



Tennis Australia Annual Report 2012–2013



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>> THE DIGITAL EDITION

Throughout Tennis Australia's innovative Annual Report you will see the symbols below. These indicators allow you to navigate your way around our digital publication. This year you have a choice of viewing this report on your desktop computer or mobile device. Go to www.tennis.com.au/about-us/about-tennis-australia/annual-report or download from the App Store (available Nov 2013)

>> LOOK OUT FOR THESE ICONS



VIDEO AVAILABLE ON DIGITAL PUBLICATION



IMAGE GALLERY AVAILABLE ON DIGITAL PUBLICATION



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THE NATIONAL TENNIS CENTRE WAS OPERATIONAL DURING AUSTRALIAN OPEN 2013.

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\$200 million business operating as a one-team Company with a nine-person Board of Directors, 14 Member Delegates (representing the MAs), more than 250 full-time or part-time employees and thousands more during the summer to assist with staging the Australian Open and the Australian Open Series events.

From developing programs for juniors to sport science and video analysis for our elite players, TA is committed to being at the forefront of the sport's development. Each year TA invests millions in tennis infrastructure, player development, participation programs, coach development, competitions and tournaments, and promotion of the game locally, nationally and internationally.

The Company's responsibilities include promoting and facilitating participation in tennis at all levels, staging tennis events, developing future stars, growing business revenues and honouring the sport's heritage. These responsibilities are reflected in TA's purpose.

Our purpose

To make Australia the greatest tennis nation on the planet.

Our objectives

MLC Tennis Hot Shots

> More kids playing tennis more often.

Cardio Tennis

> Bring people into and back into tennis.

Talent

> Improve the quality and quantity of athletes under the age of 12.

Places to Play

> Form leading partnerships in planning, building and managing quality places to play.

Asia-Pacific

> Engage more deeply with consumers in the region and convert interest into increased awareness and exposure.

CREDITS

Editor: Daniela Toleski | Photography: Getty Images, Tennis Australia | Design and production: Lisa Minichiello, Room44 | Print: Ellikon | Grand Slam® is a registered trademark of Grand Slam Tennis Properties Ltd.



2012-2013 HIGHLIGHTS



74%

**MLC TENNIS
HOT SHOTS
EXPERIENCES**
604,989
74% INCREASE
FROM 2011-2012



152%

**MLC TENNIS
HOT SHOTS
DELIVERERS**
1844
152% INCREASE
FROM 2011-2012



81%

**CARDIO TENNIS
DELIVERERS**
579
81% INCREASE
FROM 2011-2012



123%

**CARDIO TENNIS
PARTICIPANTS**
17,370
123% INCREASE
FROM 2011-2012



22%

**COURTS
CONSTRUCTED/
RESURFACED**
SINCE 2007
1568
22% INCREASE
FROM 2011-2012



36%

**AUSTRALIAN
OPEN
FACEBOOK FANS**
968,379
36% INCREASE
FROM 2011-2012



5%

**AUSTRALIANOPEN.COM
UNIQUE VISITORS**
15.5 MILLION
5% INCREASE
FROM 2011-2012



70%

**TENNIS.COM.AU
UNIQUE VISITORS**
3.9 MILLION
70% INCREASE
FROM 2011-2012



9%

COACH MEMBERS
3804
9% INCREASE
FROM 2011-2012



16%

**TALENT
DEVELOPMENT
COACHES**
130
16% INCREASE
FROM 2011-2012

"WE LOOK FORWARD TO CONTINUING TO EXECUTE THE KEY STRATEGIES AND GOALS WE HAVE PUT IN PLACE TO ENTICE NEWCOMERS OR RE-IGNITE THE PASSION FOR TENNIS."



STEPHEN HEALY PRESIDENT | STEVE WOOD CEO |



"THROUGH PROGRAMS SUCH AS THE MLC TENNIS HOT SHOTS AND CARDIO TENNIS, AUSTRALIANS ARE FINDING NEW WAYS TO KEEP FIT AND GET INVOLVED IN TENNIS."

- MINISTER FOR SPORT, SENATOR KATE LUNDY



MINISTER FOR SPORT KATE LUNDY LAUNCHED THE 'DO SOMETHING AUSTRALIAN ON AUSTRALIA DAY' PROGRAM AT AUSTRALIAN OPEN 2013.

It is pleasing to report on the continued growth of various pillars of our game during 2012-2013, including participation, places to play and increased exposure in the Asia-Pacific region and locally.

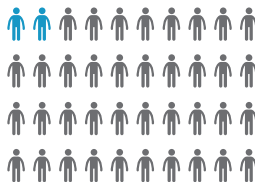
NEW CEO FOR 2013-2014

AFTER NEARLY A DECADE LEADING TENNIS AUSTRALIA STEVE WOOD RESIGNED FROM THE ROLE AT THE END OF SEPTEMBER 2013. AUSTRALIAN OPEN TOURNAMENT DIRECTOR AND TENNIS DIRECTOR CRAIG TILEY WAS APPOINTED TO THE ROLE.



THE MLC TENNIS HOT SHOTS PROGRAM EXPERIENCED PARTICIPATION GROWTH IN 2012-2013.

WE WERE PROUD TO HAVE LED THE WORLD IN PRIZE MONEY, OFFERING A RECORD AUD\$30 MILLION AT AUSTRALIAN OPEN 2013.



AUD \$30m

DID YOU KNOW?

STEPHEN HEALY WAS ELECTED AS PRESIDENT OF THE OCEANIA TENNIS FEDERATION AT THE ANNUAL GENERAL MEETING HELD IN MELBOURNE DURING AUSTRALIAN OPEN 2013. HEALY WAS ALSO ELECTED ONTO THE ITF BOARD OF DIRECTORS DURING THE YEAR.

604,989 KIDS PLAYED MLC TENNIS HOT SHOTS IN 2012-2013.

604,989



Participation growth

Tennis Australia's development program MLC Tennis Hot Shots saw 604,989 kids around the country pick up a racquet and play tennis, and 17,370 people try the tennis fitness program Cardio Tennis in 2012-2013. Attracting and retaining both children and adults into the sport as well as replenishing the national court inventory are two of the platforms that will ensure the long-term health of the sport. Therefore the other critical achievement was the 283 new or reconditioned courts completed in the last 12 months, as part of the National Court Rebate Scheme.

Business in Asia

Internationally, we continued with our Asia-Pacific strategy and strengthened the foundations for further opportunities by building relationships and increasing exposure. These were seen through the new Australian Open Wildcard Play-off and the Ballkid Exchange program with the China Open, along with the expanded Australian Open International Trophy Tour.

Australian Open 2013

Congratulations to Novak Djokovic and Victoria Azarenka who both defended their titles at Melbourne Park in 2013. The Grand Slam of Asia-Pacific attracted 684,457 fans on site and millions more on TV and online, showing it's the perfect promotion for the sport both in Australia and around the world. We were also proud to have led the world in prize money, offering a record AUD\$30 million. Local fans witnessed many Australian success stories at Australian Open 2013, including Nick Kyrgios defeating Thanasi Kokkinakis in an all-Australian boys' final, Jarmila Gajdosova and Matt Ebden claiming the mixed doubles crown, wildcards Casey Dellacqua and Ashleigh Barty reaching the women's doubles final and Jay Andrijić and Bradley Mousley claiming the junior boys' doubles crown.

Do something Australian

The Minister for Multicultural Affairs and Sport, Senator Kate Lundy, launched an AUD\$250,000 pilot program in October 2012 jointly funded by the Government and Tennis Australia. The program brought sport and multiculturalism together under the theme of 'Do Something Australian on Australia Day - Play Tennis'. On 26 January 2013, Melbourne Park and a select number of suburban and regional tennis clubs hosted multicultural celebrations over a game of tennis. We want to

develop this into a truly national initiative that brings a tennis focus to all sections of the community for years to come.

Financial

The Company's net result for the year ended 30 June 2013 was a net surplus of AUD\$1,622,811. This compares with a net surplus of AUD\$3,091,293 for the year ended 30 June 2012. The decrease in net surplus mainly reflects the additional contributions towards Australian Open 2013 prize money.

Player highlights

Australia's No.1 junior Nick Kyrgios made a magnificent start to his first senior Grand Slam match, upsetting Czech veteran Radek Stepanek at the French Open in June. Marinko Matosevic capped off a stunning 2012 season achieving two milestones in October - his debut in the world's top 50, and becoming Australia's top ranked male player. Special congratulations to Lleyton Hewitt who now holds the record for the most ties of any Australian in Davis Cup after playing his 33rd tie in September 2012. Meanwhile on the women's side, rising junior Ashleigh Barty cracked the top 200 for the first time in November 2012.

World-class facility

As part of the Victorian Government's AUD\$366 million Melbourne Park redevelopment, eight new Italian clay courts were officially launched with Victorian Sports Minister Hugh Delahunty on 11 December 2012. These courts add to the terrific initiatives in the athlete development space. The redevelopment at the Eastern Plaza and Margaret Court Arena is a gleaming symbol of the future of our event, our sport and our company.

Commitment

Our Board, management and staff, together with our Member Associations aim to make tennis the best it can be with more people enjoying and playing this great game. We look forward to continuing to execute the key strategies and goals we have put in place to entice newcomers or re-ignite the passion for tennis.

STEPHEN HEALY
PRESIDENT

STEVE WOOD
CEO



CRAIG TILEY | STEVE WOOD | DARREN PEARCE | DAVID ROBERTS | STEVE AYLES

Craig Tiley

BSc Economics
BA Business Management
MS Kinesiology (ABD)

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
USTA's High Performance
Committee 2003–2005

US National Coach of the Year
(1999, 2003)

US Collegiate Hall of Fame
(2010)

THE HISTORICAL TIMELINE

1880

Victoria stages first tennis championships in the colonies.

1885

NSW stages its first championships and introduces inter-colonial 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. Australasia wins its first Davis Cup title.

1922

First Australasian Women's Championships staged.

1926

Name changed to Lawn Tennis Association of Australia. Norman Brookes becomes President.

1933

Jack Crawford wins the Australian, French and Wimbledon Championships.

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.

Owen Davidson with two partners wins mixed doubles Grand Slam®.

1969

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

1970

Margaret (Smith) Court wins the Grand Slam®.

Steve Wood*B.Bus Marketing*

CEO
Tennis Australia since 2005

President
Nortel Networks Australia
and NZ 2001-2005

Vice President
Alteon WebSystems
Asia-Pacific 1999-2001

Vice President
Nortel Networks Asia-Pacific
1997-1999

Vice President
Bay Networks Asia-Pacific
1995-1997

Vice President
SynOptics Communications
Asia-Pacific 1991-1995

General Manager
MPA International 1987-2001

Chairman
IBES Advisory Committee

Darren Pearce

Director Media

Tennis Australia since 2009

Media Manager
Tennis Australia 2007-2009

Chief of Staff
Channel Nine News
Melbourne 2004-2007

State Editor
ABC News and Current Affairs
South Australia 2003-2004

Chief of Staff
ABC News Melbourne
2002-2003

Director News
Victoria WIN TV 2000-2002

David Roberts*B.Bus, CPA*

Chief Operating Officer
Tennis Australia since 2012

Chief Financial Officer
Tennis Australia 1997-2012

Treasurer & Tax Manager
Kraft Foods Ltd 1990-1994

Co-founder
Direct Marketing Agency
Robe John & Associates
Pty Ltd 1987

Steve Ayles*MBA, MCom (Applied Finance)*

Director Commercial
Tennis Australia since 2009

General Manager Major Events
Tennis Australia 2008

CEO
Tennis Queensland 2001-2008

Tournament Director
Brisbane International
2008-2011

General Manager
Mondial Gold Coast Women's
Hardcourts 2005-2008

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 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 opens with retractable roof.

2003

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

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.

2010

Australian Open attendance exceeds 650,000 for the first time.

2012

A record crowd of 686,006 attend the Australian Open.

2013

The National Tennis Centre at Melbourne Park is officially opened.

OBJECTIVE: MORE KIDS PLAYING TENNIS MORE OFTEN.



DID YOU KNOW? MLC TENNIS HOT SHOTS USES MODIFIED COURTS, LOW-COMPRESSION BALLS AND SMALLER RACQUETS TO HELP KIDS PLAY AND RALLY FROM THEIR VERY FIRST EXPERIENCE. THE THREE PROGRESSION STAGES – RED, ORANGE AND GREEN – FACILITATE OPTIMAL DEVELOPMENT AND HELP YOUNGSTERS LEARN AT THEIR OWN PACE.



IMAGE GALLERY AVAILABLE ON DIGITAL PUBLICATION

74%



MLC Tennis Hot Shots experiences increased in 2012–2013

2012–2013 **604,989**



2011–2012 348,480

2010–2011 248,013

2009–2010 193,795



152%



MLC Tennis Hot Shots deliverers* increased in 2012–2013

2012–2013 **1844**

2011–2012 733

2010–2011 472

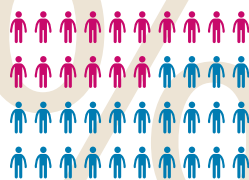
2009–2010 363



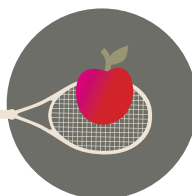
THERE ARE MORE THAN 90,000 REGISTERED MLC TENNIS HOT SHOTS PARTICIPANTS.

Tennis Australia’s development program for primary school-aged children experienced further growth in the past year, with a number of key initiatives officially launched to support coaches, schools and clubs with the delivery of tennis. A strong network for schools as well as a pathway for all children to continue their involvement directly through their local MLC Tennis Hot Shots Coach or Community Play clubs is the key to continued success.

40%



40% OF CHILDREN FIRST HEAR ABOUT MLC TENNIS HOT SHOTS THROUGH THEIR LOCAL SCHOOL.



*DELIVERERS INCLUDED COACHES, NATIONAL SCHOOL PARTNERSHIP PROGRAM SCHOOLS AND COMMUNITY PLAY CLUBS IN 2012–2013.

280,117 PARTICIPANTS IN MLC TENNIS HOT SHOTS IN SCHOOLS PROGRAM.

280,117

MLC Tennis Hot Shots in schools

National Tennis in Schools Program

Introduced in July 2012 the National Tennis in Schools Program has 280,117 participants nationally. This program is delivered by MLC Tennis Hot Shots coaches.

National School Partnership Program

The National School Partnership Program was launched in October 2012 and more than 560 schools expressed an interest. The program supports schools that include tennis in their Health and Physical Education curriculum, and creates partnerships with local MLC Tennis Hot Shots coaches or Community Play venues, along with the state/territory tennis association to offer a pathway for all children to continue participating.

National Teacher Ambassador Program

The National Teacher Ambassador Program provided 319 registered teachers with benefits including the Australian Council for Health, Physical Education and Recreation MLC Tennis Hot Shots in Schools resource linked to developing the National Health and Physical Education curriculum.

Teacher education

Overall, 561 teachers across Australia completed education related to the MLC Tennis Hot Shots in Schools program. Tennis Australia is also working with leading universities to educate undergraduate teachers about the National Tennis in Schools Program.

The school experience – December Showdown

More than 1400 students from 30 schools visited Melbourne Park during the December Showdown in 2012. Students were given a tour of Melbourne Park's facilities, enjoyed talks from top Australian players and participated in MLC Tennis Hot Shots sessions.

Active After-school Communities (AASC) program

Tennis Australia partnered with the Australian Sports Commission to offer students a free taste of the MLC Tennis Hot Shots program.

MLC Tennis Hot Shots coaches and clubs

MLC Tennis Hot Shots Community Play program

After 80 clubs successfully piloted the program in October 2012, the MLC Tennis Hot Shots Community Play program was launched in January 2013. There are currently 373 Community Play clubs and centres across the nation running the program through tennis coaches and club volunteers, allowing all children to play tennis in a fun and supportive environment.

Australian Open 2013 and MLC Tennis Hot Shots

Kids Tennis Day

Record crowds attended on the day and more than 15,000 people registered prior to Kids Tennis Day on 12 January. Roger Federer, Victoria Azarenka, Novak Djokovic, Jo-Wilfried Tsonga, Serena Williams and Ana Ivanovic took part in the Rod Laver Arena spectacular giving kids the chance to get up close to their heroes. Following the player exhibition, international pop star Guy Sebastian entertained the crowd, along with performances from Dora the Explorer and SpongeBob SquarePants.

Australian Open 2013

MLC Tennis Hot Shots was showcased during Australian Open 2013 with 38,410 fans visiting MLC Fan Zone at Grand Slam Oval. MLC Tennis Hot Shots exhibitions were held prior to matches on show courts across Melbourne Park, allowing 610 kids to play. In addition, 40 MLC Tennis Hot Shots participants tossed the coin prior to matches.

MLC Tennis Hot Shots relationships and activations

MLC Tennis Hot Shots Coach / Advisor Program

Local advisers connected with their local MLC Tennis Hot Shots coach to activate MLC Tennis Hot Shots within the club and community. Forty-five relationships allowed for more than 200 events to be delivered nationally, engaging more than 80,000 participants since September 2012.

MLC Tennis Hot Shot of the Year

The inaugural MLC Tennis Hot Shot of the Year ceremony was held at the Melbourne Zoo in January 2013. Lachlan Hewatt from Canberra won AUD\$5000 courtesy of MLC, one year of free tennis coaching and a visit from former world No.8 and current Australian Fed Cup captain Alicia Molik to his club.

Playback rebate

MLC Tennis Hot Shots coaches or schools received an AUD\$2 rebate for every participant that was registered in 2012-2013. The rebate could be used to purchase new MLC Tennis Hot Shots equipment and merchandise.

Tennis Hot Shots Galaxy game

The second official Hot Shots game – Tennis Hot Shots Galaxy – was available for iPhone, iPod touch and iPad in December 2012. The game had more than 83,000 downloads and also appeared in the App Store's Top 5 Sports Games, along with featuring in the What's Hot list.

OBJECTIVE: BRING PEOPLE INTO AND BACK TO TENNIS.



DID YOU KNOW? TENNIS AUSTRALIA'S CARDIO TENNIS PROGRAM HAS A HIGH-ENERGY FORMAT DESIGNED TO MAXIMISE ENJOYMENT AND PROMOTE SIGNIFICANT HEALTH BENEFITS.

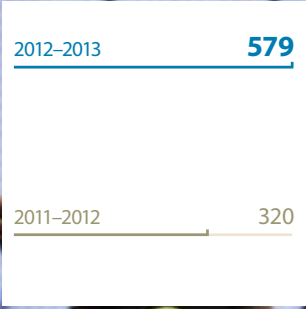


IMAGE GALLERY AVAILABLE ON DIGITAL PUBLICATION

123%
↑
Cardio Tennis participants increased in 2012-2013



81%
↑
Cardio Tennis deliverers increased in 2012-2013

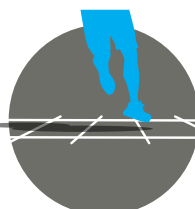


CARDIO TENNIS WAS ENDORSED BY FITNESS AUSTRALIA AND PHYSICAL ACTIVITY AUSTRALIA.

Available in Australia since January 2012, Cardio Tennis has experienced a significant increase with close to 600 coaches and fitness trainers at over 800 venues now delivering the program to more than 17,000 participants.

