

# *Tennis SA*

## *Annual Report 2014–2015*





## Contents

4

*About us*

11

*President's Report*

13

*CEO Reports*

16

*Operations*

18

*Community Tennis*

20

*Marketing and Sponsorship*

24

*Player Development*

26

*Tournament & Competitions*

29

*Tennis Officials*

30

*Coach and Talent Development*

32

*Tennis Seniors & Winter Pennant*

33

*Financials*



The Tennis SA 2014 - 2015 Annual Report is designed to be an economical alternative to printed reports.

The Tennis SA 2014 - 2015 Annual Report is a concise summary of the Company's performance as reflected through management, department and finance reports.


### **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 - We have three pillars to our strategy :**

- 

**Participation**  
We want more South Australians having tennis experiences
- 

**Performance**  
We want to provide the right environment to give the best opportunity for South Australians to pursue a professional career in tennis
- 

**Profile**  
We want to achieve great exposure for tennis all year round leading to better outcomes as well as more interest in tennis

### **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 30,000 registered club members representing more than 260 affiliated clubs and associations, tennis is an integral and steadily growing part of the South Australian community.

The objects and functions of Tennis SA are to:

- control, foster, develop, promote and assist the game of tennis in South 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 Tennis Australia 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 member protection, 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 our



- affiliates and the game of tennis
  - promote the economic and sporting success, strength and stability of tennis and each affiliated 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 objectives to be achieved and to enable our affiliates to receive the benefits which these objectives 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.

*With more than 30,000 registered club members representing more than 260 affiliated clubs and associations, tennis is an integral and steadily growing part of the South Australian community.*

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

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

PRESIDENT

Mr Bill Cossey AM (retired 30 June 2015)

VICE PRESIDENT

Mr Kent Thiele

CEO

Mr Steven Baldas

DIRECTORS

Mr Rick Baldock

Mr Graham Smart

Mr John MacKenzie

Mr Neville Guthberlet

Mr Neville Messenger

Mr Philip Roberts

Ms Natalie Morley

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 Battye, 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, Mr C. Altman

PATRON

Lord Mayor of Adelaide - Martin Haese

VICE PATRON

The Mayor of Unley - Lachlan Clyne



Tennis SA follows the corporate governance principles documented by Tennis Australia in its 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 Tennis SA.

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 (retired 30 June 2015)	11	10
Kent Thiele	11	10
Neville Guthberlet	11	11
Neville Messenger	11	11
Graham Smart	11	11
Rick Baldock	11	9
John MacKenzie	11	9
Philip Roberts	11	11
Natalie Morley	11	8

### Tennis SA staff

- Adam Renfrey - *Community Tennis Manager (finished September 2014)*
- Andrew Wilson - *Participation Leader – Southern Region*
- Anne-Marie Handke - *Participation Leader – North Region*
- Breanna Hassam - *Competitive Play and Programs Coordinator*
- Brett Hidson - *Participation and Places-to-Play Manager (from December 2014)*
- Brooke Stringer - *Administration Assistant Trainee (finished January 2015)*
- Clare Chapman - *Marketing and Sponsorship Manager (maternity leave from April 2014)*
- Domenic Marafiotte - *Coach (finished February 2015)*
- Dylan Hicks - *Events and Officials Coordinator*
- Joel Kerley - *State Talent Development Coordinator*
- Kirsty Mosley - *Events and Business Services Manager*
- Marija Lenitc - *Executive Assistant (finished July 2014)*
- Mary Chapple - *Operations Manager*
- Rebecca Sterrey - *Marketing and Sponsorship Assistant ((finished March 2015)*
- Rena Markow - *Administration Assistant and Membership Coordinator (finished December 2014)*
- Tammie Wightman - *Administration Officer (from May 2015)*
- Ty Allen - *Tournament and Competitions Coordinator*

### Tennis Australia staff (Adelaide based)

- Alistair Murphy - *Physical Performance Coach - SA*
- Brett McLennan - *Coach and Talent Development Manager*
- Dylan Hicks - *Officiating Development Coordinator*
- Lynton Franzi - *Major Projects Manager*
- Milo Bradley - *National Head Coach – SA*
- Rohan Fisher - *National Academy Manager – SA*
- Tom Mabon - *Physical Performance Intern*

### Affiliated Tennis Associations

- 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
- Lower Murray Hardcourt Tennis Association
- Metro Lawn Tennis Association
- Mid North Tennis Association
- Mt Gambier and Districts Tennis Association
- Murray Bridge Lawn 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 Mens Lawn Tennis Association
- Southern Districts Tennis Association
- Southern Ports Tennis Association
- Tatiara Tennis Association
- Tennis Seniors Association of South Australia Inc
- Western Districts Tennis Association
- Whyalla Tennis Association
- Women's Mid-Week Grasscourt Association

### Other Affiliated Bodies

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



## About us cont.

### Legends Club honorary members

#### Inducted: Thursday, 13 January 2011

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

#### Inducted: Thursday, 12 January 2012

Alan Lane  
 Helen Angwin  
 Jo-Anne Faull  
 Ern T. Rowe\*

#### Inducted: Thursday, 10 January 2013

Louise Stacey  
 Tom Warhurst\*

\*Indicates deceased



## President's report



### On behalf of the Tennis SA Board, I am pleased to present the President's report for the 2014-2015 financial year.

This report has been prepared jointly with Bill Cossey AM, my predecessor who retired on 30 June 2015 after 19 years as a Board member.

In Bill's last 12 years as a Board member, he was initially Acting President as a result of the untimely illness of the late Dennis Dall and was subsequently elected President after Dennis was unable to continue in the role. I would like to record a very large thank you to Bill for his incredible leadership. The Board found Bill's stewardship and collegial approach critical to us keeping the state of tennis in SA in such good shape and highly regarded by our peers.

I can report 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 - objectives that we have consistently seen as being complementary.

It was for this reason the Board enthusiastically embraced the concept of World Tennis Challenge (WTC) in 2008, because it incorporated both elite player competition and encouraged greater levels of active players of all ages and standards. The participation component of WTC, which we refer to as the 'Be Active Challenge', attracted very high numbers again this year despite difficult weather conditions. The Board was delighted with this support which saw the courts of metropolitan Adelaide overflowing with players. This was matched by excellent attendances at the WTC during the evenings of 13-15 January. WTC was conceived by past players, Mark Woodforde, Roger Rasheed, Darren Cahill and former Tennis SA Chief Executive, Alistair MacDonald. The South Australian tennis community owes them an enormous debt for their commitment to tennis. I also thank the South Australian Government via Events South Australia, key sponsors NAB, Expr3ss! and Health Partners and corporate supporters and the public for ensuring the events success in 2015.

We were honoured to have Lleyton Hewitt as the star attraction for the fifth Tennis SA Legends' luncheon, held during the WTC. It was an outstanding success with almost double the best attendance of previous years.

Mark Woodforde and Roger Rasheed remained involved in 2015 as the public faces of the event, which is now owned by Tennis SA. Unfortunately Roger has indicated he is unable to continue this role and on behalf of the Board I sincerely thank Roger for

the significant part he has played in the conception of WTC and his support of the event. The Board is delighted Mark Woodforde has confirmed he is able to remain involved and commenced discussions regarding the 2016 event.

As part of the continual need to refresh the WTC, the 2015 event used only one court instead of two and featured an exhibition match involving Lleyton Hewitt and Tomas Berdych. Tomas is the highest ranked player to have played at Memorial Drive during WTC events and his involvement reflects a desire by Tennis SA to have the highest possible standard of player. Other players involved for the first time included Goran Ivanisevic, Michael Chang, Marcos Baghdatis, Mikhail Youzhny and South Australian Luke Saville.

Marcos also participated in the inaugural City of Onkaparinga ATP Challenger 2015 tournament held at Happy Valley Tennis Club in the first week of January. Marcos' presence added enormously to the status of the event and ensured the whole event was a great success and a highlight of 2014/15 Pro Tour calendar.

The Board has been delighted by a greater involvement from Tennis Australia, in which saw the 2015 WTC have a direct link with the Emirates Australian Open Series. This shared interest can only strengthen the success of the event which is valued highly by the Board.

The National Academy in South Australia is continuing to produce elite young tennis players and Milo Bradley's appointment as Head Coach is proving invaluable. Milo 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 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.

We were excited by Thanasi Kokkinakis' success in winning a round in the Men's Singles at the Australian Open in January and Luke Saville's wildcard entry into the main draw. Thanasi's Davis Cup debut against the Czech Republic in March thrilled us all, as he came from a seemingly hopeless situation to win a gripping five set match.

The Board is mindful Tennis SA is essentially 'owned' by our member Associations. The Board, in various forums, met with Association representatives throughout the year, with the aim of supporting their endeavours at grass root levels. Overall, participation in tennis remains at high levels compared with other sports, although there is a continuous move away from the traditional Saturday competitions to more socially oriented competitions.



