



*National Tennis League
2011 Pilot – South Australia*

Table of Contents

Prospectus	3
Vision	3
I. Strategy.....	3
II. The player pathway for the national tennis league.....	4
III. Governance.....	5
IV. Management and Operations.....	6
V. Player Payments.....	7
a) Base player payments.....	7
b) Prize Money.....	8
VI. Format and structure of the league.....	8
VII. Player registration and club nomination.....	8
c) Player registration.....	8
d) Club Nominations.....	9
VIII. Key Dates.....	10
IX. National Final.....	10
X. Financials.....	12

Prospectus

Vision

Team tennis or competition tennis is a large part of the Australian tennis culture. The creation of a pilot National Tennis League (NTL) has been created with the vision of working towards an Asian / Australian Tennis League (ATL) with franchised teams. This innovative league will provide a strong platform for Australian players to earn income over a short period of time. It is hoped that this league can contribute to the professional playing opportunities available to aspiring ATP / WTA players.

The vision of the ATL is some time in the future, so Tennis Australia has also decided to invest in a National Tennis League (NTL) with a national club championships. The National Tennis League (NTL) will eventually consist of 5 individual but linked leagues around Australia. Based in the 5 larger states, the finalists from each of these leagues will compete in a national championship to determine Australia's best club. This semi-professional league exists as a pathway to the ATL and Davis/Fed Cup, and is hoped to become part of our pathway for aspiring players.

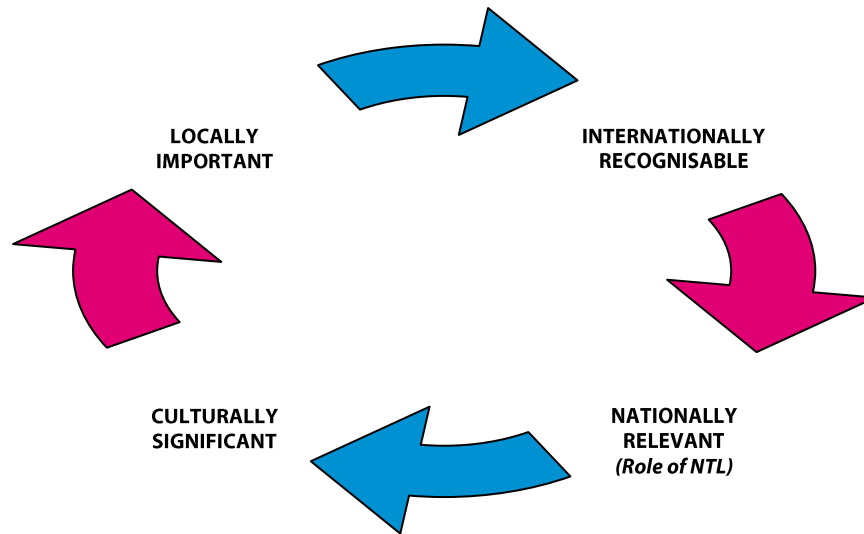
In late 2011 Tennis SA, in conjunction with Tennis Victoria, Tennis West and Tennis Australia, will be launching a ground-breaking pilot of the National Tennis League (NTL). The pilot will create income opportunities for aspiring players, lift the profile of tennis locally by anchoring tennis with a league competition, enhance the profile of those clubs involved and contribute to the national relevance of the sport.

I. Strategy

The overall strategy of the NTL is to lift the profile of tennis whilst expanding the professional playing opportunities for tennis players within a team based environment. Within the overall strategies there are several goals or objectives that have been developed to ensure success:

- a)** To elevate and re-position the profile of competition tennis in Australia.
- b)** To introduce innovative formats to the Australian competition environment
- c)** To provide new income streams for players to assist with their careers, particularly those that are aiming to transition to the ATP/WTA tours.
- d)** To provide another step in the competition pathway and keep players competing longer.
- e)** To broaden the player opportunities for tennis players in Australia to keep pace with the other professional sports.
- f)** To increase the profile of the players to create heroes for kids to aspire to be.
- g)** To provide a marketing anchor for TA and the respective MA's to profile tennis.

h) Create additional opportunities for club administrators, Coaches and tennis officials.