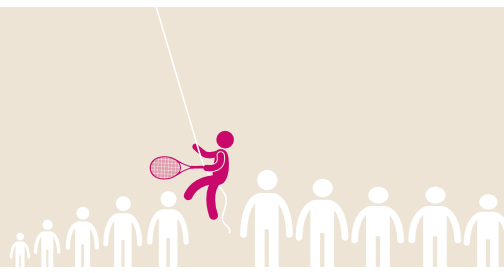
53%

53% OF PARTICIPANTS WERE NOT PLAYING TENNIS AT THE TIME THEY STARTED CARDIO TENNIS.



38 IS THE AVERAGE AGE OF CARDIO TENNIS PARTICIPANTS.

38



Consumer research

The first Cardio Tennis consumer research had 889 respondents who indicated fitness, variety and fun as three main drivers for participating. It also showed that Cardio Tennis appeals to females with 72 percent of women currently participating.

Cardio Tennis in Secondary Schools pilot program

There were 35 schools that were part of the Cardio Tennis in Secondary Schools pilot program with 2000 secondary school students involved. These 2000 students averaged 3000 steps per Cardio Tennis workout, recording a massive 24 million steps during the four-week program. Cardio Tennis can be delivered as either a mass-modified or standard format in secondary schools. This initiative is allowing a formerly untapped market to experience tennis within the school curriculum.

Education and training

Face-to-face training was provided to 225 coaches and 16 fitness trainers, while 124 coaches were trained via an online tutorial. Training for the new Cardio Tennis Secondary Schools mass-modified format was delivered to 70 physical education teachers and 120 coaches.

Fitness challenge

The Cardio Tennis Fitness Challenge was piloted across six venues over six weeks in late 2012. At the home of the Australian Open, Tennis World had 32 participants sign up. The challenge required contestants to commit to a minimum of two Cardio Tennis workouts a week and record their calorie burn and average heart rate via a Suunto heart rate monitor. An even amount of male and female contestants were committed to the cause and burned a total of 78,000 calories, which is equivalent to about 150 chocolate bars or 113 hamburgers. Overall, 180 participants burned 1.08 million calories in Cardio Tennis Fitness Challenge pilots across Australia.

The summer of Cardio Tennis

Innovative consumer Cardio Tennis activations were held during the Australian Open and AO Series events in 2013. More than 13,000 participants were involved in these activations, including 13 showcases, two energising flash mobs, along with almost 100 parents participating in 10 Cardio Tennis workouts on Kids Tennis Day.

Cardio Tennis mentors

The continually growing group of Cardio Tennis deliverers now has 10 identified Cardio Tennis mentors to assist with on-going training. The first Cardio Tennis Mentors' workshop for 30 representatives was held in May 2013 and existing Cardio Tennis deliverers, State Community Tennis staff, along with Tennis Australia Cardio Tennis staff were in attendance. Participants learnt about what inspires people to be great leaders and the importance of a mantra in developing a tribe, courtesy of fitness industry guru Paul Taylor. Another focus during the workshop was how to give and receive feedback in a constructive and professional manner during an on-court session.

Australian Fitness and Health Expo

Cardio Tennis was on display for the first time at the Australian Fitness and Health Expo in April 2013. More than 29,000 visitors and fitness trainers were introduced to Cardio Tennis during the three-day event in Sydney. The Cardio Tennis team will continue to form collaborative partnerships within the corporate, health and education sectors.

Endorsement received

Cardio Tennis received Fitness Australia and Physical Activity Australia endorsement in June 2013, becoming the first National Sport Organisation to be endorsed by Fitness Australia.

Keeping activities fresh

Any new Cardio Tennis activities and workout plans must be fun, innovative and fitness focused, along with having a social element. There were 20 new activity cards developed with links to videos via QR codes and new music mixes in 2012-2013, maintaining the uniqueness of Cardio Tennis.

Digital engagement

The official Cardio Tennis website – cardiotennis.com.au – recorded 207,402 unique visitors in 2012-2013. A new and improved website was also launched, featuring a new user-friendly registration process. The Cardio Tennis social media audience reaches over 7000 people across Facebook, Twitter and Instagram and both deliverers and consumers received electronic newsletters for the first time.

OBJECTIVE: TO IMPROVE THE QUALITY AND QUANTITY OF ATHLETES UNDER THE AGE OF 12.

DID YOU KNOW? PROJECT TALENT OFFERS OPPORTUNITIES FOR ATHLETES AND THEIR PRIVATE COACHES TO GAIN INVALUABLE TRAINING EXPERIENCES AND PROFESSIONAL DEVELOPMENT UTILISING TENNIS AUSTRALIA STAFF, PRIVATE COACHES AND LEADING TALENT DEVELOPMENT COACH MENTORS.



IMAGE GALLERY AVAILABLE ON DIGITAL PUBLICATION

16%



Talent Development Coaches increased in 2012–2013

2012–2013 **130**

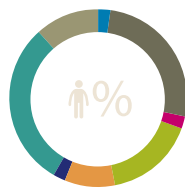


2011–2012 112

2010–2011 83

2009–2010 74

Talent Development Coaches per state in 2012–2013



Total 100%

ACT 2.3
NSW 26.2
NT 2.3
Qld 16.2
SA 9.2
Tas. 2.3
Vic. 30
WA 11.5



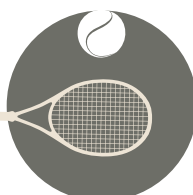
LAUREN NIKOLOSKI WAS ONE OF THE 16 GIRLS WHO ATTENDED THE NATIONAL TALENT DEVELOPMENT CAMP IN 2013.

Project Talent brings together multiple facets assisting a player to develop including capturing athletes, providing quality education for coaches, offering competition opportunities plus national camps, in an effort to transition young talent into tennis professionals.

1142



48 TALENT DEVELOPMENT CAMPS WERE HELD IN EVERY STATE AND TERRITORY WITH 1142 ATHLETES AND 267 PRIVATE COACHES PARTICIPATING.



AUD\$67,250 DISTRIBUTED TO TALENT DEVELOPMENT COACHES FOR THE 12s AND 14s NATIONALS (TOTAL OF 61 TRAVEL GRANTS).

AUD \$67,250

Capture phase

Further 8/u Talent Development Camps were held in 2012–2013 to capture talent at a younger age. Greater links have also occurred with MLC Tennis Hot Shots and further integration and planning will continue to be a focus in the next financial year.

Talent Development Coaches

The passionate network of Talent Development Coaches grew to 130 during 2012–2013. More than half of the Talent Development Coaches and mentors attended the annual Talent Development Coaches' Workshop prior to the 2013 Australian Grand Slam Coaches' Conference. There were 15 professional development workshops held for coaches during the year at Nationals events, with 103 attendees. Tennis Australia further invested in this area with 13 incentive payments totalling AUD\$48,000 paid to Talent Development Coaches for meeting talent benchmarks, along with 61 travel grants for the 12s and 14s Nationals (AUD\$67,250) being distributed to Talent Development Coaches.

Tennis Australia's four Talent Development Coach Mentors – Ian Barclay, Bill Bowrey, Rob Kilderry and Gary Stickler – continued to share their wealth of experience with Talent Development Coaches during the year.

Super 10s

Super 10s is designed for emerging athletes aged 10 years and under. After a highly successful pilot in Victoria, the program was rolled out around Australia in a bid to prepare young tennis players for national tournaments and the next steps in their development. There were 482 athletes and 110 private coaches who participated in a total of 16 seasons of Super 10s across every state and territory since late October 2012.

Athletes played on full-sized courts with low-compression green tennis balls. These balls have 75 percent of the compression of a standard yellow ball, slowing down play and aiding player development. Weekly awards named after Australian tennis stars were presented to players demonstrating specific attributes, encouraging technique, movement, determination, tactics, focus and sportsmanship during play. Super 10s 2012 culminated with 64 athletes

and 16 private coaches participating in the inaugural Super 10s National Finals held during Australian Open 2013 at the National Tennis Centre.

Regional Super 10s was launched in Victoria (Bendigo and Traralgon) in 2013 and the Project Talent team is looking to expand this nationally. The Super 10s program helps set quality foundations in all facets of player development and will provide a direct benefit to the future of the sport.

Added incentive for Super 10s

A select number of players involved with Super 10s gain a once-in-a-lifetime chance to toss the coin at Australian Open finals, receive an invitation to Tennis Australia's National Talent Development Camp or be one of the two Super 10s athletes who present the Australian Open Wildcard Play-off winners with their accreditation. In addition, 85 Super 10s athletes and 16 private coaches participated in 16 on-court demonstrations at the Apia International Sydney, Brisbane International, Hyundai Hopman Cup, World Team Challenge and the Australian Open in 2013.

Talent Development Camps

In May 2013, 32 of Australia's rising young tennis talents were invited to train at the third National Talent Development Camp in Canberra. Sixteen girls and 16 boys from the 10-and-under age group attended the five-day camp with 30 private coaches. The camp involved on-court sessions, physical testing, skills testing and footwork and coordination workshops.

Tennis Australia works closely with the athletes' private coaches throughout the camp to develop a comprehensive athlete report that covers all areas of performance, providing the athletes with an early insight into the world of an elite athlete in a world-class environment. Furthermore, 48 Talent Development Camps were held in every state and territory with 1142 athletes and 267 private coaches participating.

Champions

Nine athletes transitioned from Project Talent into a National Academy.

OBJECTIVE: FORM LEADING PARTNERSHIPS IN PLANNING, BUILDING AND MANAGING QUALITY PLACES TO PLAY.

DID YOU KNOW? THE PLACES TO PLAY TEAM ASSISTS IN THE DELIVERY OF VIABLE AND QUALITY PLACES TO PLAY, CONTRIBUTING TO PARTICIPATION GROWTH.

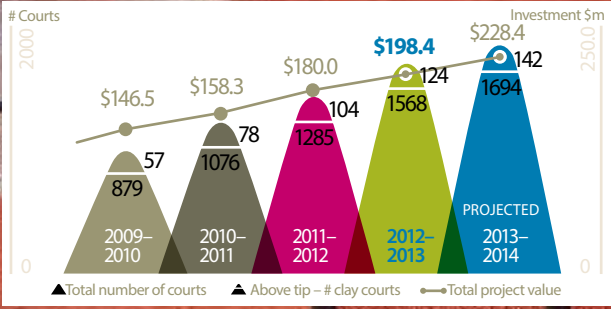


IMAGE GALLERY AVAILABLE ON DIGITAL PUBLICATION

10%
↑
Total \$ project value of Court Rebate increased in 2012–2013

2012–2013	\$198.4m
2011–2012	\$180m
2010–2011	\$158.3m
2009–2010	\$146.5m

→
Court Rebate project value / court numbers

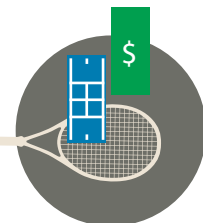


TENNIS AUSTRALIA'S CLAY COURT INITIATIVE PLANS TO ESTABLISH 12 REGIONAL CLAY COURT FACILITIES BY 2016.

Quality venues for players of all levels are vital to the continued growth of the sport. Importantly, these venues need to be commercially viable and the key to this is strong participation and usage.

\$198.4m
AUD

TOTAL PROJECT VALUE GENERATED BY NATIONAL COURT REBATE SCHEME SINCE 2007.



COURTS CONSTRUCTED/RESURFACED IN 2012–2013.

283

National Court Rebate Scheme

The National Court Rebate Scheme assists member affiliates and local government in the development of new or upgraded tennis courts and associated infrastructure. Since 2007, the scheme has proven to be a resounding success in stimulating more than 1500 new or resurfaced courts. The scheme has also acted as a catalyst for all tennis and government stakeholders to form partnerships and better plan for the provision of strategically located networks of community tennis centres.

In partnership with MLC Tennis Hot Shots 74 MLC Tennis Hot Shots courts were committed/built in National School Partnership Program primary schools around Australia in 2012–2013 and more are planned.

Clay courts for player development

Tennis Australia's Clay Court Research Centre at Sydney's Macquarie University facilitates the research into a variety of clay courts to establish their suitability for the Australian climate. Tennis Australia is committed to installing more clay courts throughout the country, with natural clay recognised as a preferred surface for player development.

Plans are in place to establish 12 regional clay court facilities by 2016, and already six clay court centres have been planned or developed around Australia since the introduction of Tennis Australia's clay court initiative. The Tennis Australia Clay Court Research Centre trialled a Swiss clay court (Conipur Pro Clay), an American green clay court (Har-Tru) and two types of Italian red clay courts. The latter were trialled to determine their suitability as part of the Melbourne Park redevelopment, with an eight-court clay court complex included within the new National Tennis Centre. In addition to the clay courts at Melbourne Park, the Queensland Tennis Centre is serviced by four Italian clay courts and Sydney Olympic Park Tennis Centre has two, aiding with junior development.

The research centre will continue to refine and trial clay court surfaces, with the potential to explore new surfaces as they become available into the future, in an effort to introduce additional clay courts nationally.

Permanent Hot Shots facility

The City of Wollongong, the Wollongong Tennis Club and Tennis NSW officially opened Australia's first purpose built MLC Tennis Hot Shots courts in a club environment in August

2012. Tennis Australia's National Court Rebate Scheme provided financial support to ensure the project was successful. Construction was completed in two months and in addition to the eight modified courts, the Wollongong Tennis Club also has 10 full-sized hard courts and four full-sized synthetic grass courts, making it a regional hub for tennis activity.

Regional partnerships

Tennis Australia's CEO Steve Wood officially turned the first sod at the Hume Regional Tennis and Community Centre with Victorian Sports Minister Hugh Delahunty on 20 June 2013, commencing construction of the AUD\$8 million project. Two other projects were successful in bids for funding under the Regional Development Australia Fund with further federal announcements expected later in the year.

Education for facility operators

The best performing tennis venues have a community focus with professional delivery of programs and services. Tennis Australia will continue to invest in club venues by providing financial and management services, along with educational opportunities. In 2012–2013 Tennis Australia, in partnership with Member Associations, launched a series of 'master classes' to provide professional development for facility operators.

Affiliation reform

After a successful pilot in Tennis SA in 2011–2012, an entity based affiliation reform model is now active in Tennis Queensland, Tennis ACT and Tennis NSW. Each Member Association anticipates large growth in registrations as a result of this significant investment from Tennis Australia. Each Member Association adopted and determined a customised model, suited to its specific needs as well as the needs of affiliated clubs and players. Remaining Member Associations will transition to the entity-based model over the next 12–24 months.

Tennis Conference

The annual Community Tennis Officers' conference was held in Melbourne in July 2013 and featured Winter Olympic Gold medallist Steven Bradbury as the opening keynote speaker. The theme of the conference was 4M: Communication Tools For Success. The workshops focused on enhancing communication and presentation skills and the ability to influence people and resolve conflict.

OBJECTIVE: ENGAGE MORE DEEPLY WITH CONSUMERS IN THE REGION AND CONVERT INTEREST INTO INCREASED AWARENESS AND EXPOSURE.

DID YOU KNOW? TENNIS AUSTRALIA'S ASIA-PACIFIC STRATEGY EXPLORES AND COVERS OPPORTUNITIES IN SPONSORSHIP, EVENTS, TICKETING/ TOURISM, BROADCAST/PROMOTION AND GOVERNMENT RELATIONS.



IMAGE GALLERY AVAILABLE ON DIGITAL PUBLICATION

57%



Viewers from the Asia-Pacific in 2012-2013

Australian Open 2013 Broadcast exposure (millions)

Australian Open 2013 **300m**
Total global broadcast audience



Asia-Pacific viewers **172m**



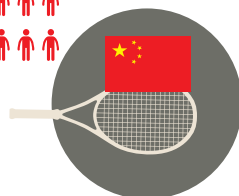
THE NORMAN BROOKES CHALLENGE CUP AND DAPHNE AKHURST MEMORIAL CUP VISITED HUANG LANE, FUZHOU DURING THE 2012 AUSTRALIAN OPEN INTERNATIONAL TROPHY TOUR.

Tennis Australia is engaging with the Asia-Pacific region at an unprecedented level, creating exposure of the Australian Open and showcasing participation programs. This is assisting to enhance an already strong interest in tennis throughout the region.

27m



THE SUCCESS OF **LI NA** ELEVATED CHINESE INTEREST IN THE AUSTRALIAN OPEN WITH IN EXCESS OF 27 MILLION PAGE IMPRESSIONS ON THE CHINESE LANGUAGE AUSTRALIAN OPEN WEBSITE.



CHINA WAS THE TOP VISITOR NATION TO AUSTRALIANOPEN.COM CONTENT (INCLUDING MOBILE) WITH 5.7 MILLION VISITORS IN 2013.

5.7 million

Australian Open International Trophy Tour

The second Australian Open International Trophy Tour travelled to Tokyo, Japan and six cities in China in October 2012; Beijing, Shanghai, Nanjing, Fuzhou, Zhangzhou and Xiamen. Chinese celebrities including tennis champion Li Na and Olympic gold medallist Chen Yibing attended trophy tour activities. Significant coverage in the Chinese and Japanese print media, television, radio and social media platforms was generated. Australian coaches delivered clinics and training to coaches, players and children in each city, and deep engagement was achieved with Provincial and National Government leaders. This event continued to promote Victoria and Australia as not just a tourist destination but a state and country at the forefront of sport and event innovation.

Asia-Pacific Wildcard Play-off in China

The first Australian Open Asia-Pacific Wildcard Play-off, presented in association with Rolex and ANZ with assistance from the China Tennis Association and the Beijing International Group, was held in Nanjing, China on 15–21 October 2012. The tournament was open to elite players from the region with winners – Wu Di and Yuxuan Zhang – receiving direct entry into Australian Open 2013. The event was broadcast on provincial channels to a potential audience of 190 million and was live-streamed on major internet portals globally.

Asia-Pacific Tennis League

The inaugural Asia-Pacific Tennis League (ATL) was launched in November 2012 with five Australian conferences played in South Australia, Western Australia, Victoria, New South Wales/ Australian Capital Territory and Queensland. One team each from New Zealand, China and the Pacific Islands also competed for almost AUD\$100,000 in the ATL finals played at Melbourne Park during the second week of Australian Open 2013. This addition completed an eight-team play-off field and turned the ATL into a truly regional competition. The eventual winners were the Flagstaff Freighters from South Australia and the Liston Seagulls from Victoria.

Ballkid exchange program

A special ballkid exchange with the China Open was established in 2012 with six of the best-performed Chinese ballkids selected to visit Australia and participate as ballkids at Australian Open 2013. In addition, there were 20 ballkids from Korea who travelled to Melbourne as a part of the Kia Motors Korean activation and participation program.

Australian Open 2013 broadcast audience

The Asia-Pacific region accounted for 57 percent of total global broadcast exposure, reaching a cumulative audience in excess of 172 million viewers for Australian Open 2013. Tennis Australia's media strategy in China includes a minimum number of hours guaranteed through both CCTV and Shanghai Media Group, along with live streaming, ensuring 33 percent of the entire global broadcast audience was from China.