The continued support by Tennis Australia with ANZ Tennis Hot Shots and Cardio Tennis, is essential to our efforts at increasing participation and Tennis SA is pleased to be assisting Clubs and Associations to implement these programs, particularly through the efforts of our Participation Leaders (formally Community Tennis Officers).

In the last three years our President has reported the Tennis SA Council had approved the introduction of a new system of player registration that eliminated individual player registration fees and based affiliation fees on court numbers. In the fourth year of operation of the system we have continued to fine tune it and although we still have some minor changes to implement, we are pleased with the way it has been received.

Registered player numbers in South Australia have continued to increase and I thank all affiliates for the way in which they have worked with Tennis SA in the implementation of the new system. Our progress has been further boosted by a new Tennis Australia initiative (known as TennisConnect) which provides financial incentives to both Tennis SA and our affiliates and which is encouraging even greater levels of player registration.

At the May General Meeting, the Council adopted a new Constitution for Tennis SA. This new Constitution modernises a Constitution which was largely unchanged since the formation of Tennis SA more than 20 years ago. I thank the members of the Council and Board members Neville Guthberlet, Neville Messenger and former Board member Lisa Matthews for their excellent work on the new document. Finally, I also thank John Daenke, Tennis SA's long standing Honorary Solicitor for his outstanding assistance with this initiative.

The Council also unanimously approved a recommendation from the Board for Service Awards to be presented to June Raven, John Daenke, Joyce Buchan and Jean Haynes. Each of these people have contributed enormously to the administration of tennis at Local and State levels over many years and I congratulate each of them on this recognition - it is richly deserved.

We maintained our efforts in assisting the improvement of Club and Association facilities (including tennis courts, lights and clubhouses). The Board has been greatly impressed by the momentum generated by the Facilities Development Unit, including Lynton Franz, Tennis SA staff and Sport Dev. Considerable funds invested by Tennis Australia, the South Australian Government and local Councils in tennis facilities across the state - are essential for increasing levels of participation.

Administration of all sporting bodies in South Australia at this time is not without its challenges. The economic circumstances of the past seven years have been difficult and we continue to seek ways of improving our operations and strengthening our finances. Tennis Australia's provision of increased grants to all States 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 were also pleased with the State's involvement with the emerging Tennis Australia Asia-Pacific Tennis League (ATL) in which South Australian club based teams played matches in

Adelaide and Western Australia, leading to national finals during the second week of the Australian Open in January. The tennis is of an extremely high standard and our teams - Memorial Drive men and Flagstaff Hill women - acquitted themselves well against very tough opposition in Melbourne with the Flagstaff Hill team finishing runners up.

We continued to liaise with the State Government, the Office for Recreation and Sport, and the Adelaide City Council regarding the upgrading of Memorial Drive Tennis Centre. Further assisting in this goal, Tennis SA received a grant from the Minister for Recreation and Sport which has provided us with the funding needed for a Preliminary Business Case for upgrading Memorial Drive Tennis Centre. I expect to report on the outcome of this work in next year's Annual Report.

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

We have enjoyed excellent support from our major sponsor, Health Partners, and our landlord, the City of Adelaide. I record my sincere appreciation to all of the organisations which have supported us throughout the year. Tennis SA's lease with the Adelaide City Council for the Memorial Drive Tennis Centre expired on 30 June 2015. With the assistance of Tennis Australia, discussions with the Council for a long term lease extension (42 years) are well advanced and are expected to be finalised shortly. I thank Tennis Australia for continuing to provide funding for a number of our activities. The new Management Team at Tennis Australia have been particularly welcoming and we are confident the stronger partnership for the betterment of our sport will result. This adds to our relationship with the President of Tennis Australia, Steve Healy, and his Board who have been a pleasure to work.

With three years of operation for Steve Baldas as Chief Executive Officer, the Board continues to be very impressed with Steve's performance. Particularly with the relationships he has built with our many stakeholders and with other sporting bodies with an interest in partnering with Tennis SA in various ways. These relationships are crucial to our success in the development of our sport as well as with WTC.

I place on record the sincerest thanks and appreciation of the Board to Steve and his 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 and the sport of tennis is very fortunate to be the beneficiary of their efforts. I also thank our past players and affiliated Associations and Club representatives with whom we have been able to work so positively with each year.

**Kent Thiele**  
Vice President

**Bill Cossey**  
President (retired 30 June 2015)

**There is a real buzz about our sport, whether it be in the suburbs of Adelaide or in regional South Australia.**

Loyalty, Excellence, Teamwork and Humility are the values that underpin our daily operations, complemented by an innate innovative streak.

We value our excellent and highly collaborative working relationship with Tennis SA, which we believe helps drive benefits for the sport throughout the community. A special highlight of the past financial year has been the work Tennis South Australia has done on the City of Onkaparinga ATP Challenger event, held for the first time in January at Happy Valley Tennis Club.

After nine years as a successful ITF Futures event the tournament was upgraded to ATP Challenger status for 2015, attracting one of the strongest fields seen for an event of its kind in Australia. A total of 13 Australian and 39 international players competed for the inaugural title, including four players ranked inside the world's top 100.

This event is symptomatic of many of the areas in which we work together to help drive growth in tennis and support those who deliver it, whether they be clubs, administrators, associations, volunteers, coaches or parents.

The joint effort from the entire tennis community has led to an incredible surge in the popularity of ANZ Tennis Hot Shots, with more than 570,000 children across the nation enjoying the experience in the past 12 months and 1043 primary schools involved.

An additional 319 new or reconditioned courts have been delivered in the past year, with a total of 2154 courts delivered as part of the National Court Rebate Scheme since its inception in 2007. We continue to work together to provide quality facilities for players of all abilities at both metropolitan and regional locations.

Australian Open 2015 enjoyed a record attendance of 703,000 in a summer that also featured the global launch of FAST4 tennis and a brilliant Emirates Australian Open Series of lead-in events, attracting strong attendances and excellent viewing audiences on television and online around the world. That, of course, includes the World Tennis Challenge, which was very well run, highly entertaining and attracted great reviews from players and fans alike.

The appointment of Pat Rafter led to a restructuring of the Performance team with the aim of building on all the good work of recent years done in each of the National Academies.

The results from the Australian players have been encouraging but there is still plenty of work to be done at all levels and we are looking forward to continuing the journey.



There are exciting plans for the continued growth and development of our sport, from grassroots to the elite level. Participation initiatives including ANZ Tennis Hot Shots, FAST4 and our player registration program will remain a focus and continue to drive more people to play more tennis, more often at tennis courts around the country.

It has been an incredible year with a lot of successful outcomes but the most pleasing has been the growth, passion and collective effort of all our staff. They continue to excite and excel, pushing the boundaries and innovating every aspect of our business. We are ONE Team. Thank you, your staff and Board, for your dedication, support and co-operation.

Of course, our sport would not be what it is today without the enduring support of the Australian tennis community. Players, coaches, officials, administrators and fans around the country are the often unsung heroes of tennis; thank you for your unrelenting contribution.

We are so fortunate to be part of such a passionate community and look forward to another year growing our great sport together.

**Craig Tiley**  
CEO, Tennis Australia



## Tennis SA CEO's report

### On behalf of the staff of Tennis SA, I am pleased to present my third CEO report in this my fourth year of service.

Tennis SA's goals are to increase grass roots participation, produce more elite players and raise the profile of our sport. In order to achieve these outcomes we require the services of a hardworking and passionate team. Luckily, in my view, Tennis SA has the best staff of any sport in any state in Australia. Here is an overview of what has been achieved over the last year.

World Tennis Challenge (WTC) continues to go from strength to strength as an elite tennis event in Adelaide. This was the first year the WTC was part of the Emirates Australian Open Series culminating an incredible journey for the WTC from a start-up event to a fully-fledged official lead-in event for the Australian Open. This induction to the Emirates AO Series also marked the transition from a two court format to a one court format.

2015's field was star studded with Wimbledon champion Goran Ivanisevic, French Open champion Michael Chang and the charismatic 'bad boy' of tennis John McEnroe joining crowd favourite Marcos Baghdatis, former top 10 player Mikhail Youzhny and South Australia's own Luke Saville.

Despite very difficult conditions, the event was close to a sell-out over all three night and featured the new scoring format 'FAST4' adding a new, exciting element to the legends' and doubles matches. The WTC Tournament Director Mark Woodforde again did an incredible job with his high energy personality being very important in the WTC's success.

The WTC bid farewell to Roger Rasheed who decided to leave the event after six years as Tournament Director. Unfortunately, Roger was unable to participate for the last three years due to other commitments but Tennis SA wants him to know his contribution to tennis in this state is valued highly.

The WTC Operations team of Mary Chapple and David Hearne did a great job of improving the overall experience for fans, both in person and on television. Improvements such as working with new partner Big Screen Video and Novatech Creative Event Technology to re-engineer production of the event to include increased use of LED, big screens, lighting and pyrotechnics made our event the envy of all other elite tennis events in Australia. A new corporate hospitality delivery model meant our suite holders enjoyed a greater level of service.

