

tennis *Game On* *State of Play*

1.31m+

Australians participated in tennis in 2024 – Up 5.6% on previous six months**



1. Kids

GET MORE KIDS TO START PLAYING TENNIS



187,290

Hot Shots participants in coach programs*



3113

Schools offering tennis programs



1255

Venues offering Hot Shots Tennis*



John Jones stole the show at the Australian Open, winning hearts with his joyous coin toss and subsequent appointment as the AO's Chief Happiness Officer



26.9k

Kids played tennis at Hot Shots HQ at Australian Open 2025

2. Teens

KEEP KIDS & TEENS PLAYING TENNIS



38

Teen Team Tennis pilots

#NoLimits Girls Squad and the **Learn 2 Lead program** (for girls aged 14-18) are helping to keep girls in the sport.



196

Girls take part in 13 programs since launching in 2023*



2602

Girls take part in **No Limits Girls Squads** across the country*



As at 30 April 2025

*Ausplay data

**Futures data

3. Adults

GET ADULTS BACK INTO TENNIS



1.12m+

Adults played tennis in 2024 – Up 7.1% on previous six months**



42%

% of Australians who consider themselves tennis fans. Up from 40% in 2023***



155k+

Australians are playing Pickleball, approximately 40% within tennis venues**



238

Tennis venues delivering Complementary Disciplines including Padel, Pickleball and POP Tennis (HIT data)*



59.9k

New casual participants*



936

Venues/coaches delivering Cardio Tennis*



A. Venues*

OPTIMISE THE HEALTH OF TENNIS VENUES



1138

Affiliated venues with a Health Indicator of Tennis (HIT) audit



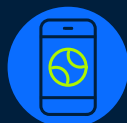
45

Projects with \$18.4m investment identified for facility development as part of the National Court rebate this year



2179

Affiliated clubs and venues in Australia



380

affiliated venues with Venue Automation System (Book a Court) hardware installed



1244

Affiliated venues offering court hire bookable through play.tennis.com.au

B. Coaches*

ATTRACT, DEVELOP AND RETAIN OUR COACH MEMBER WORKFORCE



3675

Coach members



170

Participation Coaching Course (online) completions



764

Business members



912

Coach Exchanges



605

Actions connected to Coach Exchanges*



171

People have been trained to deliver Pickleball & POP Tennis sessions at clubs/venues



964

Participants in 94 coaching courses



1365

Participants in 67 workshops, with 27% participants being Women & Girls

C. Competitive Play*

GROW THE NUMBER OF REGULARLY COMPETING PLAYERS



88,455

Current Rated players



8645

Coloured Ball Rated Players



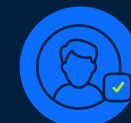
692

Venues using ratings software



33,095

Regularly Competing Juniors (12+ matches per annum)



96,750

Competitive Player Profiles

*As at 30 April 2025



D. Digital*

MAXIMISE THE NUMBER OF PEOPLE WITH AN ACTIVE TENNIS PROFILE



675k

Hours of court hire booked online



891k

Visits to Play.Tennis, Hot Shots Tennis and Cardio Tennis websites



83k

Leads to Hot Shots Tennis and Cardio Tennis deliveries



80%+

of the Australian population has access to book a court online through play.tennis.com.au that is within 15 minutes of where they live

E. Diversity, Equity and Inclusion

MAKE TENNIS MORE DIVERSE, EQUITABLE AND INCLUSIVE



3000+

Participants from **63 different disability** groups engaged in AO and summer of tennis All Abilities events



6

of the world's top 10 competed in the **AO Deaf and Hard of Hearing Championships**, with 7 of the world's top 10 competing in the **AO Intellectual Disability Championships**.



260

LGBTQ+ players from 30 countries participated in the Glam Slam, Australia's largest LGBTQIA+ tournament. 15% increase of women & non-binary players.



542

women complete the Women Leaders in Tennis program since launching in 2022



14-time

Grand Slam champion **Evonne Goolagong Cawley** launched Evonne Goolagong Cawley Day alongside 6 AO First Nations ballkids



1218

women coach members*



700+

President's Women in Tennis Scholarships awarded since 2006



25+

Coach Connect workshops delivered*



As at 30 April 2025