Digital and media accreditation

In conjunction with China's largest internet portal Tencent, Tennis Australia launched its Chinese-language website for Australian Open 2013. The success of Li Na elevated Chinese interest in the Australian Open with in excess of 27 million page impressions. In 2013 China was the top visitor nation to australianopen.com content (including mobile) with 5.7 million visitors. A record 66 media accreditation applications from 51 organisations were received from Asia-Pacific based journalists and media professionals.

Tour operators and ticketing

A 17 percent increase in tour packages were sold in China with additional tour operators appointed and a number of government delegations attending Australian Open 2013.

Official merchandise

Tennis Australia's Chinese licensee Erke, which has 6500 retail outlets in China, launched its Australian Open and Tennis branded merchandise range.

Sponsors commitment

Korean company Kia Motors, the major sponsor of the Australian Open for 12 years, announced a significant five-year extension until 2018 at Australian Open 2013. There were 101 cars from Kia Motors that transported players to and from Melbourne Park in 2013. Maxxis, a Taiwanese tyre company and the eighth largest globally, was in its fourth year of sponsorship, while ANZ, Jacob's Creek and Rolex all regard the Australian Open as a major platform to promote their brands in the Asia-Pacific region.

Targeting Asian markets

Tennis Australia's first Asian-based employee was hired in early 2013, with a sole focus on commercial growth.

MY FIRST CLUB



NICOLE BRADTKE

Beumaris Lawn Tennis Club

Banksia Reserve, Cnr Tramway Pde
& Cromb Ave, Beumaris, Victoria



BEAUMARIS LAWN TENNIS CLUB, VICTORIA, AUSTRALIA



“BEAUMARIS LAWN TENNIS CLUB WAS ABSOLUTELY THRIVING WHEN I CAME HERE AT THE AGE OF 10 ... WE’D GO INTO THE LITTLE CANTEEN DOWNSTAIRS AND WE’D HAVE OUR BISCUITS AND OUR AFTERNOON TEA AND CATCH UP ON CHATTER, BECAUSE WE’D KNOW THAT WHEN WE GOT OUT ON COURT, THAT WAS IT. IT WAS CONCENTRATION TIME, IT WAS THE BUSINESS END OF THINGS. THAT’S WHAT WE WERE THERE TO DO, WAS CONCENTRATE ON OUR TENNIS.”

– **NICOLE BRADTKE**
CURRENT AUSTRALIAN FED CUP COACH

24

CAREER-HIGH
SINGLES RANKING (1993)

11

CAREER-HIGH
DOUBLES RANKING (1992)

Davis Cup 2012–2013 results

World Group Play-off – 14–16 September 2012
GER d AUS 3-2 IN GERMANY

Asia-Oceania First Round – 1–3 February 2013
AUS d TPE 5-0 IN CHINESE TAIPEI

Asia-Oceania Second Round – 5–7 April 2013
AUS d UZB 3-1 IN UZBEKISTAN

Fed Cup 2012–2013 results

World Group First Round – 9–10 February 2013
CZE d AUS 4-0 IN CZECH REPUBLIC

World Group Play-off – 20–21 April 2013
AUS d SUI 3-1 IN SWITZERLAND

THE AUSTRALIAN DAVIS CUP TEAM WILL PLAY AGAINST POLAND IN THE WORLD GROUP PLAY-OFF TIE ON 13–15 SEPTEMBER 2013. THE WINNING TEAM WILL BE PROMOTED TO THE WORLD GROUP IN 2014 – THE TOP TIER OF THE COMPETITION.

THE AUSTRALIAN FED CUP TEAM REGAINED ITS POSITION IN THE WORLD GROUP AND WILL MEET RUSSIA IN THE FIRST ROUND ON 8–9 FEBRUARY 2014 IN AUSTRALIA.

2012–2013 team members (l to r):

Chris Guccione, Lleyton Hewitt, Matt Ebden, Bernard Tomic and Marinko Matosevic.



Davis Cup captain: Pat Rafter

Davis Cup coaches: Josh Eagle and Tony Roche

2012–2013 team members (l to r):

Casey Dellacqua, Jarmila Gajdosova, Ashleigh Barty and Sam Stosur.



Fed Cup captain: Alicia Molik

Fed Cup coach: Nicole Bradtke

The 2013 Junior Fed Cup and Junior Davis Cup teams (l to r):

Kimberly Birrell, Olivia Tjandramulia, Naiktha Bains, Oliver Anderson, Marc Polmans and Akira Santillan.



Davis Cup and Fed Cup squads

The Davis Cup and Fed Cup squads are specifically designed to provide a flexible approach to supporting athletes over the age of 21. Players in the Davis Cup squad include Bernard Tomic, Lleyton Hewitt, Marinko Matosevic, Matt Ebden, John Millman, John-Patrick Smith, Sam Groth and Matt Reid while the members of the Fed Cup squad are Anastasia Rodionova, Casey Dellacqua, Jarmila Gajdosova, Ashleigh Barty, Bojana Bobusic, Olivia Rogowska and Sam Stosur. These players are provided with either coaching and sport science/medicine support through Tennis Australia staff or the option to directly access a capped amount of funding. Davis Cup squad coaches include Ben Mathias and Peter Luczak, while the Fed Cup squad coaches are David Taylor, Chris Johnstone, Shannon Nettle, Jason Stoltenberg and Louise Fleming.

Junior Davis Cup and Fed Cup

Australia's Junior Fed Cup and Davis Cup teams both came through their Asia-Oceania zonal competitions in South Korea in April 2013 to qualify for September's final in San Luis Potosi, Mexico. The Junior Fed Cup team of Olivia Tjandramulia, Naiktha Bains and Kimberly Birrell swept aside the competition to finish in first place. Meanwhile, the Junior Davis Cup team of Oliver Anderson, Marc Polmans and Akira Santillan finished in third position. In October 2012, the Australian Junior Davis Cup team consisting of Thanasi Kokkinakis, Harry Bouchier and Blake Mott won silver.

PRO TOUR, NATIONAL ACADEMIES AND SPORT SCIENCE

Pro Tour 2012–2013 player highlights

SOME OF AUSTRALIA'S BIGGEST PROSPECTS SEIZED OPPORTUNITIES TO PERFORM ON THEIR HOME SOIL, SHOWCASING THE IMPORTANCE OF THE PRO TOUR IN AN ATHLETE'S JOURNEY. SOME TITLE WINNERS INCLUDED:

John Millman: Burnie and Bendigo

Storm Sanders: Launceston

Matt Barton: West Lakes (new venue for 2012–2013)

Nick Kyrgios: Sydney

Sam Groth: Mildura

Viktorija Rajcic: Sydney and Bundaberg

James Duckworth: Bundaberg

Colin Ebelthite: Ipswich

National Academies and transition to the AIS Pro Tour program

The National Academies (NAs) are established in the ACT, New South Wales, Queensland, South Australia, Tasmania, Victoria and Western Australia. The NAs offer an elite, disciplined and consistent training environment for aspiring professional players, aged 10–21 years old. Players are provided with world-class on-court training, sport science/medicine services and educational opportunities.

Within the NAs Tennis Australia supports the transition of players into the senior ranks in partnership with the Australian Institute of Sport (AIS). During the last year, 17 AIS athletes spent up to 30 weeks on the road, including training blocks and competition in international junior and professional tennis events.

National Academies: Full/AIS, wildcard and wheelchair scholarship numbers

Home state of athletes	Wildcard	Full/AIS	Wheelchair
ACT	3	1	
NSW	8	7	3
Qld	7	9	
SA	6	4	
Tas.	1	1	
Vic.	7	7	2
WA	8	0	

Training state for athletes	Wildcard	Full/AIS	Wheelchair
ACT	3	0	
NSW	8	5	3
Qld	7	9	
SA	6	2	
Tas.	1	0	
Vic.	9	13	2
WA	6	0	

Sport science

Tennis Australia's sport science and medicine team comprises 13 full-time and multiple part-time staff that deliver medical, physiotherapy, strength and conditioning, psychology, nutrition, education and performance analysis support to players in its athlete development pathway. A centralised, web-based athlete management system houses the athletes' medical histories, physical testing results and a large repository of match videos to allow coaches and athletes to critically review their progress.

Australian Pro Tour

The Australian Pro Tour is a series of international events that act as a springboard to the global tennis stage by providing vital ranking points and experience for the tennis stars of tomorrow. The regional and metropolitan venues hosting the Pro Tour events contribute significantly not only in hosting the event, but also in growing the game. Without the venues and the respective councils supporting these events, Tennis Australia could not provide such great opportunities for the players. Looking ahead to the 2013–2014 Pro Tour season, players will be given an opportunity to earn a share of the significantly increased prize money pool of USD\$705,000 and 7102 world ranking points (singles). A significant increase in the number of Challengers is a feature of the calendar. The men and women will have four USD\$50,000 Challenger opportunities per year – a 62 percent increase from the previous year.

ATHLETES ARE SELECTED ACCORDING TO THE ATHLETE DEVELOPMENT CRITERIA. ATHLETES MAY ALSO RECEIVE A WILDCARD INTO A NATIONAL ACADEMY UPON SELECTION BY THE NATIONAL HEAD COACH.

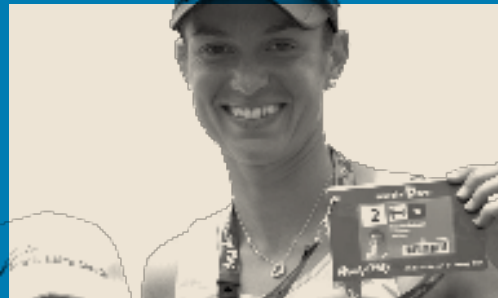
December Showdown

The fifth annual December Showdown featured the Australian Open Play-off, national 12s and 14s Team Events and Optus National Championships in 12/u, 14/u, 16/u and 18/u age groups. The men's event was played under Australian Open conditions for the first time, with matches the best of five sets, allowing for valuable exposure to the five-set format for our rising stars who hadn't experienced it before. Ben Mitchell won his first Australian Open Play-off in a tough four-set final against Matt Reid and Bojana Bobusic also won her first Play-off, both receiving wildcards into the Australian Open 2013 main draw.

Ben Mitchell



Bojana Bobusic



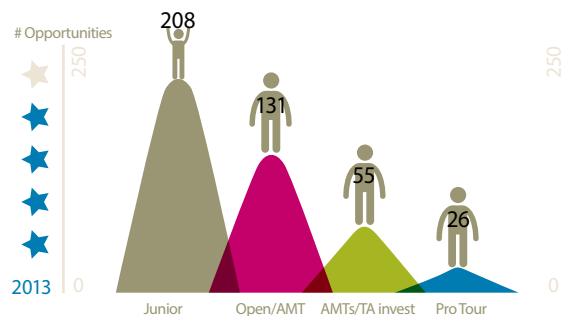
December Showdown winners

- 18/u Australian Championships: Nick Kyrgios and Abbie Myers
- 16/u Australian Championships: Bradley Mousley and Olivia Tjandramulia
- 14/u Australian Championships: Max Purcell and Destanee Aiava
- 12/u Australian Championships: Daniela Kovacevic and Macsen Sisam (NZ)
- 12s Teams Championships: Queensland – Margaret Court Cup and New Zealand – Rod Laver Cup
- 14s Teams Championships: Victoria – both the Mary Hawton Trophy and Sproule Stephens Trophy

Tournament opportunities

After a year of significant change in 2011–2012, the past 12 months consolidated on providing more quality competitive opportunities for aspiring tournament athletes. The tournament calendar included 186 Australian Money Tournaments and 208 junior tournaments. There were 5883 athletes with an Australian Ranking and 52,837 entries to Australian Ranking tournaments were received. For the second consecutive year, Medibank was the national sponsor of the Junior Development Series, allowing clubs and associations to provide a fun and friendly experience for 10–16 year olds looking to compete at tournaments for the first time.

Australian Ranking tournament opportunities



INCLUSION

World Team Cup

The Australian men's wheelchair tennis team, comprising Ben Weekes, Adam Kellerman and Keegan Oh Chee, defeated Greece in the final to win the Men's World Group II at the BNP Paribas World Team Cup in Antalya, Turkey (20–26 May 2013). The win promoted the team to the prestigious Men's World Group for the 2014 event. The Australian women's wheelchair tennis team comprising Janel Manns, Luba Josevski and Sarah Calati competed for the first time since 2004 and placed 11th in the Women's World Group. The World Team Cup is the wheelchair tennis equivalent of the Davis Cup and Fed Cup.

Australian Paralympic Committee (APC) Summer Series

The APC Summer Series, designed to attract the world's best players who are chasing a valuable prize purse and points, was held for the second consecutive year in January 2013. This summer series was successfully integrated with the AO Series events for the first time.



TENNIS AUSTRALIA PROVIDES PATHWAYS ALLOWING PEOPLE WITH A DISABILITY TO PLAY TENNIS.

Learn Earn Legend! initiative

The Learn Earn Legend! initiative, proudly supported by the Australian Government, held 20 successful Come and Try Days around the nation with more than 1100 Indigenous girls and boys aged five–15 years trying tennis. These fun days aim to increase the number of Indigenous girls and boys playing tennis and to help improve their health, education and employment opportunities. As a result, 52 Indigenous children are now receiving coaching from their local coach. Three Indigenous state camps were also held in late 2012 with more than 40 children attending in Victoria, South Australia and Queensland.

Indigenous artwork

Sixteen-year-old Chern'ee Sutton officially provided four commissioned Indigenous paintings to Tennis Australia in Bundaberg, Queensland on Thursday 20 June 2013. Tennis Australia is proud to work in association with Chern'ee to use and reproduce her beautiful artwork across national Indigenous tennis initiatives.

INAS World Tennis Championships gold medals

Gold

Women's singles: Kelly Wren
 Women's doubles: Kelly Wren and Sharon Morse
 Women's teams: Kelly Wren and Sharon Morse
 Mixed doubles: Kelly Wren and Damian Phillips

ITF Seniors World Individual Championships, Antalya Turkey (March 2013)

Gold

Women's doubles (50 age category): Ros Balodis and Leanne Swaysland
 Mixed doubles (50 age category): Brenda Foster and Chris Hearn (GBR)



KELLY WREN WON HER 16TH AUSTRALIAN TENNIS CHAMPIONSHIPS SINGLES TITLE IN JANUARY 2013.

ITF Super-Seniors World Individual Championships

Andrew Rae of Mount Eliza, Victoria was crowned the over 60s ITF Super-Seniors World Individual champion in Umag, Croatia in September 2012. The ITF Super-Seniors World Individual Championships is the highest ranked event on the ITF Seniors Circuit for male and female players in the age categories of 60–80.

Players with an intellectual disability

Kelly Wren won the Australian Tennis Championships women's singles title for the 16th time in January 2013. In addition, Australia won four gold medals, three silver and one bronze medal at the INAS World Tennis Championships in June 2013.

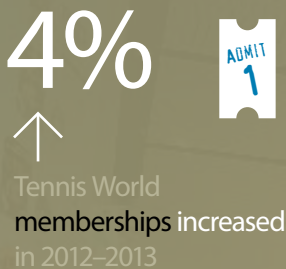
Deaf Tennis

The 2013 National Deaf Tennis Championships celebrated the 80th anniversary of deaf tennis in Australia in April 2013. Carolyn Nixon defeated Tracey Schirripa to claim her third singles title. In the men's event, Glen Flindell extended his unbeaten streak to 12 years by defeating John Lui to record his sixth straight singles title.

Tennis World

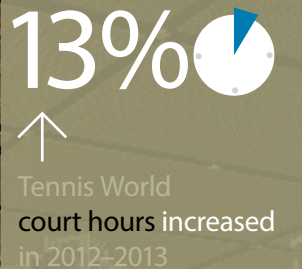
The new National Tennis Centre was available to Tennis World customers in February 2013, increasing the number of courts at Melbourne Park to 45 (12 indoor Plexicushion courts, 25 outdoor Plexicushion courts and eight Italian clay – excluding Rod Laver Arena, Hisense Arena, Margaret Court Arena and Show Court 2). There are more than 5500 patrons playing tennis at Tennis World venues weekly, ranging from court hire, MLC Tennis Hot Shots, Cardio Tennis, Tennis Workouts, group and private coaching and social competitions. An online booking system was released in June 2013 and more than half of bookings are now made online. Tennis World at Albert Reserve and Melbourne Park recorded a combined overall revenue increase of 11 percent. Boot camp and spin classes will be introduced in 2013–2014, adding to the membership model offered by Tennis World.

Tennis World memberships



2012–2013	840
2011–2012	806

Tennis World court hours utilised



2012–2013	91,479
2011–2012	80,844



TENNIS WORLD PRO SHOP SALES DOUBLED IN 2012–2013.

COACHING AND OFFICIATING



THE TENNIS AUSTRALIA COACHING PATHWAY CATERES FOR COACHES AT ALL LEVELS.



IVAN LENDL PRESENTED AT THE AUSTRALIAN GRAND SLAM COACHES' CONFERENCE IN JANUARY 2013.



2012-2013	3804
2011-2012	3505
2010-2011	3198
2009-2010	2565

Coach Membership

The 3804 coach members had access to more than 30 key benefits and discounts through their membership in 2012-2013. In addition, 200 coaches received fence signage for joining online and on time. Coaches had access to Bounce and iCoach for online professional development, while qualified members had exclusive access to MLC Tennis Hot Shots and Cardio Tennis.

Coach Education

Tennis Australia offers a comprehensive coach education pathway for current and prospective tennis coaches (see diagram above). Over 100 courses were delivered nationally, including a free Community Coaching course, training 157 coaches as a result.

More than 300 participants enjoyed presentations from Judy Murray, Ivan Lendl, Beni Linder and Thomas Hogstedt as part of the Australian Grand Slam Coaches' Conference in January 2013. Furthermore Jofre Porta, the legendary Spanish coach who worked with champions Carlos Moya and Rafael Nadal, was in Australia for a workshop series for 'Creating environments to develop players faster'.

Technique app

Tennis Australia's Technique App, designed to present appropriate technical models for coaches who work with 5-12 year olds through to adult players, was available for download onto both iPad and iPhone in February 2013. The app has enjoyed more than 3500 downloads, including many in overseas markets. It also offers an analysis platform that is easy to use in real time.



TENNIS AUSTRALIA'S TECHNIQUE APP WAS DOWNLOADED MORE THAN 3500 TIMES.

Officials

Professional development for officials

Tennis Australia continued to support and provide development opportunities to Australian officials in 2012-2013. The Chair Umpire Academy was established in 2012, with nine participants from five states participating. Five of these officials are now Level A chair umpires, the highest possible national certification. This program also led to two officials being selected to take part in the Australian Sports Commission's National Officiating Scholarship program. Further to this, four officials became Level A referees, another highest national certification.

Officiating at events

John Blom, Australia's newest Gold Badge chair umpire in six years, officiated the men's singles final at Australian Open 2013 and 16 Asian officials were selected for the event. Tennis Australia's partnership with Asia also allowed five Australians to officiate at events in China, Japan, Taiwan, Korea and India.