Rebecca Sterrey continued to do great work in her role on the WTC and did a wonderful job coordinating the suites on behalf of our loyal corporate supporters. Sadly, Rebecca left Tennis SA to join the Port Adelaide Football Club in their events team. We wish her all the best and know her energy and passion for customer service will serve her well in her career.

Kirsty Mosley, Marketing and Sponsorship Manager for Tennis SA, did an incredible job as first time Event Manager for the WTC. Kirsty was instrumental leading WTC to a new ticketing agreement, as well as a new marketing relationship to implement

Emirates AO Series branding. Kirsty must also be congratulated for contributing to the new Emirates and Woolworths sponsorships as well as the expansion of Expr3ss! as naming rights sponsor of the pre-match cocktail event. Kirsty did a great job in working with all of our corporate partners and her work in securing the future of our long term partner Coopers was a great result for both parties.

The Tennis SA Legends Lunch was the biggest it has ever been in 2015, as a record crowd of over 540 attended with Lleyton Hewitt as guest of honour. Thanks again to MC Mark Soderstrom, who works so hard to make it the best lunch of the year. The lunch raises money to support the Ken McGregor Foundation, as well as tennis programs in SA. The Ken McGregor Foundation, chaired by Rick Baldock, raises funds to support tennis programs in SA as well as aspiring young players wanting to pursue a professional career and those with a disability wanting to play our great game.

Australia's largest tennis participation event, the Be Active Challenge continues to be a crown jewel in Tennis SA's calendar. Despite the cancellation of the Corporate Challenge due to poor weather, 4,000 people still participated in our week-long festival of tennis. Ty Allen, the Be Active Challenge Manager, must be congratulated for his contribution. The WTC Kid's Tennis Day, run by Andrew Wilson, continues to be hugely popular with over 1,000 people descending on centre court to play ANZ Tennis Hot Shots, get their face painted and participate in other activities. A lucky few even hit balls on centre court with Goran Ivanisevic. A big thank you must go to our corporate partners of the Be Active Challenge - Health Partners, Coca Cola, Coopers and the InterContinental among others.

A major highlight was the introduction of the City of Onkaparinga ATP Challenger 2015. The event was a great success and it was a pleasure to see the support shown by the Happy Valley Tennis Club and local community. The entire week clearly showed outstanding enthusiasm and excellent community spirit.

The technical side of the event was run with great professionalism and a quick and ready response to any request. The venue is clearly an excellent one and likely become a deservedly popular and traditional stop on the ATP Tour. The players really appreciated the efforts made to welcome them and it is always a boost to play to a full stadium of well over 500 fans. Many thanks must go to Co-Tournament Directors Dylan Hicks and Breanna Hassam, Event Managers Simon Longhurst and Jim Dickson, as well as Jason Simmons from Tennis Australia and ATP Supervisor Scott Ray, who all did a magnificent job in running the event.

Our High Performance team led by Milo Bradley and Rohan Fisher continue to have remarkable results with our young tennis talent. South Australia now has two players - Lleyton Hewitt and Thanasi Kokkinakis - as regular members of the Australian Davis Cup team. Luke Saville and Alex Bolt continue to climb the ATP rankings and it wouldn't be surprising if both break through to the top 100 in the world anytime soon.

Tennis SA continued to deliver world-class coach education and professional development opportunities to our coach members and the wider tennis community. Brett McLennan is in charge of this area and in the past year the coach numbers have remained steady with 260 coach members in SA, especially given the new stringent screening rules regarding people over 18 attending coaching courses. This number is made up of 142 qualified coaches and 118 Trainee members. South Australia had 89 qualified Hot Shots coaches, 29 qualified Cardio Tennis Coaches, and 100 people participating in an introduction to Hot Shots course for volunteers, assistant coaches, or coaches. In addition, with the success of the National Schools Partnership Program, 47 teachers were up-skilled in face-to-face courses to deliver Hot Shots in schools in order to provide children with a great first-time experience in tennis. 85 coaches participated in professional development workshops at Tennis SA and through Project Talent Camps. Brett's great work has been noticed by Tennis Australia and he recently was given a promotion to move to Melbourne - we wish him well.

The High Performance area continues to grow as Tom Mabon has been appointed Physical Performance Coach Intern for a 12 month period. Tom looks after the State/NIS Strength and Conditioning Program and is the Performance Analyst for the National Academy. Tom joins our established team of Joel Kerley, Domenic Marafiotte, and Alistair Murphy, and so South Australian's should feel confident that our state will continue to "punch above its weight" in producing top international tennis talent.

Ty Allen continues to do fantastic work as Tournaments and Competitions Manager. One of Ty's biggest achievements this year was building off the success of the first ever Tennis SA Tournaments and Competitions Workshop. The theme of the workshop was to look at new and innovative ways to provide new competition opportunities in SA. Ty's leadership has assisted the Metro League to flourish, and Tennis SA just recently was asked to take over management of the State League. A big thank you must go to Kerry Haysman and Geoff Winter from the Metro Lawn Association which previously administered State League very successfully. In Ty's team, Dylan Hicks ran SA's largest organised team's event, the Winter Pennant which had another big year. Thanks again to Mike Daws who chaired the Winter Pennant Committee for the third year running. Breanna Hassam's work as the Competitive Play and Programs Coordinator is fantastic and she continues to set records for numbers in her Hot Shots Competitive Playing Programs.

Brett Hidson joined Tennis SA in December as Manager of Participation and Places to Play. Brett joins us with a wealth of experience having been CEO of Baseball Victoria and worked for the AIS and Cycling Australia in their high performance area. Brett has already implemented a number of changes improving how we provide our core services and we look forward to his continued leadership. Brett takes over from Adam Renfrey who joined Tennis NSW to work in their Places to Play area. I would like

## Tennis SA CEO's report cont.

to make special mention of Lynton Franzi, Tennis Australia Major Projects, for his assistance and mentoring of both Adam and Brett throughout the year.

The end of the 2014/2015 year saw changes in the Community Tennis Team as it was renamed the Participation Team. This change was designed to more clearly articulate the team's core purpose which is increasing participation in our great sport. Andrew Wilson and Anne-Marie Handke, Tennis SA Participation Leaders (previously Community Tennis Officers), continue to do fantastic work driving participation in our state.

Hot Shots is the key driver of new players to our sport with 16,882 registered Hot Shots participants which is a 20% increase on the previous year.

Affiliation reform is now into its fourth year and SA ended the year with 29,360 registered players which is a new record. Tammie Wightman joined the team in 2015 and immediately has had a positive impact. Sadly, Renae Markow left to join Gymnastics SA and we wish her all the best.

In addition to the WTC, Mary Chapple, head of Tennis SA Operations, worked throughout the year to ensure the safe operation of Memorial Drive Tennis Centre as well as working closely with our other venue, Millswood Tennis Centre.

Tennis SA is grateful for the support from the SA State Government and the Office for Recreation and Sport for their continued support of Tennis SA. In particular, I thank Leon Bignell, Minister for Recreation and Sport, and Paul Anderson, Executive Director for the Office for Recreation and Sport for their passion and interest in tennis.

Finally, Tennis SA said a fond farewell to our president, Bill Cossey, who resigned from the Board after 19 years as a Board member and 10 years as President. Bill's outstanding commitment to promoting Tennis in South Australia is unquestionable and he will be missed by the Board of Tennis SA and the staff as well as the wider tennis community. Tennis SA Affiliated Associations recently voted in Vice President Kent Thiele as the new President of Tennis SA with his tenure to start on 1 July 2015. Kent is a great asset with 19 years' experience on the Board including being Vice President for the past 10 years. Kent has also been the Tennis SA representative to Tennis Australia; a role which he has done for the past 18 years.

Take care and see you on the court this year.

**Steven Baldas**  
Chief Executive Officer





### The 2014-2015 year saw much change in the area surrounding Memorial Drive.

We have seen an enormous amount of change to our local neighbourhood since the redevelopment of Adelaide Oval and the success our neighbours have experienced with the magnificent facility.

It has been great to see so many sporting fans pass by our courts in their thousands every weekend. We have activated our digital totem pole at the front of our offices and adjacent to Memorial Drive which has given us the chance to showcase not only all of our sponsors but our programs and tournaments too.

In September 2014, we held the Silver Australian Money Tournament on-site with nearly 200 athletes competing. Men's Singles winner Darren Polkinghorne also took out the Doubles title with his partner Scott Puodzivnas. Number one seed Jessica Moore took out the women's title with Nicole Collie and Nicole Kraemer winning the Doubles.