II. The player pathway for the national tennis league

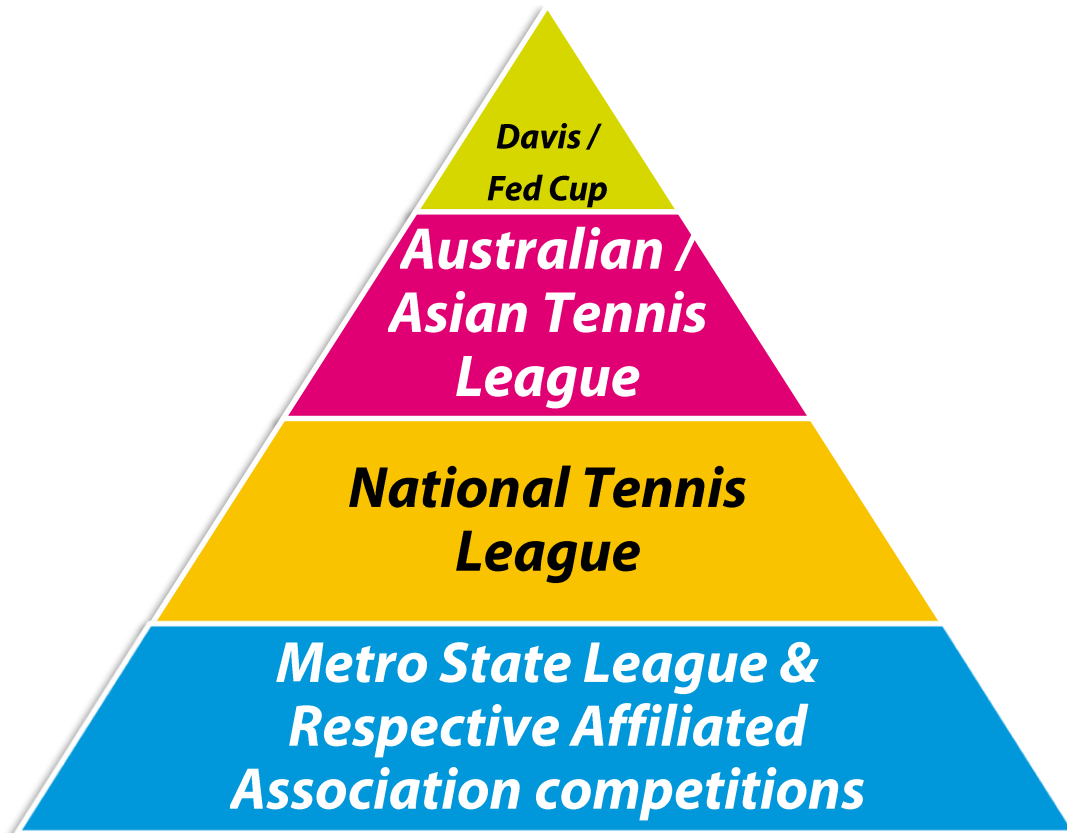
The **International tour** consists of the ATP and WTA tours which are considered the pinnacle tennis tours for players wishing to pursue a professional career in the game. Included in this level of play is also the ability to compete in Davis / Fed Cups and be eligible for the respective Australian squads. Also included at this level will be the Asian / Australian Tennis League that would capture international players as well as some of our top national domestic players.

The **Australian Domestic Tour** could be considered to be the Pro Tour events and the Australian Money Tournaments that are offered throughout Australia. Included at this level of national domestic play is the **National Tennis League (NTL)**.

The Local or **State Tour** consists of Open events below the platinum level AMT's, Optus Junior Tour events and Junior Development Series (JDS) events. Included in this level of play are our Tennis SA affiliated Association team competition play.

The reason for outlining the above tour levels is to clearly articulate the pathway for graduating junior players who wish to compete at the open or senior level. **Ideally, the Australian Domestic Tour, made up of the National Tennis League, Pro Tour events and Australian Money Tournaments will provide additional professional playing opportunities for transitioning athletes that are not ready or are not funded to participate on the international tour.** Such a model and pathway will not only increase income opportunities for players but also reduce some of the costs associated with pursuing a professional tennis

career through travel. Given the age of players entering the top 100 on both men's and women's side has extended, the need to provide domestic playing opportunities for aspiring athletes is likely to increase.



