185,638)	(3,465,043)

The income statement is to be read in conjunction with the notes of the financial statements set out on pages 80 to 101.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 **STATEMENT OF RECOGNISED INCOME AND EXPENSE**

Tennis Australia Limited
 (A Company limited by guarantee)
 ABN 61 006 281 125

	Note	2009	2008
Balance at beginning of period	21	24,193,342	27,658,385
Balance at beginning of period restated		24,193,342	27,658,385
Total non-profit items recognised directly in equity		-	-
Net result for the period		(7,185,638)	(3,465,043)
Total recognised income and expense for the period		(7,185,638)	(3,465,043)
Distribution paid or provided		-	-
Balance at end of period	21	17,007,704	24,193,342

The statement of changes in equity is to be read in conjunction with the notes to the financial statements set out on pages 80 to 101.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 **BALANCE SHEET**

Tennis Australia Limited
 (A Company limited by guarantee)
 ABN 61 006 281 125

	Note	2009	2008
Assets			
Cash and cash equivalents	11	3,896,604	5,986,439
Trade and other receivables	12	9,432,638	7,058,935
Inventories	13	447,027	449,447
Other financial assets	14	24,249,889	28,581,325
Total current assets		38,026,158	42,076,146
Trade and other receivables	12	911,315	1,771,034
Intangible assets	15	605,816	32,500
Property, plant and equipment	16	5,895,943	5,012,141
Total non-current assets		7,413,074	6,815,675
Total assets		45,439,232	48,891,821
Liabilities			
Trade and other payables	17	7,860,794	7,549,375
Employee benefits	19	1,313,365	1,166,961
Income received in advance	20	14,844,926	10,840,690
Total current liabilities		24,019,085	19,557,026
Employee benefits	19	412,443	141,453
Income received in advance	20	4,000,000	5,000,000
Total non-current liabilities		4,412,443	5,141,453
Total liabilities		28,431,528	24,698,479
Net assets		17,007,704	24,193,342
Members' equity			
Retained earnings	21	3,059,609	4,193,342
Reserves	21	13,948,095	20,000,000
Total members' equity		17,007,704	24,193,342

The balance sheet is to be read in conjunction with the notes to the financial statements set out on pages 80 to 101.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 STATEMENT OF CASH FLOWS

Tennis Australia Limited
(A Company limited by guarantee)
ABN 61 006 281 125

	Note	2009	2008
Cash flows from operating activities			
Cash receipts from customers		131,687,040	113,513,807
Cash paid to suppliers and employees		(130,638,303)	(109,385,275)
Interest received		668,317	803,083
Borrowing costs		(46)	(1,857)
Net cash from operating activities	25	1,717,008	4,929,758
Cash flows from investing activities			
Proceeds from sale of property, plant and equipment		-	1,925
Net payment of member/affiliate loans receivable		(174,242)	(412,794)
Contribution to long term deposit		-	-
Acquisition of property, plant and equipment	16	(3,359,874)	(2,141,363)
Acquisition of intangible assets	15	(272,727)	-
Disposal/(acquisition) of investments in associates		-	-
Acquisition of investments		-	(5,961,984)
Net cash from investing activities		(3,806,843)	(8,514,216)
Cash flows from financing activities			
Repayment of borrowings		-	-
Net cash from financing activities		-	-
Net increase in cash and cash equivalents		(2,089,835)	(3,584,458)
Cash and cash equivalents at 1 July 2008		5,986,439	9,570,897
Cash and cash equivalents at 30 June 2009	11	3,896,604	5,986,439

The statement of cash flow is to be read in conjunction with the notes to the financial statements set out on pages 80 to 101.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS

Tennis Australia Limited
 (A Company limited by guarantee)
 ABN 61 006 281 125

1. Basis of preparation

The financial statements were approved by the Board of Directors on 24 August 2009.

(a) Statement of compliance

The financial report is a general purpose financial report which has been prepared in accordance with Australian Accounting Standards (AASBs) (including Australian Interpretations) adopted by the Australian Accounting Standards Board (AASB) and the Corporations Act 2001. The Company's financial report also complies with the International Financial Reporting Standards (IFRSs) and interpretations adopted by the International Accounting Standards Board (IASB).

(b) Basis of measurement

The financial report has been prepared on the historical cost basis except that derivative financial instruments and trading investments are stated at their fair value. The methods used to measure fair values are discussed further in note 3.

(c) Functional and presentation currency

The financial report is presented in Australian dollars, which is the Company's functional currency.

(d) Use of estimates and judgements

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised and in any future periods affected.

In particular, information about significant areas of estimation uncertainty and critical judgements in applying accounting policies that have the most significant effect on the amount recognised in the financial statements are described in the following notes:

- Note 16 – property, plant and equipment (impairment assessment and determination of useful lives)
- Note 22 – financial instruments (fair value determination)

2. Significant accounting policies

The accounting policies set out below have been applied consistently to all periods presented in this financial report. Certain comparative amounts have been reclassified to conform with the current year's presentation.

(a) Foreign currency transactions

Transactions in foreign currencies are translated at the foreign exchange rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are translated to Australian dollars at the foreign exchange rate ruling at that date. Foreign exchange differences arising on translation are recognised in the income statement. Non-monetary assets and liabilities that are measured in terms of historical cost in a foreign currency are translated using the

exchange rate at the date of the transaction. Non-monetary assets and liabilities denominated in foreign currencies that are stated at fair value are translated to Australian dollars at foreign exchange rates ruling at the dates the fair value was determined.

(b) Financial instruments

(i) Non-derivative financial instruments

Non-derivative financial instruments comprise investments in equity and debt securities, trade and other receivables, cash and cash equivalents, loans and borrowings, and trade and other payables.

Non-derivative financial instruments are recognised initially at fair value. Subsequent to initial recognition non-derivative financial instruments are measured as described below.

A financial instrument is recognised if the Company becomes a party to the contractual provisions of the instrument. Financial assets are derecognised if the Company's contractual rights to the cash flows from the financial assets expire or if the Company transfers the financial asset to another party without retaining control or substantially all risks and rewards of the asset. Financial liabilities are derecognised if the Company's obligations specified in the contract expire or are discharged or cancelled.

Cash and cash equivalents comprise cash balances and call deposits. Bank overdrafts that are repayable on demand and form an integral part of the Company's cash management are included as a component of cash and cash equivalents for the purpose of the statement of cash flows.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS

Tennis Australia Limited
(A Company limited by guarantee)
ABN 61 006 281 125

Investments at fair value through profit or loss

An instrument is classified as at fair value through profit or loss if it is held for trading or is designated as such upon initial recognition. Financial instruments are designated at fair value through profit or loss if the Company manages such investments and makes purchase and sale decisions based on their fair value in accordance with the Company's documented risk management or investment strategy. Upon initial recognition, attributable transaction costs are recognised in profit or loss when incurred. Financial instruments at fair value through profit or loss are measured at fair value, and changes therein are recognised in profit or loss.

Other

Other non-derivative financial instruments are measured at amortised cost using the effective interest method, less any impairment losses.

(ii) Derivative financial instruments

The Company uses derivative financial instruments to manage its exposure to foreign currency risks arising from operating, financing and investing activities. In accordance with its treasury policy, the Company does not hold or issue derivative financial instruments for trading purposes. However, derivatives that do not qualify for hedge accounting are accounted for as trading instruments.

