



Tennis SA

Annual Report 2011–2012



The Tennis SA 2011-2012 Annual Report is designed to be an economical alternative to printed reports.

The Tennis SA 2011-2012 Annual Report aims to be a concise summary of the Company's performance as reflected through management, department and finance reports.



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Vision for Tennis in South Australia

Tennis SA is the governing body of tennis within South Australia.

Our aim is to provide the best opportunity for all people who wish to enjoy the game of tennis either competitively or socially in South Australia.

We aim to showcase, promote, develop and manage the game of tennis in South Australia

Tennis SA vision

Our role in achieving the vision of our game:

- We have a major event that inspires and showcases tennis linking international tennis to the “grass roots” of the game
- We are developing the next heroes of the sport
- We are introducing children to modified tennis competitions that feed grass roots associations
- We are promoting association, club and tournament tennis by assisting our affiliates to manage their competitions
- We are ensuring that our associations and clubs are developing great competitions for current and new players to enjoy
- We are engaging our volunteers and finding ways to recognize their contribution
- We are ensuring our facilities and clubs are well managed in regards to infrastructure and management models moving forward.

Our values and commitment

Tennis SA Values are in place to make for an effective and efficient work place. They are there to ensure that we work professionally within the business and also externally with all our clubs and associations, members, sponsors and other associates of Tennis SA.



Overview

With more than 21,000 registered club members representing 286 affiliated clubs/centres*, tennis is an integral and steadily growing part of the South Australian community.

The objects and functions of the Company are to:

- control, foster, develop, promote and assist the game of tennis in the South Australia, the surrounding region and Australia, including promoting the game of tennis as a spectator sport
- uphold and maintain the Rules of Tennis, the Rules and Regulations of the International Tennis Federation, the Regulations for the International Tennis Championships and such other Rules and Regulations as the Company shall from time to time consider necessary for or incidental to the Rules and Regulations referred to in this paragraph
- decide all matters relating to the Rules and Regulations above in South Australia
- arrange, conduct, sanction, regulate, promote, publicise and control tournaments, matches, competitions, exhibitions and social functions for the game of tennis in South Australia
- sanction and approve the dates of all State Championships played in South Australia
- promote, provide for, regulate and manage state tennis championships
- select and control teams and squads to represent South Australia and Tennis SA
- develop or adopt and implement appropriate policies, including in relation to sexual harassment, discrimination, equal opportunity, drugs in sport, health, safety, junior and senior programs, and any other matters that arise from time to time as issues to be addressed in the game of tennis
- conduct the affairs of a tennis corporation
- ensure the maintenance and enhancement of Tennis SA and the game of tennis, its standards, quality and reputation for the collective and mutual benefit of the



Members and the game of tennis

- promote the economic and sporting success, strength and stability of tennis and each member
- represent the interests of its members and the game of tennis generally in any appropriate forum
- do all that is reasonably necessary to enable these objects to be achieved and to enable the Members to receive the benefits which these objects are intended to achieve
- use and protect Tennis SA's intellectual property
- carry on or engage in any other business, including that of a licensed club, undertaking or project, which is capable of being conveniently carried on in connection with Tennis SA or is designed to directly further the objects

any other object which, in the opinion of the Board, is in the best interests of tennis.

**As of 30 June 2012.*

With more than 21,000 registered club members representing 286 affiliated clubs/centres, tennis is an integral and steadily growing part of the South Australian community.



About us

Tennis SA is the governing body of tennis within South Australia.

Tennis SA's Parent Body is Tennis Australia, which is the governing body of tennis within Australia.

The philosophy of Tennis SA is to make the game of tennis more stimulating and rewarding in order to encourage greater participation and make it available to the widest possible cross-section of the SA community as a lifetime experience and sport.



Our People

Tennis SA Limited

PRESIDENT

Mr Bill Cossey

VICE PRESIDENT

Mr Kent Thiele

CEO

Mr Alistair MacDonald (Until April 2012)

Mr Steven Baldas (From April 2012)

DIRECTORS

Mr Rick Baldock

Mr Graham Smart

Mr John MacKenzie

Mr Neville Guthberlet

Mr Neville Messenger

Mr Philip Roberts

Ms Sylvia Mason

HONORARY SOLICITOR

Mr John Daenke LLB

HONORARY LIFE MEMBERS

SAHCTL

Mr RE Dorling, Mr WLB Freeman, OAM, Mr KL Litchfield, Mrs P McClean, Mr DW Plunkett, Mr NH Pope, Mr DF Robinson, Mr AE Rose, Mr L Tapp, OAM, Mr AL Thompson, OAM, Mr GE Whitehead, Mr L Yard, JP

SATA

Mr GB Addison, Mr GR Batty, Mr K Berriman, Mr LJ Bills, Mr MA Boyce, Mr FC Bromley, Mr RD Burr, Mr WH Carlier, Sir DRW Cowan, KB, Mr WLB Freeman, OAM, Mr O Gellert, Mr T Gray, OAM, Mr MJ Groth, Mr LF Heylen, OAM, Mr RB Hone, ED, Mr EFW Hunwick, Mr TJM Linn, Mr B Love, Mr WN McPherson, Mr JDC Nelson, Mr FE Piper, CBE, Mr JG Riordan, OAM, Mr AE Rose, Mr LG Shaw, Mr AE Specht, Mr L Tapp, OAM, Mr AR Thiele, Mrs GJ Thiele, Mr RL Tucker.

TENNIS SA

Mr R Green, Mrs P Semmens, Mr D.Dall, Mr N.Guthberlet

PATRON

Lord Mayor of Adelaide - Stephen Yarwood

VICE PATRON

The Mayor of Unley. - Lachlan Clyne



About us

Tennis SA follows the corporate governance principles embraced by Tennis Australia in their Annual Report:

All directors, councillors, committee members, selectors, managers and employees are expected to act with the upmost 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, Council or Committee as appropriate and not to vote or participate in the debate on matters in which they have a conflict and, where appropriate, to absent themselves from meetings during discussions and votes on such issues.

Board Meetings

The number of Board meetings and the number of meetings attended by each of the Directors during the financial year are (H-Held, A-Attended):

Directors Meetings	H	A
Bill Cossey	11	10
Neville Guthberlet	11	10
Neville Messenger	11	11
Sylvia Mason	11	7
Graham Smart	11	11
Rick Baldock	11	11
Kent Thiele	11	10
John MacKenzie	11	11
Philip Roberts	11	11

Tennis SA staff

Adam Renfrey - *Community Tennis Manager*

Andrew Wilson - *Community Tennis Officer – Southern Region*

Anne-Marie Handke - *Senior Community Tennis Officer – Northern Region*

Clare Chapman - *Marketing & Sponsorship Manager*

Domenic Marafiotte - *Coach*

Dylan Hicks - *Competitions and Programs Assistant*

Joel Kerley - *State Talent Development Coordinator*

Mary Chapple - *Operations Manager*

Rena Markow - *Administration Assistant and Membership*

Ryan Peremiczko - *Tournament & Competitions Coordinator*

Sarah Linke - *Membership and Events Coordinator*

Tennis Australia staff (Adelaide based)

Anthony Lane - *National Academy Coach – SA*

Brett McLennan - *Coach and Talent Development Manager*

Daniel Buberis - *Physical Performance Coach – SA*

Lynton Franzi - *Major Projects Manager*

Milo Bradley - *National Head Coach – SA*

Rohan Fisher - *National Academy Manager – SA*

Ty Allen - *Officiating Development Coordinator*

Affiliated Tennis Clubs

Barossa and Light Tennis Association
Eastern Districts Tennis Association
Gawler and Districts Tennis Association
Glenelg Districts Tennis Association
Great Southern Tennis Association
Hills Tennis Association
Keith Tennis Association
Lower Murray Hardcourt Tennis Association
Metro Lawn Tennis Association
Mid North Tennis Association
Millicent District Tennis Association
Mount Gambier and Districts Tennis Association
Murray Bridge Lawn Tennis Association
Naracoorte and District Tennis Association
North East Tennis Association
Northern Areas Tennis Association
Onkaparinga Tennis Association
Penola and Districts Tennis Association
Port Augusta Tennis Association
Port Lincoln Tennis Association
Port Pirie and Districts Tennis Association
Riverland Lawn Tennis Association
Saturday Morning Lawn
Southern Districts Tennis Association
Southern Ports Tennis Association
Southern Tennis Association
Tatiara Tennis Association
Western Districts Tennis Association
Womens Mid-Week Grasscourts Association
Whyalla Tennis Association

Other Affiliated Bodies

Tennis Seniors Association of South Australia Inc
Tennis Officials Australia – SA Branch



About us

Tennis SA Ambassadors

Mark Woodforde
Darren Cahill
John Fitzgerald
Roger Rasheed

Legends Club honorary members

Darren Cahill
Don Candy
Peter Carter*
Brod Dyke
John Fitzgerald
Lleyton Hewitt
John James
Jordan Kerr
Ken McGregor*
Alicia Molik
Todd Perry
Barry Phillips-Moore
Adrian Quist*
Roger Rasheed
Gordon Schwartz
Len Schwartz*
Peter Smith
Ronald V. Thomas*
Don Turnbull*
Mark Woodforde
Helen Angwin
Jo-Anne Faull
Alan Lane
Ern T. Rowe*
*deceased



President's report



On behalf of the Tennis SA Board, I am pleased to present the President's report for the 2011 - 2012 financial year.

As required by the Tennis SA constitution, the Board met each month during the year and discharged its governance obligations with diligence and enthusiasm. I thank my fellow Board members for their outstanding commitment, in an entirely voluntary capacity, to the sport of tennis in South Australia.