The Tennis SA Awards Night in November was again a great success, with many representatives from clubs coming from far and wide around the state. We received many nominations in all categories so the competition was tough. We were fortunate enough to have Todd Woodbridge come along as our guest speaker on the night. A huge congratulations to all of the award winners:

- Seaside Tennis Club (Metro Club of the Year)
- Hilltown Tennis Club (Country Club of the Year)

- Stuart Nancarrow (Excellence in Officiating)
- Ben Milner and Andrew Waters (Coach of the Year)
- Rick Bailey and Joanna Overbeek (Volunteer of the Year)
- Thanasi Kokkinakis (Don Turnbull Trophy)
- Chloe Hule (Gwen Thiele Trophy)
- Darren Polkinghorne (Burr Medal)
- Nicole Collie (Boyce Medal)

A number of our up and coming South Aussie juniors were also acknowledged on the night with the annual Altman, Penfold and Carter Awards:

- Jasper Benson and Natasha Russell (12 and Under)
- Stefan Norodom and Selina Turulja (14 and Under)
- Daniel Hobart and Petra Hule (16 and Under)

December saw the Memorial Drive Tennis Centre hosting the Gold Australian Money Tournament with \$7,500 prize-money up for grabs for both the men and women. Once again Darren Polkinghorne had a fantastic tournament, taking out the Men's Singles title. Winners of the Men's Doubles were 5th seeded Ricky Robertson and Daniel Walsh. Women's Singles winner was 2nd seed Chanel Simmonds with Nicole Collie and Nicole Kraemer following up their Silver AMT win with a victory in the Doubles.

In 2014/15 The Asia Pacific Tennis League evolved to merge the South Australian and Western Australian ATL Conferences from previous years to make up a combined South West Conference.

The South West Conference involved three men's and three women's teams from SA and two men's and two women's teams from WA. Clubs from both SA and WA competed for the inaugural South West Conference men's and women's titles and a share of \$20,000. Headlining the ATL conference was Thanasi Kokkinakis, Aussie Matt Ebden and in the women's Jess Moore and South African Chanel Simmonds. The final for the ATL was held in early December with Memorial Drive Tennis Club taking out the title in a thriller over the Trinity Titans in the men's and Flagstaff were too strong over Memorial Drive in the women's.

Once again we enjoyed utilising and integrating the Southern Plaza of the Adelaide Oval for the World Tennis Challenge (WTC). For the 7th year of the event, crowds came in and out of the venue safely and smoothly via the plaza. The event attracted excellent crowds who enjoyed some fantastic tennis over the three nights.

We were thrilled to host the 2015 Coopers International Pro Tour Event in February/March this year at Memorial Drive. Players from all over the world competed for prize money and all-important world ranking points. Great Britain's Brydan Klein ended up being too strong for Aussie young gun Omar Jasika in the final and experienced Aussies Carsten Ball and Matt Reid took out the doubles title.

It is great to see both the Centre, Clay and State Training Facility (STF) courts in use throughout the year with various coaching programs and public bookings. Our tenants Port Adelaide Football Club have helped utilise and activate more of the venue throughout the cold winter months by opening the hugely popular 'Game Day Village' on Port Adelaide Football Club home games. Crowds have flocked through our gates to enjoy the ambience of the pop up bar both before and after games at Adelaide Oval.

The Queen's Birthday Championships were once again hosted at Memorial Drive over the June long weekend with a total of

\$7,500 up for grabs in prize money. The event attracted some of the best players from across South Australia and Australia. Number one seed Daniel Hobart took out the Men's Singles title as well as the Doubles with his partner Sam Longhurst. Petra Hule was triumphant in the Women's Singles with Nicole Kraemer and Claudia May defeating the Hule sisters in the Women's Doubles.

We have been continuing the ongoing project of assessing and documenting all occupational health and safety issues at Memorial Drive, in all aspects of our business. We have been working with the trained professionals at Tennis Australia to guide us through the steps we need to take to ensure that we have a healthy and safe working environment for all of our staff, contractors and anyone who visits us at Memorial Drive.

The next 12 months and beyond is an exciting time for us to be at the forefront of Adelaide's new sporting hub.

**Mary Chapple**  
Operations Manager



The year 2014/15 saw the Clubs and Community Tennis team firmly focus on developing tennis and associated programs throughout South Australia for the benefit of our clubs and associations.

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

In 2014-15, the focus of the Clubs and Community Tennis team was to further evolve the new affiliation and player registration model, engaging with Local Government (the biggest owners of tennis facilities within the state), Hot Shots and in particular the schools/Community Play component of this program, entry into secondary schools and Cardio Tennis. The team has witnessed a number of successful facility developments over the past year, with over \$2.0 million worth of tennis facility developments being completed across South Australia.

### Affiliation and Tennis Connect

The successful new membership and affiliation model has been further implemented in its fourth year. This model was introduced to provide better ease of affiliation and reduce administration time for our volunteers and club administrators.

The 'per court' fee to our affiliates has meant that the registrations for members through the My Tennis system has been steadily increasing, with a 2014/15 count of 17,514 unique registrations. In addition to this, SA affiliates registered 16,882 Hot Shots and 213 Cardio Tennis participants.

The team worked extremely hard to continue to assist our affiliates in registering their members on My Tennis with accurate details so that they can receive a \$5 rebate kindly offered through the Tennis Australia TennisConnect program. SA affiliates received \$71,465 for the 2014/15 period.

### ANZ Tennis Hot Shots

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

Tennis Australia in collaboration with Tennis SA has continued to grow the education, communication and strategy within Hot Shots which has lifted the awareness and uptake of this program from both the club and association perspective and also among coaches. This has seen the program continue to go from strength-to-strength within South Australia.

Hot Shots deliverers have grown significantly in the past five years within South Australia.

ANZ Tennis Hot Shot	Coach Deliverers	Community Play Deliverers
2015	86	68
2014	85	69
2013	81	51
2012	79	n/a
2011	52	n/a

2014/15 saw the success of the Hot Shots Community Play program. This relatively new program was introduced to allow clubs and associations that don't currently have modified junior programming in place, the opportunity to host this program within their facility. We currently have 68 participating clubs and associations.

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

### ANZ Tennis Hot Shots in Schools

The ANZ Tennis Hot Shots in Schools program has again proved a huge success for Tennis SA. We are now in the sixth year of this program and in 2014/15 Tennis SA continued to develop this area with over 160 participating schools and 29,000 South Australian students participating in the program. From the program's inception in 2009, in excess of 152,000 junior and primary school aged students have been introduced to tennis in its modified form through Hot Shots within SA.

The Clubs and Community Tennis team also conducted a variety of school competitions across the state. Most notable school competitions held during this period were:

- Riverland – 70 students
- Murray Bridge – 50 students

- Tea Tree Gully – 36 students
- State Championships at Memorial Drive – 144 students

I would like to say a big thank you to our 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 the future.

### Social Inclusion Tennis

In 2014/15 Tennis SA continued its Social Inclusion programming throughout the State, with a focus given to both Wheelchair athletes, indigenous, Multi-Cultural and Intellectual Disability areas. The key outcomes and successes for the past year include:

- The annual SA Tennis Championships again received good numbers, with a number of local and interstate athletes with an intellectual disability competing in the two day event
- Tennis SA continued its focus on Wheelchair Tennis development with strong program numbers operating in the metropolitan area, including Broadview Tennis Club and Happy Valley Tennis Club
- Tennis SA currently operates a multi-cultural tennis programs out of the Grange Lawn Tennis Club. Tennis SA continues to advance our programming in this area with a core focus on having new arrivals to South Australia participate in an accessible and fun tennis playing environment
- Tennis SA maintained strong relationships with SCOSA, Special Olympics SA, Disability Sports and Recreation SA and Inclusive Sports SA (i.e. SASRAPID) as key disability partners

### WTC Kids Tennis Day and Activations

The 2015 WTC Be Active Challenge also saw a revamped WTC Kids Tennis Day being held on the Memorial Drive centre court and Adelaide Oval Plaza with 1,000 South Australian children and their parents enjoying a day of fun and tennis along with the Nickelodeon characters Dora the Explorer and Spongebob Squarepants.

Children and their families enjoyed a range of activities throughout the day, including a special guest appearance from former Wimbledon Champion, Goran Ivanisevic.

The team were also active in running activations at a variety of tournaments, events and schools. Most notable activations were at the Clare ITF Pro Tour event and the Australian Open Tennis Blitz days at Rundle Mall and Glenelg Foreshore.

Given the above, 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.

### Places to Play

Tennis SA continued its services within the Places to Play space on behalf of our affiliated clubs with in excess of \$2.0 million worth of tennis facility upgrades completed within South Australia in 2014/15.

The major tennis projects completed this most recent period

*“Tennis SA continued its services within Places to Play on behalf of our affiliated clubs with in excess of \$2 million worth of tennis facility upgrades completed within South Australia in 2014-15.”*

were as follows:

- Tanunda Tennis and Netball Club
- Crafers Tennis Club
- Strathalbyn Tennis Club
- Woodville-Glengarry Lawn Tennis Club

In 2014/15 the Tennis SA Places to Play team gave greater focus to facility and club operational practices. This may include initiatives such as introducing professional management within our facilities, coach/club relationships and building even stronger relationships with Local Government.