Derivative financial instruments are recognised initially at fair value. Subsequent to initial recognition, derivative financial instruments are stated at fair value. The gain or loss on remeasurement to fair value is recognised immediately in profit or loss.

The fair value of forward exchange contracts is their quoted market price at the balance sheet date, being the present value of the quoted forward price.

(c) Property, plant and equipment

(i) Recognition and measurement

Items of property, plant and equipment are measured at cost or deemed cost less accumulated depreciation (see below) and impairment losses. The cost of property, plant and equipment at 1 July 2004, the date of transition to AASBs, was determined by reference to its cost at that date. Cost includes expenditures that are directly attributable to the acquisition of the asset. The cost of self-constructed assets includes the cost of materials, direct labour, the initial estimate, where relevant, of the costs of dismantling and removing the items and restoring the site on which they are located, and an appropriate proportion of production overheads. Purchased software that is integral to the functionality of the related equipment is capitalised as part of that equipment.

Where parts of an item of property, plant and equipment have different useful lives, they are accounted for as separate items (major components) of property, plant and equipment.

(ii) Subsequent costs

The cost of replacing part of an item of property, plant and equipment is recognised in the carrying amount of the item if it is probable that the future economic benefits embodied within the part will flow to the Company and its cost can be measured reliably. The costs of the day-to-day servicing of property, plant and equipment are recognised in profit or loss as incurred.

(iii) Depreciation

Depreciation is recognised in profit or loss on a straight-line basis over the estimated useful lives of each part of an item of property, plant and equipment. The estimated useful lives in the current and comparative periods are as follows:

• plant and equipment	3–10 years
• fixtures and fittings	5–10 years
• leasehold improvements	3–16 years
• memorabilia	Indefinite

The residual value, the useful life and the depreciation method applied to an asset are reassessed at least annually.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS CONTINUED

Tennis Australia Limited
(A Company limited by guarantee)
ABN 61 006 281 125

(d) Intangible assets

(i) Recognition and measurement

Intangible assets that are acquired by the Company, which have finite useful lives, are measured at cost less accumulated amortisation and impairment losses.

(ii) Subsequent expenditure

Subsequent expenditure is capitalised only when it increases the future economic benefits embodied in the specific asset to which it relates. All other expenditure, including expenditure on internally generated goodwill and brands, is recognised in profit or loss when incurred.

(iii) Amortisation

Amortisation is recognised in profit or loss on a straight-line basis over the estimated useful life of intangible assets, other than goodwill, from the date they are available for use. The estimated useful life for the current and comparative periods are as follows:

- Domain names 10 years

(e) Inventories

Inventories are measured at the lower of cost and net realisable value. The cost of inventories is based on the first-in first-out principle, and includes expenditure incurred in acquiring the inventories and bringing them to their existing location and condition. Net realisable value is the estimated selling price in the ordinary course of business, less the estimated costs of completion and selling expenses.

(f) Impairment

(i) Financial assets

A financial asset is considered to be impaired if objective evidence indicates that one or more events have had a negative effect on the estimated future cash flows of that asset.

An impairment loss in respect of a financial asset measured at amortised cost is calculated as the difference between its carrying amount, and the present value of the estimated future cash flows discounted at the original effective interest rate.

Individual significant financial assets are tested for impairment on an individual basis. The remaining financial assets are assessed collectively in groups that share similar credit risk characteristics.

All impairment losses are recognised in profit or loss.

An impairment loss is reversed if the reversal can be related objectively to an event occurring after the impairment loss was recognised, and this reversal is recognised in profit or loss.

(ii) Non-financial assets

The carrying amounts of the Company's non-financial assets, other than inventories, are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists then the asset's recoverable amount is estimated. For intangible assets that have indefinite lives or that are not yet available for use, recoverable amount is estimated at each reporting date.

An impairment loss is recognised if the carrying amount of an asset or its cash-generating unit exceeds its recoverable amount. A cash-generating unit is the smallest identifiable asset group that generates cash flows that largely are independent from other assets and groups. Impairment losses are recognised in profit or loss. Impairment losses recognised in respect of cash-generating units are allocated first to reduce the carrying amount of any goodwill allocated to the units and then to reduce the carrying amount of the other assets in the unit (group of units) on a pro rata basis.

The recoverable amount of an asset or cash-generating unit is the greater of its value in use and its fair value less costs to sell. In assessing value in use, the estimated future cash flows are discounted to their present value using a discount rate that reflects current market assessments of the time value of money and the risks specific to the asset.

Impairment losses recognised in prior periods are assessed at each reporting date for any indications that the loss has decreased or no longer exists. An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount. An impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS

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(g) Employee benefits

(i) Long-term employee benefits

The Company's net obligation in respect of long-term service benefits is the amount of future benefit that employees have earned in return for their service in the current and prior periods. The obligation is calculated using expected future increases in wage and salary rates including related on-costs and expected settlement dates, and is discounted using the rates attached to the Commonwealth Government bonds at the balance sheet date which have maturity dates approximating to the terms of the Company's obligations.

(ii) Short-term benefits

Liabilities for employee benefits for wages, salaries, annual leave and sick leave represent present obligations resulting from employees' services provided to reporting date and are calculated at undiscounted amounts based on remuneration wage and salary rates that the Company expects to pay as at reporting date including related on-costs, such as workers compensation insurance and payroll tax.

A provision is recognised for the amount expected to be paid under short-term cash bonus or profit-sharing plans if the Company has a present legal or constructive obligation to pay this amount as a result of past service provided by the employee and the obligation can be estimated reliably.

(h) Provisions

A provision is recognised if, as a result of a past event, the Company has a present legal or constructive obligation that can be estimated reliably, and it is probable that an outflow of economic benefits will be required to settle the obligation. Provisions are determined by discounting the expected future cash flows at a rate that reflects current market assessments of the time value of money and the risks specific to the liability.

(i) Revenue

(i) Goods sold

Revenue from the sale of goods is measured at the fair value of the consideration received or receivable, net of returns and allowances, trade discounts and volume rebates. Revenue is recognised when the significant risks and rewards of ownership have been transferred to the buyer, recovery of the consideration is probable, the associated costs and possible return of goods can be estimated reliably, and there is no continuing management involvement with the goods.

(ii) Services

Revenue from services rendered is recognised in the profit or loss in proportion to the stage of completion of the transaction at reporting date. The stage of completion is assessed by reference to surveys of work performed.

(iii) Australian Open revenue

Under agreements entered into with Melbourne & Olympic Parks Trust, the Company is responsible for and is entitled to bring to account all of the income and expenditure for the Australian Open. This financial report includes the results from Australian Open 2009. Under the Agreements a percentage of agreed revenue items is payable to the Melbourne & Olympic Parks Trust and has been accrued or paid during the current financial period. Where income is received in advance, the amount is deferred and recognised as revenue upon completion of the applicable Australian Open.

(j) Other income

(i) Government grants

Grants that compensate the Company for expenses incurred are recognised as other income in the income statement on a systematic basis in the same periods in which the expenses are incurred. Grants that compensate the Company for the cost of an asset are recognised in the income statement as other income on a systematic basis over the useful life of the asset.

