

NORTHERN SUBURBS TENNIS ASSOCIATION

PRESENTS

LOVE'N DEUCE NORTH SHORE OPEN

MORE THAN A
TENNIS TOURNAMENT

19–23 DECEMBER 2012

WWW.NORTHSHOREOPEN.COM.AU



IT STARTED WITH AN IDEA.

A VISION SOON FOLLOWED.

SPONSOR SUPPORT CAME.

228 PLAYERS ENTERED.

AND IN DECEMBER 2010,
THE LOVE'N DEUCE
NORTH SHORE OPEN
CAME TO BE.



IN APRIL 2010, THE SEED OF AN IDEA TO HOST AN AUSTRALIAN MONEY TOURNAMENT (AMT) ON THE LOWER NORTH SHORE IN 2010 WAS FIRST DISCUSSED AT A NORTHERN SUBURBS TENNIS ASSOCIATION MEETING.

THE IDEA STRUCK A CHORD WITH EVERYONE. THERE WAS IMMEDIATE COMMITMENT AND A DESIRE TO MAKE IT HAPPEN.

A committee of 10 people were driven to make it happen, and they did. Their vision, to create more than a tennis tournament. Their mission, to stage an AMT that attracts the State's and nation's elite and emerging players, to create a unique player experience both on and off the court, and to bring elite tennis players to the doorstep of the area's tennis playing community in a dynamic environment.

A brand was created, sponsors came on board and in December 2010 the first Love'n Deuce North Shore Open was staged. It featured 8 events, and saw 228 players compete over four days. Players came from metropolitan Sydney, regional NSW, the ACT, Victoria, Queensland, South Australia, China, Korea, Sweden, Japan, Czech Republic, France and the USA.

318 matches were played over 4 venues. The main centre, NSTA's headquarters at Talus, was 'dressed' with sponsor signage, a plasma broadcasting results and matches, branded umpire stands, and ballkids.

A players' and spectators' party on Friday evening was attended by 350 players and spectators who enjoyed the balmy Sydney evening, entertainment, watching hard fought quarter final matches and having a shot at the fastest serve competition. Talus Street

was transformed. An event was un-folding, and the tournament was living up to its promise — more than a tennis tournament.

The tournament's first champions Sydney's Sadik Kadir and Tamworth's Emelyn Starr were crowned. There was equal prize-money for both the men's and women's open singles winners. The doubles champions Simon Ede and Ryan Henry who won a hard fought men's final, and Melissa Anderson and Lucia Gonzalez comfortably won the women's event.

The inaugural tournament came to a close on 19 December 2010. Player feedback was already circulating:

'a well organised tournament, great facilities, great vibe'.

'It was a professionally run tournament. It was great to see sponsors supporting the event. It was run better than any Challenger event in Australia'.

'Great tournament, well run, high standard of tennis'.

And so the stage was set ...



**MORE THAN A
TENNIS TOURNAMENT**

TWO YEARS ON.

DECEMBER 2012.

THE 3RD LOVE'N DEUCE
NORTH SHORE OPEN.

MORE SPONSOR SUPPORT.

231 PLAYER ENTRIES.

320+ MATCHES.

\$22,000+ PRIZE-POOL.

TERRIFIC SUPPORT FROM
TENNIS ENTHUSIASTS ON
SYDNEY'S NORTH SHORE.





231

NUMBER OF PLAYERS ENTERED IN THE TOURNAMENT. PLAYERS CAME FROM ALL STATES OF AUSTRALIA, CHINA AND KOREA

332

PLAYER ENTRIES, WITH 57% OF PLAYERS PLAYING MORE THAN ONE EVENT

42

BALLKIDS

21

COURTS USED OVER 5 DAYS. NSTA HEADQUARTERS AT TALUS STREET AND TENNIS VALLEY, CHATSWOOD

350

PLAYERS AND SPECTATORS WHO ATTENDED THE PLAYERS' AND SPECTATORS' PARTY

8

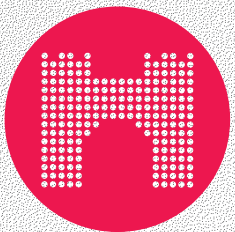
EVENTS, ENCOMPASSING MEN'S AND WOMEN'S SINGLES AND DOUBLES, ALL WITH PRIZEMONEY, AND THE OPEN EVENTS WITH GOLD LEVEL AUSTRALIAN RANKING POINTS

1,150

WILSON BALLS USED

47

VOLUNTEERS WHO MADE THE TOURNAMENT MORE THAN A TENNIS TOURNAMENT



570

BOTTLES OF WATER DRUNK

329

MATCHES: MEN'S AND WOMEN'S SINGLES AND DOUBLES



© magdalena photography

THE BRAND

The visual brand was enhanced in 2012 by its brand designers Conway Design – Matt Conway and Phil Harkness. The identity and its evolving personality is designed to appeal to players, sponsors and the community. Its attributes combine – positivity, youth, strength, timelessness and an essence of the North Shore.