Throughout the year the Board continued to explore ways of developing the sport through encouraging greater levels of participation, as well as nurturing talented young players in their quest to become elite players. The Tennis SA Board has consistently seen these objectives as being complementary.

It was for this reason that the Board enthusiastically embraced the concept of World Tennis Challenge in 2008, because it incorporated both elite player participation and numerous events aimed at encouraging greater levels of active playing by people of all ages and standards. Again in January more than 2,000 people participated in the fourth year of World Tennis Challenge and it was heart warming to see the courts of so many venues in Metropolitan Adelaide overflowing with players during the day and Memorial Drive stands packed to capacity in the evenings, as tennis came alive in the second week of January.

World Tennis Challenge was the brainchild of past players, Mark Woodforde, Roger Rasheed and Darren Cahill and Tennis SA Chief Executive, Alistair MacDonald. The South Australian tennis community owes them an enormous debt for their commitment to tennis in this State. I thank them, the South Australian Government and all the sponsors and corporate supporters for helping make the event an even bigger success in 2012. The third Ken McGregor Foundation luncheon, held during this year's event was again an outstanding success.

The Board was heartened by the strengthening of interest from Tennis Australia in World Tennis Challenge and by moves to integrate more closely this event with Australia's Summer of Tennis. We are continuing to work on a formula that will enable direct involvement by Tennis Australia in World Tennis Challenge and are confident that agreement is imminent. We are delighted that the South Australian Government has extended its commitment for three more years in anticipation

of a greater involvement of Tennis Australia.

The National Academy in South Australia is rapidly establishing a reputation for producing elite young tennis players. Last year I reported that Milo Bradley had been appointed as Head Coach of the High Performance Academy in South Australia. Milo's depth of experience is proving invaluable and the Tennis SA Board is extremely pleased with Milo's appointment. This is particularly so because he has shown great enthusiasm for working directly with our affiliates to increase the flow of talented young players into elite squads. Milo, Rohan Fisher and the support coaches continue to develop numbers of players whose success nationally and internationally in their respective age groups is highly encouraging and beyond the expected numbers given South Australia's relatively small population. I congratulate everyone involved and commend the results of our young players, as presented later in this Annual Report.

We were thrilled with Luke Saville's successes in the Junior Boys Singles at Wimbledon in July and then again in the Australian Junior Boys Singles at Melbourne Park in January. We warmly congratulate Luke on his achievements as a junior and wish him every success as he progresses to the senior ranks. He is a wonderful young ambassador for South Australian tennis.

The Tennis SA Board is mindful that Tennis SA is essentially "owned" by our member associations. During the year the Chief Executive and members of the Board, in various forums, met with representatives of our member Associations, with the aim of supporting them in their endeavours at grass roots levels. Overall, participation in tennis is remaining at high levels compared with other sports, although there is clearly a continuing move away from the traditional Saturday competitions to more socially oriented competitions.

This trend provides challenges on a number of fronts. First, it has been mainly the traditional competition player, through player registration fees, who has contributed financially to the running of Tennis SA and member associations.

Last year I reported that the Tennis SA Council was considering whether to be part of a Tennis Australia pilot approach to a new system of player registration that eliminated individual player registration fees and based affiliation fees on court numbers. I am pleased to report that the Council approved our

President's report cont.

participation. The pilot was evaluated independently for Tennis Australia by the Australian Sports Commission in February and reported so favourably that Tennis Australia is aiming to extend the system to other States and Territories. Registered player numbers in South Australia increased by more than 50% to more than 21 000 and I thank all affiliates for the way in which they have worked with Tennis SA in the implementation of the pilot.

Second, this trend has highlighted the need for better Club and Association facilities (including lights and improved clubhouses). The Board has been thrilled by the momentum which the Facilities Development Unit, through the efforts of Lynton Franzi and the staff of Sports Dev, has generated. This momentum has seen considerable funds invested by Tennis Australia, the South Australian Government and local Councils in tennis facilities across the state – all of which are essential to greater levels of participation.

As reported previously changes have been introduced to the Premier League competition format to make the main focus a winter competition. At the same time a new form of summer Premier League competition emerged via Metro Lawn – one of Tennis SA's affiliates. These changes are currently being reviewed.

Administration of all sporting bodies in South Australia at this time is not without its challenge. The economic circumstances of the past four years have been difficult and along with other organisations we continue to seek ways of improving our operations and strengthening our finances. We have been helped by the decision of Tennis Australia to provide increased grants to all States. This has enabled us to increase our efforts to assist clubs and associations with their player participation objectives including a large commitment to junior tennis via Hot Shots. We are grateful that Tennis Australia has indicated a continuation of these grants for 3 years.

We were also pleased to participate in a three state Tennis Australia pilot of a National Tennis League in which South Australian club based teams played matches on Thursday nights in Adelaide leading to National finals during the second week of the Australian Open in January. The tennis was of an extremely high standard and our teams acquitted themselves well against very tough opposition in Melbourne. We hope this is the start of a more comprehensive competition possibly involving teams from the broader Asia-Pacific region.

Our already strong relationship with Tennis Australia was further enhanced in May when the Tennis Australia Board met for the first time in its history in Adelaide. This event was supplemented by a dinner meeting between the Boards of Tennis SA and Tennis Australia and a very well attended

industry breakfast addressed by Steve Wood, Chief Executive of Tennis Australia.

During the year, we have continued to liaise with the State Government and the Stadium Management Authority regarding the implications for Memorial Drive of the plans to upgrade Adelaide Oval. These discussions are on-going.

Throughout the year, Tennis SA's relationship with the SA Government through the Minister for Recreation and Sport and his Office of Recreation and Sport has been maintained at excellent levels. On behalf of the Board, I thank Paul Anderson Executive Director of the Office of Recreation and Sport and Minister Tom Kenyon for their outstanding support.

We have also enjoyed excellent support from our sponsors, particularly Health Partners, our major sponsor, and Dunlop Slazenger Equipment and with our landlord, the City of Adelaide. For that I record my sincere appreciation.

Tennis Australia continues to provide funding support for a number of our activities. I thank Tennis Australia for continuing to work constructively with us.

Late in the year our Chief Executive Officer of seven years, Alistair Mac Donald was appointed to a senior role at Tennis Australia. Alistair proved to be an outstanding Chief Executive injecting great energy, passion and commitment into the role. The Board congratulates Alistair on his appointment and looks forward to his continuing association with South Australian tennis as a Director of World Tennis Challenge.

In April, after a very comprehensive selection process led by Vice-President Kent Thiele, the Board appointed Steve Baldas as Chief Executive Officer to replace Alistair. Steve brings a somewhat similar tennis background to the role but different industry experiences largely from the finance sector. The Board looks forward to the same positive and constructive relationship with Steve as it had with Alistair.

Finally, I place on record the sincerest thanks and appreciation to our two Chief Executives, Alistair MacDonald and Steve Baldas and their energetic and committed staff. The team "covers an enormous amount of ground" in a year and their dedication to the development of tennis is exceptional. The team is extremely highly regarded by both Tennis Australia and all stakeholders with whom they work. The sport of tennis is very fortunate to be the beneficiary of their efforts. I also thank our past players and the representatives of member associations and clubs with whom we have been able to work so positively during the course of each year.

Bill Cossey
President

Tennis Australia's CEO report



A year of growth and development

The past 12 months have been an important step toward our 2016 goal of having four million Australians playing our great sport.

This step has been one taken in unison between a group of people that have delivered every facet of tennis to the community. That group has very prominently featured Tennis SA and the different regions within the State, community tennis officers, clubs and centres within the regions and importantly, the coaches, school teachers and parents within those communities.

Together, more than ever before, we are all working together for the betterment of the game.

Central to that combined effort across the nation has been the evolution of two programs which are key to participation growth –MLC Tennis Hot Shots and Cardio tennis.

It has become quickly evident that there is a serious public appetite for the national kids' starter program. More than a quarter of a million children enjoyed MLC Tennis Hot Shots last financial year and we are aiming to grow that substantially in the next 12 months.

Similarly Cardio Tennis seems to have tapped into a vein of interest in the tennis-fitness sector and it has gained some strong momentum since it was launched earlier this year.

Underpinning this growth is a significant and ongoing investment in facilities. This investment in Places to Play has been building for several years and has enabled the establishment or refurbishment of more than 1200 courts in what has been the biggest injection of funds into tennis facilities in the history of the sport. Again, that has been a joint effort between the tennis community and various levels of government. It is an initiative that needs to continue as we grow the interest in tennis.

Another step towards growth has been Tennis SA's membership moving from individual players to an entity based registration process through affiliation reform. This change has increased the number of registered players from 16,000 to 21,500 in 12 months.

This reform has created significant savings to clubs through Tennis Australia's subsidy scheme and has been supported by an independent report from the Australian Sports Commission. This report and Tennis SA's forward thinking will be the catalyst for other Member Associations affiliation reform over the next few years.

One of the great moments of the last year that impacted us all, was Sam Stosur's incredible victory in the 2011 US Open. Sam's story is a wonderful lesson in overcoming the adversity of illness and her success is a testimony to the rewards of hard work, great talent and a wonderful attitude. She is a standout both as an athlete and a person. She helped lead the Australian Fed Cup team into the World Group with a stunning upset over Germany on clay in Stuttgart in April. Sam is a credit to herself, her team and her family and she continues to do Australian tennis proud.