Tennis SA looks to further our involvement in delivering facility services to our affiliated clubs and associations in 2015/16, with a strong focus on developing quality tennis facilities within South Australia.

### New Look Team for 2015/16

Tennis SA undertook significant reviews of its operations and servicing our clubs and associations as part of a national workforce planning project. The end result has been a more aligned approach with national objectives, greater effort in assisting clubs and association to operate efficiently and deliver quality services and programs.

A boost in national resources will also see our Community Tennis Officer workforce go from two (Anne-Marie Handke and Andrew Wilson) to four Participation Leaders. This stronger emphasis on working hand in hand with our clubs and associations will no doubt deliver even better results, which I look forward to reporting on in next year's report.

**Brett Hidson**  
Participation and Place to Play Manager





## Marketing and Sponsorship report

On behalf of the staff of Tennis SA, I am pleased to present the Marketing Report for the 2014-15 financial year.

The 2014-15 year was a strong one for Tennis SA with all areas of the business delivering great results. The marketing business unit met targets by delivering high profile events which attracted both national and international media attention. We also provided year-round servicing to clubs and associations and assisted in showcasing the sport of tennis.

Throughout the year, we continued to explore opportunities to promote the sport of tennis in the state and no event or project does this better than the World Tennis Challenge.

### World Tennis Challenge

For a seventh year, we again delivered a successful World Tennis Challenge (WTC) from Tuesday, 13 January until Thursday, 15 January 2015 at the iconic Memorial Drive Tennis Centre.

The three night event has proved to be a highly successful product and welcomed by a supportive market in South Australia with ticket sales recording just under 15,000 patron's onsite and strong WTC Be Active Challenge participation numbers.

2015 World Tennis Challenge highlights included:

- Crowd numbers...just under 15,000 people attended the event across three nights
- Participation... Over 4,000 players participating across 10 days at Memorial Drive and associated venues in the WTC Be Active Challenge

- Exclusive exhibition match...between South Australia's own Lleyton Hewitt and world No.7 Tomas Berdych witnessed by a sell-out crowd on the Wednesday night
- Player highlights... welcoming back 148 ATP titles winner John McEnroe along with French Open winner Michael Chang and Wimbledon champion Goran Ivanisevic. These legends were joined by Marcos Baghdatis, Mikhail Youzhny and South Australia's own Luke Saville
- Broadcast...Fox Sports broadcast live coverage nationally and internationally generating over 114 hours of dedicated WTC broadcast
- Corporate facilities... sold out with over 370 corporate guests each night in the western, northern and eastern facilities
- Online interaction... a 164% increase in website Pageviews in January 2015 over the same period in 2014, over 4,200 Facebook fans and 1,200 Twitter followers. More than 2,600 subscribers on YouTube
- Media Launch...a heavy media turnout, with the World Tennis Challenge players playing tennis on the new Riverbank Bridge as well as having a kick with Port Power players on the iconic Adelaide Oval before lunch in the new Hill of Grace restaurant



## Marketing and Sponsorship report cont.



Tennis SA would like to thank the team at Tennis Australia who worked tirelessly with us to delivery such a successful event including the marketing, ticketing, operations, risk and commercial departments.

### Tennis SA Legends' Lunch

The Tennis SA Legends' lunch continues to grow and is a major highlight on the South Australian sporting calendar. This year's lunch held on Wednesday, 14 January in the William Magarey room at Adelaide Oval, was no exception.

A record sell-out crowd of over 540 guests had the privilege to see interviews with all of the World Tennis Challenge legends as well as an exclusive interview with Lleyton Hewitt and Australian tennis legend Tony Roche.

The lunch was an outstanding success with over \$15,000 in proceeds going towards the Ken McGregor Foundation which was established to assist our next generation of International tennis players as well as to run tennis programs in South Australia.

### Other Events

Our 2014-15 events calendar also featured the following events:

- Over 1,000 people attended the Pre-tennis cocktail functions held over the course of the World Tennis Challenge
- Spectators and sponsors enjoying the Asia-Pacific Tennis League round held from 29 to 30 November at Memorial Drive
- Over 200 people attended the annual Tennis SA Awards Night held at Next Generation on 14 November
- Over 150 people attended the World Tennis Challenge Player Welcome function held at Memorial Drive Tennis Centre
- Over 40 guests attended the Australian Open as guests of Tennis SA in the Hisense Arena corporate suite

### Media Partnerships

Building and leveraging with our media partners continues to be a key priority for us and we are fortunate to have network of supportive media partners, including The Advertiser, Seven Network, Mix 102.3 and Fox Sports Working closely with these organisations provides us a strong platform to execute our strategic marketing campaigns and we greatly appreciate their support.

We extend our thanks to the local Adelaide media for their support and especially appreciate the assistance received from Foster Hill PR and Marketing on the management of World Tennis Challenge public relations.

### Marketing Education and Services

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, support tennis clubs in support packs for their Free Tennis Days, media release support and a website setup and training service.

### Communication

From our e-newsletter, Club Ambassador, to our website, social media channels, and mail outs, we use various methods to communicate to our stakeholders and customers and continue to refine our messages and provide engaging content for our readers. Over the last 12 months we have seen a steady increase in the readership and interaction of all communication channels.

## Marketing and Sponsorship report cont.

Organisation	Sponsorship
South Australia Tourism Commission, Events SA	Major Partner
National Australia Bank	Associate Sponsor
Expr3ss!	Associate Sponsor
Brand South Australia	Official Sponsor
Coca-Cola Amatil	Official Sponsor
Coopers	Official Sponsor
Emirates	Official Sponsor
Health Partners	Official Sponsor
Jacob's Creek	Official Sponsor
Macquarie Private Wealth	Official Sponsor
Mercedes-Benz Adelaide	Official Sponsor
Novatech	Official Sponsor
Wilson	Official Sponsor
Woolworths	Official Sponsor
Big Screen Video	Official Supplier
Golden North	Official Supplier
Robern Menz	Official Supplier
Swiss Wellness	Official Supplier
Rio Coffee	Official Supplier
InterContinental	Official Supplier
Fox Sports	Media Partner
Mix 102.3	Media Partner
Seven Network	Media Partner
The Advertiser	Media Partner
Bentleys	WTC Corporate Suite Holder
BRM Holdich	WTC Corporate Suite Holder
ChemPlus	WTC Corporate Suite Holder
Computershare	WTC Corporate Suite Holder
Mars Food	WTC Corporate Suite Holder
Port Adelaide Football Club	WTC Corporate Suite Holder
Robinsons Accounting	WTC Corporate Suite Holder
The W Group	WTC Corporate Suite Holder
SA Power Networks	WTC Corporate Suite Holder
Swiss Wellness	WTC Corporate Suite Holder

### Ken McGregor Foundation

The Ken McGregor Foundation, a registered project with the Australian Sports Foundation Ltd (ASF), continues to provide funding to South Australian athletes under the age of 22 years.

In the past financial year, \$11,000 in grants have been paid to South Australian athletes.

Recipients in the past financial year include:

- DAW, Leah
- HOBART, Daniel
- POLKINGHORNE, Darren

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, the late Ken McGregor.

### Sponsors and Corporate Partners

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 with our programs over the past 12 months, with special mention to the South Australian Tourism Commission for their support of the World Tennis Challenge. Without the support from our sponsors, the World Tennis Challenge would just simply not exist.

It's also important to us to deliver memorable and engaging corporate experiences as part of our corporate hospitality program

With 30 corporate suites at the World Tennis Challenge we continue to deliver a memorable and enjoyable experience for the corporate program clients which includes full catering, entertainment and money can't buy experiences

### Review

The 2014-15 year proved to be a successful year for the business and I'd like to thank the Tennis SA team, led by Steve Baldas, for providing great content, events and programs for our team to be involved in.

### Kirsty Mosley

Events and Business Services Manager



## Player Development report

On behalf of the staff of Tennis SA, I am pleased to present the Player Development Report for the 2014-15 financial year.

Currently South Australia has seven men and two women on World Tennis Stage with a singles ranking. At the time of writing this report the SA athletes were ranked as follows.

### Men

72	Thanasi Kokkinakis (69)*
220	Luke Saville (152)*
251	Alex Bolt (160)*
283	Lleyton Hewitt
947	Brad Mousley*
1015	Daniel Hobart*
1120	Darren Polkinghorne

### Women

732	Nicole Collie*
1185	Leah Daw*

Those athletes with a \* next to them have achieved career high rankings during the past year and the number in the bracket indicate that ranking if not current.

