

# They Come, They Play, They Stay

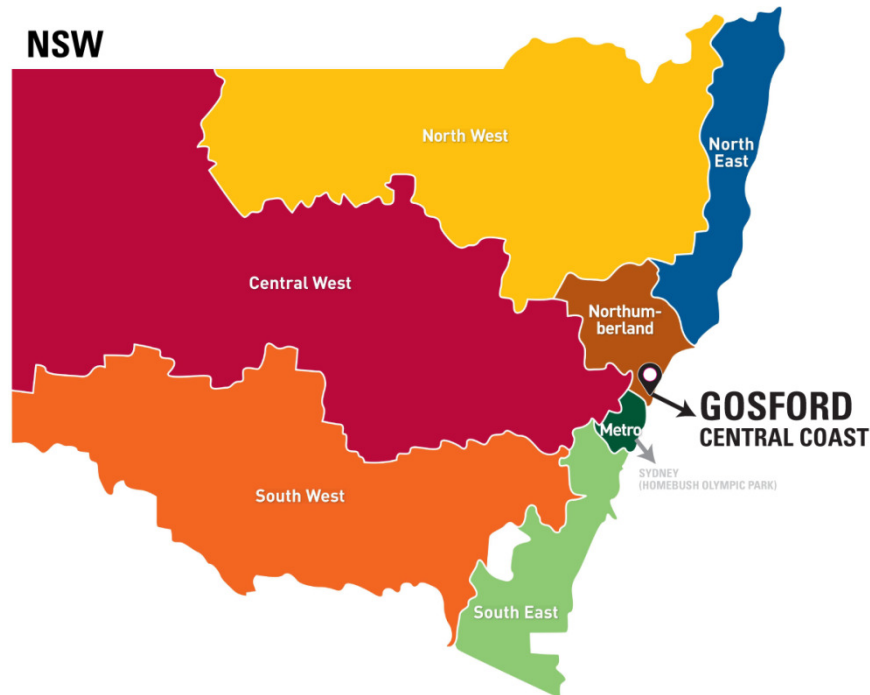
A unique opportunity to showcase **Gosford LGA** on an international stage via the sport of tennis



16/09/2015

# A Golden Opportunity for Gosford

- Gosford Tennis Centre is currently the only tennis complex in NSW to boast 16 hard surface courts  
(Sydney Olympic Park Tennis Centre has 15 within Metro area)



# A Golden Opportunity for Gosford

Recognised as a **Regional Tennis Centre** by Tennis Australia (the governing body for tennis in Australia), **Gosford Tennis Centre** has the capacity to:

- Host national/state based tournaments (and until last year – international tournaments)
- Have a high performance training and talent feeder focus
- Act as a resource for smaller centres, clubs and associations
- Be recognised as an economic driver for the region



# A Golden Opportunity for Gosford

- Encourage and support grass roots development - in this way we can provide a pathway for aspiring and talented local players to move up through the ranks, potentially to state and national level and beyond
- Deliver tennis development objectives
- Deliver community health and wellbeing objectives



# A Golden Opportunity for Gosford

Gosford Tennis Centre is to again host a major junior tennis tournament (19 – 22 Sept.) –



## **The 2015 Lead-in Event to the NSW State Championships.**

- One of the largest junior sporting events to be hosted this year in NSW
- The interest generated has been so strong this year (**483 registered entrants**) that the approximately 800 matches are to be played at multiple venues across the Gosford LGA (There are 14 satellite tennis clubs across the LGA and we are currently in the process of the GDTA representing all of these satellite tennis clubs under the umbrella of the Gosford District Tennis Association (GDTA)).



# A Golden Opportunity for Gosford

Other tournaments hosted by the GDTA in 2015 have been:

- Wimbledon Hotshots Tournament
- Gosford Junior Lead-in
- Gosford AMT Bronze
- GDTA Gosford Feb Platinum
- Gosford Summer AMT Gold
- Gosford Junior Open (Gold JT)



# A Golden Opportunity for Gosford

In 2014 Gosford hosted **18 tournaments** including **the 2014 New South Wales Junior International tournaments**, held over an 8-day period in October.



- These tournaments attracted **over 400 of the world's highest ranking junior tennis players (and their families) from around the world, who stayed in Gosford – seeking local accommodation and spent their tourism dollars here.**



# A Golden Opportunity for Gosford

**Tennis events and activity held at Gosford Tennis Centre estimated to inject approx. \$10m in local tourism dollars to the Gosford LGA**





# BUT we Have Hit a Major Roadblock



# We Have Hit a Major Roadblock

- Gosford Tennis Centre's 20-year lease **expires** on 31/12/2016.
- The **GDTA is unable to secure funding for Gosford Tennis Centre** and a **long-term operator** until a new lease is issued.
- Gosford Tennis Centre courts are **in desperate need of improvements to meet ITF standards** – cost estimated in the vicinity of \$10m.