But Sam wasn't the only highlight as a crop of talented juniors showed some great promise with the Junior Girls Ashleigh Barty, Belinda Woolcock and Brooke Rischbieth taking out the Junior Fed Cup final in October, while Nick Kyrgios and Andrew Harris won back to back junior Grand Slam doubles titles at Wimbledon and Roland Garros this year.

There have been numerous off court successes as well as staff in Tennis Australia and the Member Associations continue to explore ways to ensure all points of engagement with our sport are first class and encourage greater interaction between tennis and communities.

One of the ways we continue to do this is through the provision of great events at community, capital city and national level. History has shown us that these events inspire people to play which in turn inspires people to attend great events and so the upward spiral continues. Obviously the World Tennis Challenge is a fine example of that.

Finally, to the SA tennis family, thank you the part you have played in growing the sport. I am very proud to work alongside such a committed and focused group of people, and I look forward with great confidence to embarking upon the next chapter of our country's tennis story.

Steve Wood
Chief Executive Officer
Tennis Australia



Tennis SA's CEO's report

On behalf of the staff of Tennis SA, I am pleased to present my first CEO report in this my first year of service for 2011-12.

I am very proud and excited to begin my time as Chief Executive Officer of Tennis SA. The sport of tennis has given me so much in my life and I deeply value the responsibility my position holds. I understand firsthand the difference tennis can make in people's lives and I will work as hard as I can to ensure the sport continues to thrive.

The 2011-12 year was a strong year for Tennis SA. With the Board of Tennis SA and Council we made the bold move to change our player registration and club affiliation program to meet modern demands. I am pleased to report that the initial data is positive with the Tennis SA membership moving from under 14,500 players to now over 21,000 players (as at the time of this report).

The World Tennis Challenge (WTC) continues to exceed expectations. We are thrilled with the support from the community that has resulted in WTC event being consistently sold out. I am very thankful for the work done on the event and for SA tennis by our Tennis SA Legend Club inductees and Co-Tournament Directors Darren Cahill, Roger Rasheed, Mark Woodforde, and departing Tennis SA CEO Alistair MacDonald. Their commitment to tennis in South Australia is outstanding. I would also like to formally thank our WTC Advisory Board for their significant role in bringing the ideas of WTC to Adelaide.

As many of us know, the WTC Be Active Challenge has also grown from strength to strength and we now have the premier tennis participation event in the country. A special mention must be made to Paul MacNamee and the Australian International Club for providing us with the opportunity to host the IC Challenge World finals in Adelaide. The event was a huge event and I would like to thank the countries, players and coaches who travelled to Adelaide to participate. Tennis SA staff member Adam Renfrey provided a world class event and it was great to host Kit Spencer, the IC Challenge Convenor, who visited from Bermuda. The IC Challenge is just one event of many that attracts people from overseas and around the country to participate in Adelaide.

Tennis SA would also like to formally thank Clare Chapman for her tireless work on the World Tennis Challenge in her Marketing and Sponsorship role. Clare has played a large role in the innovation and marketing of this event leading to a sense of pride and ownership that South Australians feel towards the World Tennis Challenge. In addition to the WTC, Clare also managed the National Tennis League which is our other major event and the South Australian public owe her a great deal of thanks.

Our Community Tennis Team continues to outperform the other states and I owe much gratitude to Adam Renfrey, Anne-Marie Handke and Andrew Wilson. Our facility development team goes from strength to strength and is considered best practice around the country. Adam Renfrey provides



Tennis SA's CEO's report cont.

leadership in this space and continues to evolve his role. Lynton Franzi continues to provide invaluable counsel to not only Tennis SA staff but also our community and we thank him immensely for this tireless work. Anne-Marie and Andrew Wilson have not only been able to attract new affiliates but have driven the successful MLC Hot Shots program. To witness parents and grandparents enjoying the learning of tennis with their young kids is magnificent. Pat Semmens also deserves a great deal of credit for working with Anne-Marie and Andrew to launch the MLC Hot Shot Orange Ball Leagues.



Ryan Permickzco has led the Tournaments and Competitions area and has done so with diligence. The introduction of the National Tennis League alongside WA and Victoria was a huge success in its pilot season. Ryan worked tirelessly to make this event successful and the 500 patrons who turned out to watch the final was a credit to the whole Tennis SA team. Ryan's sports administration background is a wonderful asset and I am sure we can look forward to more significant contributions in this space. I would also like to recognise the invaluable work of Ty Allen in the space of competitions and officiating. Ty has made a big impact at Tennis SA and his work with Associations and tournaments has driven some fantastic results in this area.

The high performance team continue to bat above their weight with Milo Bradley, Rohan Fisher, Joel Kerley, Domenic Marifote, Daniel Buberis and Scott Smith all providing a great service to the National Academy. I would also like to welcome Brett McLennan who will be working in the Coach and Talent Development area and has already made some great progress in his short time at Tennis SA. The highlight of the year must be Luke Saville winning the Junior Wimbledon singles in 2011,

winning the Junior Australian Open singles in 2012, and being a finalist of the Junior Wimbledon singles in 2012.

Sarah Linke, once again, has delivered some wonderful events for Tennis SA such as the Tennis SA Awards night and the Ken McGregor Foundation. The Foundation is now well established in South Australia and has met its charter in both raising funds and supporting some of our elite juniors on the world stage. I would like to take this opportunity to not only thank Sarah but also the Ken McGregor Foundation committee members who have been tremendous in their support of South Australian tennis. I would also like to wish Sarah Linke all the best as she is departing Tennis SA to take up a role with the South Australian Tourism Commission.

To all sponsors and partners including Health Partners, Macquarie Private Wealth, the state government and local councils, I would like to say thank you for your support in ensuring that people have access to play this great game.

I would also like to thank the new Minister for sport Tom Kenyon and the CEO Paul Anderson for the support of tennis in South Australia. All of the tennis family is thankful of the wonderful commitment that the government has to tennis in South Australia.

I would particularly like to note the leadership of the President of Tennis SA Bill Cossey who has driven considerable change and progress for Tennis in this state. I would like to thank our Board for their support, dedication and commitment to the game. I would also like to thank all of the volunteers for their contribution to our sport. Without your support tennis would not remain as one of the major fan and participation sports in Australia.

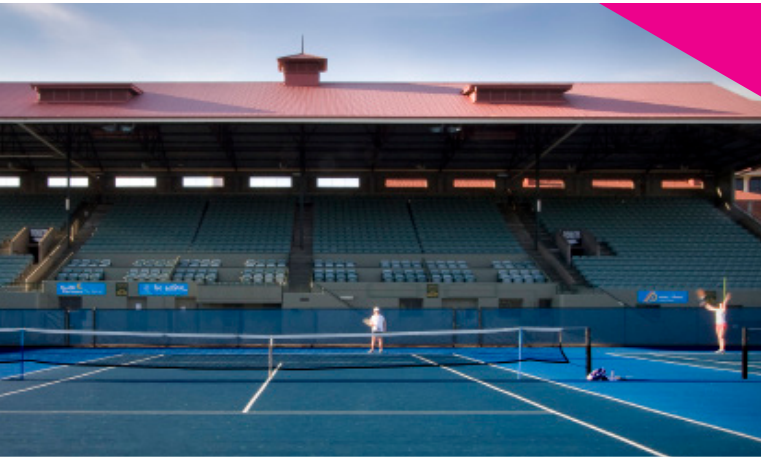
Finally, I would like to thank Alistair MacDonald for his years of service as outgoing CEO of Tennis SA. Alistair has been a true visionary in this role, bringing many great ideas from concept all the way through to delivery. I know the Board of Tennis SA, the Tennis SA staff, and volunteers at Tennis SA who have worked with Alistair over the years will miss his leadership and friendship. I have known Alistair for a long time and believe that he will be an asset for Tennis Australia in his new role of Manager of Tournaments and Competitions in his next exciting phase of his career. I wish Alistair the best for the future and know he will always have a second home at Tennis SA.

I look forward to seeing you on the court this summer.

Steven Baldas
Chief Executive Officer



Operations report



The 2011-2012 was a year which saw much change and increases in programs, tournaments and venue hire for Memorial Drive Tennis Centre.

Memorial Drive Tennis Centre successfully held its major international tennis event World Tennis Challenge (WTC) for the 4th year on the 8th to 10th of January 2012. Adelaide should be commended for its support of the event with 15,500 plus spectators packing the stadium over three nights. We are particularly proud as the WTC is the only event apart from the Australian Open which sells out.

Memorial Drive also hosted the pilot of the National Tennis League in 2011 with the final witnessed by 500 people which is one of the largest crowds ever for a local tennis event. We are very excited to see the continuing momentum of the event and we hope to surpass the number of spectators from 2011 for the upcoming final in 2012.

The 13th edition of the biannual Australian Masters Games (AMG) was conducted in Adelaide from October 7-16 with the City of Adelaide Village based at the Memorial Drive Tennis Centre. Hosting the opening and closing ceremonies, nightly live entertainment, expo and accreditation centre, the village collectively saw tens of thousands of people converging on Memorial Drive.

The AMG is considered one of Australia's premier and largest participation events. Approximately 9,000 participants take part in 52 sports across the week at locations across metropolitan Adelaide. Over 50% of participants were from interstate or overseas. In addition to the village, the AMG operational staff was also based at Memorial Drive during the event, utilising the numerous meeting and conference rooms at the centre. Hosting the games village and operations centre displayed the Memorial Drive's current capability and further potential as an outstanding multi-purpose event venue in the centre of Adelaide.

Memorial Drive conducted three Australian Money Tournaments across October and November. These tournaments are complementary events to the Pro Tour. Approximately 300 athletes, many touring players from interstate and overseas participated in these tournaments. The central location made these tournaments very popular with the players who were in transit between far reaching regional areas hosting the Pro Tour events.