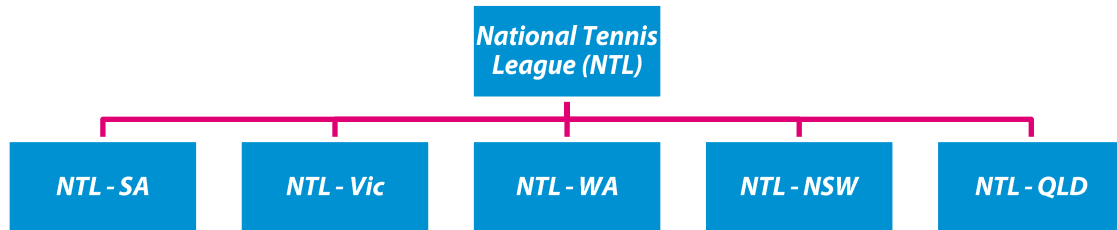
III. Governance

The governance of the National Tennis League (NTL) is of paramount importance. The league will be owned by Tennis Australia with the National direction and guidance established by the governing body (TA). The National Championships will be delivered by Tennis Australia staff with assistance from relevant State administrators and appointed staff from the respective pilot states.

The NTL-SA (which is the South Australian League and a member of the National Tennis League national structure) will manage and administer all components of the League in South Australia.

The governance model will consist of a NTL-SA commission. The League commission will be a sub-committee of the Tennis SA Board with the chair of the commission being a Tennis SA Board member. The Commission will consist of at least three independent members and the chair. The commission will meet at a minimum of twice per year with one of these meetings being before the season begins in regards to club selection and player nomination, and the second being before the final of the NTL-SA and before

player qualifications are determined for the final. The commission can meet as often as the chair sees fit, but the league will be managed by the Tournaments and Competitions Coordinator at Tennis SA.



IV. *Management and Operations*

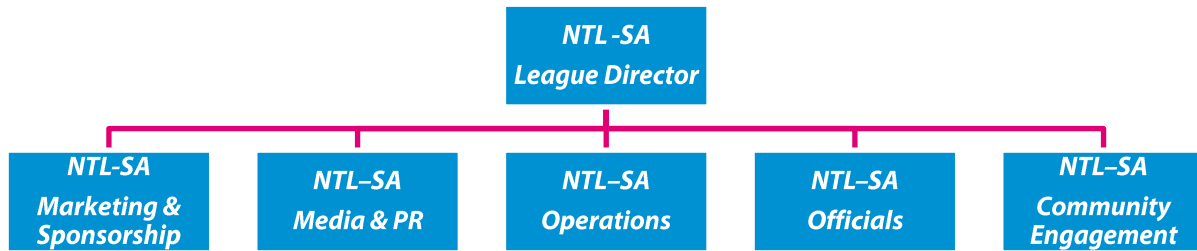
The National Tennis League is owned and managed by Tennis Australia. In the pilot each of the National Tennis League divisions – NTL-SA, NTL-WA and NTL-Vic will be managed by the respective MA under the direction and guidance of Tennis Australia.

The NTL-SA will be managed by Tennis SA, with all operational and financial issues managed by Tennis SA. Tennis SA will financially manage the league ensuring that it operates to at least a break-even (or minimal investment outside of marketing and human resource) budget with any significant variances reported to Tennis SA and Tennis Australia.

Tennis Australia will fund the league to the amount of \$52,800 (excl. GST) (\$40,800 player payments and \$12,000 in prize money) and Tennis SA will be responsible for managing the funds according to the direction of Tennis Australia on two components:

- a. Tennis SA is required to contribute the allocated TA funding to the base player payments according to the designed Tennis Australia model for base player payments
- b. Tennis SA is required to contribute the allocated TA funding to the prize money payments according to the designed Tennis Australia model for prize money payments

Tennis SA has established the following management model to deliver the NTL-SA



V. Player Payments

One of the primary objectives of the National Tennis League is to increase the player income opportunities for athletes and increase the professional tennis landscape within Australia. Tennis Australia will provide funds to assist the State Leagues in providing base player payments and prize money to the players who compete in these leagues.