Some of the outstanding singles results are listed below:

**Thanasi Kokkinakis** – Rd 32 French Open; Rd 16 Indian Wells; Challenger Win Bordeaux, France

**Luke Saville** – Challenger Finalist Manchester, Great Britain; Qualified Main Draw at Wimbledon

**Alex Bolt** – Challenger Finalist Burnie, Australia

**Bradley Mousley** – Future's Finalist Istanbul, Turkey

**Nicole Collie** – Future's Finalist Bangkok, Thailand

### International Junior Results

Petra Hule in the past 12 months has won an International Singles title in Thailand and two doubles titles in Brunei and

Caloundra, Australia. She was a doubles runner up during this time in Malaysia, New Zealand, Thailand and Korea – two of these were achieved with sister Chloe Hule.

Nicole Kraemer won three international doubles events in Thailand and two in Australia in the past 12 months with another final in Australia and New Zealand. Selina Turulja has been a doubles finalist three times with two in Australia and one in New Zealand

### Australian Junior Nationals

Over the past 12 months, the Australian tennis calendar has seen a reduction in National Championships with only one Championship being held during the December Showdown at Melbourne Park.

Australian National Championship:

- 18/U Doubles Runner Up – Chloe Hule and Petra Hule
- 14/U Doubles Winner- Sam May and Sean Van Rensburg
- 14/U Doubles Runner Up – Selina Turulja
- 12/U Singles Finalist- Natasha Russell
- 12/U Doubles Winner- Natasha Russell

At this point I would like to congratulate and thank the staff involved here with their efforts throughout the year.

- Milo Bradley, National Head Coach
- Alistair Murphy, National Physical Performance Coach
- Tom Mabon, State Physical Performance Coach
- Joel Kerley, State Coach Coordinator
- Steve Bannon and Kylie Baker, National Academy Psychologist's
- Scott Smith, National Academy Physiotherapist
- Dr Liz Clisby, National Academy Sports Doctor
- Karina Savage, National Academy Nutritionist
- Natalia Irvine, National Academy School Teacher

During the past 12 months Joel Kerley has left the State Academy Adelaide program to have more time to

## Player Development report cont.



complete his University studies. Joel has been an integral member of our High Performance team for the past seven years providing the program with great continuity and a consistent vision. Joel has been the face of our State Program and while he will be missed, we wish him all the best in his future endeavours.

Steve Bannon and Karina Savage have also both recently left our team. Steve has relocated to Baltimore USA and Karina to Sydney Australia. Both Steve and Karina have provided the program with the most professional up-to-date service over their time. Thanks Steve and Karina, all the best for the future.

### State Teams

#### 14/U Mary Hawton Cup Winners (2nd year in a row)

Jeanette Lin, Amber Marshall, Selina Turulja  
Coach: Rohan Fisher

#### 14/U Sproule Stephens Cup (4th/12)

Sam May, Stefan Norodom, Sean Van Rensburg  
Coach: Milo Bradley

#### 12/U Margaret Court Cup

Team A (5th/12)

Charlotte Kempnaers-Pocz, Alana Repanich, Natasha Russell

Coach: Joel Kerley

Team B (8th/12)

Leonora Radocaj, Tully Richter, Kara Tscharke  
Coach: Brett McLennan

#### 12/U Rod Laver Cup (5th/12)

Jasper Benson, Patrick Douglas, Terry Karahalios  
Coach: Colin Ebelthite

### Bruce Cup / Pizzey Cup

Tennis SA has continued to employ the coach for the Primary and Secondary School National Teams Championships. Sam Wall coached both the Bruce Cup

and Pizzey Cup teams respectively. The Bruce Cup this time around was held in Darwin where South Australia finished third from eight, and the Pizzey Cup was held in Hobart where South Australia finished seventh from seven. A more pro-active approach will be taken in recruiting the best team possible for both teams in the coming year.

### National Representation

Amber Marshall and Isabella Ryles both represented Australia at the 14s World Teams Qualifying in Thailand during April of this year - the girls finished fifth. Petra Hule was selected as the reserve for Australia Junior Fed Cup.

### International Tours

A number of South Australians juniors in the past 12 months have been selected on Tennis Australia International Tours.

**B2 ITF Tour:** Chloe Hule, Petra Hule, Nicole Kraemer and Selina Turulja

**B1 ITF Tour:** Chloe Hule, Petra Hule, Nicole Kraemer

**Asian Grade 1 ITF Tour:** Petra Hule

Finally, I would like to thank Steve Baldas and the Tennis SA staff for their support of our program. Thanks also to the Tennis SA Board for their continued trust and belief in our system. Lastly a special thanks to Tennis Australia, in particular Peta Allan, Scott Draper and Machar Reid for their leadership and guidance.

In recent times with a change of guard I would like to thank Anna Caple, Pat Rafter and Wally Masur for their support of the program in SA. There are exciting times ahead for South Australia over the coming 12 months with Thanasi leading the way.

**Rohan Fisher**  
Athlete Development Manager





## Tournament and Competitions report

On behalf of the staff at Tennis SA, I am pleased to present the Tournaments and Competitions report for the 2014/15 financial year.

### Hot Shots Tournaments

Following the successful introduction of ANZ Tennis Hot Shots Tournaments to the Tournament Pathway in 2013/14, Tennis SA made the decision to continue with the concept, adding four events to the 2014/15 calendar.

The Hot Shots Tournaments offer a great chance for children to be introduced to tournament play in an exciting and fun environment. Children competed in short timed sets allowing for multiple playing opportunities against different opponents. Appropriate sized courts, racquets and low compression balls made it fun and easy for participants to compete.

The ANZ Tennis Hot Shots London Slam was held at Henley South Tennis Club on Monday, 14 July. Complete with strawberries and cream, this event attracted 49 children who dressed all in white for the event.

The ANZ Tennis Hot Shots Superheroes and Princesses Tournament followed at Tea Tree Gully Tennis Club on Sunday, 2 November. This event attracted a variety of Superheroes and Princesses, including self-created 'Spinman' who took home the Best Dressed prize for the day.

The ANZ Tennis Hot Shots Happy Valley Twilight Tournament was due to take place alongside the City of Onkaparinga ATP Challenger 2015 on Friday, 9 January, however unfortunately we were forced to cancel the event due to inclement weather.

The final event for 2014/15 was the ANZ Tennis Hot Shots French Slam, which attracted a record number 56 participants to the East Torrens Kensington Gardens Tennis Club on 31 May. Complete with French flags and croissants, this event was a hit with the kids and their parents.

This tournament series has become a highlight of the tournament calendar for kids aged 6-12 who are entering the tournament space for the first time. 2015/16 looks set to include a full tour themed around each of the Grand Slam events for the first time.

### Junior Development Series

Junior Development Series (JDS) events are an opportunity for players to not only develop their games, but also for these players to develop a healthy attitude towards fitness and competition. The JDS are a series of events that fit within the encouragement stage of the 'play tennis' pathway, utilising participation based formats and modified equipment. These tournaments provide the perfect first experience for players wanting to get involved in tournament play.

In 2014/15, Tennis SA again focussed on an increase of tournaments, taking the total for the financial year to 14. These 14 tournaments were held over a variety of venues across metro and regional areas. Sitting directly between ANZ Tennis Hot Shots Tournaments and the Junior Tour, the JDS has continued to find its space in the tournament pathway, with increased entry numbers seen across the board.

JDS has continued to be a stepping stone for Clubs/Centres/Associations entering the tournament space and in keeping with this, a Tournament Director workshop was held in 2014, covering the basic aspects of Tournament Directing and Tournament Planner.

We are set to see a further increase in events in 2015/16, with the hope of introducing more events in to the regional space.

### Junior Tournament (JT)

The JT is an umbrella tour that provides a clear competitive pathway for aspiring tennis players. JTs offer Australian Ranking points across 5 levels, Platinum (also known as the 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 made up the Junior Tour in 2013/14, giving all juniors the opportunity to obtain an Australian Ranking.

In total there were 18 Junior Tour tournaments played in the 2014/15 period in South Australia a decrease of one event from 13/14. Tournament entry numbers were steady across the year across with average junior entries at 138 (down from 142 in 13/14).

Gold level events were run at Happy Valley, Bicentennial Tennis Club and Seaside Tennis Club.

### Australian Money Tournaments (AMT)

AMTs 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 AMT series in 2014/15, giving all players the opportunity to lower their Australian Ranking.

In South Australia eight AMT's were held throughout 2014/15 with two of these events held at Platinum level

## Tournaments and Competitions report cont.

\$10,000 events. In total over \$50,000 in prize money was earned by players from Australia and overseas. The average number of participants per tournament was 102. Six different venues hosted AMT's with Tennis SA hosting three events at the Memorial Drive Tennis Centre.

The Platinum tournament held at Happy Valley/Morphett Vale in January as part of the Be Active Challenge attracted strong fields while the second consecutive AMT Platinum held at the Bicentennial Tennis Club in February again attracted a strong field with over 30 internationally ranked players competing for the \$10,000 in prize money and Australian Rankings Points.