The Queen's Birthday Championships hosted at Memorial Drive over the June long weekend was a combined Australian Money Tournament and Optus Junior Tour event that proved exceedingly popular with local players with over 300 competing in the 3 day tournament.

The Health Partners City Tennis night program is held on Monday nights with an average of 10 teams per term playing throughout the year. It has been great to see teams continue to play throughout winter months as the number of teams have been consistent. This is played on the centre courts and also the STF courts with each team receiving two courts each, which is great as teams don't have to sit around and wait to play during the cold months of winter. End of term lightning carnival has become a tradition and great way to finish off the term with a quick play tournament followed by presentations and a meal. Term 1 winners were "Who Knows?" with "Smash Hits" in term 2.

The historic Adelaide Oval redevelopment began work this year and it has been exciting to see firsthand the enormous project going on next door. However, this has also posed many challenges for staff and players. The sound of heavy machinery made it difficult for the high performance academy to run sessions for their players but they have moved forward with much enthusiasm regardless. Staff and tenants have had to overcome challenges due to reduced parking spots and should be commended for their patience. We all will be very excited when the project is completed as it will bring much value to Adelaide to enjoy.

Memorial Drive has provided another full year of events, tournaments and competitions and we look forward to another great year in 2012.

Mary Chapple
Operations Manager



The year 2011-2012 saw the Tennis SA Community Tennis strongly establish itself in developing tennis and associated programs throughout South Australia for the betterment of our clubs and associations.

A strategic approach to community programming, membership and facility development has meant that the South Australian Community Tennis team of Adam Renfrey, Anne-Marie Handke, Andrew Wilson and Lynton Franzi has firmly proved itself as a national leader within these areas. The increased investment in grassroots tennis development from Tennis Australia has definitely increased our capacity to deliver programs and services to our affiliates.

In 2011-12, the strong focus of the Community Tennis team was given to the evolution of a new affiliation and player registration model, engaging with Local Government (the biggest owners of tennis facilities within SA), MLC Tennis Hot Shots and in particular the schools component of this program and also Cardio Tennis.

The team has witnessed a number of successful facility developments over the past year with particular focus given to our regional affiliates and the development of major regional centres such as a further 8 court complex developed in partnership with Port Lincoln Tennis Association and Happy Valley Tennis Club who have set the benchmark for facility

development within South Australia.

The new membership and affiliation model was introduced effectively in its pilot year. The new model was introduced to provide better ease of affiliation and reduce administration time for our volunteers and club administrators. The new membership model gave Community Tennis staff a new sell with our non-affiliates with a number of them signing on in 2011/12. Given the initial success of the new membership model Tennis SA will seek to further its implementation in 2012/13.

The WTC Be Active Challenge again proved an overwhelming success for Tennis SA with in excess of 2,200 tennis players converging on South Australia to compete within a series of participation tennis events in January 2012. The WTC Be Active Challenge combines a number of pre-existing Tennis SA events with a number of new tennis events to form a pinnacle for tennis activity within the State. A highlight for the WTC Be Active Challenge was the participation in the Country Carnival events with 350 regional senior and junior tennis players participating in the week-long event hosted at Memorial Drive.

The WTC Be Active Challenge also played host to the International Club World 16 and under Junior Final, with teams competing from USA, South Africa, Germany, India, Argentina and host nation Australia in a bid to claim the World 16/Under Junior Title. After a week of tight competition South Africa prevailed as the eventual champion and all participants were treated to a South Australian slice of tennis and culture.

The Community Tennis team with the support of Tennis Australia delivered a number of new initiatives and business tools with an aim to increase participation and revenue opportunities for affiliated clubs and associations.

In aid of this, I would like to thank the Tennis SA staff, coaches and volunteers for their continued support and effort in developing the game of tennis in South Australia.

MLC Tennis Hot Shots

MLC Tennis Hot Shots is the only nationally recognised grassroots tennis participation program targeting children aged 5 –12 years old.

Tennis Australia in collaboration with Tennis SA has continually grown the education, communication and strategy within MLC Tennis Hot Shots which has lifted the awareness and uptake of this program from both the club and association perspective and also coaches. Hence, this program continues to go from strength to strength within South Australia.



Community Tennis report cont.

A table outlining this success is shown below:

MLC Tennis Hot Shots	Deliverers
2012	79
2011	52
2010	28

As you can see from the table above, MLC Tennis Hot Shots deliverers have grown significantly in the past three years within South Australia.

This success has been a direct focus of our Community Tennis Officer' engaging with our regional associations in an attempt to operate this program regionally. Also, the introduction of the MLC Tennis Hot Shots 'Orange Ball' and 'Green Ball' competitions within our clubs has added to this success.

Association Orange and Green Ball Competitions

In an attempt to introduce junior players to competition at a younger age Tennis SA has continued to fund a series of MLC Tennis Hot Shots Orange and Green Ball Competitions across metropolitan / regional affiliated Associations. With regard to the Orange Ball competition this was introduced in an attempt to bridge the gap between coaching programs and playing full court competition. South Australian kids can now participate in tennis competition sooner through the use of modified courts and equipment.

They can then continue their MLC Tennis Hot Shots journey from Orange Ball competition to transition into Green Ball competition. Hot Shots Green Ball competition is managed within current club/association programming operations. This is managed whereby each affiliated Association has the provision of Hot Shots green balls for use within the lowest level Association competition, i.e. Hot Shots Division1, being played

within Association/Club competitions across SA.

In brief, both the Orange Ball and Green Ball competitions operate across 26 affiliated associations, with 231 teams participating in association Green Ball competition and 113 teams participating in association Orange Ball competition.

MLC Tennis Hot Shots in Schools

The MLC Tennis Hot Shots in Schools program has again proved a huge success for Tennis SA. We are now in the third year of this program and in 2011/12 Tennis SA continued to develop this area with over 250 participating schools and 27,000 South Australian students participating in MLC Tennis Hot Shots in Schools programs. From the program's inception in 2009, in excess of 67,000 junior and primary school aged students have been introduced to tennis in its modified form through MLC Tennis Hot Shots within SA. Given the future investment from Tennis Australia in the schools programming area, we would expect the achievements of our program to expand further.

I would like to say a big thank you to our MLC Tennis Hot Shots deliverers and venues for your hard work in this area as our success is largely dependent upon your efforts. We look forward to the continued growth of the program in 2012-13.

Tennis for People with a Disability

In 2011-12 Tennis SA continued its disability programming throughout the State, with a focus given to both Wheelchair athletes and Intellectual Disability areas. The key outcomes and successes for the past year include:

Wheelchair Tennis

The Wheelchair Program at the Hampstead Rehabilitation Centre continues to grow with approximately 10 participants each week enjoying the program. Martin Richards has been coaching this program for five years and it is the only program for wheelchair sport athletes that operates full year within South Australia. For the first time at Tennis SA we have now introduced



Community Tennis report cont.

a regional Wheelchair Tennis program, which is operated at Tanunda in the heart of the Barossa Valley and this program has been well supported by both the local committee and the regional community.

Tennis SA continues to play host to the ITF Junior Wheelchair Camp which is an opportunity for both the leading talent within Australia and internationally to participate in a week-long camp operated by Tennis Australia's leading coaches. The majority of participants have all represented Australia on the international stage.

Henry de Cure has continued to impress with his transition from being a world class junior to the senior ranks with an ITF senior ranking of number 140.

ID Tennis

Tennis SA currently have 75 participants (mainly Intellectual Disability) participating in five weekly programs operating across South Australia. Two mini circuit events were also held which acted as small tournaments for these players to prepare for the South Australian Tennis Championships.

The South Australian Tennis Championships is the State championships for people with an Intellectual Disability. This year's event was hosted in November with many of the participating athletes going on to compete in the Australian Tennis Championships held in Melbourne in January. A big thank you must go to Peter and Bronwyn Smith for their continued support of this event.

Tennis SA would like to thank the Office of Recreation and Sport, Tennis Australia, Special Olympics, SASRAPID and Wheelchair Sports SA for their ongoing support of our disability programs.

Places to Play and Tennis SportDev Australia

As an acknowledgement of the importance of tennis facilities in maintaining and improving the 'health' of tennis, Tennis SA has reinforced their relationship with Tennis SportDev Australia an alliance with a professional engineering/project management firm to deliver tennis facility development in South Australia. This relationship has grown to become a vital part of ensuring future facility success and longevity within our affiliated tennis clubs.

Tennis SA continued its services within Places to Play on behalf of our affiliated clubs with in excess of \$5 million worth of tennis facility upgrades completed within South Australia in 2011-12.

The major tennis projects completed in 2011-12 were as follows:

- Happy Valley Tennis Club
- Port Lincoln Tennis Association

"Tennis SA continued its services within Places to Play on behalf of our affiliated clubs with in excess of \$5 million worth of tennis facility upgrades completed within South Australia in 2011-12"

In 2011-12 the Tennis SA Places to Play team gave greater focus to facility and club management practices. This may include initiatives such as introducing professional management within our facilities, facility sinking funds and building better relationships with Local Government.

Given the increase in funding for community sports facilities from State Government, this meant a heightened focus was given to ascertaining these funds for tennis facility development. Tennis SA were hugely successful in the major Community and Recreation Sport Facilities Program, gaining \$1.2 million in grant funding from the total funding pool of \$6.5 million available to all sports in South Australia annually. This success will be visible early in the 2012/2013 financial year as a number of the successful recipients will commence their works.