(k) Lease payments

Payments made under operating leases are recognised in profit or loss on a straight-line basis over the term of the lease. Lease incentives received are recognised as an integral part of the total lease expense, over the term of the lease.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS

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(l) Finance income and expenses

Finance income comprises interest income on funds invested, dividend income, changes in the fair value of financial assets at fair value through profit or loss and foreign currency gains. Interest income is recognised as it accrues, using the effective interest method. Dividend income is recognised on the date that the Company's right to receive payment is established.

Finance expenses comprise interest expense on borrowings, unwinding of the discount on provisions, foreign currency losses, changes in the fair value of financial assets at fair value through profit or loss and impairment losses recognised on financial assets. All borrowing costs are recognised in profit or loss using the effective interest method.

(m) Income tax

The income of the Company is exempt from income tax, and accordingly, no provision has been made in the accounts for income tax payable.

Withholding tax from other jurisdictions is provided when the liability is due and payable.

(n) Goods and services tax

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the taxation authority. In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of the expense.

Receivables and payables are stated with the amount of GST included. The net amount of GST recoverable from, or payable to, the ATO is included as a current asset or liability in the balance sheet.

Cash flows are included in the statement of cash flows on a gross basis. The GST components of cash flows arising from investing and financing activities which are recoverable from, or payable to, the ATO are classified as operating cash flows.

(o) Facility loans and Member Association loans

Member Association loans are secured and interest is payable over the term of the loan at the published 180 day bank bill swap rate. The rate is adjusted at six monthly intervals on 30 June and 31 December each year. Facility loans are repayable over a maximum of 8 years with interest charged at the bank bill 180 day swap rate.

(p) New standards and interpretations not yet adopted

The following amendment has been identified as one which may impact the entity in the period of initial application. This is available for early adoption at 30 June 2008, but has not been applied in preparing this financial report:

AASB 101 Presentation of Financial Statements introduces as a financial statement (formerly "primary" statement) the "statement of comprehensive income". The revised standard does not change the recognition, measurement or disclosure of transactions and events that are required by other AASBs. The revised AASB 101 will become mandatory for the Company's 30 June 2010 financial statements. The Company has not yet determined the potential effect of the revised standard on the Company's disclosures.

3. Determination of fair values

A number of the Company's accounting policies and disclosures require the determination of fair value, for both financial and non-financial assets and liabilities. Fair values have been determined for measurement and/or disclosure purposes based on the following methods. Where applicable, further information about the assumptions made in determining fair values is disclosed in the notes specific to that asset or liability.

(i) Intangible assets

The fair value of intangible assets is based on the discounted cash flows expected to be derived from the use and eventual sale of the assets.

(ii) Investments in equity and debt securities

The fair value of financial assets at fair value through profit or loss and available-for-sale financial assets is determined by reference to their quoted bid price at the reporting date.

(iii) Trade and other receivables

For receivables with a remaining useful life of less than one year, the notional amount is deemed to reflect the fair value. All other receivables are discounted to determine the fair value.

(iv) Derivatives

Forward exchange contracts are marked to market using listed market prices or by discounting the contractual forward price and deducting the current spot rate.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS

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Where discounted cash flow techniques are used, estimated future cash flows are based on management's best estimates and the discount rate is a market related rate for a similar instrument at the balance sheet date. Where other pricing models are used, inputs are based on market related data at the reporting date.

4. Financial Risk Management

The Company has exposure to the following risks from their use of financial instruments:

- Credit risk
- Liquidity risk
- Market risk.

This note presents information about the Company's exposure to each of the above risks, their objectives, policies and processes for measuring and managing risk, and the management of capital. Further quantitative disclosures are included throughout this financial report.

The Board of Directors has overall responsibility for the establishment and oversight of the risk management framework. The Board has established the Audit & Risk Committee, which is responsible for developing and monitoring risk management policies. The committee reports regularly to the Board of Directors on its activities.

Risk management policies are established to identify and analyse the risks faced by the Company, to set appropriate risk limits and controls, and to monitor risks and adherence to limits. Risk management policies and

systems are reviewed regularly to reflect changes in market conditions and the Company's activities. The Company, through their training and management standards and procedures, aim to develop a disciplined and constructive control environment in which all employees understand their roles and obligations.

The Audit & Risk Committee oversees how management monitors compliance with the Company's risk management policies and procedures and reviews the adequacy of the risk management framework in relation to the risks faced by the Company.

Credit risk

Credit risk is the risk of financial loss to the Company if a customer or counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the Company's receivables from customers and investment securities.

Trade and other receivables

The Company's exposure to credit risk is influenced mainly by the individual characteristics of each customer. The demographics of the Company's customer base including the default risk of the industry and country, in which customers operate, has less of an influence on credit risk. Approximately 7 per cent (2008: 8 per cent) of the Company's revenue is attributable to transactions with a single customer.

The Company has established a credit policy under which each new customer is analysed

individually for creditworthiness before the Company's standard payment conditions are offered.

The majority of the Company's customers have been transacting with the Company for a number of years, and losses have been minimal.

The Company has established an allowance for impairment that represents its estimate of incurred losses in respect of trade and other receivables and investments. The main components of this allowance are a specific loss component that relates to individual exposures. The collective loss allowance is determined based on historical data of payment statistics for similar financial assets.

Liquidity risk

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they fall due. The Company's approach to managing liquidity is to ensure as far as possible, that it will always have sufficient liquidity to meet its liabilities when due, under both normal and stressed conditions without incurring unacceptable losses or risking damage to the Company's reputation.

Typically the Company ensures that it has sufficient cash to meet expected operational expenses for a period of 60 days, including the servicing of financial obligations; this excludes the potential impact of extreme circumstances that cannot reasonably be predicted, such as natural disasters.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS CONTINUED

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Market risk

Market risk is the risk that changes in market prices, such as foreign exchange rates, interest rates and equity prices that will affect the Company's income or the value of its holdings of investments. The objective of market risk management is to manage and control market risk exposures within acceptable parameters, while optimising the return.

Price risk

Price risk is the risk that the fair value of investment securities will fluctuate because of changes in market prices, whether those changes are caused by factors specific to the individual financial instrument or its issuer, or factors affecting all similar financial instruments traded in the market. Price risk exposure arises from the Company's investment portfolio. These investments are classified on the balance sheet as fair value through profit or loss. All investments present a risk of loss of capital. The maximum risk resulting from these investments is determined by the fair value of these investments.

The Board has established the Investment Advisory Committee, which monitors the mix of debt and equity securities in its investment portfolio based on market indices. Material investments within the portfolio are managed on an individual basis by the Fund Managers who have discretionary power to make buy and sell decisions, subject to being within the guidelines established with the Fund Managers.

The primary goal of the Company's investment strategy is to achieve optimum return relative to risk. The Company is assisted by external advisors in this regard. In accordance with this strategy, investments are designated at fair value through profit or loss because their performance is actively monitored and they are managed on a fair value basis.

Currency risk

The Company is exposed to currency risk on trade receivables and trade payables that are denominated in a currency other than the functional currency of the Company, being the Australian dollar (AUD). The currencies in which these transactions primarily are denominated are euro and USD.

The Company hedges at least 95 per cent of all trade receivables and trade payables denominated in a foreign currency. The Company uses forward exchange contracts to hedge its currency risk, most with a maturity of less than one year from the reporting date. When necessary, forward exchange contracts are rolled over at maturity.