### Pro Tour

The Australian Pro Tour is a series of professional tennis events that act as a bridge between junior events, AMT's 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 has been to increase the number of ATP Challenger events and maintain the same amount of Futures level events over the past three years.

In 2015 the Inaugural City of Onkaparinga ATP Challenger 2015 was played at Happy Valley Tennis Club. This tournament was a \$50,000 ATP Challenger level tournament which attracted four players ranked inside the top 100 in the world including crowd favourite Marcos Baghdatis. The

Challenger has been nominated for the Newcombe Medal in the category of Best Tournament.

In 2014/15 there were also futures level Pro Tour tournaments held in Port Pirie (men and women), Clare Valley (women) and Memorial Drive Tennis Centre (men).

### Review

The 2014-15 Tournament calendar saw a stabilisation of Australian Ranking tournament numbers and a slight decrease in AR tournament entries. Gold level Junior Tour events in South Australia again attracted strong fields from within SA and interstate and were run to a high standard by the respective Tournament Directors.

Tennis SA continued to increase JDS tournaments across SA, the JDS product is designed to encourage players of all abilities to enjoy tournament tennis in a participation based format. Tennis SA also continued to run Hot Shots tournaments, to introduce Hot Shots players into the tournament environment and provide a family friendly participation based tournament experience.

Tennis SA again worked closely with the Tournament Directors at all tournaments in 2014/15 to ensure the tournaments are run to a consistently high standard and all Tournament Directors are supported in their roles.

**Ty Allen**  
Tournament and Competitions Manager





## Pro Tour report

### City of Onkaparinga ATP Challenger 2015

The inaugural City of Onkaparinga ATP Challenger 2015 was held in January 2015 at the Happy Valley Tennis Club. The event is a part of the ATP Challenger Tour and the Australian Pro Tour, and formed a crucial part of the lead in to the Australian Open.

This event saw one of the strongest fields ever seen in an event of its kind in Australia. 52 players took part, including 13 Australians and 39 internationals, four ranked inside the world's top 100 and an additional 20 inside the world's top 200. The inclusion of Marcos Baghdatis was a huge coup, particularly with the media and spectators.

After a week of extreme weather, American Ryan Harrison defeated crowd favourite Marcos Baghdatis (CYP) 7-6(8) 6-4. In the doubles, the unseeded pairing of Andrey Kuznetsov (RUS) and Aleksandr Nedovyesov (KAZ) defeated Australian No.1 seeds Alex Bolt and Andrew Whittington 7-5 6-4.

The event attracted interstate and overseas visitors equating to an estimated economic impact of just under \$519,000.

A Communications Analysis Report by Tennis SA found the event achieved a cumulative audience of just under three million, with an advertising value of just under \$200,000. Social Media gained a reach of 600,000 and in excess of 127,000 impressions on Facebook and tweets to approximately 1,500.

The event was a credit to the Happy Valley Tennis Club, in particular Event Managers Jim Dickson and Simon Longhurst, who worked tirelessly to ensure it was a success and in turn, received a fantastic report and high praise from the ATP Supervisor, Tournament Staff, players and visitors alike.

### 2015 Clare Valley Tennis International

The inaugural 2015 Clare Valley Tennis International was held in February 2015 at the Clare Tennis Club. With the support of the Clare and Gilbert Valleys Council, their first Futures-level women's event attracted a strong field of Australian and international players vying for the chance to compete for USD\$15,000 in prize money. The event was headlined by Australian Jessica Moore, Korea's Su Jeong Jang and Na-Lae Han.

The official 2015 Clare Valley Tennis International Cocktail Function, featured the main draw unveiling, along with interviews with some players. A pro-am event was also held, giving sponsors and local businesses the chance to meet players and compete in a light-hearted evening of matches. Approximately 400 local school children also got amongst the action, with a free Pro Tour Schools Experience.

In an entertaining final, Jang was too strong and consistent, winning the championship over Pia Konig (AUT) in straight sets. The doubles final was a high quality affair with Australian Jessica Moore and partner Jennifer Elie (USA) taking the title, defeating second seed Japanese pairing of Mana Ayukawa and Kotomi Takahata 4-6 6-2 10-8.

The team of Clare Tennis Club Committee Members and Volunteers, led by Tournament Coordinator Andrew Waters, are to be commended for making this tournament a huge success.

### Port Pirie

The Nyrstar Port Pirie Tennis International, is the longest running Pro Tour in Australia making its 24th appearance this year. Over the years the event has seen a number of tennis superstar's visit the city including Junior Wimbledon and Australian Open Winner Luke Saville, former world No.1 Amelie Mauresmo, former world No.8 Alicia Molik and current world No.35 Casey Dellacqua. The event ran from 28 February until 8 March.

Over 150 players from around the world competed over the nine days, with the strongest amount of numbers the event has seen in qualifying in five years. The tournament had a strong field of South Australians in the Women's Qualifying draw while in the Men's Main Draw local Daniel Hobart was the headline story of the week at the age of 16 knocking out the number one seed and making it to the Semifinals. Hobart brought in large crowds who came to support him throughout the week.

The finals were played in perfect conditions with large crowds filling all seats and clubhouse of the Port Pirie and District Tennis Association. In the Men's Final fifth seed Matthew Barton (NSW) defeated seventh seed Alexander Sarkissian (USA) 6-3 6-4 while in the Women's Final fourth seed Na-Lee Han (KOR) defeated third seed Su Jeong Jang (KOR) in thrilling three sets 3-6 6-4 6-2.

Tennis SA would like to thank the Port Pirie and District Tennis Association in their ongoing servicing of this event and sponsors Port Pirie City Council and Nyrstar for their continued support.

### 2015 Coopers Adelaide International

Memorial Drive Tennis Centre held the 2015 Coopers Adelaide International in February 2015 with the qualifying temperatures tipping over 40 degrees. Due to the ITF men's events not having a heat policy, players were required to play through the sweltering conditions. Locals Sean Van Rensburg and Sam Longhurst both made it through the final round of qualifying before losing in three sets.

The main draw field was headlined by US Open Junior Champion Omar Jasika, highly rated New South Welshman Matthew Barton and Great Britain's Brydan Klein. Port Lincoln native Darren Polkinghorne was the only South Australian in the main draw. Also of note in the doubles event was former top 100 player Carsten Ball.

In the final Klein started strongly taking the first set comfortably against a wayward Jasika. Jasika rallied in the second and took the set in a nail biting tiebreak, sending the match to a third set. Spectators were hoping for a classic third set however Great Britain Klein was again too strong, playing aggressively from the start of the set and breaking Jasika twice to win the final 6-2 in the third set and taking out the 2015 Coopers Adelaide International title.

In the doubles Matt Reid and Carsten Ball were too strong for Aussie young guns Chris O'Connell and Steve De Waard winning the final 7-5 6-2 in just over an hour.

**Ty Allen, Breanna Hassam and Dylan Hicks**  
Tournament Directors



## Officials report

The 2014-15 period saw Tennis Australia continue their coordination and development of officials in South Australia through the Tournament, Competitions and Officials teams at Tennis SA.

Tennis SA worked closely with Tennis Officials South Australian Division (TOASA).

### Courses and Development

In 2014-15 the following accredited courses were run in South Australia:

- Two Court Supervisor courses
- Two Lines umpire level D courses
- One Level C Chair Umpire courses

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

- Nine newly accredited line umpires
- Two newly accredited Level C Chair Umpires
- Three newly accredited Court Supervisors

Many South Australian officials continued their progression and development through officiating. Stuart Nancarrow and Dennis Haupt are heading towards becoming an accredited level A Referee while David Gobbett continued his development as a Chair Umpire at local events as well as chair umpiring at the WTC in January.

### Tournament Servicing

Tennis SA and TOASA were able to meet service requirements at all Australian Rankings tournaments to a higher level. The biggest area of improvement in tournament servicing is the ability of Tennis South Australia to fully service tournaments with court supervisors at a 92% rate efficiency.

### Acknowledgements

Tennis Australia acknowledges Jackie Driesener 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 role as President of TOASA.

Kirsty Marnane (TOASA Treasurer), Marija Lentic (TOASA Secretary) and Craig Glennon (TOA National President) have been tremendous support to Tennis SA and have played a key role in the productive relationship between Tennis Australia, Tennis SA and TOASA and Tennis Australia acknowledges their commitment and work in the area.

Tennis Australia and Tennis SA also thank Jan Walczak for his roles as educator, assessor and leaders of officiating in South Australia.

### Membership Changeover

Tennis Australia has now officially taken over membership and will assume complete national responsibility for tennis officiating in Australia. Kirsty Marnane has been appointed the Officiating Advisor for Tennis South Australia.