As an example – the New South Wales Junior International tournaments, held over an 8-day period in October 2014, has been taken away from Gosford until at least 2016 due to the fact the courts currently don't meet the latest ITF court standards.



# We Have Hit a Major Roadblock

- Losing major tournaments like the NSW Junior International also puts our local business sponsorships in jeopardy
- Furthermore, approx. **80% of tennis courts within Gosford LGA** have leases expiring within the next 6-12 months.
- And at least 50% of tennis courts on the Central Coast require immediate attention.





**We have so much potential to help raise the profile of Gosford LGA and the region through tennis BUT our hands are tied.**



# We Have Hit a Major Roadblock

- **We have stopped booking events** - as an association representing tennis in the Gosford LGA we are unable to plan ahead and book future events due to the roadblocks we are currently facing as mentioned here.



# Are we Missing a Golden Opportunity?

- This is opening the doors for other NSW LGA's to **take advantage of the opportunities we are missing out on**, e.g.
  - Blacktown Council welcomed a \$9.5m contribution from the Rudd Labor Government in August 2013 towards the development of a \$20 million Regional Tennis Centre at Stanhope near Blacktown.
  - Tennis Australia and Blacktown Council have provided the remaining funding (more than \$10m).
  - The complex could potentially be used to host a Davis Cup or Fed Cup tie in addition to Australian Pro Tour events and national and state championships.



# Are we Missing a Golden Opportunity?

- Stage 1 of the facility at Blacktown is expected to be completed early next year.
- Stage 2 will include an additional 12 clay courts, which will make the facility the largest Tier 1 national clay court training centre in Australia.
- The centre includes a show court and seating for around 1,000 people.
- **The centre is expected to attract 85,000 visitors each year to the Blacktown area.**





# We have the potential to capitalise on an already-existing Gosford Tennis Centre

(currently the largest hard court Tennis facility in NSW)

**And... make it a draw-card for the Gosford LGA while benefiting our local community on an ongoing basis.**

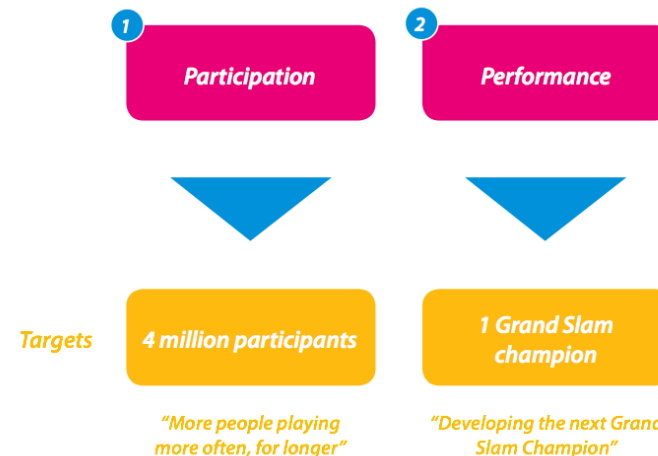




# There is a National Groundswell

Tennis Australia's mission is simple:

**Making Australia the greatest tennis nation on the planet**



# There is a National Groundswell

## The future foundation for Australian Tennis:

- Better planning, better strategies
- More of and better national infrastructure
- Better management practises

## The results:

- More active players
- More great champions
- More devoted fans
- Healthier communities



# There is a National Groundswell

## **Our mission at GDTA is in line with Tennis Australia's mission:**

- Putting Gosford LGA on the national and international map by making Gosford Tennis Centre (including its satellite centres) the greatest regional tennis facility in Australia.
- Creating national and world-class tennis facilities for our community to benefit not only the sport of tennis and deliver pathway opportunities for sporting talent; but also to encourage the health and well-being of all members of the community through tennis, from the young to our senior residents.



# There is a National Groundswell

- The **ANZ Tennis Hot Shots program** (kids starter program), an initiative launched by Tennis Australia in 2008 as part of their Vision 2020, has been a massive success nationally with more than **500,000 children experiencing the program nationally** in the last 12 months alone.

(Development plans proposed for **Gosford Tennis Centre** include 4-6 new ANZ Tennis Hot Shots tennis courts)



# National Support & Local Support

- Tennis Australia, Tennis NSW and their member clubs and centres have an aligned **national participation strategy** to create growth in the sport of tennis.
- The plan is reliant on **community and Government engagement** and alignment through Tennis Australia's and Tennis NSW's Member Associations and local tennis clubs – **it's a matter of collaboration.**
- Tennis Australia's 2020 Vision supports the development of 37 regions across Australia (including the Gosford and Wyong LGA's) to nurture and grow the sport of tennis in this country.