Investment management

The Board has appointed the Investment Advisory Committee to monitor, on its behalf, the effectiveness of the investment process of the Company in achieving optimum return relative to risk. The investment Advisory Committee's function is to:

- Make recommendations for the appointment of advisers on asset allocation and manager selection, fund managers, custodians and other service providers
- Review the performance of these service providers
- Review management's brief to asset allocation advisers regarding acceptable levels of risk and projected operating financial performance of the Company
- Review asset allocation advisers' recommendations on asset allocation and make recommendations to the Board of Directors
- Review advisers' recommendations on manager selection and make recommendations to the Board of Directors
- Review management's reports on investment performance and outlook and make appropriate recommendations to the Board of Directors
- Review compliance with and the ongoing appropriateness of, the organisation's Reserves Policy and Investment strategy.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS

CONTINUED

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Capital management

The Company is a company limited by guarantee. Every member of the Company undertakes to contribute to the property of the Company in the event of the Company being wound up while they are a member, or within one year after they cease to be a member, for payment of the debts and liabilities of the Company contracted before the time they cease to be a member and of the costs, charges and expenses of winding up and for adjustment of the rights of the contributories among themselves, such amount as may be required, not exceeding \$100.

The Company is not subject to externally imposed capital requirements. There were no changes in the Company's approach to capital management during the year.

5. Segment reporting

The Company operates predominantly in the area of administration and event coordination with respect to the sport of tennis. The Company's operations and customers are predominantly in Australia.

6. Revenue

	2009	2008
Revenue from sale of goods	4,816,901	4,925,993
Revenue from operations & events	121,844,741	104,973,363
Other revenues:		
Interest received:		
- affiliated clubs / associations & Member Associations	40,682	36,191
- other parties	207,492	262,509
	248,174	298,700
Total revenue	126,909,816	110,198,056

7. Other income

Profit on sale of property, plant & equipment	-	708
Government grants	4,195,987	3,868,500
Total other income	4,195,987	3,869,208

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Government grants

The Company has been awarded government grants from the Australian Sports Commission (ASC), Australian Olympic Committee (AOC), Australian Paralympic Committee (APC) and Tourism Victoria. One of the grants from the ASC relates to a sport grant and is dependent

upon the Company supporting its sport development initiatives, including the implementation of recommendations arising from the High Performance Advisory Panel. A second ASC grant relates to Indigenous sport programs and is dependent upon the Company providing Indigenous tennis programs. The AOC

grant is provided to support and develop international competition, the APC grant is provided to support high performance programs in wheelchair tennis and the Tourism Victoria grant is provided to promote Melbourne and Victoria. These grants are recognised as income at their fair value at the time they became receivable.

8. Other expenses

The Company has the following expenses:

	2009	2008
Borrowing costs		
- other parties	46	1,857
Depreciation expense		
- plant and equipment	1,980,098	1,287,013
- leasehold improvements	495,975	60,151
Facility grants	3,004,430	3,047,475
Cost of goods sold		
- cost of inventories	1,902,690	2,599,025
- write down in value of inventories	140,661	245,163
Movement in the provision for employee entitlements	428,824	33,939
Operating lease rental expense	435,164	377,031

The facility grants of \$3,004,430 above relate to Tennis Australia's National Court Rebate Scheme.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 **NOTES TO THE FINANCIAL STATEMENTS**

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9. Finance income and expenses

Recognised in profit or loss

	2009	2008
Interest income on investments at fair value through profit or loss	371,575	585,196
Interest income on bank deposits	420,143	504,383
Dividend income on investments at fair value through profit or loss	522,797	676,183
Net change in fair value of other financial assets at fair value through profit or loss	752,307	30,248
Finance income	2,066,822	1,796,010
Net foreign exchange loss	(124,762)	(153,618)
Net change in fair value of financial assets at fair value through profit or loss	(5,779,192)	(6,769,655)
Impairment loss on trade receivables	-	(102,840)
Finance expense	(5,903,954)	(7,026,113)
Net finance income and expense	(3,837,132)	(5,230,103)
The above finance income and expense include the following in respect of assets (liabilities) not at fair value through profit or loss:		
Total interest income on financial assets	420,143	504,383

No finance income and expenses are recognised through equity. This is consistent with the Statement of recognised income and expense on page 77.

The net change in fair value of other financial assets of \$752,307 will be shown as a net foreign exchange loss in the 2010 financial year, as the forward exchange contracts are settled.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS CONTINUED

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10. Auditor's remuneration

	Note	2009	2008
Audit services			
Auditor's of the Company			
<i>KPMG Australia:</i>			
Audit and review of financial reports		50,500	51,000
		50,500	51,000
Other services			
Auditors of the Company			
<i>KPMG Australia</i>		3,000	12,214

11. Cash and cash equivalents

Bank balances		2,027,052	2,703,492
Call deposits		1,869,552	3,282,947
Cash and cash equivalents	22	3,896,604	5,986,439

Cash and cash equivalents comprise cash balances and call deposits. The call deposits are readily convertible into known amounts of cash and are held at amortised cost.

12. Trade and other receivables

Current			
Trade receivables		5,337,111	3,056,720
Other receivables		1,496,617	1,655,223
Prepayments		2,416,009	1,499,171
Facility loans receivable from member affiliated clubs		126,283	105,542
Secured loans receivable from Member Associations		56,618	43,398
		9,432,638	7,058,935
Non-current			
Facility loans receivable from member affiliated clubs		344,692	188,039
Secured loans receivable from Member Associations		566,623	582,995
Prepayments		-	1,000,000
		911,315	1,771,034

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 **NOTES TO THE FINANCIAL STATEMENTS**

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13. Inventories

	Note	2009	2008
Inventory on hand		447,027	449,447
		447,027	449,447

14. Other financial assets

Current

Investments designated at fair value through profit or loss		23,497,582	28,551,078
Derivatives recognised at fair value		752,307	30,247
	22	24,249,889	28,581,325

The Company's exposure to credit, currency and interest rate risks related to investments is disclosed in note 22.

15. Intangible assets

Cost			
Balance at 1 July		32,500	32,500
Acquisitions		573,316	-
Balance at 30 June		605,816	32,500

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS CONTINUED

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16. Property, plant and equipment

	Leasehold improvements	Plant and equipment	Memorabilia	Total
Cost				
Balance at 1 July 2007	1,861,499	7,153,457	1,876,397	10,891,353
Other acquisitions	62,816	2,078,547	-	2,141,363
Disposals	(1,352,758)	(4,111)	-	(1,356,869)
Balance at 30 June 2008	571,557	9,227,893	1,876,397	11,675,847
Balance at 1 July 2008	571,557	9,227,893	1,876,397	11,675,847
Other acquisitions	1,727,351	1,632,523	-	3,359,874
Disposals	-	(9,847)	-	(9,847)
Balance at 30 June 2009	2,298,908	10,850,569	1,876,397	15,025,874
Depreciation and impairment losses				
Balance at 1 July 2007	1,632,002	5,040,192	-	6,672,194
Depreciation charge for the year	60,151	1,287,013	-	1,347,164
Disposals	(1,352,758)	(2,895)	-	(1,355,653)
Balance at 30 June 2008	339,395	6,324,310	-	6,663,705
Balance at 1 July 2008	339,395	6,324,310	-	6,663,705
Depreciation charge for the year	495,975	1,980,098	-	2,476,073
Disposals	-	(9,847)	-	(9,847)
Balance at 30 June 2009	835,370	8,294,561	-	9,129,931
Carrying amounts				
At 1 July 2007	229,497	2,113,265	1,876,397	4,219,159
At 30 June 2008	232,162	2,903,583	1,876,397	5,012,142
At 1 July 2008	232,162	2,903,583	1,876,397	5,012,142
At 30 June 2009	1,463,538	2,556,008	1,876,397	5,895,943

The carrying value of the memorabilia collection was tested for impairment at balance date and no such impairment was noted. The useful life of the collection has been determined to be indefinite taking into consideration the expected usage of the collection and the lack of external factors that could lead to the collection being deemed obsolete.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 **NOTES TO THE FINANCIAL STATEMENTS**

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17. Trade and other payables

	Note	2009	2008
Trade creditors		807,011	857,836
Other creditors and accrued expenses		7,053,783	6,691,538
	22	7,860,794	7,549,375

18. Interest-bearing loans and borrowings

This note provides information about the contractual terms of the Company's interest-bearing loans and borrowings. For more information about the Company's exposure to interest rate and foreign currency risk, see note 22.