Tennis SA and Tennis SportDev Australia look to further their involvement in delivering facility services to our affiliated clubs and associations in 2012/13, with a strong focus on developing quality tennis facilities within South Australia.

Adam Renfrey
Community Tennis





Marketing report

On behalf of the staff of Tennis SA, I am pleased to present my third Marketing report for the Financial Year 2011-12.

The 2011-12 year was a strong year for Tennis SA with all business units delivering great results.

The Tennis SA Marketing business unit was no exception, delivering high profile events, attracting international media attention, providing year-round servicing to clubs/associations and relying on various communication mediums to showcase the sport of tennis.

I'm pleased to share with you a snapshot of what the past 12 months has involved.

Deliver engaging events to translate tennis interest into participation

Throughout the year, we continually explore opportunities to promote the sport of tennis to South Australia and no

particular event or project does this better than the World Tennis Challenge.

For a fourth year, we again delivered a sell out World Tennis Challenge (WTC) which was held from Tuesday 10 January until Thursday 12 January 2012 at the iconic Memorial Drive Tennis Centre.

The World Tennis Challenge (WTC) concept has proved to be a highly successful product and welcomed by a supportive market in South Australia evidenced through sell out crowds (15,500) and strong WTC Be Active Challenge participation numbers (2,100). Through an innovative marketing, media and advertising campaign we've continued to engage South Australians and it's a credit to the tournament and the State that the likes of the legendary John McEnroe continue to return to Adelaide each year.

An event on a smaller scale, however one which we're equally proud of is the Tennis SA Legends Club Luncheon which was held on Thursday 12 January at InterContinental. It was again an outstanding success with over \$10k in proceeds going towards the Ken McGregor Foundation which was established to assist our next generation of International tennis players.

Our 2010/11 events calendar also featured the following events:

- Over 500 people attended the National Tennis League finals held on Friday 23 December at Memorial Drive.
- Over 200 people attended the Tennis SA Awards Night held on Friday 21 October 2011 at Next Generation.
- Over 150 people attended the World Tennis Challenge Player Welcome function held on Monday 9 January at Memorial Drive.
- Over 100 people attended our first Tennis SA Breakfast networking event held on Monday 28 May at Adelaide Convention Centre attended by the Tennis Australia board.
- Over 25 leading business persons attended an exclusive private tour of the South Australian Art Gallery with John McEnroe on Tuesday 10 January.

In 2012/13 we look forward to launching a Breakfast Networking series and adding to our event calendar to engage further South Australians.



Marketing Report cont.

Profile tennis through building and leveraging official media partnerships

Leveraging our investments with our media partnerships continue to be a high priority for us and we are fortunate to have supportive media partners, who include: The Advertiser, Seven Network, Mix 102.3 and Fox Sports. Working closely with these organisations provides us a strong platform to executive our strategic marketing campaigns from and we greatly appreciate their support.

To share with you how our media partnerships enhance our audience reach at a grass roots level a great example was the launch of the National Tennis League (NTL) season in 2011. After market research and product development, we launched a pilot program of the National Tennis League (NTL). Through a \$10k advertising investment into The Advertiser we were able to leverage approximately \$142k in media value via The Advertiser alone. These figures are critical to the success of our products and penetrating the market with our key messages.

Seven Network have been equally supportive throughout the year, featuring live crosses from Memorial Drive for major events such as the World Tennis Challenge, MLC Tennis Hot Shots clinics, National Tennis League finals and media calls.

Further to the National Tennis League example, we held numerous successful media launches during the past financial year listed in chronological order below:

- “Junior Wimbledon Champion Luke Saville welcomed home by Sports Minister” (Memorial Drive, 14 July)
- “Australian Open Trophy Tour in Adelaide to launch National Tennis League” (Memorial Drive, 20 October)
- “World Tennis Challenge announces strongest field yet” (Memorial Drive, 3 November)
- “First World Tennis Challenge player arrives in Adelaide” (Memorial Drive, 5 December)
- “World Tennis Challenge welcome Team America to Adelaide” (InterContinental, 10 January)
- “MLC Tennis Hot Shots in Schools launch at St.Peters College with John Fitzgerald” (St.Peters, 27 March)
- “MLC Tennis Hot Shots School Launch at Prince Alfred College with John Fitzgerald” (Prince Alfred College, 25 April)
- “Evonne Goolagong to launch Indigenous tennis

- initiative” (Kaurna Plains School, 24 April),
- “Learn Earn Legend! Tennis Come and Try Days” (Murray Bridge lawn Tennis Association, 28 April)
- “Learn Earn Legend! Tennis Come and Try Days” (Port Augusta Tennis Association, 29 April)
- “Learn Earn Legend! Tennis Come and Try Days” (Millswood Complex, 30 April)

We extend our thanks to the local Adelaide media for supporting all these messages.

Provide marketing education and services to our affiliates

We continue to refine our marketing support services to our affiliates and offer the following services year-round; marketing collateral design service, arrangement of lock-up logo, supported over 60 tennis clubs in support packs for their ‘Come and Try’ day, feature articles on website, media release support, listing on ‘Play? Social webpage’ and provided website setup and training service.



Effectively communicate to all stakeholders and customers

We continue to use various methods to communicate to our stakeholders and customers. These include, monthly e-news, tennis.com.au/sa, and social media (facebook, twitter). A new communication initiative during 2012, was the introduction of the new Club Ambassador e-communications in May aimed to improve the communication to our committee members which has proved to be well received and we look forward to developing this new initiative.

Marketing Report cont.

Building commercially viable relationships with corporates and sponsors

The Tennis SA and World Tennis Challenge sponsorship portfolio continues to grow as we create commercial opportunities which are mutually beneficial to both parties. We wish to thank those involved in our program over the past 12 months, with special mention to the South Australian Tourism Commission.

Organisation	Sponsorship
South Australian Tourism Commission	Major sponsor of World Tennis Challenge and Be Active Challenge
Health Partners	Major Sponsor of Tennis SA
Macquarie Private Wealth	Major Sponsor of Tennis SA
NAB	Major Sponsor of Tennis SA
Dunlop Slazenger	Official Ball
Coopers Brewery	Official Beer
Nepenthe	Official Wine
Coca-Cola	Official beverage
InterContinental	Official Hotel
Vittoria Coffee	Official Coffee
Accru Harris Orchard	WTC Corporate Suite Holder
Adelaide Airport	WTC Corporate Suite Holder
Asteron	WTC Corporate Suite Holder
Baron Partners	WTC Corporate Suite Holder
BRM Holdich	WTC Corporate Suite Holder
Channel 7	WTC Corporate Suite Holder
Chem Supply	WTC Corporate Suite Holder
Clarke Energy	WTC Corporate Suite Holder
Clay and Mineral Sales	WTC Corporate Suite Holder
Computershare	WTC Corporate Suite Holder
Coopers	WTC Corporate Suite Holder
Davis Cup Foundation	WTC Corporate Suite Holder
Deloitte	WTC Corporate Suite Holder
ETSA	WTC Corporate Suite Holder
Expr3ss!	WTC Corporate Suite Holder
Galipo	WTC Corporate Suite Holder
Griffins Lawyers	WTC Corporate Suite Holder

Ken McGregor Foundation

The Ken McGregor Foundation, a registered project with the Australian Sports Foundation Ltd (ASF) continues to provide South Australian athletes under the age of 22 years funding opportunity. To date, the Foundation has awarded the following grants:

- Chloe Hule \$3,000
- Petra Hule \$1,500
- Jack Schipanski \$5,000
- Brad Mousley \$2,000
- Li Tu \$1,287
- Thanasi Kokkinakis \$1,138
- Henry deCure \$1,570
- Darren Polkinghorne \$1,500

We thank the Ken McGregor Committee and in particular Rick Baldock the chair of the Committee for his dedication to honouring a legend of South Australian tennis, Ken McGregor.

Review

Personally, it has been a privilege, and a pleasure to play a senior role on the World Tennis Challenge. The WTC was the brainchild of past players, Mark Woodforde, Roger Rasheed and Darren Cahill with former Tennis SA CEO Alistair MacDonald being the facilitator of bringing the WTC concept to life. I can certainly reiterate Bill Cossey's sentiment that the tennis community owes these gentlemen an enormous debt for their commitment to tennis in this State.

We wish Alistair MacDonald "aka 2011 Sport SA Administrator of the Year" all the best in his new senior leadership role in Melbourne. I'd particularly like to thank Ali for not only providing me this wonderful opportunity, however embracing an innovative and modern approach to marketing.

Happy hitting.

Clare Chapman
Marketing & Sponsorship Manager



2012 World Tennis Challenge highlights.

- Crowd numbers...over 15,500 people attended the event at Memorial Drive.
- Participation... Over 2,000 players participating across 10 days at Memorial Drive and associated venues in the Be Active Challenge
- Player highlights... attracting 17-time Grand Slam winner John McEnroe and Australia's Davis Cup captain Patrick Rafter back to Adelaide. Plus, attracting Michael Llodra, Alex Dogoplov, Stan Wawrinka, Tommy Haas to Adelaide for their Australian Open preparation.
- Broadcast... Fox Sports broadcast live and replay coverage with a national reach of 926,000. For the first time, Eurosport broadcast live in Pan Europe.
- Corporate facilities... sold out with over 350 corporate guests each night in western, northern and eastern facility.
- Tennis SA Legends Luncheon... sold out intimate fundraiser with guest speakers John McEnroe, Patrick Rafter and Brad Gilbert at InterContinental.
- Online interaction... over 100,000 website hits, 2,005 fans on Facebook, over 400 twitter followers and over 100,000 views on our youtube channel.
- Fanzine... The first tennis Fanzine broke new ground with how we can communicate tennis.