MY FIRST CLUB



PETER LUCZAK

Wellington Tennis Club

33 Rupert Drive, Mulgrave, Victoria



WELLINGTON TENNIS CLUB, VICTORIA, AUSTRALIA



“TENNIS IS FOR THE UPPER CLASS OVERSEAS, BUT NOT IN AUSTRALIA. WHEN I WAS GROWING UP YOU COULD GET A YEARLY MEMBERSHIP FOR AROUND \$100. OVERSEAS YOU MIGHT PAY THAT TO HIRE A COURT FOR AN HOUR. WE ARE FORTUNATE IN AUSTRALIA WITH ALL THESE LITTLE CLUBS AROUND.”

– PETER LUCZAK


64

CAREER-HIGH
SINGLES RANKING (2009)


98

CAREER-HIGH
DOUBLES RANKING (2010)

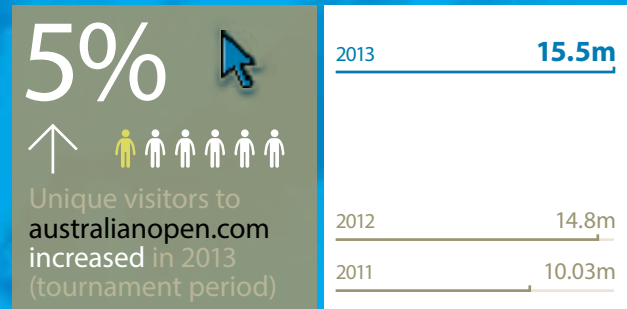
THE MEDIA TEAM CONTINUED TO CREATE UNIQUE CONTENT ACROSS MULTIPLE PLATFORMS TO PROMOTE THE SPORT THROUGH TENNIS AUSTRALIA'S EVENTS, PROGRAMS AND PLAYERS. ONLINE AND OFFLINE PRODUCTS WERE DELIVERED ACHIEVING DOMESTIC AND INTERNATIONAL EXPOSURE.



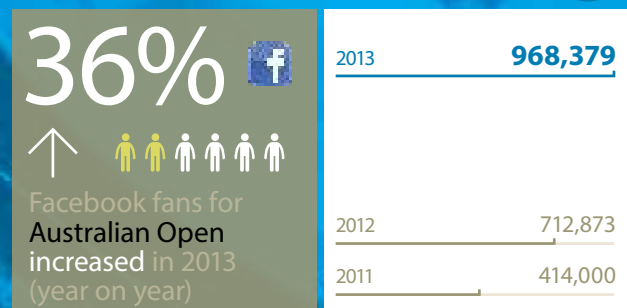
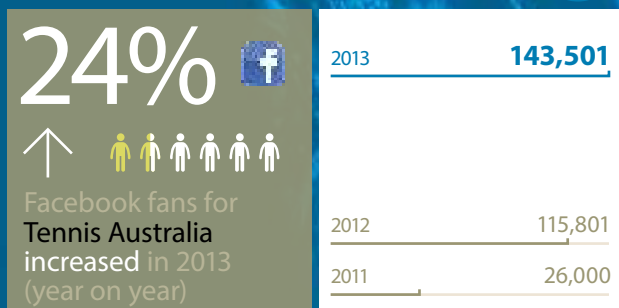
tennis.com.au



australianopen.com



Facebook fans at 30 June 2013



Twitter followers at 30 June 2013



86%



Twitter followers for Tennis Australia increased in 2013

2013	25,285
2012	13,570
2011	6000

157%



Twitter followers for Australian Open increased in 2013

2013	222,469
2012	86,423
2011	32,000



e-newsletter subscribers at 30 June 2013



7%



Subscribers for *Slice* increased in 2013

2013	123,119
2012	114,939

21%



Subscribers for *AO Update* increased in 2013

2013	66,828
2012	55,192

Australian Open App downloads and updates

7%



Users for iPhone app increased in 2013

2013	741,000
2012	694,000

255%



Users for Android app increased in 2013

2013	440,000
2012	124,000

THE OFFICIAL AUSTRALIAN OPEN WEBSITE WAS ONCE AGAIN THE ONLINE HUB FOR NEWS AND LIVE SCORES, RECORDING 15.5 MILLION UNIQUE USERS ACROSS ALL DIGITAL PLATFORMS, INCLUDING MOBILE AND DESKTOP.

Australian Open digital

The official Australian Open website was once again the online hub for news and live scores, recording 15.5 million unique users across all digital platforms, including mobile and desktop. The official Australian Open Android and iPhone apps were free to download from the App Store and Marketplace in January 2013, collectively attracting 1.1 million users.

AOTV

Live streaming and video highlights drove significant traffic during Australian Open 2013 with the AOTV online video channel attracting more than 7.7 million plays during the two weeks of the tournament. In a first for Australian users, live streaming was also made available on the Australian Open iPhone app in partnership with Optus and attracted in excess of 700,000 streams across the fortnight. In January, TA's stable of YouTube channels attracted a record 13.2 million views – up from eight million in 2012 – on video content from the Australian Open and lead-up tournaments in Brisbane, Sydney, Hobart, Adelaide and Perth. The Australian Open channel's subscription database also grew significantly, gaining in excess of 50,000 new subscribers in the past 12 months to reach a total of 79,141.

Live streaming

In 2012–2013, Tennis Australia produced live streaming coverage of the Australian Open Wildcard Play-off, Australian Open Qualifying, Australian Open Media Launch, Australian Open official draw and Newcombe Medal, Australian Tennis Awards as well as adding the inaugural Kids Tennis Day to the online broadcast calendar. The live coverage and highlights content from the qualifying event attracted over 200,000 views in four days as players battled it out for a coveted spot in the main draw of the Australian Open.

tennis.com.au redesign and redevelopment

Preparatory work commenced for the redesign of tennis.com.au in May 2013. The new website is expected to launch in November 2013 with a focus on making tennis more accessible.

Australian Tennis Magazine

A focus on subscription promotions saw *Australian Tennis Magazine's* regular readership base grow in the past year, with numbers also boosted by partnerships with Tennis Australia coaches, some affiliated clubs and the Australian Open ballkids. The marquee January issue and poster magazine special continued to be extremely popular. An ongoing priority is a stronger digital presence; alongside regular iPad editions of each print publication, this is also reflected through a rapidly growing social media audience and plans for a re-launched *Australian Tennis Magazine* print publication and website.



THE AUSTRALIAN TENNIS MAGAZINE PRINT PUBLICATION AND WEBSITE WILL BE RE-LAUNCHED IN THE NEXT FINANCIAL YEAR.

Australian Open publications

The Australian Open program was successfully produced in-house for the third consecutive year, with copies sold on site, online and in newsagencies throughout Australia. The print publication was complemented by a state-of-the-art iPad edition, which retailed for AUD\$4.99 and expanded reach to overseas audiences. The Daily Schedule and Draw, available daily on site, continues to be a strong marketing tool. It's enclosed free with the purchase of an Australian Open program or AUD\$2 individually. There were also programs produced for each of the Australian Open Series events, with the Hyundai Hopman Cup added to official programs in 2012.

SOCIAL MEDIA, PR AND MARKETING



THE AUSTRALIAN OPEN ICE-CREAM VAN WAS LINKED TO THE READY? PLAY MARKETING THEME.



USER ENGAGEMENT CONTINUES TO BE OF HIGH IMPORTANCE FOR TENNIS AUSTRALIA'S VARIOUS DIGITAL PLATFORMS.

Social media content for fans

The social media team further explored the most effective content options for Tennis Australia's social media audience during the year. An emphasis has been placed on quality and originality, with a focus on the passion of fans and tennis participants.

Publicising the sport

Australian Open 2013 generated significant local and international media coverage, with more than 720 journalists, video journalists and photographers descending on Melbourne Park from 40 countries worldwide. A further 1000 broadcast media shared all the on-court action and off-court colour of Australian Open 2013 with audiences in more than 200 countries.

The addition of the Hyundai Hopman Cup to the Australian Open Series delivered an outstanding media opportunity and sustained media coverage throughout the Australian summer. The Brisbane International, Apia International Sydney and Moorilla Hobart International drew worldwide attention and ensured the media spotlight was well and truly focused on Melbourne Park in time for the first ball of Australian Open 2013.

Once again the Australian Open Trophy Tour travelled to iconic destinations in Australia and Asia, taking Australian Open 2013 to grassroots communities and major international cities alike. In addition to Fed Cup and Davis Cup success and dedicated publicity campaigns built around key events, the PR team continued to promote tennis participation as a major priority and to manage all issues arising within the sport.

Marketing campaigns

The MLC Tennis Hot Shots Nickelodeon campaign offered a free SpongeBob SquarePants backpack to participants who registered for the program. This campaign was highly successful with additional backpacks required to meet demand. Advertising ran across the Nickelodeon channel on Foxtel, digital channels and Channel 7. The Cardio Tennis free trial offer continued in 2012-2013 with promotions utilised in Pacific Magazines and Nova FM. The Tennis Marketing team also continued to service all Tennis Australia departments in day-to-day marketing collateral and planning.

Australian Open Ready? Play

The Ready? Play theme resumed for Australian Open 2013 with a fresh new look and feel introducing the concept 'the players have signed up, now it's your turn'. The campaign was designed across TV, radio, press, outdoor and had a much greater digital presence than in previous years. A new activation – the Australian Open ice-cream van – was linked to the campaign and provided fans with free ice-cream, along with the chance to sign cameras in the photo booth, emulating their favourite stars at Rod Laver Arena. The four phases included launch (October), Christmas campaign (December) and pre and during the tournament period. The AO Series campaigns also followed the Ready? Play concept utilising television, radio, outdoor, press and digital executions.

DJOKOVIC AND AZARENKA WERE THE FIRST PAIR OF DEFENDING CHAMPIONS IN 15 YEARS TO RETURN TO MELBOURNE PARK AS THE TOP SEEDS.



IMAGE GALLERY AVAILABLE ON DIGITAL PUBLICATION

DEFENDING CHAMPIONS VICTORIA AZARENKA AND NOVAK DJOKOVIC ARRIVED BY BOAT FOR THE AUSTRALIAN OPEN 2013 DRAW CEREMONY.

Australian Open 2013

Tennis stars from around the globe competed for sporting glory and record prize money at Australian Open 2013. After a fortnight of brilliant tennis action it was Novak Djokovic and Victoria Azarenka who claimed the singles titles. Djokovic and Azarenka were the first pair of defending champions in 15 years to return to Melbourne Park as the top seeds. In winning the Norman Brookes Challenge Cup again, Djokovic earned his sixth Grand Slam title, and joined Andre Agassi and Roger Federer as a four-time Melbourne champion.

Americans Bob and Mike Bryan won a record-breaking 13th Grand Slam doubles title as a pair. The win saw the Bryan brothers move past Australian greats John Newcombe and Tony Roche, winners of 12 major titles, to become the most successful doubles pair in tennis history. Italians Sara Errani and Roberta Vinci claimed their third major title from the past four Slams, against Australian wildcards Casey Dellacqua and Ashleigh Barty.

There were also homegrown winners in the mixed (Matthew Ebden and Jarmila Gajdosova), boys' singles (Nick Kyrgios) and boys' doubles (Jay Andrijić/Bradley Mousley). Croatian Ana Konjuh claimed the girls' singles title and a host of former tennis greats lit up the Legends' event.

Aniek Van Koot and Shingo Kunieda took out the women's and men's wheelchair singles titles respectively, while David Wagner claimed the quad wheelchair singles.

MEMORABLE 2013 EVENT

Two classic finals, nine Australian finalists and massive crowds highlighted Australian Open 2013 at Melbourne Park. The blistering on- and off-court action showcased the event at its finest.

ON-COURT ACTION

THERE WERE 15 GRAND SLAM CHAMPIONS WITH A COLLECTIVE 60 GRAND SLAM SINGLES TITLES IN THE 256 MAIN DRAW PLAYING FIELD. FIVE FORMER WORLD NO.1s AND A FURTHER NINE FORMER TOP 10 PLAYERS CONTESTED THE ANNUAL LEGENDS' EVENT.

 **548** players competed at Australian Open 2013

47 nations were represented in the main draw singles



943

challenges were made by players during the tournament

764

sets were played

in **127** 

matches in the men's draw

with 60 matches

47%

going beyond  sets

in **127** 

matches in the women's draw

41 matches

32%

went to  sets



Novak Djokovic became the first man since Australian tennis legend Roy Emerson to win three Australian Open singles titles in a row



#1 World No.1 and top seed Victoria Azarenka became the eighth woman in history to win back-to-back Australian Open singles titles

684,457 fans attended Australian Open 2013

233 km/h Canada's Milos Raonic clocked the fastest serve of the tournament



A record daily attendance was achieved at 15 sessions in 2013, including a Grand Slam event daily attendance record on the middle Saturday (Heineken Saturday) with the number of patrons amounting to

80,735

38 + ballkids including 338 from Victoria, 23 from interstate, 20 from Korea and six from China

PLAYER INITIATIVES AT AUSTRALIAN OPEN 2013

- > TOTAL PRIZE MONEY WAS INCREASED BY 15% TO AUD\$30,000,000.
- > HAWK-EYE WAS AVAILABLE ON SHOW COURTS 2 AND 3, INCREASING THE NUMBER OF COURTS TO FIVE.
- > THE NATIONAL TENNIS CENTRE WAS UNVEILED AT AUSTRALIAN OPEN 2013, OFFERING EXTRA PRACTICE COURTS, INCLUDING EIGHT INDOOR PLEXICUSHION COURTS, FIVE OUTDOOR PLEXICUSHION COURTS AND EIGHT CLAY COURTS.
- > PLAYERS ALSO HAD ACCESS TO NEW RECOVERY BATHS AND THE NEW GYM WITH TOP OF THE LINE EQUIPMENT AT THE NATIONAL TENNIS CENTRE.
- > THE PLAYER CAFÉ HAD LIVE PASTA STATIONS, SUSHI CHEFS, SMOOTHIE AND JUICE BARS, INCREASED SALAD BAR OPTIONS AND A PIZZA BAR.



AO Series 2013 honour roll

Apia International Sydney:

Men's singles champion: Bernard Tomic (AUS)
 Women's singles champion: Agnieszka Radwanska (POL)
 Men's doubles champions: Bob Bryan/Mike Bryan (USA)
 Women's doubles champions: Nadia Petrova/Katarina Srebotnik (RUS/SLO)



Brisbane International:

Men's singles champion: Andy Murray (GBR)
 Women's singles champion: Serena Williams (USA)
 Men's doubles champions: Tommy Robredo/Marcelo Melo (ESP/BRA)
 Women's doubles champions: Sania Mirza/Bethanie Mattek-Sands (IND/USA)



Moorilla Hobart International:

Women's singles champion:
 Elena Vesnina (RUS)
 Women's doubles champions:
 Garbine Muguruza/
 Maria-Teresa Torro-Flor (ESP)



Hyundai Hopman Cup:

Champions: Spain
 (Anabel Medina Garrigues
 and Fernando Verdasco)



AO Series 2013 highlights



Apia International Sydney



Australian Bernard Tomic captured his first ATP World Tour title

The men's final recorded a peak minute audience of **827,000** during Channel Seven's coverage

53.5 hours of coverage on the Seven Network

17% increase in Kids Day participation



Brisbane International

88,135 people attended the event

3,941,973 Brisbane International Facebook page impressions

1071 international broadcast hours via 56 global broadcasters in 34 countries

Hyundai Hopman Cup

104,468 people attended the event, with 59% being female



150 volunteers (including ballkids, court services, transport/drivers, player services)



international broadcast viewers

Moorilla Hobart International

AUD **\$1.6m** media exposure value



The Moorilla Hobart International celebrated its 20th anniversary in 2013



Elena Vesnina won her first WTA career title

AUSTRALIAN OPEN TROPHY TOUR

PHOTOS OF FANS POSING WITH THE AUSTRALIAN OPEN TROPHIES.

2100+



IMAGE GALLERY AVAILABLE
ON DIGITAL PUBLICATION



THE AUSTRALIAN OPEN TROPHIES EXPLORED THE HISTORIC SOVEREIGN HILL IN VICTORIA.

Australian Open Trophy Tour 2012

Ahead of Australian Open 2013, the Daphne Akhurst Memorial Cup and Norman Brookes Challenge Cup toured Asia and Australia's main cities and natural wonders, adding to the excitement of the build-up to the year's first Grand Slam event. The trophies – affectionately known as 'Norm' and 'Daphne' – scaled Sydney Tower Sky Walk, experienced the outback, sailed

the Great Barrier Reef, explored Western Australia's Rottne Island and historic Sovereign Hill in Victoria, visited Federal Parliament House, took a trip on Puffing Billy, and made guest appearances at *Seven News* desks around the country and on *Sunrise*. Fans relished the chance to have their photo taken with the trophies thanks to public viewing opportunities during the tour, which spanned October–December 2012.

Australian Open Trophy Tour 2012 schedule

3–4 October
Japan Open, Tokyo

6–8 October
China Open, Beijing

9 October
Fuzhou, China

11 October
Xiamen, China

12 October
Zhangzhou, China

13–15 October
Asia-Pacific Wildcard Play-off,
China

16 October
Shanghai, China

19 October
Beijing, China

21 October
Nanjing, China

24 October
Cairns Esplanade, Qld

27 October
Tennis Gove, NT

1 November
Trevallyn Tennis Club, Tas.

2 November
Domain Tennis Centre, Tas.

8 November
Sovereign Hill, Vic.

13 November
Sydney Tower Sky Walk
Sydney Olympic Park Tennis
Centre, NSW

17 November
National Sports Club, NSW

23 November
Alexander Park Tennis Club,
WA

24 November
Rottne Island, WA

25 November
Festival of Tennis, State Tennis
Centre, WA

29–30 December
Adelaide, SA

14 January 2013
Australian Open, Melbourne
Park

MY FIRST CLUB



DAVID HALL

Toukley Tennis Club

Ray Street, Toukley, New South Wales





TOUKLEY TENNIS CLUB, NEW SOUTH WALES, AUSTRALIA

“I LOOK BACK ON TOUKLEY TENNIS CLUB WITH SUCH GREAT FONDNESS. THERE’S ALWAYS A CLUB THAT KIND OF PROPELS YOU FORWARD. THERE’S ALWAYS A BEGINNING TO EVERY STORY ... THESE KIND OF CLUBS IS WHERE EVERYTHING BEGINS. TO ME YOU CAN’T BEAT THE SMALL COUNTRY CLUBS.”

– DAVID HALL

SYDNEY 2000 PARALYMPIC GOLD MEDALLIST
INDUCTED INTO THE SPORT AUSTRALIA HALL OF FAME IN 2010



THE MOST SUCCESSFUL SPORT-BROADCASTER RELATIONSHIP IN AUSTRALIAN TELEVISION HISTORY, DATING BACK TO 1975, WAS EXTENDED FOR A FURTHER FIVE YEARS IN JUNE 2013.

Landmark broadcast agreement

The most successful sport-broadcaster relationship in Australian television history, dating back to 1975, was extended for a further five years in June 2013. Seven acquired the Australian broadcast rights to the Australian Open and AO Series events for 2015–2019, including free to air, pay TV and new media rights.

Tennis Australia signed the second consecutive one-year deal with Japan’s national public broadcasting organisation NHK for the free-to-air rights of Australian Open 2013. Long-term partner WOWOW continued to hold the Japanese Pay TV rights for the Australian Open.