Financing facilities

Bank overdraft facility		500	500
	22	500	500

Financing arrangements

Bank overdrafts

The bank overdraft is secured by a floating charge from the Company. Interest on bank overdrafts is charged at prevailing market rates.

19. Employee benefits

Current

Provision for long service leave		198,347	326,684
Provision for annual leave		1,115,018	840,277
		1,313,365	1,166,961

Non Current

Provision for long-service leave		412,443	141,453
		412,443	141,453

The Company expects \$1,337,512 in contributions to be paid to the funded defined contribution plans during the year ended 30 June 2010.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS CONTINUED

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20. Income received in advance

	2009	2008
Non current		
Australian Open	13,946,702	10,100,030
Other	898,224	740,660
	14,844,926	10,840,690
Non current		
Australian Open	4,000,000	5,000,000
	4,000,000	5,000,000

21. Capital and reserves

Reconciliation of movement in capital and reserves

	Hedge Reserve	Facility Development Reserve	Player & Participation Development Reserve	Retained earnings	Total equity
Balance at 1 July 2007	-	12,000,000	8,000,000	7,658,385	27,658,385
Total recognised income and expense	-	-	-	(3,465,043)	(3,465,043)
Balance at 30 June 2008	-	12,000,000	8,000,000	4,193,342	24,193,342
Balance at 1 July 2008	-	12,000,000	8,000,000	4,193,342	24,193,342
Use of National Facility Development Reserve	-	(6,051,905)	-	6,051,905	-
Total recognised income and expense	-	-	-	(7,185,638)	(7,185,638)
Balance at 30 June 2009	-	5,948,095	8,000,000	3,059,609	17,007,704

Share capital

The Company is a company limited by guarantee. Every member of the Company undertakes to contribute to the property of the Company in the event of the Company being wound up while they are a member, or within one year after they cease to be a member, for payment of the debts and liabilities of the Company contracted before the time they cease to be a member and of the costs, charges and expenses of winding up and for adjustment of the rights of the contributories among themselves, such amount as may be required, not exceeding \$100.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS

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22. Financial instruments

Credit risk

Exposure to credit risk

The carrying amount of the Company's financial assets represents the maximum credit exposure. The Company's maximum exposure to credit risk at the reporting date was:

		Carrying amount	
	Note	2009	2008
Trade and other receivables (less prepayments)	12	7,927,944	5,631,917
Cash and cash equivalents	11	3,896,604	5,986,439
Other financial assets	14	24,249,889	28,581,325
		36,074,437	40,199,681

At reporting date, 99 per cent of the Company's trade and other receivables (less prepayments) and cash and cash equivalents exposed to credit risk were located in Australia (2008: 95 per cent). Approximately 6 per cent of other financial assets exposed to credit risk were allocated outside of Australia (2008: 15 per cent).

The Company's most significant customer accounts for 31 per cent or \$1,650,000 of the trade receivables carrying amount at 30 June 2009 (2008: 22 per cent or \$660,000).

Impairment losses

The aging of the Company's trade receivables at the reporting date was:

	30 June	Gross 2009	Gross 2008
Not past due		4,868,095	1,594,443
Past due 1–30 days		173,321	180,558
Past due 31–90 days		194,875	1,066,942
Past due 90 days		117,720	350,403
		5,354,011	3,192,346
Balance at 1 July		135,620	32,780
Impairment loss/(gain) recognised		(118,720)	102,840
Balance at 30 June		16,900	135,620

The movement in the allowance for impairment in respect of trade receivables during the year was as follows:

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Liquidity risk

The following are the contractual maturities of financial liabilities, including interest.

	Note	Carrying amount	Contractual cash flows	6 mths or less
30 June 2009				
Non-derivative financial liabilities				
Trade and other payables	17	7,860,794	(7,860,794)	(7,860,794)
		7,860,794	(7,860,794)	(7,860,794)
30 June 2008				
Non-derivative financial liabilities				
Trade and other payables	17	7,549,375	(7,549,375)	(7,549,375)
		7,549,375	(7,549,375)	(7,549,375)

There are no non-derivative financial liabilities with contractual maturities greater than 6 months.
Refer to note 4 for details on the Company's approach to managing liquidity risk.

Market risk

Currency risk

Exposure to currency risk

The Company's exposure to foreign currency risk at balance date was as follows, based on notional amounts:

	30 June 2009			30 June 2008		
	AUD	EURO	USD	AUD	EURO	USD
Trade and other receivables	1,555,197	24,750	1,217,400	214,529	21,850	161,670
Trade and other payables	11,757	-	9,223	-	-	-
Gross balance sheet exposure	1,566,954	24,750	1,226,623	214,529	21,850	161,670
Forward exchange contracts	1,496,633	-	1,200,000	(31,928)	(20,000)	-
Net exposure	70,321	24,750	26,623	182,601	1,850	161,670

Forward exchange contracts relate to balances within trade receivables where the exchange rate has been hedged at a specified rate.
There is no currency risk associated with these items.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 **NOTES TO THE FINANCIAL STATEMENTS**

CONTINUED

Tennis Australia Limited
(A Company limited by guarantee)
ABN 61 006 281 125

Sensitivity analysis

A 10 per cent strengthening of the Australian dollar against the following currencies at 30 June 2009 would have increased (decreased) equity and profit or loss by the amounts shown below. This analysis assumes that all other variables, in particular interest rates, remain constant. The analysis is performed on the same basis for 2008.

	Equity	Profit or loss
30 June 2009		
Euro	3,908	(3,908)
USD	2,977	(2,977)
30 June 2008		
Euro	276	(276)
USD	16,395	(16,395)

A 10 per cent weakening of the Australian dollar against the above currencies at 30 June 2009 would have increased (decreased) equity and profit or loss by the amounts shown below, on the basis that all other variables remain constant. The analysis is performed on the same basis for 2008.

	Equity	Profit or loss
30 June 2009		
Euro	(4,779)	4,779
USD	(3,638)	3,638
30 June 2008		
Euro	(337)	337
USD	(20,038)	20,038

All transactions are processed through profit and loss. No transactions are processed through equity.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS CONTINUED

Tennis Australia Limited
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ABN 61 006 281 125

Interest rate risk

Profile

At the reporting date the interest rate profile of the Company's interest-bearing financial instruments was:

	Carrying amount	
	2009	2008
Fixed rate instruments		
Financial assets – investments	592,327	4,129,133
Variable rate instruments		
Financial assets – bank accounts	2,027,052	2,703,492
Financial assets – call deposits	1,869,552	3,282,947
Financial assets – facility loans	470,975	293,581
Financial assets – secured loans	623,241	626,393
Financial assets – investments	9,031,119	1,358,167

Cash flow sensitivity analysis for variable rate instruments

A change of 100 basis points in interest rates at the reporting date would have increased (decreased) profit or loss by the amounts shown below. This analysis assumes that all other variables, in particular foreign currency rates, remain constant. The analysis is performed on the same basis for 2008.