Player Development report

National Academy Adelaide

Results – Australia

Sisters Chloe Hule and Petra Hule have flown the flag high for South Australia at the National Championships over the past 12 months.

Older sister Chloe has made one National Singles final at the Optus 14/U Grasscourt Nationals. Chloe has made it to two National Doubles titles winning the the Optus 14/U Spring Nationals and was runner up at the Optus 14/U Grasscourt Nationals.

Younger Sister Petra has made both a National Singles Final and Doubles Final. Petra was a 12/U Singles Finalist at the December Showdown in Melbourne and was a Doubles finalist at the Optus Grasscourt Nationals with fellow South Australian Jeanette Lin.

Brooke Rischbieth was a 16/U National Doubles Runner Up at the December Showdown

Results – International

Four individual Academy athletes made Pro Circuit Doubles finals over the past 12 months. Thanasi Kokkinakis made 2 Pro Circuit Doubles in Final in Europe (Belgium & Slovenia). Thanasi currently has a career high ATP Singles Ranking of 1010 and a career high ATP Doubles Ranking of 952. This is a great achievement for a 16 year old boy.

Brooke Rischbieth made her 2nd Pro Circuit final this year in Alice Springs. Jack Schipanski & Li Tu combined together to make the Doubles Pro Circuit final in Happy Valley.

At a Junior International level Brooke Rischbieth won 2

International Junior Double titles and made it to one singles final. Brad Mousley similar to Brooke won 2 International Junior Doubles titles and made it through to two singles finals

National Representation

In September 2011 (Mexico) Brooke Rischbieth was a member of the victorious Junior Fed Cup team that won the World Championship. Brooke combined with Ash Barty (Qld) & Belinda Woolcock (Vic) to progress through the Fed Cup undefeated for the week.

In April 2012 (Bendigo) South Australians Thanasi Kokkinakis & Li Tu combined with Daniel Guccione (Vic) to win the Junior Davis Cup Asia/Oceania qualifying event.

State Teams

14/U Mary Hawton Cup – Finished 4th / 8th :

Brooke Milner, Chloe Hule, Olivia Ley. COACH – Jim Chaoussis

14/U Sproule Stephens Cup – Finished 6th / 8th

Asykal Azhar, Lliam Bishop, Mislav Bosnjak. COACH – Craig Mousley

12/U Margaret Court Cup – Finished 3rd / 10th

Petra Hule, Jeanette Lin, Selina Turulja. COACH – Sharon Hambly

12/U Rod Laver Cup – Finished 7th / 10th

Jonathan Babich, Sam May, Stefan Norodom





Regional Player Development

National Academy staff undertook 6 selection days across all Regional areas. These selection days were held in Barmera, Littlehampton, Mt Gambier, Nurioopta, Port Lincoln & Port Pirie. These days involved parent/player education, physical testing and coach education. From these selection days over 40 athletes were selected to the Regional Selection camp in April 2012 that included on court training with the National Academy coaches, parent education and a coach workshop. The athletes also undertook more physical sessions with the National Strength & Conditioning Coach.

Staff

The National Academy program would like to Welcome Karina Savage to the Program. Karina now fulfils the role as our National Academy Sports Dietician. Karina joins our Athlete Development team that includes:

Steven Bannon	National Academy Psychologist
Liz Clisby	National Academy Sports Doctor
Scott Smith	National Academy Physiotherapist

These 4 service providers combined with our Academy tennis staff

Milo Bradley	National Head Coach
Daniel Buberis	Physical Performance Coach
Joel Kerley	Talent Development State Co-ordinator / Academy Coach
Dominic Marafioti	State Academy / Strength & Conditioning Coach
Brett McLennan	National Coach & Talent Development Manager
Anthony Lane	National Coach

Combine to provide us with the most comprehensive and complete team we have had to date since the inception of the National Academy program in 2007

I finally would like to thank the Tennis Australia, Alistair MacDonald, Steven Baldas and the Board of Tennis SA for its continued support and commitment to Athlete Development in South Australia.

Rohan Fisher
Athlete Development Manager



Tournament and Competitions

Tournament Pathway

Medibank Junior Development Series (MJDS)

MJDS events provide junior tennis players with a great introduction to tournament play. These events also provide affiliated clubs and associations with a great opportunity to become involved in tournaments.

In 2012, Medibank were welcomed as the national sponsor of the series, and have invested in increased promotion and support.

Optus Junior Tournament (OJT)

The OJT is an umbrella tour that provides a clear competitive pathway for aspiring tennis players.

OJT's offer Australian Ranking points across 5 levels, Platinum (also known as the Optus National Junior Championships), Gold, Silver, Bronze and White.

These tournaments offer points across the 12/u, 14/u and 16/u age groups, with select tournaments also offering points in the 18/u age group. Over 200 tournaments across Australia make up the Optus Junior Tour in 2011/12, giving all juniors the opportunity to obtain an Australian Ranking.

Australian Money Tournaments (AMT)

AMT's are semi-professional tournaments introduced by Tennis Australia in 2006. They are designed to create quality match play opportunities and help with the transition for post junior athletes. In 2010, the National Open Tournament brand was phased out and re-branded as a tiered circuit of AMT's - Platinum, Gold, Silver, Bronze and White - based on prize money levels offered to the open events. To allow for the preservation and integrity of the brand and to provide product consistency to the consumer, a set of controlled delivery requirements has been aligned to each tier.

In total, 200 tournaments across Australia make up the Australian Money Tournament series in 2011/12, giving all players the opportunity to lower their Australian Ranking.

Pro Tour

The Pro Tour (formerly the Pro Circuit) is a series of professional tennis events that act as a bridge between junior events and the ATP/WTA Tour. These events provide an opportunity for players to earn their first world ranking points. Pro Tour events are staged predominantly in regional areas across seven states and territories of Australia. Our priority is to grow the number of Pro Tour events over the next three to five years with a focus on

engaging local communities through promotional activities.

In 2011 there were Pro Tour tournaments held in Port Pirie (men and women), Mount Gambier (women) and Happy Valley (men).

Review

2011/12 saw a significant shift on the AR tournament front with the introduction of overhauled regulations and a readjustment of the tournament calendar in place from January 1.

The TA mandated reduction in the number of AR tournaments allocated to South Australia was a strategic measure to balance the number of tournaments nationwide and to reign in a trend of decreasing draw sizes, despite increasing total participant numbers – a classic case of adopting a policy of 'quality over quantity'. This reduction had the added benefit of the calendar working more in harmony with competitions and other association events and almost exclusively seeing AR tournaments only taking place during holiday periods.

The change in regulations saw OJT and AMT coming under the one document and key changes included the separation of standards, with qualifying and main draws replacing open draws. Ultimately, this is aimed to improve match quality and was offset by a greater focus on consolation participation including AR points being available in qualifying and qualifying consolation draws.

The average number of participants in SA AR tournament in the financial year was steady with an average of over 150 in the OJT and 110 in the AMT tournaments.

In establishing the 2012 calendar, two particular tournaments are to be noted with the The Grove TC at Elizabeth hosting a Gold OJT for the first time with great success in April. We also welcome Murray Bridge onto the OJT calendar with a tournament scheduled in December.

Tennis SA has announced a significant measure in an effort to help better gauge the running of our tournaments. Effective from June 2012, an online survey will be sent to all participants of each individual AR tournament. These surveys will cover all aspects including officiating, venue presentation, communications and regulations. The results of the surveys will serve to provide specific and direct feedback to tournament operators and Tennis SA in order to assist continual growth and improvement.

Thank you to all tournament hosts, sponsors, officials, volunteers, parents and players for another big year of tournament tennis.

Ryan Peremiczko

Tournament and Competitions Manager

Tournament and Competitions

Tournament name	Venue	Type
2011 Gawler Junior Champs	Gawler Tennis Assoc	OJT
2011 Tea Tree Gully Junior Open	Tea Tree Gully	OJT
2011 Seaside Junior Series	Seaside	OJT
2011 Millswood Tennis July Age	Millswood	OJT
TCA-SA Little Masters 2011	Next Generation	OJT
2011 SA Head Series	Peake Gardens	OJT
2011 September Tennis Champs	Millswood	OJT
2011 Henley South October Age	Henley South TC	OJT
2011 Strathalbyn Junior Age	Strathalbyn TC	OJT
2011 State Tennis October Age	West Lakes TC	OJT
2011 Millswood October Age	Millswood TC	OJT
2011 SA Head Series 3	Peake Gardens	OJT
2011 Centre Court December Age	Happy Valley	OJT
Just 4 Tennis New Years Open	Tea Tree Gully	OJT
Millswood January Age Titles	Millswood TC	OJT
Mt Gambier January Age	Lakes Junior Tennis	OJT
Reade Park Junior Tournament	Reade Park TC	OJT
Renmark Grasscourt Championships	Renmark Lawn TC	OJT
Henley South March Age	Henley South TC	OJT
Millswood April Age Titles	Millswood TC	OJT
Salisbury Junior Open	Salisbury Rec	OJT
2012 Grove Tennis Gold	The Grove TC	OJT
Tennis SA Queen's Birthday Champs	Memorial Drive, Tennis SA	OJT

Tournament name	Venue	Type
2011 September Tennis Champs	Millswood	AMT
2011 Tennis SA AMT Platinum	Memorial Drive, Tennis SA	AMT
2011 Tennis SA AMT Silver	Memorial Drive, Tennis SA	AMT
2011 Tennis SA AMT Gold	Memorial Drive, Tennis SA	AMT
Just 4 Tennis New Years Open	Tea Tree Gully	AMT
WTC City of Charles Sturt AMT	West Lakes TC	AMT
City of Salisbury AMT	Salisbury Rec	AMT
Seaside Silver OJT	Seaside TC	AMT
Peake Gardens AMT	Peake Garden TC	AMT
Millswood Complex AMT	Millswood TC	AMT
Tennis SA Queen's Birthday Champs	Memorial Drive, Tennis SA	AMT



The Pro Tour is a series of professional tennis events that offer players more than AUD\$1.2 million in prize money and ATP World Tour and WTA Tour ranking points.