Meeting corporate expectations

More than 52,000 clients enjoyed premium seating and/or hospitality during Australian Open 2013. A variety of packages were available for clients including single session packages, private entertaining in Garden Villas, as well as the new and extremely popular premium finals package. Out of the 400 corporate clients surveyed 98 percent said the service met or exceeded expectations in 2013. Premium seating and hospitality packages for the 2014 event were on sale from 3 June 2013, featuring a new look and further package options available.

Australian Open merchandise a hit

Merchandise sales at Australian Open 2013 were at record highs, exceeding 2012 sales by more than five percent. The most popular item was the official player towel with 38,000 sold, an increase of 8.5 percent on the previous highest result. Online sales were also ahead 32 percent from the 2012 event, while Lacoste increased its sales by 75 percent and 43 percent on days 13 and 14 respectively, both record days for the brand.

Sponsorship partnerships

Tennis Australia explored sponsorship partnerships for its tennis properties, including participation and athlete development programs in the past year. The growth of Tennis Australia’s year-round programs and the positive association with an active and healthy lifestyle provides a platform to develop strong tennis connections. Tennis Australia’s commitment in this area was demonstrated by recruiting a dedicated employee to focus on partnership opportunities in late 2012.

Sponsors renewed

Key renewals were a great testament to the continuing growth and success of the Australian Open. These included major sponsor Kia Motors and Lacoste both extending for a further five years in 2013. In addition, new partners Toshiba, Ski Yoghurt and Mount Franklin joined the Australian Open sponsor family for the 2013 event. Sponsors achieved exposure through many platforms offered by the Australian Open, including our ever expanding social and digital media channels. Sponsors also embraced the signature activation area at Grand Slam Oval, which offered patrons a fun and unique way to interact with brands.



ABOVE TOP: CORPORATE CLIENTS WERE TREATED TO ADDED ENTERTAINMENT DURING AUSTRALIAN OPEN 2013. ABOVE: A VARIETY OF CORPORATE PACKAGES TO SUIT INDIVIDUAL NEEDS WERE AVAILABLE FOR CLIENTS.



ABOVE: JACOB'S CREEK PROVIDED FANS WITH COMMEMORATIVE AUSTRALIAN OPEN WINE GLASSES. LEFT: MERCHANDISE SALES INCREASED BY FIVE PERCENT IN 2013.



KIA MOTORS UTILISED THE AUSTRALIAN OPEN LIVE SITE AT FEDERATION SQUARE TO SHOWCASE ITS LATEST RANGE.

Ticketing and tour operators

The total combined attendance at Australian Open 2013 and AO Series events (including the Hyundai Hopman Cup) was 895,005. There were 40 licensed travel agents appointed from across the globe including Australia, New Zealand, Asia, USA, Europe and the UK, recording a 36 percent increase when compared to 2012.

Exciting AO Member experiences

AO Memberships increased by 4.5 percent for Australian Open 2013, with more than 700 members either signing up or re-signing during the event. In addition to the AO Members Game Set Match Lounge, AO Members were also able to enjoy an exclusive experience in the AO Members Terrace at Hisense Arena, along with the option to enjoy exclusive functions, including breakfast with former world No.1 and Australian Pat Rafter.

TENNIS AUSTRALIA'S NATIONAL COACHING GROUP RECEIVED 60 MACBOOK AIRS AND IPHONE 5s IN LATE 2012. THE CHANGE FROM WINDOWS PLATFORM TO APPLE WAS ACHIEVED WITH MINIMAL BUSINESS DISRUPTION IN A VERY SHORT PERIOD OF TIME.

Legal

The Legal team continued assisting all Tennis Australia business units and management with year-round strategic legal advice, together with working on relevant arrangements in preparation for the 2013 summer of tennis.

Major legal contributions

Broadcast

One of the biggest legal negotiations of the year was the Channel Seven broadcast agreement, which involved some very thorough documentation and a lot of real-time advice during the actual discussions with Channel Seven. The outcome was a great result for all parties concerned, securing an extension to the longest and most successful sporting-broadcaster partnership in this country. Legal was also involved in the extension of the Company's broadcast arrangements with NHK.

Sponsorship

It was a busy time in this part of the business and the Legal team played an ongoing role in the finalising of sponsorship arrangements with Tourism Victoria, Rolex, Dove, ANZ, Optus, Lacoste, Coca-Cola, Mount Franklin and Heineken as well as supply arrangements with Aruba, Fonterra, Toshiba and Living Edge.

Member Associations

Some of our most important work involved helping with the roll out of affiliation reform, working closely with Tennis West on their constitution as well as on the impact of a new AFL stadium on their Perth facilities while also assisting with loan agreements for other Member Associations and clubs and reviewing the Member Association service agreements.

Tennis

One of the key support roles of the Legal team involves the preparation of agreements for our National Academy athlete support as well as other tennis ambassadors and indeed the agreements that underpin the MLC Tennis Hot Shots, Cardio Tennis and Places to Play programs.

Events

This involves a lot of work finalising the many contracts involved in the staging of the Australian Open, Brisbane International, Apia International Sydney, Moorilla Hobart International and Pro Tour events. This year also included the set up of contractual arrangements for Tennis Australia's involvement in the Hyundai Hopman Cup.

Compliance, regulatory, administration

Legal aims to provide clarity and consistency in this area and finalised and implemented policies around privacy, mobile phone use and other Human Resources initiatives. Contracts were also prepared for the new advertising agency agreement, the Company's dot tennis application, the lease for the National Tennis Centre and the new Hong Kong office.

Information Technology

MacBooks for coaches

Tennis Australia's national coaching group received 60 MacBook Airs and iPhone 5s in late 2012. The change from Windows Platform to Apple was achieved with minimal business disruption in a very short period of time. As a result, the IT team incorporated Enterprise Apple Management into the migration using a product that oversees Mac OS X client management.

Australian Open systems

The IT team launched a number of new systems for Australian Open 2013, including a Ballkids iPad app for courtside evaluations, a new Media and Broadcast website and new practice schedule data feeds utilised for closed circuit TV, public information towers, court scoreboards, and the media and broadcast website. Wireless access link was provided to the 25,644 people who were issued with Australian Open accreditation.

IT support at events

The IT team provided services to the Hyundai Hopman Cup and Asia-Pacific Wildcard Play-off for the first time in 2012. Laptops, network data link, Wi-Fi and live scoring services were provided. The AO Series events in Brisbane, Sydney and Hobart had 28 wireless access points with a total of 5796 Wi-Fi connections.

Human Resources

Human Resources strategy

The Human Resources (HR) department implemented a new business partnership structure in 2012-2013, providing the organisation with a higher level of specialised HR service.

HR information systems

A successful review, tender process and implementation of three new IT systems – iRecruit, iStart and iLearn – assisted to deliver a more comprehensive and professional platform for all Tennis Australia, Member Associations, Australian Open and AO Series staff members for all stages of their employment journey.

Organisational communication

Various communication channels to increase cross-functional integration were re-vamped or introduced during the year. These included two Town Hall sessions, one HR information session, three Tennis Australia organisation-wide breakfast sessions, seven CEO birthday lunches and five onboarding morning teas.

Learning and development

A review of the learning and development opportunities provided for employees was conducted. As a result, a refreshed course structure was provided for staff incorporating both face-to-face and electronic programs to cover a wide range of professional skill areas.

Performance management

A streamlined and consultative salary review process was successfully implemented in 2012. In addition, a more flexible and user-friendly Performance Development Review (PDR) process and documentation was implemented with positive user feedback.

Professional training and development

Type of training	No. of employees
First Aid	13
Acceptable Behaviours (TA)	59
Acceptable Behaviours (MAs)	102
Contact Officer	22
Leadership	23
Communication	14
Negotiation and Influencing	28
Time Management	15
AO Team Leader	47
Total Training and Development Experiences	323

HR processes at Australian Open and AO Series events

Through the business partnership structure, Australian Open and AO Series HR processes were streamlined to improve effectiveness, efficiency and user satisfaction. Initiatives for 2012-2013 included incorporating a detailed timeline for advanced planning, shared duties into dedicated functional areas and a HR booth to advertise and promote employment with Tennis Australia and the Australian Open.

Safety and Risk Management

The Safety and Risk team continued to provide operational and strategic support through a range of initiatives and programs designed to promote awareness of workplace health, safety and risk management programs in 2012-2013. Through the shared services model Tennis Australia's Safety & Risk Manager visited each Member Association to gain a greater understanding of their particular needs and provide targeted training.

Enterprise-wide Risk Management framework

The Enterprise-wide Risk Management framework, introduced in 2010, again strengthened general risk awareness and facilitated informed risk based decision-making. The document establishes mechanisms to ensure all risks across the business are within accepted tolerances.

Australian Open Safety Project

The Australian Open Safety Project continues to evolve. Tennis Australia's operational teams including Site, Commercial and Operations embraced the benefits of a systematic review of plans and site activations. This process ensures that any foreseeable hazard is identified, assessed and the associated risks controlled as much as is reasonably practicable.

Health and wellbeing

Tennis Australia is committed to providing a quality working environment for employees and commits to initiatives to improve individual wellbeing. These include, but are not limited to, discounted Tennis World memberships, gym access, fruit boxes, flu shots, executive medicals and First Aid training programs. Additionally Pilates classes, 10-minute massages, healthy breakfast packages and 'Your workstation – set-up, pauses and breaks' were conducted during the 2012 Worksafe Week.

“THE AUSTRALIAN OPEN SHOWCASES MELBOURNE AND VICTORIA TO AN INTERNATIONAL AUDIENCE OF MORE THAN 300 MILLION PEOPLE. IT IS ONE KEY FIXTURE IN MELBOURNE’S MAJOR EVENTS CALENDAR, DRAWING AROUND 700,000 PEOPLE ANNUALLY AND GENERATING AN ESTIMATED AUD\$239 MILLION AND 1440 JOBS FOR THE VICTORIAN ECONOMY.”

– HUGH DELAHUNTY, MINISTER FOR SPORT AND RECREATION

National Tennis Centre

A stunning addition to Melbourne Park, the National Tennis Centre was unveiled in December 2012, four months ahead of its contracted completion date. The state-of-the-art design provides an extra eight indoor and five outdoor Plexicushion courts, eight Italian clay courts, plus advanced gymnasium, recovery, training and video-analysis facilities. Acting as a new practice space for elite players during the Australian Open as well as a fabulous year-round facility for player development in Australia, the National Tennis Centre forms just part of the extensive redevelopment of Melbourne Park, securing the Australian Open’s future in Melbourne until at least 2036.



Upgrade of Margaret Court Arena

The AUD\$366 million first stage of the redevelopment also includes a major upgrade to fully enclose Margaret Court Arena, including the installation of a retractable roof and additional seating to increase crowd capacity to more than 7500. Concrete works for the new Margaret Court Arena build including new seating plats and four mega columns were fitted in 2012–2013. In addition, the early requirements for an operable roof were partially installed along with commencement of works to enhance and expand the Davis Cup Room as well as upgrade Rod Laver Arena amenities. The Western Precinct (Margaret Court Arena) was handed back as planned in mid-November 2012, allowing for the overlay to be applied for use during Australian Open 2013.

Stage 2–3 of the Melbourne Park master plan re-calibration was agreed in principle with Melbourne and Olympic Parks Trust and Sport and Recreation Victoria during the year. This will predominately focus on works in the centre of Melbourne Park.





MINISTER FOR SPORT HUGH DELAHUNTY (LEFT) AND PREMIER DENIS NAPHTHINE (THEN MINISTER FOR MAJOR PROJECTS) UNVEILED THE OLYMPIC RINGS.

Olympic heritage honoured

Melbourne Park's unique sporting heritage was celebrated with both sets of Olympic Rings from the 1956 Melbourne Games installed on the Edwin Flack footbridge in the evening of 8 November 2012.

"IT IS GREAT TO SEE THEM RETURNED TO THEIR HOME AND PUBLICLY DISPLAYED LESS THAN A HUNDRED METRES FROM THEIR ORIGINAL POSITIONS. THE OLYMPIC RINGS ARE A FANTASTIC REMINDER OF THE PRECINCT'S RICH SPORTING HERITAGE AND I'M VERY GLAD WE WERE ABLE TO INCLUDE THEM AS PART OF THE NEW EDWIN FLACK FOOTBRIDGE."

– PREMIER DENIS NAPHTHINE
(THEN MINISTER FOR MAJOR PROJECTS)



ABOVE TOP: THERE ARE EIGHT INDOOR AND FIVE OUTDOOR PLEXICUSHION COURTS, ALONG WITH AN ADVANCED GYMNASIUM, RECOVERY, TRAINING AND VIDEO-ANALYSIS FACILITIES. ABOVE: THE EIGHT ITALIAN CLAY COURTS ADD TO TENNIS AUSTRALIA'S PLAYER DEVELOPMENT PROGRAM.

Clay – the perfect development surface

Tennis Australia's player development program received a major boost when the eight new Italian clay courts at Melbourne Park were launched on 11 December 2012. With around one third of the world's premier tennis events currently played on clay, the courts will provide players with an avenue to train and learn on a prevalent surface on the professional circuit.

Enhancing Australian Open 2013

As the new-look Melbourne Park took shape, a number of changes added to the appeal of Australian Open 2013. These included:

- > the National Tennis Centre, in the Eastern Plaza, including practice courts and recovery facilities, being available to players during Australian Open 2013
- > the eight clay courts providing valuable preparation for players heading to Davis Cup and Fed Cup ties in Europe in February
- > new entrances for Hisense Arena and improved ticketing facilities
- > two new balcony areas overlooking Grand Slam Oval on the western side
- > elevated viewing deck over major practice courts that allowed fans to see the stars warming up
- > a new pedestrian bridge over Olympic Boulevard, named after Olympic tennis and athletics champion Edwin Flack, that completed a direct link between the MCG, Melbourne Park and AAMI Park
- > an expanded staircase easing traffic flow between Garden Square and the concourse
- > the framework of the second tier on Margaret Court Arena being well underway.

Recycling practices

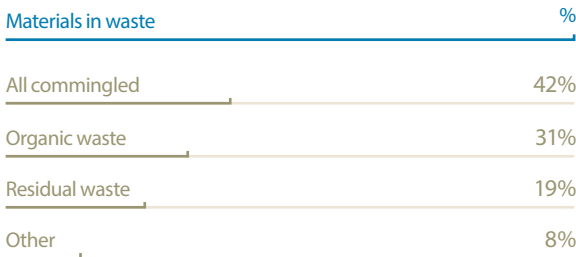
Tennis Australia is committed to ensuring the sustainability of our environment through the implementation of effective waste management processes, teaming with landlords Melbourne and Olympic Parks Trust (MOPT), site caterers Delaware North Australia and K&S Environmental to collectively and effectively manage the waste and recycling needs during the Australian Open. Various infrastructure, tailored systems, education, training and communications are provided across Melbourne Park to cope with the demands of high volume waste streams and a large attendance during the event.

By employing responsible recycling practices, using environmentally friendly cleaning products and developing sports facilities suited to the Australian climate, Tennis Australia demonstrates its commitment to the sustainability of the Australian environment and tennis.

Australian Open 2013 waste

The system in place during Australian Open 2013 recycled 81 percent of commingled/organics waste collected on site. Material recycled this year included commingled recyclable packaging, steel, cardboard, polystyrene and food organics.

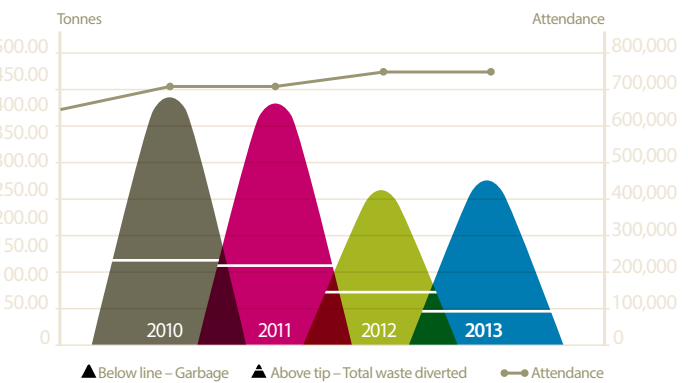
Recycling breakdown at Australian Open 2013



Waste v recycling for Australian Open



Waste generation and disposal at the Australian Open (2010–2013)



GREEN INITIATIVE HIGHLIGHTS

- > THE MELBOURNE PARK REDEVELOPMENT WILL DELIVER LEADERSHIP FOR ENERGY AND EFFICIENT DESIGN (LEED) GOLD CERTIFICATION, AN INTERNATIONALLY RECOGNISED GREEN BUILDING PROGRAM ADMINISTERED BY THE UNITED STATES GREEN BUILDING COUNCIL (USGBC).
- > THE NATIONAL TENNIS CENTRE AND MARGARET COURT ARENA'S ROOF COATINGS REFLECT OVER 70 PERCENT OF THE SUN'S HEAT, KEEPING THE BUILDING COOLER DURING HOT DAYS.
- > THE NATIONAL TENNIS CENTRE HAS A SPECIALISED COURT LIGHTING SYSTEM THAT PROVIDES HIGH QUALITY LIGHT WITH THE USE OF LESS ENERGY.
- > MORE THAN 80 PERCENT OF CONSTRUCTION WASTE FROM BOTH THE NATIONAL TENNIS CENTRE AND MARGARET COURT ARENA WAS REUSED OR RECYCLED.
- > TIMBER USED FOR THE MARGARET COURT ARENA WORKS IS SOURCED FROM SUSTAINABLY MANAGED FORESTS UNDER THE FOREST STEWARDSHIP COUNCIL.

CHAPTER 05 Tennis Business **CORPORATE GOVERNANCE STATEMENT****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 of TA are the six state and two territory tennis associations also known as the Member Associations (MAs).

Board changes

The Annual General Meeting (AGM) was held on 29 October 2012 at which the President Stephen Healy announced that Chris Freeman joined Harold Mitchell as Vice President for a term of one year. In April 2013 Stephen Healy was elected as President for a further three-year term.

Composition of the Board of Directors

The Board comprises up to nine Directors of whom seven, including the President, are elected by the MAs at a General Meeting and up to two elected by the Directors at a Board meeting. As required by the Constitution all Directors are independent of simultaneous MA affiliation while they serve on the Board. This completes the significant developments in Corporate Governance reforms undertaken over recent years and fulfils the undertakings given to the Australian Sports Commission.

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 eight 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 [p.46](#) 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. [See pages 53–54](#)

The role of the 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 Executive Team is appropriately qualified and sufficiently experienced to discharge its responsibilities.

TA Audit and Risk Committee

The Board has an Audit and Risk Committee and includes Chris Freeman (Chairman), John Fitzgerald, Graeme Holloway with the President 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 Ashley Cooper (Chairman), Chris Freeman and Harold Mitchell, with the President (ex officio). 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.

TA's Investment Advisory Committee

The Board has appointed an Investment Advisory Committee to assist the Board to manage its investment policy and to monitor the company's 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 the company's funds. The Committee consists of Harold Mitchell (Chairman), Jim Davies, Stephen Healy (ex officio), David Roberts, Scott Tanner, 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 financial year 2012–2013.

Activities of the Nominations Committee

The Nominations Committee consists of all Directors and oversees the recruitment, retention and termination of senior executives, as well as succession planning of the CEO and all Directors. The Committee also manages the Board evaluation process.