	Profit or loss		Equity	
	100bp increase	100bp decrease	100bp increase	100bp decrease
30 June 2009				
Variable rate instruments	140,219	(140,219)	-	-
Cash flow sensitivity (net)	140,219	(140,219)	-	-
30 June 2008				
Variable rate instruments	82,923	(82,923)	-	-
Cash flow sensitivity (net)	82,923	(82,923)	-	-

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS

CONTINUED

Tennis Australia Limited
(A Company limited by guarantee)
ABN 61 006 281 125

Sensitivity analysis – price risk

At 30 June 2009, if the prices had increased by 15 per cent (2008: 15 per cent) with all other variables held constant, this would have increased net assets attributable to the Company (and net operating profit/(loss) by approximately \$3,524,637 (2008:

\$4,282,662). Conversely, if the investments had decreased by 15 per cent (2008: 15 per cent), this would have decreased net assets attributable to the Company (and net operating profit/(loss) by approximately \$3,524,637 (2008: \$4,282,662).

The analysis is performed on the same basis for 2008.

Fair values versus carrying amounts

The carrying amount of assets and liabilities shown in the balance sheet approximate their fair value.

23. Operating leases

Leases as lessee

Non-cancellable operating lease rentals are payable as follows

	2009	Restated 2008
Less than one year	399,654	324,555
Between one and five years	1,411,158	1,218,596
More than five years	601,721	732,259
	2,412,533	2,275,410

The Company leases property under non-cancellable operating leases expiring from 1 to 10 years. Leases generally provide the Company with a right of renewal at which time all terms are renegotiated.

During the financial year ended 30 June 2009, \$435,164 was recognised as an expense in the income statement in respect of operating leases (2008: \$377,031).

24. Capital and other commitment

Capital expenditure commitments

Contracted but not provided for and payable:

Within one year	-	-
One year or later and no later than five years	2,000,000	1,500,000
Later than five years	1,000,000	1,500,000
	3,000,000	3,000,000

As a requirement of the Relationship Agreement entered into with Melbourne & Olympic Parks Trust, the Company is required to make payments into a special purpose sinking fund jointly managed by the Company and the Trust. The annual amount payable is \$500,000 and is payable each year from 2010 to 2016.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 NOTES TO THE FINANCIAL STATEMENTS CONTINUED

Tennis Australia Limited
(A Company limited by guarantee)
ABN 61 006 281 125

25. Reconciliation of cash flows from operating activities

	Note	2009	2008
Cash flows from operating activities			
Surplus/(deficit) for the year		(7,185,638)	(3,465,043)
<i>Adjusted for:</i>			
Depreciation	16	2,476,073	1,347,164
Unrealised foreign exchange losses		(722,059)	(24,888)
(Reversal of) foreign exchange losses		-	-
Investment income		5,053,496	5,706,580
Profit on sale of property, plant & equipment	7	-	(708)
Loss on sale/(revaluation of associate)		-	-
Share of profit of associates net of dividends received		-	-
Operating profit before changes in working capital and provisions		(378,128)	3,563,105
(Increase)/decrease in trade and other receivables		(1,339,742)	260,214
(Increase)/decrease in intangibles		(300,591)	-
(Increase)/decrease in inventories		2,420	(374,269)
(Decrease)/increase in trade and other payables		311,419	1,596,287
(Decrease)/increase in income received in advance		3,004,236	(149,518)
(Decrease)/increase in provisions and employee benefits		417,394	33,939
Net cash from operating activities		1,717,008	4,929,758

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 **NOTES TO THE FINANCIAL STATEMENTS**

CONTINUED

Tennis Australia Limited
(A Company limited by guarantee)
ABN 61 006 281 125

26. Other related party transactions

The Company has a related party relationship with its associates and key management personnel.

The names of each person holding the position of Director of the Company during the financial year were: Geoffrey N Pollard, AM (Chairman), Desmond L Nicholl, William R Beischer, Andrea R Mitchell, Harold Mitchell, AO, Peter Ritchie, AO, Ashley Cooper, AO, David Stobart, Scott M Tanner, Chris Freeman, AM, Graeme Holloway, Dr Janet Young and Stephen Healy.

Mr P Ritchie and Mr H Mitchell are Directors of the Seven Network and Mitchell & Partners respectively, which have significant contracts with the Company that are on normal commercial terms and conditions. Messrs P Ritchie and H Mitchell absent themselves from the meetings where Seven Network and Mitchell & Partners contract matters are discussed. Messrs A Cooper, S Healy, D Nicholl, D Stobart, and Ms A Mitchell were office bearers of Member Associations during the financial year and each absents themselves from the meeting, where appropriate, when matters relative to their particular Member Association are discussed.

Key management personnel compensation

	<i>In AUD</i>	2009	2008
Total compensation		3,044,665	2,760,205
		3,044,665	2,760,205

In addition to salaries paid, key management personnel receive cash incentive bonuses based on key performance indicators.

27. Subsequent events

There have been no events subsequent to balance date which would have a material effect on the Company's financial statements.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 DIRECTORS' DECLARATION AND INDEPENDENT AUDITOR'S REPORT

Tennis Australia Limited
 (A Company limited by guarantee)
 ABN 61 006 281 125

Directors' declaration

In the opinion of the Directors of Tennis Australia Limited ('the Company'):


- (a) the financial statements and notes set out on pages 76 to 101, are in accordance with the Corporations Act 2001, including:
 - (i) giving a true and fair view of the financial position of the Company as at 30 June 2009 and of their performance, as represented by the results of their operations and their cash flows, for the financial year ended on that date
 - (ii) complying with Australian Accounting Standards and the Corporations Regulations 2001
- (b) the financial report also complies with International Financial Reporting Standards as disclosed in note 1(a).
- (c) there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

Dated at Melbourne... 24th ... day of ... AUGUST ... 2009.

Signed in accordance with a resolution of the Directors:



A. J. Cooper, AC
 Director



A. J. Cooper, AC
 Director

Independent auditor's report to the members Tennis Australia Limited

We have audited the accompanying financial report of Tennis Australia Limited (the "Company"), which comprises the balance sheet as at 30 June 2009, and the income statement, statement of changes in equity and cash flow statement for the year ended on that date, a description of significant accounting policies and other explanatory notes 1 to 27 and the Directors' declaration set out on pages 76 to 102.

Directors' responsibility for the financial report

The Directors of the Company are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Act 2001. This responsibility includes establishing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances. In note 1(a), the Directors also state, in accordance with Australian Accounting Standard AASB 101 Presentation of Financial Statements, that the financial report, comprising the financial statements and notes, complies with International Financial Reporting Standards.

FINANCIALS FOR THE YEAR ENDED 30 JUNE 2009 **AUDITOR'S OPINION AND INDEPENDENCE DECLARATION**

Tennis Australia Limited
(A Company limited by guarantee)
ABN 61 006 281 125

Auditor's responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Directors, as well as evaluating the overall presentation of the financial report.