**Dylan Hicks**  
Officiating Coordinator





### Coach Development

South Australia's coach members remained steady with 260 by the end of the 2014-2015 year as our qualified coaches numbered 142 in total. Coach Development continues to provide educational pathways for those who want a career in tennis and our courses now provide participants with Certificates which are recognised across industries as part of the Vocational Education and Training (VET) sector. Professional Development workshops also allows our coaching market to maintain currency, and help to run a sustainable and vibrant business. Compulsory First-aid training and National Police clearances for all qualified Tennis Australia coaches and those enrolling in courses, ensures coaches in our network can provide a safe environment for children and adults in which to learn the game. With the changes in the SA landscape in regards to child-protection, the screening and background checks from the Department for Communities and Social Inclusion is the desired check for all people who work with children in a tennis environment.

### Coach Members

There are 260 qualified and non-qualified coach members in South Australia who form the basis of our participation and performance programs in clubs across the state. Our coach members have access to the online learning platform, Bounce, in order to keep up-to-date with the latest coaching trends and resources to help deliver tennis through Community Play, Hot Shots, National Schools Partnership or Cardio tennis programs. We have 89 qualified coaches delivering ANZ Hot Shots, as well as 29 qualified coaches delivering Cardio tennis, the two core participation programs that Tennis Australia promotes.

Our coach members continue to be provided with professional development opportunities with 82 coaches attending six workshops held throughout 2014/15. These topics included both tennis-related themes, and also business-related themes to ensure our coach professional remain up-to-date and

progressive in running sustainable businesses in an ever-increasingly competitive leisure industry.

2015-2016 will see the roll out of the Continuing Professional Development program which requires all our coach members to maintain their current competency through a points-based system from attending professional development opportunities.

### Courses

Our courses continue to become more relevant as a nationally recognised qualification across industries by linking in to the VET sector with the Junior Development course now also a Certificate III in Sport Coaching, and the Club Professional course now a Certificate IV in Sport Coaching. In our most recent course, we had our first three participants who completed the course under the Traineeship model, including one of them as a school-based traineeship.

This year, 195 people attended a coaching course run by Tennis SA. 100 people participated in the Introduction to ANZ Tennis Hot Shots course for volunteers, assistant coaches, or coaches looking to start out the journey, whilst 19 attended the four day Community Coach course which is the second entry level course for coaches. We completed one Junior Development/Certificate III in Sport Coaching courses in 2014-15 with 10 participants becoming fully qualified coaches. Lastly, with the introduction of the National School Partnership program, we up-skilled 47 teachers through four training courses held at Tennis SA. These teachers are now able to deliver ANZ Hot Shots in primary schools all over South Australia and are linked to a local club and qualified Tennis Australia coach.

Thank you once again goes to David Grainger and Brett Cochrane who facilitated our courses this year. Their high standards and passion for coach development ensures our coaching network is qualified to the highest standards.

### 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

South Australia's Talent Development Coaches numbered 12 this year, those being: Jean Van Rensburg Nick Hall, Simon Longhurst, Steve James, Sam Wall, Craig Mousley, Sharon Hambly, Peter Smith, Graeme Neville, Ben Milner, and Jason Kempf. These coaches are selected because they have a proven track record of developing national-standard players, whilst helping to run the Talent Development Association squads, deliver Talent Development camps and the Super 10s competition. They receive travel grants to watch their players participate in National events where they also attend professional development workshops during the week.

### Super 10s

Super 10s continues to be a popular development opportunity for the state's best 10/U children. The competition is a child-centred event focussing on a team-based philosophy, and promoting values and attributes that reflect long-term development. It uses the green compression ball in line with the ITF regulation that all 10/U sanctioned events must use a modified ball. 16 boys and 16 girls were selected to play in four teams in the month long competition and each team had a team manager who was able to coach the players as they were playing on the court. Players participated in timed matches, one 50 minute singles and one 50 minute doubles with the child with the most games at the end scoring a point for their team. Parents had an information session each week on development philosophies. Weekly awards were also presented to players and this contributed to the team score. These awards promoted values such as: Competitiveness and Hardest Worker (Hewitt Award); Great Movement (Barty Award); Sportsmanship and Focused on Improvement (Duckworth Award) Aggression and Risk Taker (Stosur Award); Strong Technique (Dellacqua Award); and Tactical Understanding (Motosevic Award).

At the end of the season, four boys and four girls were chosen to represent SA at the National Super 10s final during the second week of the Australian Open at Melbourne Park. This year, the representative teams of Doni Gashi, Edward Winter, Henry Pilkington, Alex Despoja, Charlotte Kempnaers-Pocz, Meeka Marshall, Mia Tsoukalas and Jemma Swanson travelled to Melbourne where they both finished third in the country, South Australia's best result yet at the National Super 10s finals. Thank you to all our team managers throughout the season and to Ben Milner and Helen Rice who managed the two SA teams in Melbourne.

### Talent Development Camps

Over 450 children and 60 coaches had unique experiences at Talent Development Camps in the 8/U, 10/U and 12/U age groups in 2014/15, both metro and regionally. The camps

are designed to engage and impact players, parents and private coaches across a variety of developmental themes. With the assistance of the National Academy staff, Talent Development, and private coaches, players have two on-court sessions per day, as well as a physical and ball games session.

Coaches have a professional development opportunities throughout the camps and this year we were fortunate to have David Phillips, who is Tennis Australia's Professional Development Manager, fly in for both our Super 10s camps.

### Regional Talent Development Camps

The Foundation Cup continues to be the ideal vehicle to impact on Regional players and coaches. We have developed the pathway which links selection within the player's regional area, to a training camp at Tennis SA mid-year, before the State event is played in the last week of September.

This year the State regional event was grown and expanded to include the 10/U and 15/U age groups to the existing 13/U age group. The event, held at Berri View Tennis Club in the Riverland, now had close to 150 junior players, plus six regional coaches and all their parents. With funding and support in-kind from the Berri Council, we were able to provide a great week-long tennis event that impacted children right across the development pathway, with the 10/U children competing in a Super 10s competition. This huge event couldn't be possible without the tireless work of Ty Allen, Dylan Hicks from the Tournament and Competitions team at Tennis SA. Thank you as well to Gary Pinnington and the committee at the Berri-View Tennis Club for the tireless work in hosting the event, as well as the Berri Council for the financial support, and the Berri Caravan Park for providing accommodation to the players and managers for the week.

Over 450 children, 250 parents and 60 coaches have had a unique Project Talent experience in the past 12 months. These experiences are designed to be child-centred and recognise the importance of building relationships between the private coach and the child to ensure both of them improve on their journey together, whilst providing information to parents to make informed decisions on the development of their child's tennis.

Thanks to the National Academy staff of Joel Kerley, Domenic Marafiote, Colin Ebelthite, Milo Bradley, Rohan Fisher, Alistair Murphy, Tom Mabon and Kylie Baker who helped to deliver our camps in 2014-15, as well as Jeff Ramm, Peter McMahan and The Peake Gardens Riverside tennis club for hosting some of our initiatives in 2014-15.

### Brett McLennan

Coach and Talent 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

Tennis SA congratulates all teams who competed in the 2015 Tennis SA Health Partners Winter Pennant season.

The 2015 season consisted of 261 teams competing each week over 14 rounds. All participating clubs are to be commended for the excellent sportsmanship and the spirited competition that was displayed throughout the season.

Tennis SA would like to acknowledge The Winter Pennant Committee in the hard work they do behind the scenes to set up and run the largest tennis competition in South Australia. The committee consists of (Chairman) Mike Daws, Elaine Caldana, Gloria Dennis, Jean Haynes and June Raven.

Tennis SA sincerely thanks our supporter, Health Partners for their support of Winter Pennant tennis.

**Dylan Hicks**  
Tournament Director

### 2015 Honour Board

#### Men

Premier League	Trinity Titans
Div 1	Goodwood Saints
Div 2	Mellor Park
Div 3	Rostrevor
Div 4 Gold	Enfield
Div 5 Gold	St Peters
Div 6 Gold	Beaumont
Div 7 Gold	Seaside Blue
Div 8 Gold	Prospect
Div 9 Gold	Campbelltown
Div 10 Gold	Broadview
Div 4 Blue	Warradale Park
Div 5 Blue	Flagstaff Hill
Div 6 Blue	Morphettville Park
Div 7 Blue	Morphett Vale
Div 8 Blue	Holdfast
Div 9 Blue	Reynella
Div 10 Blue	Denman Dark Blue

#### Men's Doubles

Div 1	Mellor Park OL'Timers
Div 2	Southbank Dogs
Div 3	Greenacres

#### Women

Premier League	Gully Subways
Div 1	Athelstone
Div 2 Black	Trinity Titans
Div 2 Red	Happy Valley
Div 3	Broadview
Div 4 Gold	Enfield
Div 5 Gold	Broadview
Div 4 Blue	Littlehampton
Div 5 Blue	Happy Valley

#### Women's Doubles

Div 1	Glenlea Blue
Div 2	Glenlea Green
Div 3	The Drive Blue



***click to download FY2014-15 financials***