

The UTR journey began officially in February 2020, although we ran some unofficial events prior to this. Within this 7 month period, of which it is important to remember has also been our covid-19 period, UTR events at our club have provided \$36 897.50 in revenue, based on entry fees alone. \$29 247.50 of this has come from past events and \$7650 of this has been received by the club for future events, such as our upcoming junior and open long weekend event.

Throughout this covid-19 period UTR provided our club with a platform to maintain competitive matchplay for all players from a club level to an elite level. It also provided the club with an opportunity to increase revenue during a tough period of which we endured compromised and limited operations.

Our new UTR digital club, which was finalised in March this year, has grown to 435 members already and this statistic continues to grow daily. To put it into perspective, tennis NSW has 224 members and tennis Australia has 577. Tennis Australia is currently the only Australian run UTR digital club with more members than us and no other club comes even close to the 435 we have amassed so far. This statistic, once paired with the fact we have already run 50+ UTR events, has led to Randall (our UTR technician in America) supplying us with the feedback that we are “the leading UTR club in Australia and are being used as a model world wide for clubs looking to run successful UTR events.”

We now have many varying formats and events that cater to every type of tennis player. Everything from round robins and short format matches for junior green ball players and club players, to compass draws and knockout draws with a longer format to cater to elite and competitive tennis players state-wide, as well as verified UTR matchplay for any player looking for a competitive match with a player of a similar level (UTR hitout). This ensures that when our events get published weekly or we are looking to create new events, it will attract the attention of our 435 members that receive the invitation.

We have also recently received feedback from parents and player thanking us for running such professional and useful events for players, during a time there there is minimal access to tournaments. From this feedback we have generated new events such as our UTR 8+ super series on Sunday's that is already producing \$900-1200 in entry fees alone per event. This allows us to offer lucrative prize money as well as a very strong level of match play, which is increasing the amount of entries each week. Since the beginning of this event and our upcoming tournaments resembling a UTR version of a JT/AMT, we have seen a rise of 60+ digital members within 3 weeks.

The beauty of UTR is it allows, as stated early, the opportunity to grow our club and it's events from every area possible. From players at a club level, all the way to an elite level, which can be seen on our newly displayed UTR club rankings sheets in the clubhouse. It is generating buzz in the tennis community with our clubs name being attached to this buzz as the leading UTR tennis centre in the country and this will help maintain the growth of UTR and it's success within our club.

The potential is limitless with this platform and we have many new ideas for events and some educational resources to help assist with those who are unfamiliar with the platform. This will include brochure/pamphlets and an information seminar and Q and A. We aim to ensure that as our knowledge of the platform and possibilities grow, so does our tennis community and membership base, as this will ensure we maintain our edge of competing clubs nation-wide.

Through the use of UTR we have seen players such as Max Purcell, Blake Bayldon (division 1 college player), Wishaya and other players playing on the professional tour drawn to our club and events. This platform is vital for players looking to go to college in the US as it is the main method of distinguishing players worldwide on a fair bases and can assist with scholarships. It is also

being discussed within Tennis Australia and the ATP/WTA and ITF associations as to whether UTR may eventually eclipse the traditional ranking format and become the primary ranking system. All of this shows that the future of UTR is immense and it is vital our club continues to capitalise on this and maintain our leading UTR status.

In summary, UTR has benefited our club by increasing the reputation of our club, providing nearly \$40 000 dollars in revenue during the Covid period and the first 7 months of our club utilising the platform, increased our membership base, allowed us to run many events and finally cater events and tournaments to players of all levels and provide an opportunity for all types of players to engage in competitive matchplay.

345
400
1910
845
375
437.5
487.5
225
200
=5225

635
125
755
100
1450
87.5
895
37.5
860
25
855
665
4615
5130
75
1030
365
37.5
37.5
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640
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1320

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25

610

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7405

4665

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240

105

525

240

= 7650