# A Track Record that Counts

## Gosford District Tennis Association:

- Is a community based Not For Profit organisation formed in 1936
- Developed VPTC in two stages. The top 13 courts & club house in 1959, The lower 10 courts & facilities in 1973
- Under the control of GDTA the construction & on-going maintenance of VPTC has been **self funding and at NO cost to Council.**



# A Track Record that Counts

- After a change of Committee Executive in 2013 GDTA has been re-energised and now has an **active experienced tennis committee of 10 members.**
- During the past 2 yrs GDTA with the support of the Governing Bodies, have resurfaced all the hard courts in modern blue acrylic. **Negotiated and help finance the buyout of the previous Gosford Tennis Centre operator. Provide substantial funds to the new operator** International Tennis School to upgrade the top club house.



# A Track Record that Counts

- GDTA is **working towards uniting all tennis clubs in the Gosford LGA** so as to be the Representative body for tennis.
- GDTA has a proud history and with the declared ongoing support of the Governing Bodies is best placed for the continued management and redevelopment of VPTC .
- Under Sect 46A of the LGA Council has the ability to grant GDTA the lease renewal for a viable period of tenure. There is a sense of urgency in the renewal so funding can be sought for needed immediate repairs to the facilities.





# Value in Great Sporting Facilities

- Champions in any sport need good training and match play facilities.
- To produce sports stars, you must have the ability to attract promising young players/sportspeople and allow them to play and showcase their talent.
- Larger and more regular sporting events attract more visitors to an area/region.



# Value in Great Sporting Facilities

- Attracting visitors through sport provides a positive economic benefit to an area, especially for local tourism, food and hospitality businesses.

This is especially true in regional areas when even players from Metro and surrounding areas often choose to stay on the Central Coast while participating in multi-day tournaments.

- When local businesses perform better, new jobs are created.



# Value in Great Sporting Facilities

Value goes beyond the economy to benefits that are difficult to quantify, but no less important - for example:

- Encouraging participation in sport, which has ongoing health and social benefits for the local community.
- Tennis is a sport that is gender neutral and can be played safely by all ages from young children to seniors.
- Providing opportunities for a new generation of aspiring sporting stars.
- **To raise the profile of the Gosford LGA through sport, we must have the capacity to attract players, their entourage and spectators to the area.**



# The Solution...

- Develop a **long-term Community Lease Agreement** package that will –
- Support the mission to **raise the profile of tennis in the Gosford LGA** and genuinely serve the community.

**Note** Short-term leases of 5 years or less are not commercially viable as it costs 20-30K to recover a tennis court, which generally has a 7-year life span.

- Gosford Tennis Centre occupies Crown land designated for Community purposes and is governed under the Local Government Act 1993 – Sect 46A.



# The Solution...

- Allow GDTA to secure a viable long-term operator; one that supports the importance of maintaining and upholding:
  - > **'Community Facility' focus and**
  - > **The mission and values of GDTA, Tennis NSW & Tennis Australia.**
- Give GDTA the ability to apply for funding to have the tennis complex once again meet ITF standards.
  - Almost \$12m is required comprising of 3 documented plans to fulfil all necessary developments and **doesn't require** a full rebuild of the courts.
  - Concept Plans and QS high level costings have been completed for Plan 1 and Plan 2 and are available for perusal on request.



# The Solution can be Supported

## We know -

- The Australian Government has committed \$1 billion to the National Stronger Regions Fund over five years commencing from 2015–16.
- Funding will be provided for capital projects, which involve construction of new infrastructure, or the upgrade, extension or enhancement of existing infrastructure.
- Projects selected for funding should deliver an economic benefit to the region.



# The Solution can be Supported

## We know -

- Local Government and incorporated not-for-profit organisations are eligible to apply for grants of between \$20,000 and \$10 million.
- **GDTA ticks all the required boxes.**

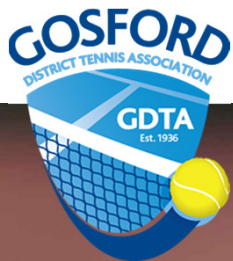


# The Solution...

Allow GDTA to continue to develop and strengthen our organisation to be the overarching body of Tennis in the Gosford LGA.

## GOSFORD LGA

GDTA representation for...





# The Solution...

**Enable GDTA to secure future tournaments in Gosford LGA to attract visitors and tourism dollars to the area.**



# The Solution...

Ensure our community and the future representation of Tennis in the Gosford LGA is here for the long-run. As we have highlighted, there are many benefits to be gained for Gosford LGA and the Central Coast. Furthermore, the current market suggests urgency is required. **Can we afford to let this golden opportunity for Gosford LGA through the sport of tennis slip away?**



# Thank You.



16/09/2015