TA's relationship with its MAs

Although the MAs are members 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 members with a phone call briefing and the circulation of a Board meeting executive summary to all MAs immediately following each meeting. 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 Representatives in a strategic planning forum. In addition, the President has provided regular written updates and feedback to all of the Directors of each MA.

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 members 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.



STEPHEN HEALY PRESIDENT | HAROLD MITCHELL AC VICE PRESIDENT | CHRIS FREEMAN AM VICE PRESIDENT | ASHLEY COOPER AO | JIM DAVIES | JOHN FITZGERALD OAM |



GRAEME HOLLOWAY | SCOTT TANNER | DR JANET YOUNG | OFFICE BEARERS | STEVE WOOD | DAVID ROBERTS |

STEPHEN HEALY PRESIDENT
BEC and LLB

President and Chairman Tennis Australia (since 2010)
 Director Tennis Australia (2008–2010)
 President Tennis New South Wales (2007–2010)
 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

HAROLD MITCHELL AC VICE PRESIDENT

Director Tennis Australia (since 2008)
 Chairman Florey Institute of Neuroscience and Mental Health (since 2012)
 Director Harold Mitchell Foundation Limited (since 2012)
 Director Mitchell family group of companies
 Executive Chairman Aegis Media Pacific group of companies (since 2011)
 Non-Executive Director Crown Limited (since 2011)
 Director of Australian Stockman's Hall of Fame and Outback Heritage Centre (since 2011)
 Director of St James' Ethics Foundation Limited (since 2011)
 Chairman Arts Exhibition Australia (since 2009)
 Chairman Melbourne Rebels Rugby Union Team (since 2009)
 Chairman Melbourne Symphony Orchestra (since 2008)
 Chairman TVS (since 2006)
 Chairman CARE Australia (since 2004)
 Director New York Philharmonic Orchestra (since 2012)

CHRIS FREEMAN AM VICE PRESIDENT
B.Com F.FIN FDIA

Director Tennis Australia (since 2007)
 Chairman Watpac Ltd (since 2012)
 Property Advisory Board Brisbane Airport Corporation (since 2012)
 Director Major Performing Arts (since 2011)
 Chairman Urban Renewal Brisbane City Council (since 2008)
 Chairman Major Brisbane Festivals (since 2007)
 Adjunct-Professor of the University of Queensland (since 2006)

ASHLEY COOPER AO

Director Tennis Australia (since 2004)
 President Tennis Queensland (2004–2009)
 Councillor Tennis Australia (1998–2006)
 Director Tennis Queensland (1997–2009)
 International Tennis Hall of Fame (inducted 1991)
 Australian Tennis Hall of Fame (inducted 1996)

JIM DAVIES
BA Hons, Economics and Business Studies. Dip Marketing

Director Tennis Australia (since 2011)
 Member Representative Tennis West (2008–2012)
 President Dalkeith Tennis Club (since 2010)
 Executive Chairman 303 Group (2007–2011)
 Managing Director Saatchi & Saatchi Aust (1985–1988)
 Board Member Perth Glory (1995–2005)
 Board Member Advertising Federation of Australia, WA (2002–2008)
 Marketing Committee Member
 Fiona Stanley Foundation, Telethon Child Health Institute, WA (2005–2007)
 Board Member Women's and Infants Research Foundation, King Edward Memorial Hospital, Perth WA (since 2005)

JOHN FITZGERALD OAM

Director Tennis Australia (since 2010)
 Australian Davis Cup captain (2001–2010)
 Commentator for Channel 7
 Summer of Tennis (since 1996)
 Patron for Bone Growth Foundation (since 1993)
 Director Bactigro Australia Pty Ltd ('Bactivate products')
 Let's Beat Bowel Cancer (LBBC) Ambassador
 Former member of ATP Tour Board
 Played Davis Cup for Australia (1982–1992)
 Played in three Davis Cup finals
 Member of two winning Davis Cup teams
 Former ranked Australian No.1 in singles
 Former ATP world No.25 in singles
 Former ATP world No.1 in doubles
 Won six ATP Tour singles titles
 Won 30 ATP Tour doubles titles, including seven Grand Slam® titles
 Represented Australia in the Seoul (1988) and Barcelona (1992) Olympic Games

GRAEME HOLLOWAY
PhC FPS MAICD JP

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)

SCOTT TANNER
B.App.Sc, MBA

Director Tennis Australia (since 2007)
 Chief Executive Bank of Melbourne (since 2011)
 Director Melbourne Business School (since 2012)
 Former Director Bain & Company, Inc
 Fellow Australian Institute of Company Directors
 Trustee Melbourne and Olympic Parks Trust

DR JANET YOUNG
PhD, BA (Hons), B.Com., MAPS, FAICD

Director Tennis Australia (since 2008)
 Sport Scientist and Lecturer at Victoria University (since 2005)
 Tournament Director WTA Tour Event Canberra (2000–2005)
 Head of Women's Tennis, Tennis Australia (2000–2005)
 Manager Fed Cup (2000–2005)
 Member ITF Pro Circuit committee (2003–2005)
 Manager Maureen Connolly Brinker Cup (2001–2005)
 Player Services Supervisor Australian Open (1989–2002)
 Director Tennis International Consultants Pty Ltd (1979–2000)
 Tour Director and Referee Women's Tennis Association (1979–1986)
 Director Key Personnel Pty Ltd (1984–1988)
 Director John P Young and Associates Pty Ltd (1980–1989)
 Member of two victorious Fed Cup teams
 Recipient of an ITF Award for contributions to tennis
 Inducted to the Australian University Sports Honour Roll as an Australian Champion

OFFICE BEARERS

STEVE WOOD CHIEF EXECUTIVE OFFICER
B.Bus

DAVID ROBERTS COMPANY SECRETARY
B.Bus, CPA

MEMBER DELEGATES

Member Associations are represented by the following representatives at Tennis Australia's AGM and at strategic forums.

ACT
John Cattle

NSW
Harry Beck
Greg Doyle

NT
Warren Martin

SA
Bill Cossey
Kent Thiele

Tas.
Peter Armstrong
Philip Bowden

Vic.
David Stobart
Maria Keys

WA
Greg Hutchinson
Wayne Firms

Qld
Ken Laffey
Peter Robertson

CHAPTER 05 Tennis Business 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 1989-2010
 S. HEALY 2010-

BOARD OF DIRECTORS

(SINCE 23 MAY 1994)

G.N. POLLARD, AM 1994-2010
 D.L. NICHOLL, AM 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 2005-2009
 C. FREEMAN, AM 2007-
 S. TANNER 2007-
 S. HEALY 2008-
 G. HOLLOWAY 2008-
 H. MITCHELL, AC 2008-
 DR J. YOUNG 2008-
 B. COSSEY, AM 2009-2011
 J.B. FITZGERALD, OAM 2010-
 J. DAVIES 2011-

COUNCILLORS

(SINCE WITHDRAWAL OF NEW ZEALAND ON 30 JUNE 1922)

(TA COUNCIL DISBANDED MARCH 2006)

(MEMBER REPRESENTATIVE FROM MARCH 2006)

NEW SOUTH WALES

B.C. FULLER 1926
 M.H. MARSH 1926
 R.C. WERTHEIM 1926-1933
 P.W. SANDRAL 1926-1927
 M. MCL DUGAN 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
 W.W. AUSTIN 1977-1983
 G.N. POLLARD, AM 1979-1989
 D.L. NICHOLL, AM 1983-2003
 K.C. SHEEL, OAM 1989-1991
 J.C. WHITTAKER, OAM 1991-2007
 M. BERGMAN, OAM 2003-2006
 S. HEALY 2005-2010
 H. BECK 2008-
 M. PARSLow 2010-2012
 G. DOYLE 2013-

QUEENSLAND

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 2008-2009
 K. LAFFEY 2009-
 D. KINGSTON 2010-2012
 R. ROLFE 2012-2012
 P. ROBERTSON 2013-

SOUTH AUSTRALIA

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

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 2004-2011
 M. KEYS 2012-

TASMANIA

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

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
 M. LEE, OAM 1998-2008, 2012-2012
 J. DAVIES 2008-2012
 D. WILLIAMS 2008-2012
 G. HUTCHINSON 2012-
 W. FIRNS 2012-

AUSTRALIAN CAPITAL TERRITORY

G.C. SCOTT 1980*
 G.R. GORDON 1980-1984*
 R.F. SMALLLEY 1984-1989*, 1989-1993
 D.K. BARKER 1993-2001
 C. MASON 2001-2005
 T. LANE 2005-2006
 B. LILBURN 2006-2010
 J. CATTLE 2011-

NORTHERN TERRITORY

M.F. HORTON, OAM 1981-1989*, 1989-2001
 MS S. SMILES 2001-2008
 W. MARTIN 2008-
 *Observer status at council meetings.

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 DIGGLE
 JIM ENTINK
 GRAEME FAIR
 DORN FOGARTY, OAM
 RON GREEN
 GEOFF KERR
 JOHN MCINNES, OAM
 MAX MCMULLEN
 HARRY SPILSBURY
 JOHN YOUNG, OBE

1999

IAN OCCLESHAW

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 DAWES
 JIM SHEPPARD
 COLIN STUBS

2007

JOHN WHITTAKER, OAM
 ALAN TRENGOVE
 JUDY DALTON

2008

WILLIAM (BILL) BEISCHER
 FENTON COULL
 DAVID HALL, OAM
 DAVID JUDE
 ANDREA MITCHELL

2009

KEN RICHARDSON
 CAROL LANGSFORD, OAM

2011

MALCOLM BERGMANN, OAM
 MALCOLM (MEL) ANDERSON
 BRIAN GRACE
 MICHAEL LEE, OAM

2012

MICHAEL (Mick) PARSLow
 KEN LAFFEY

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, AM
 HARRY PITT, CMG, OBE †
 WAYNE REID, OBE
 TONY RYAN †
 FRED SMALL †
 CLIFF SPROULE, OBE †
 BRIAN TOBIN, AM
 HAROLD WALKER †
 ROY YOUNG †
 GEOFF POLLARD, AM
 † Deceased

TENNIS AUSTRALIA COMMITTEES

(AS AT 30 JUNE 2013)

AUDIT AND RISK COMMITTEE

CHRIS FREEMAN (CHAIRMAN)
 JOHN FITZGERALD
 STEPHEN HEALY (EX OFFICIO)
 GRAEME HOLLOWAY
 STEVE WOOD (EX OFFICIO)

INVESTMENT ADVISORY COMMITTEE

HAROLD MITCHELL (CHAIRMAN)
 JIM DAVIES
 STEPHEN HEALY (EX OFFICIO)
 DAVID ROBERTS
 SCOTT TANNER
 STEVE WOOD
 JANET YOUNG

REMUNERATION COMMITTEE

ASHLEY COOPER (CHAIRMAN)
 CHRIS FREEMAN
 HAROLD MITCHELL
 STEPHEN HEALY (EX OFFICIO)

NOMINATIONS COMMITTEE

ALL MEMBERS OF THE TA BOARD

AO FOCUS GROUP 2013

S. WOOD (CHAIRMAN)
 S. AYLES
 T. LARNER
 S. MAHIR
 D. PEARCE
 D. ROBERTS
 C. TILEY
 A. WEST

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 Collaboration Agreement to fund the growth in participation in tennis and support of the AIS Tennis Program.



Australian Davis Cup Tennis Foundation.



Optus
Optus Australian Open Wheelchair Championships and Optus Australian Wheelchair Tennis Team.



Wilson
Official Ball Tennis Australia, Australian Pro Tour, National Junior Championships, MLC Tennis Hot Shots and Talent Search Development Program.



Plexicushion
Official Court Surface.



MLC
Naming rights to MLC Tennis Hot Shots.



Medibank
Naming rights to Medibank Junior Development Series.

AUSTRALIAN OPEN
SPONSORS, SUPPLIERS AND PARTNERS

Australian Open 2013 Sponsors
Major Sponsor



Kia Motors
Official Supplier of Motor Vehicles.

Associate Sponsors



ANZ
Official Bank.



Jacob's Creek
Official Wine Supplier.



Rolex
Official Timekeeper and Timepiece.

Partners



IBM
Official Information Technology Partner.



Lacoste
Official Outfitter.



Medibank
Official Health Insurance Provider.



MLC
Official Sponsor – Advice, Life Insurance, Superannuation and Investment Services.



Optus
Official Telecommunications Provider.



State Government of Victoria.

Sponsors



Dove
Official Provider of Personal Care Products.



Heineken
Official Supplier of Beer.



Maxxis
Official Tyre.



Mount Franklin
Official Premium Water.



Powerade
Official Soft Drink and Sports Drink.



Virgin Australia
Official Airline.



Wilson
Official Ball, Official Stringer and Stringing Machine.

Official Suppliers



Aruba



Cadbury
Official Confectionary.



Cancer Council Australia
Official Sunscreen Supplier.

Official Suppliers continued



City of Melbourne.



Fuji Xerox
Official Supplier of Printer Products and Services.



K&L Gates
Official Supplier of Legal Services.



Living Edge Furniture Rentals
Official Supplier of Venue Services.



Melbourne and Olympic Parks Trust
Official Supplier of Venue Services.



Peters
Official Supplier of Ice-Cream.



Ski Yoghurt
Official Supplier Fresh Yoghurt.



Toshiba
Official Supplier of Televisions.

Official Media Partners



3AW
Official AM Radio Station.



Nova 100
Official FM Radio Station.



Herald Sun
Official Newspaper.

Official Hotel Suppliers



Bayview on the Park Melbourne
Official Junior Player Hotel.



Crown Hotels
Official Tournament Guests' Hotel.



Grand Hyatt Melbourne
Official Player Hotel.



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



InterContinental Melbourne
The Rialto
Official Tournament Guests' Hotel.

*Official Broadcast Partners
Domestic Broadcasters*



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



Fox Sports
Pay TV.

International Broadcasters



Abu Dhabi
Pan-Middle East.



CCTV
China.



ESPN
North America.



ESPN International
Central and Latin America.



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



Eurosport
Pan-Europe.



Fiji TV
Fiji.



Shanghai TV
China.



Sesport
Sky New Zealand
New Zealand.



Supersport
Sub-Sahara Africa.



WOWOW
Japan.

*Australian Open Series 2013
Major Sponsors*

Apia International Sydney



Rewarding experience
Apia
Title sponsor – Apia International Sydney.



Dove
Platinum sponsor –
Apia International Sydney.



Volkswagen
Platinum sponsor –
Apia International Sydney.

Brisbane International



Suncorp
Presenting Partner –
Brisbane International



Tourism and Events Queensland
Brisbane International.



Brisbane Marketing
and Brisbane City Council
Brisbane International.

Hyundai Hopman Cup



HYUNDAI
Hyundai
Title sponsor –
Hyundai Hopman Cup



Eventscorp
Major sponsor –
Hyundai Hopman Cup



Amcom
Major sponsor –
Hyundai Hopman Cup



ECU
Major sponsor –
Hyundai Hopman Cup



Nab
Major sponsor –
Hyundai Hopman Cup

Moorilla Hobart International



Moorilla
Title sponsor –
Moorilla Hobart International.



Events Tasmania
Moorilla Hobart International.



Jetstar
Moorilla Hobart International.

TENNIS HONOUR



NEWCOMBE MEDAL

AUSTRALIAN TENNIS AWARDS

A lifetime of commitment ...

a night of recognition.

“RECEIVING THE NEWCOMBE MEDAL FOR A THIRD YEAR IN A ROW IS AN AMAZING HONOUR ... I THINK IT’S GREAT THAT THE AUSTRALIAN TENNIS COMMUNITY CONTINUES TO RECOGNISE THE HARD WORK OF ITS MEMBERS, WHO MAKE THE GROWTH OF OUR SPORT POSSIBLE FOR THE LONGEVITY OF TENNIS IN OUR COUNTRY.”

– SAM STOSUR



The Newcombe Medal, Australian Tennis Awards is an evening to celebrate the achievements, performances and contributions of Australia’s elite tennis players, along with the wider tennis fraternity. This includes the volunteers, coaches, clubs, tournaments and officials who pave the way for people to play the great sport of tennis.

The 2012 Newcombe Medal, Australian Tennis Award winners:

Newcombe Medal
Sam Stosur, Qld

President’s Spirit of Tennis Award
Ian Barclay, Vic.

Coaching Excellence – Club
Wesley Horskins, Vic.

Coaching Excellence – High Performance
Josh Eagle, Qld

Coaching Excellence – MLC Tennis Hot Shots
Helen Magill, NSW

Excellence in Officiating
Wayne McKewen, NSW

Female Junior Athlete of the Year
Ashleigh Barty, Qld

Male Junior Athlete of the Year
Luke Saville, SA

Most Outstanding 35+ Tennis Senior
Andrew Rae, Vic.

Most Outstanding Athlete with a Disability
Glen Flindell, Vic.

Most Outstanding Tennis Club
City Community Tennis Centres, NSW

Most Outstanding Tennis School
Maribyrnong Sports Academy, Vic.

Most Outstanding Tennis Community
Elsternwick Park Tennis Centre, Vic.

Most Outstanding Tournament
William Loud Bendigo International, Vic.

Volunteer Achievement Award
Anne Baldwin, Vic.



VIDEO AVAILABLE ON
DIGITAL PUBLICATION

"I LOVED PLAYING. TO HAVE BEEN ABLE TO BE PART OF TENNIS FOR SO LONG, BECAUSE IT'S A PASSION FOR ME AND I'VE MET SOME WONDERFUL PEOPLE. I JUST THANK EVERYBODY FOR MAKING MY PASSION SUCH AN ENJOYABLE ONE."

– JUDY DALTON

2013

Australian Tennis Hall of Fame

Pioneer of international women's tennis Judy Dalton was inducted into the Australian Tennis Hall of Fame in a ceremony at Rod Laver Arena on 24 January 2013.

The Australian, who reached a career-high singles ranking of No.7 in 1968, was presented with a bronze bust, which has joined the statues of other Australian Tennis Hall of Fame inductees in Melbourne Park's Garden Square.