Base player payments will total \$40,800 for the season across the NTL-SA Men and Women's leagues whilst prize money will be \$12,000 across these two leagues. The breakdown of these two components is below:

a) Base player payments

The base player payment aims to provide players with a base payment from the NTL-SA that will be paid at the end of the season once a player's performance and participation has been reconciled. Clubs who are in successful in nominating for the NTL-SA will be encouraged to also contribute to the player income opportunities by increasing the player payment options. Below is a combination of the participation and performance payments to represent the base player payments paid by the NTL-SA:

# 1 players:	Winner: \$225	Loser: \$175 per game
# 2 players:	Winner: \$175	Loser: \$125 per game
# 3 players:	Winner: \$125	Loser: \$75 per game
# 4 players:	Winner: \$75	Loser: \$50 per game
# 1 doubles (per pair):	Winner: \$150	Loser: \$0
# 2 doubles (per pair):	Winner: \$100	Loser: \$0

Total base player payments = \$38,250 (not including final base player payments)

b) Prize Money

Prize money will be allocated for the men's and women's NTL-SA League as follows:

- 1st place: \$4,000 (men & women's leagues)
- 2nd place: \$2,000 (men & women's leagues)

Total Prize money on offer during the NTL-SA is \$12,000.

VI. Format and structure of the league

The format and structure of the league will involve the following:

- All league matches played at a central location in Adelaide.
- 6 men's teams and 6 women's teams
- 5 regular seasons matches and a 1 week final (1st v 2nd)
- Regular season matches played at Millswood with final at Memorial Drive on centre court
- Each league match consists for four singles and two doubles played across two courts.
- Each Singles and Doubles rubber will be played as a best of 2 (four game) sets with a tiebreak played at 3 games all. If sets are even at the conclusion of the second set, a 12 point tiebreak (first to 7 with an advantage of 2 points) will be played to determine the outcome of the rubber.
- All singles and doubles matches will be played with no-ad scoring.
- Each team will be required to nominate 8 players from the NTL-SA player registration database
- Each team can allocate a guest player each week with this player being registered at least by 48 hours prior to the actual league match.
- A club that wishes to nominate a team must also have a team in one of the 6 major metropolitan division one Association competitions.
- Each team must have at least two players on their team list that is 18 years or younger as at the day of the first round of matches
- A player may only represent 1 team within any NTL affiliated league. This means that a player may not be listed on more than 1 team nomination form, nor may that player play as a guest player for any other team within the league. If a player has been listed, or represented a team within the NTL-SA, this player may not be listed nor represent any team in either the NTL-WA or NTL-Vic.

VII. Player registration and club nomination

c) Player registration

- The registration of players with Tennis SA presents the opportunity for all interested players to register their interest and availability, regardless of what clubs they previously were with or are aligned to.
- Player registration will be open for three weeks prior to the distribution of the NTL-SA Expression of interest (EOI) document being closed.
- Players who wish to represent a NTL-SA team will be required to submit their application to Tennis SA by the appropriate date.
- Each team can submit a guest player each week to participate and represent their team. However, this guest player must be registered on the NTL-SA database by at least 48 hours prior to the respective league match.
- Players who are selected to NTL-SA teams will be updated on the registrar.
- The player registration database will be updated and kept on-line on the NTL-SA website.
- Two juniors 18 years or younger as at the first day of the first round of matches to encourage junior transition.

d) Club Nominations

- Clubs will be able to nominate teams in the NTL-SA once the player registration period has closed.
- At least 8 players must be listed on a squad for the team to be considered by the commission.
- Any players signed to a club that is unsuccessful in their nomination to the NTL-SA will be eligible for any of the successful teams. Following the acceptance of the teams, all player listed in an unsuccessful team will be automatically re-nominated back into the player pool. The successful clubs will have a 1 week window of opportunity to secure these players. Following this window, the final team list must be submitted to Tennis SA.
- The license granted to the club will be an asset to the club for the duration of the pilot but will be reviewed at the conclusion of the pilot season