We performed the procedures to assess whether in all material respects the financial report presents fairly, in accordance with the Corporations Act 2001 and Australian Accounting Standards (including the Australia Accounting Interpretations), a view which is consistent with our understanding of the Company's financial position, and of its performance.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Auditor's opinion

In our opinion:

- (a) the financial report of Tennis Australia Limited is in accordance with the Corporations Act 2001, including:
 - (i) giving a true and fair view of the Company's financial position as at 30 June 2009 and of its performance for the ended on that date
 - (ii) complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Regulations 2001.
- (b) the financial report also complies with International Financial Reporting Standards as disclosed in note 1(a).

Lead auditor's independence declaration under Section 307C of the Corporations Act 2001

To: the Directors of Tennis Australia Limited

I declare that, to the best of my knowledge and belief, in relation to the audit for the financial year ended 30 June 2009 there have been:

- no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit
- no contraventions of any applicable code of professional conduct in relation to the audit.



KPMG



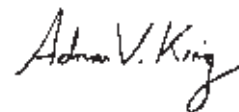
Adrian V King
Partner

Melbourne

24 August 2009



KPMG



Adrian V King
Partner

Melbourne

24 August 2009

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GLOSSARY

AIS (Australian Institute of Sport): a pre-eminent elite sports training institution based in Canberra, with world class facilities and support services for elite athlete development.

AIS Pro Tour Program: twenty three of Tennis Australia's elite athletes, based in Australia for six months per year and in Europe and Italy for the remaining six months.

AMT (Australian Money Tournaments): three-day, 56-player draw tournaments offering prize money, which complement Pro Tour, Futures and ITF circuit events.

ASC (Australian Sports Commission): Australia's primary national sports administration and advisory agency.

Athlete Development Matrix: a matrix of empirically and scientifically relevant data that outlines, via six different developmental phases, when particular tennis competencies may be best-developed.

ATP (Association of Tennis Professionals): the governing body of the men's professional tennis circuit.

Australian Open: one of the world's four 'major' tennis tournaments along with Wimbledon, the French Open and the US Open.

australianopen.com: the Australian Open's official website.

Australian Open Series: Tennis Australia's summer circuit of events that take place around Australia in the lead-up to the Australian Open.

Australian Tennis Hall of Fame: institution established in 1993 that conducts a ceremony during the Australian Open in recognition of one legendary member of the Australian tennis fraternity each year.

Australian Wheelchair Tennis Championships: Grand Slam event for the world's top 16 wheelchair tennis players, incorporated into the Australian Open for the first time in 2007.

Aviva Ballkids: the Australian Open's squad of ballkids.

Aviva Tennis Hot Shots: major participation program for five to 12-year-olds re-launched in January 2008.

Business units: collective name for TA's former departments and divisions following the organisational restructure in 2007.

Closed loop recycling: system of recycling where the journey of waste material can be tracked from its origin (when discarded by a consumer), through the recycling process and back to the manufacturer as recycled material ready for re-use.

CoMPS (Coalition of Major Professional Sports): group comprising cricket, rugby union, rugby league, soccer, golf and tennis lobbying government for gaming legislation reform.

Davis Cup: annual ITF men's team tennis event.

Disciplinary policy: Tennis Australia policy relating to off-court misconduct not covered by the Member Protection By-law, for example, theft and fraud.

Extreme Heat Policy: Tennis Australia's scientifically-based policy outlining the point at which tennis matches should be suspended due to extreme weather conditions.

Fed Cup: annual ITF women's team tennis event.

Futures tournaments: week-long ITF tournaments for male players (staged globally) which make up part of the Pro Circuit in Australia, offering between USD\$10,000 and USD\$15,000 prize money.

Grand Slam: refers to winning the four Grand Slam titles in a calendar year.

Grand Slam of Asia/Pacific: the Australian Open.

Hawk-Eye: system of video line-calling implemented at Rod Laver Arena from Australian Open 2007 and included at Hisense Arena for the first time in 2008.

Hisense Arena: formerly Vodafone Arena, naming rights changed on 1 July 2008.

HRIS (Human Resources Information System): integrated Human Resources management system incorporating budgeting, remuneration management, labour forecasting, recruitment, personal development, employee and contractor induction.

Independent Directors: members of the Tennis Australia Board who are not linked to a state/territory Member Association and who have not served on a Member Association for the previous three years.

ITF (International Tennis Federation): international governing body of tennis with specific responsibility for organising the four Grand Slams, Futures tournaments, Davis and Fed Cups, veterans and junior events.

Kids Tennis Foundation: Australian charity providing tennis coaching for financially and socially disadvantaged children.

Lawn Tennis Association of Australia: see TA (Tennis Australia).

MAs (Member Associations): Tennis' state/territory governing bodies, responsible for implementing Tennis Australia initiatives.

Melbourne Park: home of Tennis Australia and venue of the Australian Open.

Member Delegates: representatives of Tennis Australia's eight state/territory governing bodies, responsible for implementing Tennis Australia initiatives.

Members: see MAs.

Meridian: Tennis Australia's payroll system that has been implemented at Member Association level.

NAs (National Academies): five structured training environments in Sydney, Perth, Brisbane, Adelaide and Melbourne for aspiring players who achieve measurable performance criteria.

National Coach Education program: Tennis Australia's national program of coaching courses.

National Coach Membership program: Tennis Australia's national coach registration system.

National Court Rebate Scheme: Tennis Australia funding for clubs that construct, or upgrade their courts to one of the four Grand Slam surfaces.

Optus Team Tennis Australia: Optus' umbrella sponsorship of Australian representative teams.

Player development pathway: a pathway that now has clear entry and exit points and the philosophy overturned to a coach-driven, athlete-centred program.

Plexicushion: playing surface for the Australian Open, a cushioned acrylic surface.

Pro Circuit: events that provide aspiring tennis professionals with a stepping stone onto the professional men's (ATP) and women's (WTA) tours.

Roland Garros (French Open): the second Grand Slam of the year, held at Stade Roland Garros in Paris.

Slice: Tennis Australia's e-newsletter (formerly *TennisWorld*).

Strategic Priorities: Tennis Australia's five key strategic areas that drive the attainment of individual business units' strategic objectives.

Sweeney Sports Report: a survey that conducts a multi-faceted measure of the Australian public's interest in sport.

T-12 (Tennis 2012): The Tennis business unit's new revised blueprint of strategic priorities and key performance indicators for the next four years.

TA (Tennis Australia): Trading name of the Lawn Tennis Association of Australia; tennis' national governing body.

Talent Search program: on-court tennis days designed to identify children with the desire and skill to excel in sport.

tennis.com.au: Tennis Australia's official website.

Tennis workout: fun, sociable, tennis-based workout program staged at Melbourne Park and Albert Reserve.

TennisWorld: Tennis Australia's e-newsletter (now called *Slice*).

The World's Biggest Stage: theme for Australian Open 2009.

US Open: the fourth and final Grand Slam of the year held at Flushing Meadows in New York.

Video line-calling: Hawk-eye system that shows the last ball mark in a point and is used to advocate challenged line calls.

Wildcard: free pass into the main draw or qualifying draw of a tournament, allowing the recipient to bypass ranking-based entry requirements.

Wimbledon: the third Grand Slam of the year, held at the All England Club in London.