2011 City of Onkaparinga International

The 2011 City of Onkaparinga International Men's Futures was held from 30 October to 6 November 2011.

It was our eighth tournament and the club had the opportunity to showcase its new \$2.2m tennis complex which features an additional two courts, a great viewing area and a great function area for the players. We were blessed with fine weather all week and a smooth tournament.

The singles final was battled out between local player Colin Ebelthite and Michael Look. Both players were in excellent form throughout the tournament but Michael was too strong on the last day defeating Ebelthite 6:4 6:4.

The doubles final held on 4 November featured two of Australia's best youngsters, Jack Shipanski and Li Tu. They had a fantastic tournament but finally succumbed to the power of Robert Mckenzie and John Peers who defeated Li Tu and Jack Schipanski in the finals 6-4 6-2.

Eight professional players competed in the Tuesday night Proam with teams provided by sponsors. An enjoyable night for the players without the usual tournament pressures.

Jim Dickson

Nyrstar Port Pirie Tennis International

The Port Pirie Internationals for men and women, held in October last year, were again successful, thanks to the wonderful support from local sponsors.

The eight day event went well and as the only international event held in the city, it is a credit to the organising committee.

The women's final was hotly contested with Australia's Rogowska defeating fellow Aussie Bobusic, 6/3, 6/2. In the men's it was an all Japanese final with Uchiyama defeating Moriya, 7/6, 6/4.

Both matches, although only going to two sets produced a high standard appreciated by the crowd, which included a special area for the sponsors.

Sponsorship from local businesses and Port Pirie Regional Council ranged from \$100 through to \$15,000 with the major contributors, Nyrstar, Council and McDonalds. There were also a host of supporters who provided food and Spencer Motors again gave the association the use of two cars to transport players from accommodation to the 21 court centre and back.

Then of course there was the small band of volunteers who gave up their time to ensure the event ran smoothly. The helpers ranged from the kitchen and bar staff, drivers, maintenance, ball and line persons, sponsor sign erectors as well as those few who attended the working bees.

Neil Lucas

City of Mount Gambier Blue Lake Classic

In 2011 the Blue Lakes Classic again brought some fantastic International Tennis to the region.

Early in the week the weather proved to be a frustrating hurdle but as the week wore on the weather cleared up and the high level of tennis was on show for the local community.

Australia's Stephanie Bengson and Tyra Calderwood took out the doubles title after a week of flawless doubles tennis in which they did not drop a set.

In the singles Bojana Bobusic took out her first Pro Tour title with a hard fought 6-3 6-2 win over Han Sung-Hee of Korea in front of an impressive crowd at Olympic Park, Mt Gambier.

The win took Bojana inside the worlds top 250 for the first time in her career and meant that she was later in the year provided a wildcard into the Aus Open in Melbourne.

Peter Mitchell



Officials report

The 2011/12 period saw Tennis Australia continue their coordination and development of officials in South Australia through Officiating Development Coordinator SA/NT (ODC) Ty Allen.

The ODC role works closely with Tennis Officials South Australian Division.

Courses and Development

In 2011/12 the following accredited courses were run in South Australia;

- Court Supervisor course 25th March
- Lines umpire level D course 25th March
- Level C Chair Umpires course 1st April

These courses were well attended and were followed by training and assessments resulting in;

- 11 newly accredited line umpires
- 4 newly accredited Court Supervisors
- 3 newly accredited Chair Umpires

Many South Australian officials continued their progression and development through officiating. Breanna Hassam, David Gobbett and Andrew Scovell all became accredited Level B chair

umpires. In total South Australia now has a total of 8 accredited chair umpires.

The Tennis Australia Rules and Etiquettes workshops were held at clubs across Adelaide and in the Barossa, Gawler, Pt Lincoln and Adelaide Hills. The purpose of these courses is to educate players, parents and club volunteers about the expected behaviours and clarify rules at club level matches.

Tournament Servicing

Tennis SA and TOASA were able to service Australian Rankings tournaments to a higher level than in past years due to extra numbers of court supervisors, line umpires and chair umpires.

Acknowledgements

Tennis Australia would like to acknowledge David Gobbett for being chosen as the winner of the Phil Read trophy, an award given to the official who has provided outstanding service to TOASA.

Tennis Australia would also like to acknowledge Ann Langman for her continuing in her role as President of TOASA.

Kirsty Marnane (TOASA Secretary & Treasurer) and Craig Glennon (TOA National President) have been tremendous support to Ty Allen in his role as Officiating Development Coordinator and have played a key role in the productive relationship between Tennis Australia, Tennis SA and TOASA and Tennis Australia would like to acknowledge their commitment and work in the area.

Tennis Australia would also like to acknowledge Graham Knight for his year of service to TOASA, Graham this year decided to retire from officiating and his commitment to tennis officiating and the game in general has been a credit to himself.

Tennis Australia and Tennis SA would also like to thank Jan Walczak and Geof Palmer for their roles as educators, assessors and leaders of officiating in South Australia.

Ty Allen
Officiating Development Coordinator



Coach and Talent Development

Coach and Talent Development

In late 2011, Tennis Australia re-affirmed the importance it places on quality coaches and coaching programmes, and their impact on producing talented athletes with the appointment of a Coach and Talent Development Manager in each state and territory. Brett McLennan was appointed to South Australia in this dual role to service coach members, provide professional development opportunities through coaching courses and workshops, whilst implementing Tennis Australia's 12/U Talent Development programmes.

Coach Development

In the past 12 months, Tennis Australia has sought to improve its coach education and coach qualification pathway to provide a course that is not only recognised in the tennis industry, but also by the Vocational and Education Training sector.

A lot of hard work behind the scenes has resulted in Tennis Australia (TA) partnering with Smart Connection Training (SCT), a Registered Training Organisation (RTO) which means the Junior Development Coaching Course is now recognised within the Australian Quality Training Framework (AQTF) as a SIS30710 Certificate III in Sport Coaching. The course is now part of the Vocational Education and Training Sector which will also allow eligible coaches to access Commonwealth and State funding.

As such, no qualification courses were run this year whilst the course was improved to meet the education industry standards, however as of July 1st, this new course was ready to roll out for the upcoming year.

The benefit to our current and potential coaches is that there is now a Traineeship model which coaches can operate under when completing the Junior Development course. The obvious benefit is security to young Trainees who have to be employed for a minimum of 6 months whilst they complete their Traineeship, whilst the head coach who employs them can access Federal funding to offset the cost of the course and the wages of the Trainee.

Coach Members

Nationally, Tennis Australia coach members grew to 3505, up from 3198 the previous year. This was reflected in South Australia as well with 130 qualified coach members (up from 119 the previous year) and 180 non-qualified coach members (up from 108 the previous year).

As of July 1, 2012, all Tennis Australia Coach Members will be required to have a current first aid certificate. This, along with the current requirement of a Police Clearance every three years,

has been mandated to ensure the safety and integrity of our sport, and to further professionalise the coaching industry.

Coaching Courses

In 2011/2012, Tennis SA delivered eight Intro to MLC Tennis Hot Shots courses to 107 people across the metro and regional areas of the state. This is the first and possibly most important stage of the coaching pathway, and has been successful in the past for those people who volunteer, are assistant coaches or are wishing to gain a feel for coaching young children through the modified format of the game. These participants are now able to assist qualified coaches, or in some regional areas, deliver Hot Shots in their clubs and schools.

Over four days in April, 5 coaches were involved in the Trainee coaching course in Adelaide at Memorial Drive. The course serves as an introduction into the fundamentals of coaching and basic tennis technique. Similar to the Introduction to Hot Shots coaching course, we hope the experience within the course encourages participants to become further involved with our sport and pursue additional coach education opportunities.

A big thank you to David Grainger who facilitated these courses, all course participants report great feedback about Dave's teaching style and his knowledge.

Project Talent

Project Talent forms the base of the athlete development pathway and is the Talent Development programme that seeks to improve the quality and quantity of players under the age of 12 through its four main strategies: Capture; Coaches; Camps; and Competitions.

Talent Development Coaches

Tennis Australia recognises those private coaches who have a proven track record of producing national standard players. Those coaches can apply to become a Talent Development Coach which will allow them to become a part of a passionate and committed team of coaches across the country who are helping to develop a new generation of internationally competitive players. These coaches will also be provided with opportunities to access travel grants to travel to national events to watch their players play, professional development opportunities, access to online learning platforms, and have access to Talent Development Coach Mentors.

South Australia increased its Talent Development Coach network to twelve in 2011/2012. They are: Sam Wall, Craig Mousley, Sharon Hambly, Peter Smith, Dean Schipanski, Paul Baccanello, Mike Horsman, Graeme Neville, Ben Milner, John

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Hanson, Mike Newbound and Jason Kempf. These coaches also help to run our Talent Development camps and talent squads for our emerging 12/U athletes in South Australia.