Previous Australian Tennis Hall of Fame inductees:

2012
Ken Fletcher

2011
Owen Davidson

2010
Mark Woodforde,
Todd Woodbridge

2009
Wendy Turnbull

2008
Pat Rafter

2007
Mark Edmondson

2006
Daphne Akhurst

2005
No induction –
Australian Open
Centenary

2004
Brian Tobin
(first administrator
to be inducted)

2003
Pat Cash

2002
Mervyn Rose,
Thelma (Coyne) Long

2001
Mal Anderson,
Nancye (Wynne)
Bolton

2000
Ken McGregor

1999
Australia inducted
into the International
Tennis Hall of Fame

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

1997
Fred Stolle, Jack
Crawford, Gerald
Patterson

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

1995
Lew Hoad,
Ken Rosewall

1994
Roy Emerson,
Evonne Goolagong
Cawley, Neale Fraser

1993
Rod Laver,
Margaret (Smith)
Court

Tennis Australia Revenue and Incomes

7%



Tennis Australia Revenue increased in 2012–2013

2014 E **204,102,935**

2013 **186,407,511**

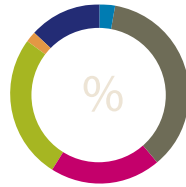
2012 174,463,966

2011 159,944,130

2010 153,258,421



Sources of Revenue in 2012–2013



- 3 Investment
- 36 Ticket sales
- 20 Sponsorship
- 26 TV rights
- 2 Merchandise
- 13 Other

Total 100%

Investment in Tennis

13%



Investment in Tennis increased in 2012–2013

2014 E **45,177,268**

2013 **42,742,994**

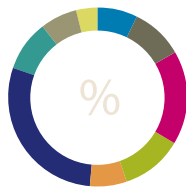
2012 37,938,815

2011 33,635,534

2010 30,299,499



Distribution of investment in 2012–2013



- 8 Coach & Talent
- 10 Tournaments
- 18 Professional Tennis
- 12 Development Tennis
- 7 High Performance
- 31 Places to Play (incl. court rebates)
- 10 Project 4M
- 7 Tennis World
- 4 Administration

Total 100%



DIRECTORS' REPORT

FOR THE YEAR ENDED 30 JUNE 2013

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 2013 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:

President		
S Healy	Legal Practitioner	Director since 2008 (President since 2010)
Vice-president		
H Mitchell, AC	Company Director	Director since 2008 (VP since 2010)
C Freeman, AM	Company Director	Director since 2007 (VP since 2012)
Directors		
J Davies	Company Director	Director since 2011
J Fitzgerald, OAM	Company Director	Director since 2010
G Holloway	Pharmacist	Director since 2008
S M Tanner	Banking Executive	Director since 2007
Dr J Young	Company Director	Director since 2008
A J Cooper, AO	Administrator	Director since 2004

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:

Director	Board Meetings		Audit and Risk Committee Meetings		Remuneration Committee Meetings		Investment Advisory Committee Meetings	
	A	B	A	B	A	B	A	B
S Healy	8	8	2	2	1	1	1	1
H Mitchell	8	6	-	-	1	-	1	1
C Freeman	8	6	2	2	1	1	-	-
J Davies	8	5	-	-	1	-	1	1
J Fitzgerald	8	7	2	2	1	1	-	-
G Holloway	8	7	2	1	1	1	-	-
S Tanner	8	5	-	-	1	1	1	1
Dr J Young	8	8	-	-	1	1	1	1
A J Cooper	8	7	-	-	1	1	-	-

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

B – Number of meetings attended

3. Corporate Governance

The Audit and Risk Committee met on two occasions in the year under review. The Investment Advisory Committee met on one occasion during the year. The Board of Directors meet as a separate Remuneration Committee and met once in the year under review. The Board of Directors also meet as a separate Nomination Committee and did not meet in the year under review.

4. Short and long-term objectives and strategies for achieving those objectives

The Company's objectives and strategies are as follows:

- > to create champion tennis players via an elite player performance pathway
- > to increase the number of Australians who participate in tennis by funnelling participants through MLC Tennis Hot Shots and Cardio Tennis programs
- > ensuring tennis coaches are adequately trained through coach education programs
- > to run tournaments and competitions for all level of players
- > to increase the standard of tennis facilities through the Places to Play program
- > to service the devoted tennis fans in Australia by delivering the summer of tennis culminating in the Grand Slam of the Asia-Pacific region, the Australian Open
- > to invest in the game by reinvesting the revenue generated from staging the Australian Open back into the sport to fund the objectives and strategies.

5. 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 the Australian Open, other tennis tournaments and youth development programs. These principal activities are consistent with the strategies that assist in achieving the short and long-term objectives of the Company.

6. Performance measures

The Company has a detailed annual Professional Development Review (PDR) process that ensures key performance indicators (KPIs) are set across all business units in the Company. These KPIs form the basis of the performance incentives provided to senior management. The two key areas of consideration relate to:

- > the performance of the Australian Open and the Australian Open Series events
- > the effectiveness of tennis programs.

7. Operating and financial review

The Company's net result for the year ended 30 June 2013 was a net surplus of \$1,622,811. This compares with a net surplus of \$3,091,293 for the year ended 30 June 2012. The decrease in net surplus mainly reflects the additional contributions towards Australian Open 2013 prize money.

Significant changes in the state of affairs

In the opinion of the Directors there were no significant changes in the state of affairs of the Company that occurred during the financial year under review not otherwise disclosed in this report or the financial statements.

8. Events subsequent to reporting date

There has not arisen in the interval between the end of the financial year and the date of this report any item, transaction or event of material and unusual nature likely, in the opinion of the Directors of the Company, to affect significantly the operations of the Company, the results of those operations, or the state of affairs of the Company, in future financial years.

9. Likely developments

The Directors do not anticipate any major changes in the basis of operations of the Company and the future results of those operations in subsequent financial years.

10. 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 \$24,159 in respect of this policy (2012: \$20,428).

11. Lead auditor's independence declaration

The Lead auditor's independence declaration is set out on page 78 and forms part of the Directors' report for the financial year ended 30 June 2013.

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

S. Hines
President
19th August 2013

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

FOR THE YEAR ENDED 30 JUNE 2013

TENNIS AUSTRALIA LIMITED (A COMPANY LIMITED BY GUARANTEE) ABN 61 006 281 125

	Note	2013	2012
Revenue from sale of goods	6	2,972,800	2,853,525
Revenue from operations and events	6	172,975,674	163,787,346
Other revenues from operating activities	6	263,578	380,246
Total revenue	6	176,212,052	167,021,117
Other income	7	5,399,995	5,245,834
Total revenue and other income		181,612,047	172,266,951
Operations & events expenses		(97,537,902)	(89,723,158)
Tennis expenses		(40,883,175)	(36,198,797)
Commercial expenses		(3,273,151)	(3,596,661)
Media & marketing expenses		(6,796,834)	(6,821,194)
Events expenses		(14,652,026)	(15,808,396)
Facility grants		(1,859,819)	(1,740,019)
Other expenses		(17,583,970)	(16,123,822)
Total expenses		(182,586,877)	(170,012,047)
Finance income	9	4,795,464	2,197,015
Finance costs	9	(2,197,823)	(1,360,626)
Net finance income	9	2,597,641	836,389
Net surplus for the period		1,622,811	3,091,293
Other comprehensive income		-	-
Total comprehensive income for the period		1,622,811	3,091,293

The statement of profit or loss and other comprehensive income is to be read in conjunction with the notes of the financial statements set out on [pages 59 to 75](#). ▶

STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 30 JUNE 2013

TENNIS AUSTRALIA LIMITED (A COMPANY LIMITED BY GUARANTEE) ABN 61 006 281 125

	Facility development reserve	Player & participation development reserve	Retained earnings	Total equity
Balance at 1 July 2011	5,948,095	8,000,000	13,840,390	27,788,485
Total comprehensive income for the period				
Total other comprehensive income	-	-	-	-
Surplus for the period	-	-	3,091,293	3,091,293
Balance at 30 June 2012	5,948,095	8,000,000	16,931,683	30,879,778
Balance at 1 July 2012	5,948,095	8,000,000	16,931,683	30,879,778
Total comprehensive income for the period				
Total other comprehensive income	-	-	-	-
Surplus for the period	-	-	1,622,811	1,622,811
Balance at 30 June 2013	5,948,095	8,000,000	18,554,494	32,502,589

The statement of profit or loss and other comprehensive income is to be read in conjunction with the notes of the financial statements set out on [pages 59 to 75](#). ▶

BALANCE SHEET

FOR THE YEAR ENDED 30 JUNE 2013

TENNIS AUSTRALIA LIMITED (A COMPANY LIMITED BY GUARANTEE) ABN 61 006 281 125

	Note	2013	2012
Assets			
Cash and cash equivalents	11	15,140,570	21,076,420
Trade and other receivables	12	7,315,198	6,391,617
Inventories	13	366,108	143,935
Other financial assets	14	31,510,744	28,221,896
Total current assets		54,332,620	55,833,868
Trade and other receivables	12	675,572	737,404
Intangibles assets	15	376,489	433,821
Property, plant and equipment	16	4,875,546	3,763,808
Total non-current assets		5,927,607	4,935,033
Total assets		60,260,227	60,768,901
Liabilities			
Trade and other payables, including derivatives	17	12,568,601	10,971,140
Employee benefits	18	3,645,529	2,790,756
Income received in advance	19	10,595,071	13,182,670
Total current liabilities		26,809,201	26,944,566
Employee benefits	18	407,776	651,515
Income received in advance	19	540,661	2,293,042
Total non-current liabilities		948,437	2,944,557
Total liabilities		27,757,638	29,889,123
Net assets		32,502,589	30,879,778
Members' equity			
Retained earnings		18,554,494	16,931,683
Reserves		13,948,095	13,948,095
Total members' equity		32,502,589	30,879,778

The statement of profit or loss and other comprehensive income is to be read in conjunction with the notes of the financial statements set out on [pages 59 to 75](#). ▶

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2013

TENNIS AUSTRALIA LIMITED (A COMPANY LIMITED BY GUARANTEE) ABN 61 006 281 125

	Note	2013	2012
Cash flows from operating activities			
Cash receipts from customers		193,542,908	197,957,905
Cash paid to suppliers and employees		(197,540,423)	(182,821,770)
Interest received		731,372	934,762
Net cash (used in)/from operating activities	24	(3,266,143)	16,070,897
Cash flows from investing activities			
Repayments/(borrowings) from member/affiliate loans		69,513	(115,001)
Proceeds from investments		106,326	-
Acquisition of property, plant and equipment	16	(2,845,546)	(830,756)
Proceeds from sale of property, plant and equipment		-	1,264
Net cash used in investing activities		(2,669,707)	(944,493)
Cash flows from financing activities			
Net cash from financing activities		-	-
Net (decrease)/increase in cash and cash equivalents		(5,935,850)	15,126,404
Cash and cash equivalents at 1 July 2012		21,076,420	5,950,016
Cash and cash equivalents at 30 June 2013	11	15,140,570	21,076,420

The statement of profit or loss and other comprehensive income is to be read in conjunction with the notes of the financial statements set out on [pages 59 to 75](#). ▶

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2013

TENNIS AUSTRALIA LIMITED (A COMPANY LIMITED BY GUARANTEE) ABN 61 006 281 125

1. Reporting entity

Tennis Australia Limited (the "Company") is a company domiciled in Australia. The address of the Company's registered office is Batman Avenue, Melbourne, Victoria. The Company is a not-for-profit entity and the primary business is the development of tennis in Australia.

2. Basis of preparation

(a) Statement of compliance

The financial statements are general purpose financial statements which have been prepared in accordance with Australian Accounting Standards (AASBs) adopted by the Australian Accounting Standards Board (AASB) and the Corporations Act 2001.

The financial statements were approved by the Board of Directors on 19 August 2013.

(b) Basis of measurement

The financial statements have been prepared on the historical cost basis except for derivative financial instruments and trading investments which are measured at fair value. The methods used to measure fair values are discussed further in note 4.

(c) Functional and presentation currency

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

(d) Use of estimates and judgements

The preparation of financial statements in conforming with the AASBs 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.

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 21 – financial instruments (fair value determination)
- > Note 22 – operating leases (lease classification)

3. Significant accounting policies

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

(a) Foreign currency transactions

Transactions in foreign currencies are translated at the foreign exchange rate 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 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.

Financial assets at fair value through profit or loss

A financial asset 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 assets 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. Attributable transaction costs are recognised in profit or loss when incurred. Financial assets at fair value through profit or loss are measured at fair value, and changes therein are recognised in profit or loss.

3. Significant accounting policies continued

Financial assets designated at fair value through profit or loss comprise equity securities that otherwise would have been classified as available for sale.

Loans and receivables

Loan and receivables are financial assets with fixed or determinable payments that are not quoted in an active market. Such assets are recognised initially at fair value plus any directly attributable transaction costs. Subsequent to initial recognition, loans and receivables are measured at amortised cost using the effective interest method, less any impairment losses.

Loans and receivables comprise cash and cash equivalents and, trade and other receivables.

Cash and cash equivalents

Cash and cash equivalents comprise cash balances and call deposits with maturities of three months or less from the acquisition date that are subject to an insignificant risk of changes in their fair value, and are used by the Company in the management of its short-term commitments.

(ii) Derivative financial instruments

The Company hold derivative financial instruments to hedge 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 through profit and loss. 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 accumulated 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.

Any gain or loss on disposal of an item of property, plant and equipment (calculated as the difference between the net proceeds from disposal and the carrying amount of the item) is recognised in profit or loss.

(ii) Subsequent costs

Subsequent expenditure is capitalised only when it is probable that the future economic benefits associated with the expenditure will flow to the Company. Ongoing repairs and maintenance are expensed as incurred.

(iii) Depreciation

Items of property, plant and equipment are depreciated from the date that they are installed and are ready for use, or in respect of internally constructed assets, from the date that the asset is completed and ready for use.

Depreciation is calculated to write off the cost of property, plant and equipment less their estimated residual values using the straight line basis over their estimated useful lives. Depreciation is generally recognised in profit or loss, unless the amount is included in the carrying amount of another asset.

The estimated useful lives in the current and comparative years of significant items of property, plant and equipment are as follows:

> Plant and equipment	3–10 years
> Fixtures and fittings	5–10 years
> Leasehold improvements	3–16 years
> Memorabilia	Indefinite

Depreciation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

(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 accumulated 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 as 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	Indefinite
> Trademarks	10 years

Amortisation methods, useful lives and residual values are reviewed each reporting date and adjusted if appropriate.

(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

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2013

TENNIS AUSTRALIA LIMITED (A COMPANY LIMITED BY GUARANTEE) ABN 61 006 281 125

3. Significant accounting policies continued

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 estimated costs necessary to make the sale.

(f) Impairment

(i) Financial assets (including receivables)

A financial asset is impaired if there is objective evidence of impairment as a result of one or more events that occurred after the initial recognition of the asset, and that the loss event(s) had an impact on the estimated future cash flows of that asset that can be estimated reliably.

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.

(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 employee benefits

Liabilities for employee benefits for wages, salaries and annual 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 liability 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) Sale of goods

Revenue from the sale of goods in the course of ordinary activities 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 persuasive evidence exists, usually in the form of an executable sales agreement, that 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, there is no continuing management involvement with the goods, and the amount of revenue can be measured reliably. If it is possible that discounts will be granted and the amount can be measured reliably, then the discount is recognised as a reduction of revenue as the sales are recognised.

3. Significant accounting policies continued

(ii) Rendering of services

Revenue from rendering of services 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 2013. 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

Government grants

Grants that compensate the Company for expenses incurred are recognised as other income in the statement of comprehensive income when funding is received. 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.

(l) Finance income and finance costs

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 in profit or loss, using the effective interest method. Dividend income is recognised in profit or loss on the date that the Company's right to receive payment is established.

Finance costs 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.

Borrowing costs that are not directly attributable to the acquisition, construction or production of a qualifying asset 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 eight years with interest charged at the bank bill 180-day swap rate.

(p) New standards and interpretations not yet adopted

A number of new standards, amendments to standards and interpretations are effective for annual periods beginning after 1 July 2012, and have not been applied in preparing these financial statements. None of these are expected to have a significant effect on the financial statements of the Company, except AASB 9 Financial Instruments, which becomes mandatory for the Company's 2016 financial statements and could change the classification and measurement of financial assets. The Company does not plan to adopt this standard early and the extent of the impact has not been determined.

4. 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 is determined by reference to their quoted bid price at the reporting date.

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4. Determination of fair values continued

(iii) Trade and other receivables

The fair values of trade and other receivables are estimated at the present value of future cash flows, discounted at the market rate of interest at the measurement date. Short-term receivables with no stated interest rate are measured at the original invoice amount if the effect of discounting is immaterial. Fair value is determined at initial recognition and, for disclosure purposes, at each annual reporting date.

(iv) Forward exchange contracts

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

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.

(v) Inventories

The fair value of inventories acquired in a business combination is determined based on its estimated selling price in the ordinary course of business less the estimated costs of completion and sale, and a reasonable profit margin based on the effort required to complete and sell the inventories.

5. Financial Risk Management

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

- > credit risk
- > liquidity risk
- > market risk
- > operational 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 its 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 11 percent (2012: 11 percent) of the Company's revenue is attributable to transactions with a single customer.

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.

Market risk

Market risk is the risk that changes in market prices, such as foreign exchange rates, interest rates and equity prices 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.

Market 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.

5. Financial Risk Management continued

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 93 percent 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.

Interest risk

The Company adopts a policy of ensuring that between 56 and 44 percent of its exposure to changes in interest rates on borrowings is on a fixed-rate basis, taking into account assets with exposure to changes in interest rates.

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 company's Reserves Policy and Investment strategy.

Operational risk

Operational risk is the risk of direct or indirect loss arising from a wide variety of causes associated with the Company's processes, personnel, technology and infrastructure, and from external factors other than credit, market and liquidity risks such as those arising from legal and regulatory requirements and generally accepted standards of corporate behaviour. Operational risks arise from all of the Company's operations.

The Company's objective is to manage the operational risk so as to balance the avoidance of financial losses and damage to the Company's reputation with overall cost effectiveness and to avoid control procedures that restrict initiative and creativity.

The primary responsibility for the development and implementation of controls to address operational risk is assigned to senior management within each business unit. This responsibility is supported by the development of overall Company standards for the management of operational risk in the following areas:

- > Requirements for appropriate segregation of duties, including independent authorisation of transactions.
- > Requirements for the reconciliation and monitoring of transactions.
- > Compliance with regulatory and other legal requirements.
- > Requirements for the periodic assessment of operational risks faced, and the adequacy of controls and procedures to address the risks identified.
- > Requirements for the reporting of operational losses and proposed remedial action.
- > Development and testing of contingency plans.
- > Training and professional development.
- > Ethical and business standards.
- > Risk mitigation, including insurance where this is effective.

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.

NOTES TO THE FINANCIAL STATEMENTS

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6. Revenue

	2013	2012
Revenue from sale of goods	2,972,800	2,853,525
Revenue from operations & events	172,975,674	163,787,346
Other revenues:		
Interest received:		
affiliated clubs & Member Associations	31,270	45,780
other parties	232,308	334,466
	263,578	380,246
Total revenue	176,212,052	167,021,117

7. Other income

Government grants	5,399,995	5,245,834
Total other income	5,399,995	5,245,834

Government grants

The Company has been awarded government grants from the Australian Sports Commission (ASC), Australian Olympic Committee (AOC), Australian Paralympic Committee (APC), Department of Education, Employment, Workplace Relations (DEEWR) and Tourism Victoria and Sport Policy & Programs Office for Sport. 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. The DEEWR 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 the Australian Olympic team, 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

	2013	2012
The Company has the following expense		
Depreciation expenses:		
- plant and equipment	1,507,469	1,492,047
- leasehold improvements	226,339	289,999
Amortisation expense	57,332	57,331
Cost of goods sold	1,346,215	976,427
Movement in the provision for employee entitlements	611,034	803,356
Operating lease rental expense	819,420	617,300
Loss on disposal of property, plant & equipment	-	38,599

9. Finance income and finance costs

Recognised in profit or loss	2013	2012
Interest income on investments at fair value through profit or loss	1,262,069	1,076,408
Interest income on bank deposits	306,193	554,514
Dividend income on investments at fair value through profit or loss	528,269	405,870
Net change in fair value of financial assets at fair value through profit or loss	1,928,781	(925,071)
Net foreign exchange gain	770,152	160,223
Finance income	4,795,464	1,271,944
Net foreign exchange loss	-	-
Net change in fair value of financial liabilities at fair value through profit or loss	(2,197,823)	(435,555)
Finance expense	(2,197,823)	(435,555)
Net finance income and expense	2,597,641	836,389

The above finance income and finance costs include the following in respect of assets (liabilities) held at amortised cost:

Total interest income on financial assets	306,193	554,514
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No finance income or finance costs are recognised through equity. This is consistent with the Statement of profit or loss and other comprehensive income on [page 55](#).