Wonderful World of Tennis: part of the Tennis brand creating a bridge between the Tennis and Australian Open brands.

WTA (Women's Tennis Association): governing body of the women's professional tennis circuit.



KEY CONTACTS

The Wonderful World of Tennis

Tennis Australia
Geoff Pollard, President and Chairman
Steve Wood, CEO
A: Private Bag 6060
Richmond Vic. 3121
Melbourne Park, Batman Avenue
Melbourne Vic. 3001
P: +61 3 9914 4000 F: +61 3 9650 2743
W: www.tennis.com.au

Australian Open
Craig Tiley, Tournament Director
A: Private Bag 6060
Richmond Vic. 3121
P: +61 3 9914 4400
F: +61 3 9659 1040
W: www.australianopen.com

Member Associations

Tennis ACT

Bruce Lilburn, President
Ross Triffitt, CEO
A: PO Box 44
Dickson ACT 2602
National Sports Club
1 Riggell Place
Lyneham ACT 2602
P: +61 2 6160 7800
F: +61 2 6247 2029
E: tennis@tennisact.com.au
W: www.tennis.com.au/act

Tennis NSW

Stephen Healy, President
Glenn Tasker, CEO
A: PO Box 6204
Silverwater NSW 1811
Sydney Olympic Park Tennis Centre
Rod Laver Drive
Sydney Olympic Park NSW 2127
P: +61 2 9024 7600
F: +61 2 9763 7655
E: tennis@tennisnsw.com.au
W: www.tennis.com.au/nsw

Tennis NT

Warren Martin, President
Dianne MacDonald, General Manager
A: Unit 1, 90 Ross Smith Avenue
Fannie Bay NT 0820
P: +61 8 8981 5609
F: +61 8 8981 5616
E: tennis@tennisnt.com.au
W: www.tennis.com.au/nt

Tennis Queensland

Ken Laffey, President
Tom Lerner, CEO
A: PO Box 2366
Graceville Qld 4075
190 King Arthur Terrace
Tennyson Qld 4105
P: +61 7 3120 7900
F: +61 7 3120 7929
E: info@tennisqueensland.com.au
W: www.tennis.com.au/qld

Tennis SA

Bill Cossey, President
Allstair MacDonald, CEO
A: PO Box 43
North Adelaide SA 5006
Memorial Drive Complex
War Memorial Drive
Adelaide SA 5000
P: +61 8 7224 8100
F: +61 8 8212 6518
E: info@tennissa.com.au
W: www.tennis.com.au/sa

Tennis Tasmania

Peter Armstrong, President
Michael Roberts, General Manager
A: GPO Box 115B
Hobart Tas. 7001
Domain Tennis Centre
2 Davies Avenue
Glebe Tas. 7000
P: +61 3 6108 8200
F: +61 3 6334 4564
E: info@tennistasmania.com.au
W: www.tennis.com.au/tas

Tennis Victoria

David Stobart, President
Ian Clark, CEO
A: Locked Bag 6001
Richmond Vic. 3121
Olympic Park Administration Building,
Level 1
Olympic Boulevard
(formerly Swan Street)
Melbourne Vic. 3001
P: +61 3 8420 8420
F: +61 3 9427 9698
E: tvreception@tennisvic.com.au
W: www.tennis.com.au/vic

Tennis West

Dean Williams, President
Andrew Stanbury, CEO
A: PO Box 116
Burswood WA 6100
State Tennis Centre
Victoria Park Drive
Burswood WA 6100
P: +61 8 6462 8300
F: +61 8 9361 1500
E: info@tenniswest.com.au
W: www.tennis.com.au/wa

International tennis governing bodies

International Tennis Federation

Francesco Ricci Bitti, President
A: Bank Lane Roehampton
London SW15 5XZ UK
P: +44 208 878 6464
F: +44 208 878 7799
W: www.itftennis.com

ATP

Brad Drewett, CEO International Group
A: PO Box N662
Sydney NSW 1220
Suite 203, Level 2, 234 George Street
Sydney NSW 2000
P: +61 2 9250 2300
F: +61 2 9250 2333
W: www.atptennis.com

Sony Ericsson WTA Tour

Stacey Allaster, CEO
A: One Progress Plaza
Suite 1500
St Petersburg Fl 33701 USA
P: +1 727 895 5000
F: +1 724 894 1982
W: www.sonyericssonwtatour.com

French Open

Jean Gachassin, President
Gilbert Ysern, CEO
Federation Francais De Tennis
A: Stade Roland Garros
2 Avenue Gordon Bennett
75016 Paris FRANCE
P: +33 1 4743 4800
F: +33 1 4743 0494
W: www.rolandgarros.org

Wimbledon

Tim Phillips, Chairman
Ian Ritchie, Chief Executive
A: All England Lawn Tennis Club
Church Road
Wimbledon London SW19 5AE
P: +44 208 944 1066
F: +44 208 947 8752
W: www.wimbledon.org

Lawn Tennis Association

Derek Howorth, President
Roger Draper, Chief Executive
A: The National Tennis Centre
100 Priory Lane
Roehampton
London, SW15 5JQ ENGLAND
P: +44 208 487 7000
F: +44 208 487 7301
W: www.lta.org.uk

US Open

Jim Curley, Tournament Director
A: USTA Billie Jean King National Tennis
Centre
Flushing Meadows
Corona Park Flushing NY 11368 USA
P: +1 914 696 7219
F: +1 914 696 7216
W: www.usopen.org

USTA

Lucy Garvin, President and Chairman
Gordon Smith, CEO
A: 70 West Red Oak Lane
White Plains NY 10604-3602 USA
P: +1 914 696 7000
F: +1 914 696 7167
W: www.usta.com

Other key contacts

Australian Davis Cup Tennis Foundation

Neale Fraser AO, MBE, President
Graeme Cumbrae-Stewart, OAM,
Secretary
A: Unit 9, 50 Upper Heidelberg Rd
Ivanhoe Vic. 3079
P: +61 3 9499 6228
F: +61 3 9497 4333

Australian Fed Cup Tennis Foundation

Margaret Court AO, MBE, Patron
Judy Dalton, President
A: PO Box 1206
Hawkesburn Vic. 3142
P: +61 3 9914 4200
F: +61 3 9914 4649
E: sdove@tennis.com.au

Australian Institute of Sport

Brent Larkham, Head Coach
AIS Pro Tour Program
A: Private Bag 6060
Richmond Vic. 3121
P: +61 3 9914 4000
F: +61 3 9650 2743
W: www.ais.org.au/tennis

International Club of Australia

Frank Sedgman AM, President
Cedric Mason, Secretary
A: c/o Kooyong Tennis Club
489 Glenferrie Road
Kooyong Vic. 3144
P: +61 3 9822 3333
F: +61 3 9822 5248
E: cedric@kooyonglta.asn.au

Tennis Seniors Australia

Denis Colette, President
Carl Anjou, Secretary
A: 29 Kenny Street
North Balwyn Vic. 3104
P: +61 3 9857 7752
F: +61 3 9816 3620
E: enjouc@sattlink.com.au
W: www.tennisvets.org.au

Tennis Umpires Australia

Craig Glennon, Secretary
A: 3 Shepard Court
Novar Gardens SA 5040
P: +61 8 8376 6315
F: +61 8 8376 6315
E: operations@tennisofficials.org.au
W: www.tennisofficials.org.au