National Talent Development Camp

During May a host of Tennis Australia employees, private coaches and aspiring tennis players gathered in Canberra for the National Talent Development Camp. This is the second year the camp has been delivered by Tennis Australia, and both years have been an overwhelming success for all involved. The camp was held at the Australian Institute of Sport, and provided a number of the nation's best 10 year old players a chance to train together whilst having exposure to new coaches and new training methods. The private coach of each player was linked with a Tennis Australia employee throughout the camp to share ideas, engage in professional development opportunities, and set updated training priorities for their respective athlete/s.

A total of 26 private coaches were involved in the camp, along with 32 athletes. Included were two SA Talent Development Coaches (Sam Wall and Sharon Hambly) and four SA athletes (Jasper Benson, Terry Karahalios, Nicolas Russell and Natasha Russell). It is hoped that the skills and information obtained by coaches throughout the camp will filter back to their clubs and other pupils.

South Australia Talent Development Camps

Tennis SA ran two 2-day Talent Development camps for the top 16 ranked 12/U boys and girls in the state. These days were run with the assistance of the National Academy, the Talent Development Coaches and additional private coaches of the athletes. The aim of the camp is to bring together the best athletes in an intense training environment where they can not only practice on-court, but also have access to a Nutrition session, a Sports Psychology session and Strength and Conditioning session. These specialists also presented to parents on the first day, whilst the Talent Development coaches also had a Professional Development session based around the theme of the camp.

As well as this, three 12/U Camps have been held for all athletes that have only just recently achieved a National ranking in the preceding 12 months. These athletes who are only just beginning on the tennis pathway undertook one-day camps with Tennis SA's Talent Development Coaches. The camps included a Nutrition & Psychology session as well as a Parent Information Session. These camps have seen many athletes invited to the Nothings Impossible Squad (NIS) to supplement their existing training programme and continue on the pathway. The NIS is the base of Tennis SA's player development programme and the intention here is to bring our best young

athletes together for a weekly session together on the clay.

Regional Talent Development Camps

In October, Pt. Lincoln hosted the state Foundation Cup event and Tennis SA sent Talent Development Coach Sam Wall to hold a coaches workshop and athletes on-court training camp. With 48 players and 6 regional coaches all in the one place at the one time, this event provides us with the opportunity to pass on key messages that they can take back to their environments after the event. Sam held a coach workshop to discuss talent development in the regional areas before conducting a coaching session for the players the day before the event started. Sam stayed on the following day to provide any advice that coaches might have needed whilst watching their players compete.

Thank you to Sam for travelling across for the event and also to Julie and Paul Polkinghorne for their hospitality and for organising such a well-run event.

The Regional Foundation Cup selection days rolled around again in February and March and these were attended by a representative from the National Academy and the Project Talent team to present to parents about player pathways, and also undertake physical testing for the athletes. This year saw the addition of a 10/U and an 8/U event to the day which shows the health of the game is still growing in regional areas.

All athletes who were successful in being chosen to represent their regions were invited to a one-day training camp at Memorial Drive in Adelaide during the April school holidays. During this event, players trained on-court and had a physical session with the Strength and Conditioning coach, whilst the coaches had a 'think-tank' about the player development in the regional areas and listened to National Academy coach Anthony Lane describe his journey from outback SA to Head Coach at the Australian Institute of Sport.

In total, Project Talent has impacted on over 350 athletes, 200 parents and 40 coaches over the past 12 months.

Thank you to Joel Kerley who helped to drive a lot of the Project Talent initiatives over the past year, as well to the National Academy staff-Milo Bradley, Anthony Lane, Rohan Fisher, Dominic Marafiotte and Daniel Buberis and whose support was very much appreciated.

Brett McLennan
Coach and Development Manager



TSSA is affiliated with Tennis Seniors Australia, Tennis South Australia, and is linked to Tennis Australia and the International Tennis Federation.

About Tennis Seniors South Australia

Tennis Seniors South Australia (TSSA) is the state administrator for seniors 35+ tennis. We are affiliated with Tennis Seniors Australia, Tennis South Australia, and are linked to Tennis Australia and the International Tennis Federation.

Our Aim

Our main aim is to promote tennis participation in South Australia for players over 35 years of age, via a range of specialised events and competitions.

Our History

The South Australian Veterans Tennis Association was formed in 1972 and has gone from strength to strength with membership now approaching 600.

You are eligible to join our association during the year in which you turn 35 years of age and can stay a member for the rest of your life. Night competitions are played at our complex of 18 synthetic grass courts in the City of Adelaide.

Access is from Greenhill Road just west of Unley Rd. On 15 August, 2006 the name 'Veterans' was replaced and our new name became The Tennis Seniors Association of SA Inc.

Our Objectives

- To control, promote and encourage tennis playing in South Australia by players who have reached the age of 35 years, irrespective of their skill levels.
- To encourage tennis playing in the spirit of love and enjoyment of the game.
- To promote seniors' tennis tournaments and teams events throughout South Australia.
- To conduct night Team Competitions between tennis seniors SA members.
- To arrange matches between the Association and other tennis clubs and associations.
- To create a friendly and sociable atmosphere in relation to seniors' tennis.
- To conduct weekly social tennis opportunities for tennis seniors SA members.

As of 30 June, Tennis Seniors had over 570 members playing in Adelaide at our 18 Greenhill Road courts and in regional areas throughout the state.

We play four nights a week in summer & two nights in winter with a new Thursday morning comp, mainly for men, played over 7 week periods.

At The Aust Seniors Champs in Perth in Jan our 35+ and our 50+ mens teams won their divisions.

Roger Davey, Bruce Rehn, Ray Woodforde & Henry Young all played for Australia in their age groups at the World Super Seniors Champs in Turkey last October & Ray & Bruce are playing again next month this time in Croatia.

In July Marty Richards won the over 40 mens singles & Adam Allesandrini won the over 35s at the Qld Champs.

In May our Berri Teams Carnival had over 500 players in 97 teams from all over Aust enjoying the great weekend that it is.

We make every endeavor to make our Seniors Tennis an additional tennis to your existing club play.

John Butterworth,

President

Tennis SeniorsSA

Winter Pennant Season

The 2011 Winter Pennant Wind-up was held at the Millswood Complex on Sunday September 11th. The change of timing and venue, from the final match day to a week later proved to be a success with approx 50-60 people attending. Premiership Shields and player medallions were presented.

Winter Pennant 2011 Player of the Year awards were presented at the Tennis SA Awards Night to Stefan Pretrov and Aeron Martinovic.

During 2010 and 2011 season, Winter Pennant trialled playing "Premier League" competition during winter. At the conclusion of the trial it was decided not to continue the playing of "Premier League" during winter.

Late January 2012, an Open Meeting was held to give Clubs and Teams the opportunity to put forward and discuss any issues, questions or new initiatives. There was some good discussion at the meeting and changes were made. This included the scheduling of a bye in the middle week of school holidays in July, increasing the qualification for finals to 5 matches and to allow 6 players to play in a Singles and Doubles Competition team on match day.

There was an increase in the number of teams nominated for the 2012 season. At the time of printing the program there were 304 teams, compared to 282 teams in 2011, an increase of 7.8%. There were 183 Men's Single and Doubles teams, 24 Men's Doubles, 74 Women's Singles and Doubles, 23 Women's Doubles. The teams were programmed in 40 Divisions compared to 38 in 2011.

I would like to thank the Winter Pennant Committee members for their input during the last twelve months, Co-ordinator Ty Allen, and the Recording Secretaries, Elaine Caldana, Jean Haynes and Heather Oermann, Minute Secretary Gloria Dennis, Committee members June Raven and Darryl Buchanan and the Tennis SA staff for their support and assistance to the committee and myself. The Committee also congratulates Jean Haynes for being a tireless and enthusiastic member of the Committee with 2102 being her 40th year

At the time of writing there was one minor round match to be played. The Grand Finals will be played on September 1st and the Wind-up on Sunday Sept. 9th.

The committee wishes all teams the best of luck in the finals and thanks all players for participating.

Neville Messenger

Winter Pennant Chair

2011 Honour Board

Men's Premier League : Trinity Gardens

Div 1	Southbank
Div 2	Tea Tree Gully
Div 3	Rostrevor
Div 4 Gold	Orion
Div 5 Gold	Tea Tree Gully
Div 6 Gold	Seaside
Div 7 Gold	Seaside
Div 8 Gold	Beaumont
Div 9 Gold	Rostrevor
Div 10 Gold	St Peters
Div 11 Gold	East Ade. Payneham
Div 12 Gold	Prospect
Div 4 Blue	Reynella
Div 5 Blue	Hallett Cove Beach
Div 6 Blue	Kesmond Warriors
Div 7 Blue	Flagstaff Hill
Div 8 Blue	Flagstaff Hill
Div 9 Blue	Glenlea
Div 10 Blue (doubles)	Western Youth Centre
Div 11 Blue (doubles)	Goodwood
Div 12 Blue (doubles)	West Beach

Men's doubles

Div 1	Reynella
Div 2	Brighton
Div 3	Rostrevor

Women's Premier League: West Lakes

Div 1	Kingswood
Div 2	Trinity Gardens
Div 3 Gold	Henley South
Div 4 Gold	Trinity Gardens
Div 5 Gold	Broadview
Div 3 Blue	Warradale Park
Div 4 Blue	Happy Valley
Div 5 Blue	Southbank Red
Div 1 (doubles)	Dover Square
Div 2 (doubles)	Hope Valley
Div 3 (doubles)	East Torrens Kensington
Div 4 (doubles)	Gardens Glenlea Blue



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