10. Auditor's remuneration

	Note	2013	2012
Audit services			
Auditors of the Company			
KPMG Australia:			
Audit and review of the financial reports		60,000	57,350
		60,000	57,350
Other services			
KPMG Australia			
Grant assurance procedures		3,000	6,125
Professional services – Constitution review		-	12,875
Taxation services – Fringe benefits tax		-	14,000
Taxation services – Foreign withholding tax		-	18,000
Taxation services – Goods & service tax		8,380	-
Taxation services – Tax advice Hong Kong branch		33,350	-
Taxation services – US exemption application		56,309	-
		101,039	51,000

11. Cash and cash equivalents

Bank balances		15,140,570	21,076,420
Cash and cash equivalents	21	15,140,570	21,076,420

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.

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12. Trade and other receivables

	Note	2013	2012
Current			
Trade receivables		4,242,643	2,610,474
Other receivables		2,302,450	1,825,085
Prepayments		599,700	1,777,968
Facility loans receivable from member affiliated clubs		104,182	112,522
Secured loans receivable from Member Associations		66,223	65,568
		7,315,198	6,391,617
Non-current			
Facility loans receivable from member affiliated clubs		386,950	369,814
Secured loans receivable from Member Associations		288,622	367,590
		675,572	737,404

13. Inventories

Inventory on hand	366,108	143,935
	366,108	143,935

14. Other financial assets

Current			
Fixed interest investments designated at fair value through profit or loss		21,231,788	15,454,006
Equity investments designated at fair value through profit or loss		9,753,974	7,732,210
Cash investments designated at fair value through profit or loss		524,982	4,971,744
Other investments designated at fair value through profit or loss		-	63,936
	21	31,510,744	28,221,896

The Company's exposure to credit, currency and interest rate risks related to investments is disclosed in note 5 and 21.

15. Intangible assets

	Domain name	Trademark	Total
Cost			
Balance at 1 July 2011	32,500	573,316	605,816
Other acquisitions	-	-	-
Balance at 30 June 2012	32,500	573,316	605,816
Balance at 1 July 2012	32,500	573,316	605,816
Other acquisitions	-	-	-
Balance at 30 June 2013	32,500	573,316	605,816
Amortisation			
Balance at 1 July 2011	-	114,664	114,664
Amortisation charges for the year	-	57,331	57,331
Balance at 30 June 2012	-	171,995	171,995
Balance at 1 July 2012	-	171,995	171,995
Amortisation charges for the year	-	57,332	57,332
Balance at 30 June 2013	-	229,327	229,327
Carrying amounts			
Balance at 1 July 2011	32,500	458,652	491,152
Balance at 30 June 2012	32,500	401,321	433,821
Balance at 1 July 2012	32,500	401,321	433,821
Balance at 30 June 2013	32,500	343,989	376,489

16. Property, plant and equipment

	Leasehold improvements	Plant and equipment	Memorabilia	Total
Cost				
Balance at 1 July 2011	2,571,503	12,593,826	1,876,397	17,041,726
Other acquisitions	-	830,756	-	830,756
Disposals	(68,706)	(762,450)	-	(831,156)
Balance at 30 June 2012	2,502,797	12,662,132	1,876,397	17,041,326
Balance at 1 July 2012	2,502,797	12,662,132	1,876,397	17,041,326
Other acquisitions	-	2,845,546	-	2,845,546
Disposals	-	-	-	-
Balance at 30 June 2013	2,502,797	15,507,678	1,876,397	19,886,872
Depreciation and impairment losses				
Balance at 1 July 2011	1,950,274	10,336,491	-	12,286,765
Depreciation charge for the year	289,999	1,492,047	-	1,782,046
Disposals	(49,398)	(741,895)	-	(791,293)
Balance at 30 June 2012	2,190,875	11,086,643	-	13,277,518
Balance at 1 July 2012	2,190,875	11,086,643	-	13,277,518
Depreciation charge for the year	226,339	1,507,469	-	1,733,808
Disposals	-	-	-	-
Balance at 30 June 2013	2,417,214	12,594,112	-	15,011,326
Carrying amounts				
At 1 July 2011	621,229	2,257,335	1,876,397	4,754,961
At 30 June 2012	311,922	1,575,489	1,876,397	3,763,808
At 1 July 2012	311,922	1,575,489	1,876,397	3,763,808
At 30 June 2013	85,583	2,913,566	1,876,397	4,875,546

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.

17. Trade and other payables

	Note	2013	2012
Trade creditors		3,018,938	2,403,561
Other payables		7,351,840	8,132,024
Derivatives recognised at fair value		2,197,823	435,555
	21	12,568,601	10,971,140

18. Employee benefits

Current		
Provision for long service leave	1,155,875	577,570
Provision for annual leave	2,489,654	2,213,186
	3,645,529	2,790,756
Non-current		
Provision for long service leave	407,776	651,515
	407,776	651,515

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19. Income received in advance

	2013	2012
Current		
Australian Open	9,202,618	12,004,410
Other	1,392,453	1,178,260
	10,595,071	13,182,670
Non-current		
Australian Open	540,661	2,293,042
	540,661	2,293,042

20. Capital and reserves

Facility development review

The facility development reserve was established by a resolution of the Board and comprises of funds held for future facility developments.

Player & participation development reserve

The player and participation development reserve was established by a resolution of the Board and comprises of funds held for the future development of players and player participation in tennis.

Member equity

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.

21. 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:

	Note	Carrying amount 2013	2012
Trade and other receivables (less prepayments)	12	7,391,070	5,351,053
Cash and cash equivalents	11	15,140,570	21,076,420
Fixed interest investments	14	21,231,788	15,454,006
Cash investments	14	524,982	4,971,744
		44,288,410	46,853,223

At reporting date, 98 percent of the Company's trade and other receivables (less prepayments) and cash and cash equivalents exposed to credit risk were located in Australia (2012: 99 percent). Approximately two percent of other financial assets exposed to credit risk were allocated outside of Australia (2012: nine percent).

The Company's most significant customer accounts for 15 percent or \$631,790 of the trade receivables carrying amount at 30 June 2013 (2012: 17 percent or \$455,991).

21. Financial instruments continued

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

30 June 2013

	Gross 2013	Gross 2012
Not past due	1,712,543	1,491,222
Past due 1–30 days	751,698	169,400
Past due 31–90 days	734,216	338,589
Past due 90 days	1,062,109	632,045
	4,260,566	2,631,256

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

	2013	2012
Balance at 1 July 2012	20,782	40,351
Impairment loss/(gain) recognised	2,400	(19,569)
Amounts written off	(5,259)	-
Balance at 30 June 2013	17,923	20,782

Liquidity risk

The following are the contractual maturities of financial liabilities, including interest.

	Note	Carrying amount	Contractual cash flows	6 months or less
30 June 2013				
Non-derivative financial liabilities				
Trade and other payables	17	10,370,778	(10,370,778)	(10,370,778)
		10,370,778	(10,370,778)	(10,370,778)
30 June 2012				
Non-derivative financial liabilities				
Trade and other payables	17	10,535,585	(10,535,585)	(10,535,585)
		10,535,585	(10,535,585)	(10,535,585)

There are no non-derivative financial liabilities with contractual maturities greater than six months. Refer to note 5 for details on the Company's approach to managing liquidity risk.

Market risk

Currency risk

Exposure to currency risk

Tennis Australia's exposure to foreign currency risk at the reporting date was as follows (Australian dollar equivalents).

30 June 2013

	AUD	EURO	USD
Trade and other receivables	6,491,780	32,011	867,279
Trade and other payables	(10,369,404)	(692)	(682)
Gross balance sheet exposure	(3,877,624)	31,319	866,597
Forward exchange contracts	-	-	(712,880)
Net exposure	(3,877,624)	31,319	153,717

30 June 2012

	AUD	EURO	USD
Trade and other receivables	4,298,208	-	1,067,164
Trade and other payables	(10,535,911)	-	(682)
Gross balance sheet exposure	(6,236,703)	-	1,066,482
Forward exchange contracts	-	-	(985,256)
Net exposure	(6,236,703)	-	81,266

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:

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21. Financial instruments continued

Sensitivity analysis

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:

A 10 percent increase (decrease) of the Australian dollar against the following currencies at 30 June 2013 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 2012.

	Profit or loss		Equity	
	10% increase	10% decrease	10% increase	10% decrease
30 June 2013				
USD	(13,974)	17,080	-	-
Foreign currency sensitivity (net)	(13,974)	17,080	-	-
30 June 2012				
USD	(7,285)	8,904	-	-
Foreign currency sensitivity (net)	(7,285)	8,904	-	-
30 June 2013				
EURO	(2,847)	3,480	-	-
Foreign currency sensitivity (net)	(2,847)	3,480	-	-
30 June 2012				
EURO	-	-	-	-
Foreign currency sensitivity (net)	-	-	-	-

Profile

At the reporting date the interest rate profile of the Company's interest-bearing financial instruments was:

	Carrying amount	
	2013	2012
Fixed rate instruments		
Financial assets – investments	21,231,788	15,454,006
Variable rate instruments		
Financial assets – bank accounts	15,140,570	21,076,420
Financial assets – facility loans	491,131	485,229
Financial assets – secured loans	354,845	430,265
Financial assets – investments	524,982	4,971,744

21. Financial instruments continued

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 2012.

	Profit or loss		Equity	
	100bp increase	100bp decrease	100 bp increase	100bp decrease
30 June 2013				
Variable rate instruments	165,115	(165,115)	-	-
Cash flow sensitivity (net)	165,115	(165,115)	-	-
30 June 2012				
Variable rate instruments	269,637	(269,637)	-	-
Cash flow sensitivity (net)	269,637	(269,637)	-	-

Sensitivity analysis – market risk

At 30 June 2013, if the market had increased/(decreased) by 15 percent with all other variables held constant, this would have increased net assets attributable to the Company (and net operating profit/(loss)) by the amounts shown below. The analysis is performed on the same basis for 2012.

	Profit or loss		Equity	
	15% increase	15% decrease	15% increase	15% decrease
30 June 2013				
Market instruments	1,463,096	(1,463,096)	-	-
Market sensitivity (net)	1,463,096	(1,463,096)	-	-
30 June 2012				
Market instruments	1,160,133	(1,160,133)	-	-
Market sensitivity (net)	1,160,133	(1,160,133)	-	-

Fair values

Fair values versus carrying amounts

The carrying amount of assets and liabilities shown in the balance sheet approximate their fair value.

Fair value hierarchy

The table on page 73 analyses financial instruments carried at fair value, by valuation method. The different levels have been defined as follows:

- > Level 1: quoted prices (unadjusted) in active markets for identical assets or liabilities.
- > Level 2: inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly (i.e. as prices) or indirectly (i.e. derived from prices).
- > Level 3: inputs for the asset or liability that are not based on the observable market data (unobservable inputs).

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TENNIS AUSTRALIA LIMITED (A COMPANY LIMITED BY GUARANTEE) ABN 61 006 281 125

21. Financial instruments continued

	Level 1	Level 2	Level 3	Total
30 June 2013				
Available-for-sale financial assets	-	-	-	-
Financial assets designated at fair value through profit or loss	9,753,974	21,756,770	-	31,510,744
Financial assets held for trading	-	-	-	-
Derivative financial assets	-	-	-	-
	9,753,974	21,756,770	-	31,510,744
Derivative financial liabilities	-	(2,197,823)	-	(2,197,823)
Market sensitivity (net)	9,753,974	19,558,947	-	29,312,921
30 June 2012				
Available-for-sale financial assets	-	-	-	-
Financial assets designated at fair value through profit or loss	7,796,146	20,425,750	-	28,221,896
Financial assets held for trading	-	-	-	-
Derivative financial assets	-	-	-	-
	7,796,146	20,425,750	-	28,221,896
Derivative financial liabilities	-	(435,555)	-	(435,555)
Market sensitivity (net)	7,796,146	19,990,195	-	27,786,341

22. Operating leases

Leases as lessee

Non-cancellable operating lease commitments as follows:

	2013	2012
Less than one year	569,467	674,610
Between one and five years	1,638,970	1,561,112
More than five years	7,032,675	7,320,884
	9,241,112	9,556,606

The Company leases goods and property under non-cancellable operating leases expiring from 1 to 26 years. Leases generally provide the Company with a right of renewal at which time all terms are renegotiated.

Under the property lease with Melbourne & Olympic Parks Trust the Company is required to pay \$390,704 adjusted by CPI annually. Under Australian Accounting Standards only the future minimum payments should be disclosed. Accordingly the above operating lease commitments exclude any amounts in respect to CPI.

During the financial year ended 30 June 2013, \$819,420 was recognised as an expense in the income statement in respect of operating leases (2012: \$617,300).

23. Capital and other commitments

As a requirement of the Operational 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.

The Company is also required to make an annual fixed payment to Melbourne & Olympic Parks Trust that is adjusted for CPI through to 2036. This payment is to obtain the right to 100 percent of merchandise revenues and a portion of catering and ticketing rebates payable to Melbourne & Olympic Parks Trust during the Australia Open.

It is the Company's expectation that the above commitments will be more than offset by new revenues accruing to the Company in the areas of catering, ticketing and merchandise over the period of the commitments.

24. Reconciliation of cash flows from operating activities

	Note	2013	2012
Cash flows from operating activities			
Surplus/(deficit) for the year		1,622,811	3,091,293
Adjusted for:			
Depreciation	16	1,733,808	1,782,046
Amortisation	15	57,332	57,331
Unrealised foreign exchange losses		1,762,267	238,728
Loss on disposal of property, plant & equipment	8	-	38,599
Operating profit before changes in working capital and provisions		5,176,218	5,207,997
(Increase)/decrease in trade and other receivables		(931,262)	1,293,320
(Increase)/decrease in investments		(3,395,174)	(406,118)
(Increase)/decrease in inventories		(222,173)	(10,669)
(Decrease)/increase in trade and other payables		(164,806)	2,153,567
(Decrease)/increase in income received in advance		(4,339,980)	7,029,444
(Decrease)/increase in employee benefits		611,034	803,356
Net cash from operating activities		(3,266,143)	16,070,897

25. Other related party transactions

The Company has related party relationships with its key management personnel.

The names of each person holding the position of Director of the Company during the financial year were: Stephen Healy (President), Harold Mitchell, AC, Ashley Cooper, AO, Scott M Tanner, Chris Freeman, AM, Graeme Holloway, Dr Janet Young, John Fitzgerald, OAM and Jim Davies.

Mr J Davies was an office bearer of a Member Association for part of the financial year and absented himself from the meeting, where appropriate, when matters relative to his particular Member Association were discussed during the period.

Key management personnel and Director transactions

A number of key management personnel, or their related parties, hold positions in other entities that results in them having control or significant influence over the financial or operating policy of these entities.

Two such entities transacted with the Company in the reporting period. The terms and conditions of the transactions with key management personnel and their related parties were no more favourable than those available, or which might reasonably be expected to be available, on similar transactions to non-key management personnel related entities on arm's length basis.

The aggregate value of transactions and outstanding balances relating to key management personal and entities over which they have control or significant influence are as follows:

		Transaction value year ended 30 June		Balance outstanding as at 30 June	
		2013	2012	2013	2012
Mr J Fitzgerald	Ambassador fees	180,000	220,000	16,500	16,500
Mr H Mitchell	Advertising fees	1,890,293	2,325,302	72,592	159,250

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2013

TENNIS AUSTRALIA LIMITED (A COMPANY LIMITED BY GUARANTEE) ABN 61 006 281 125

25. Other related party transactions continued

Mr J Fitzgerald is a Director of John Fitzgerald Pty Ltd, which has a contract with the Company that is on normal commercial terms and conditions. Mr Fitzgerald absents himself from meetings where John Fitzgerald Pty Ltd contract matters are discussed.

Mr H Mitchell is a Director of Vizeum Australia Pty Ltd, which has contracts with the Company that are on normal commercial terms and conditions. Mr H Mitchell absents himself from the meetings where Vizeum Australia Pty Ltd contract matters are discussed.

Key management personnel compensation

	2013	2012
<i>In AUD:</i>		
Short-term employee benefits	3,769,768	3,190,613
Post-employment benefits	170,856	176,595
Termination benefits	-	-
	3,940,624	3,367,208

In addition to salaries paid, key management personnel receive cash incentive bonuses based on key performance indicators.

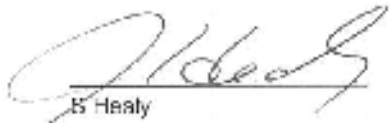
26. Subsequent events

There has not arisen in the interval between the end of the financial year and the date of this report any item, transaction or event of material and unusual nature likely, in the opinion of the Directors of the Company, to affect significantly the operations of the Company, the results of those operations, or the state of affairs of the Company, in future financial years.

Directors' declaration

1. In the opinion of the Directors of Tennis Australia Limited ('the Company'):
 - (a) The financial statements and notes set out on pages 55 to 75, are 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 2013 and its performance for the financial year ended on that date
 - (ii) complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Regulations 2001.
 - (b) There are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of the Directors:



B Healy
President

Dated at Melbourne this 19th day of August 2013.

INDEPENDENT AUDITOR'S REPORT

FOR THE YEAR ENDED 30 JUNE 2013

TENNIS AUSTRALIA LIMITED (A COMPANY LIMITED BY GUARANTEE) ABN 61 006 281 125



Independent auditor's report to the members of Tennis Australia Limited

Report on the financial report

We have audited the accompanying financial report of Tennis Australia Limited (the Company), which comprises the statement of financial position as at 30 June 2013, and the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, notes 1 to 26 comprising a summary of significant accounting policies and other explanatory information and the directors' declaration.

Directors' responsibility for the financial report

The directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

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 of the financial report that gives a true and fair view 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, a true and fair 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.

KPMG, an Australian partnership and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity.

Liability limited by a scheme approved under Professional Standards Legislation.

*Independence*

In conducting our audit, we have complied with the independence requirements of the *Corporations Act 2001*.

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 2013 and of its performance for the year ended on that date; and
 - (ii) complying with Australian Accounting Standards and the *Corporations Regulations 2001*.

KPMG

Gordon Sangster
Partner

Melbourne

19 August 2013

*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 2013 there have been:

- (i) no contraventions of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

KPMG

Gordon Sangster
Partner

Melbourne

19 August 2013

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International Club of Australia

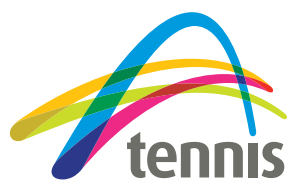
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