VIII. Key Dates

Monday 1 st August:	NTL briefing session for clubs and coaches
Friday 5 th of August:	NTL-SA Player registrations open
Monday 22 nd of August:	NTL-SA Player registrations close & EOI circulated to clubs
Monday 12 th September:	NTL Club Nominations Close
Friday 19 th of September:	NTL Clubs notified of success
Wednesday 19 th October:	NTL-SA Media launch
Thursday 3 rd November:	NTL-SA Round 1
Thursday 10 th November:	NTL-SA Round 2
Thursday 24 th November:	NTL-SA Round 3
Thursday 15 th December:	NTL-SA Round 4
Saturday 17 th December:	NTL-SA Round 5
Thursday 22 nd December:	NTL-SA Final
Thursday 26 th January:	NTL National Playoff against NTL-Vic and NTL-WA teams

IX. National Final

The finalists from the NTL-SA League will become eligible to participate in the National Tennis League final in Melbourne. The NTL Final will be played during the Australian Open from Wednesday 25th - Thursday 26th January (Australia Day). The men's and women's final will be played on Thursday 26th of January. The two finalists in the men's and women's league will compete against the two finalists from the NTL-Vic and NTL-WA leagues.

There will be a pre-final function for all teams and support personnel on Tuesday 24th. Travel, accommodation and transfers for 5 players and one coach per team will be partially covered by Tennis Australia / Tennis SA. Tennis Australia will contribute to the flights and accommodation of players / coaches participating in the NTL Finals. Tennis Australia will subsidise flights from Adelaide to Melbourne for 6 people per team to the amount of \$200 (excl. GST) return per person. Furthermore, Tennis Australia will pay for two nights' accommodation for players / coaches in Melbourne to compete during the NTL finals. Each team who is eligible to compete in the finals will be provided with 3 twin share rooms for two nights in Melbourne. As we progress with the pilot we will look to work with Tennis Australia and the clubs to enhance the experience whilst minimise the costs for clubs and players.

The NTL Final during the Australian Open will provide a unique professional experience for the clubs and their respective players. Players / Coaches and Club Administrators will attend a welcome function on

National Tennis League



Tuesday 24th of January during the Australian Open. Players / Coaches will also have access to other AO experiences such as high quality officials, transport and the overall AO experience.

X. Financials

Income

Annual Entry Fees	1	\$12,000
TA Contribution	2	\$52,800
Sponsorship	3	\$0
TOTAL INCOME		\$64,800

Expenses

Regular season Officials	4	\$1,350
Ball Kids	5	\$0
Balls	6	\$875
Marketing	7	\$0
Court Hire	8	\$1,960
Player payments	9	\$38,250
Player payments finals	10	\$2,550
Prize money	11	\$12,000
Coach payments	12	\$6,000
Player school appearances	13	\$0
Final Officials expenses	14	\$480
TOTAL EXPENSES		\$63,465
SURPLUS / (LOSS)		\$1,335

Note:

1. \$1,000 per team entry into the NTL each year.
2. Tennis Australia will allocate \$52,800 to prize money / player payments for NTL
3. There exists opportunities for sponsorship but as there is no sponsor allocated at present
4. 1 white badge referee to act as referee & tournament director on the days for a cost \$600 across 6 matches. 3 court supervisors per round at a cost of \$50 per court supervisor per round.
5. Ballkids – Local WTC could use State League as trials.
6. Balls were based on 35 dozen at \$25 per dozen.
7. Generating the brand will be Tennis Australia responsibility but Tennis SA will contribute to the marketing of the league via normal marketing budget. Marketing will appear in the Tennis SA marketing expense line.
8. Court hire could be reduced by hosting home and away but this is budgeted for in case all matches are played at a central location. \$360 per round for court hire x 6 rounds.
9. Player Payments is based on the player payments model above.
10. Player payments for finals will be \$1,275 x 2 finals (men & women) for a total of \$2,550.
11. Prize money \$12,000 split \$4,000 for winners and \$2,000 for the runner-ups for both men and women
12. Coach payments \$500 allocation towards the contracting of a team coach @ \$500 per coach x 12 = \$6,000

13. *Player school appearances will be worked through by the MA, Association / Clubs and players. Unlikely for year one but there could be a contracted rate determined for future years paid out of this budget.*
14. *Chair umpires for the final 4 x \$30 = \$120. 12 lines people x \$30 = \$360. This assumes that we will most likely run the women's final followed by the men's final. Total of \$480.*