The brand promise remained the same – more than a tennis tournament.

This is the first AMT to have its own brand.

The tournament's brand was applied to: promotional flyers, website, indoor and outdoor signage, decals, uniforms, towels, e-alerts, trophies, event schedule and draws, Facebook and lanyards.



THE MARKETING CAMPAIGN

THE MARKETING CAMPAIGN EMPLOYED A RANGE OF ELEMENTS: DIRECT MAIL, FLYERS, SIGNAGE, SOCIAL NETWORKING, WEBSITE, PRESS, E-ALERTS AND ELECTRONIC DIRECT MAIL, AND WORD OF MOUTH.

Messages were simple and reinforced:

- \$22,000 prize-pool, being the largest of any Australian Money Tournament in NSW and one of the biggest money tournaments in Australian tennis
- Equal prize-money for the winners of the Men's and Women's Open singles events
- How to enter
- Tournament dates
- Ancillary 'cash for grab' activities

Flyer

2,000 flyers were produced that were distributed to players in early October 2012 competing at Australian Money Tournaments outside the Sydney metropolitan area. Flyers were also provided to Community Tennis Officers of Tennis NSW for wider distribution to players, and for display at clubs in Sydney and regional NSW.

Press

No print advertising was undertaken; instead a reliance on local community press picking up coverage from the launch event, and player results during the tournament. Articles appeared pre and post the event in the Cumberland Press papers.

Poster

An official poster was produced that reflected a youthful and street-like feel. These were displayed in all tennis clubs associated with NSTA, as well as other large and well frequented clubs and facilities in the Sydney metropolitan area.

Signage

Banners were displayed at the tournament's main venues – NSTA headquarters, Talus Street, Naremburn, and Tennis Valley, Chatswood. There were two banner themes – one promoting the tournament dates, and the other acknowledging the tournament's sponsors.

E-alerts and electronic direct mail

E-alerts and electronic direct mail were pushed to the 5,000 players on Tennis Australia's database by Tennis Australia and 400 accredited Tennis Australia coaches. These communications were undertaken in late November and early December 2012 and drew attention to the tournament's presence in the Tennis Australia official tournament calendar. Their purpose was simple – a call to action to enter.

Outdoor

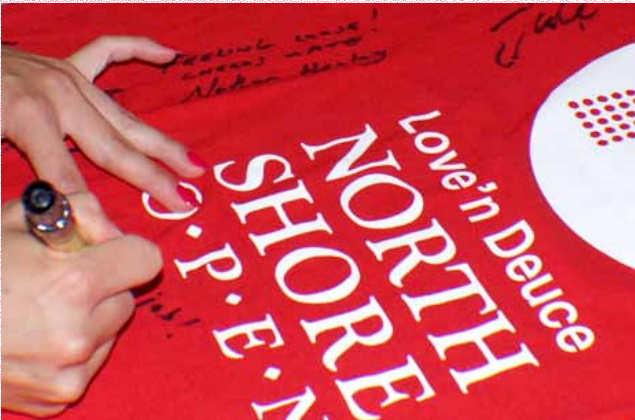
Tournament signage was displayed on the umpire stands at NSTA Headquarters, Talus Street in the lead up and during the tournament.

Facebook

The Facebook page pushed out over 100 posts, attracting over 280 likes. Posts contained text, photos and video content.

Website

A website remained a secondary communication vehicle, carrying sponsor acknowledgement, a few facts and figures on the tournament, and links to the tennis tournaments page for draws, etc.



LAUNCH

The 2012 tournament was launched by Tennis Australia President Steve Healy who acknowledged that the “tournament was part of Tennis NSW’s summer circuit build-up to the Apia International Sydney and the Australian Open.”

The event was held at NSTA’s headquarters and the prime venue for the Love’n Deuce North Shore Open.

The launch was attended by sponsors, senior executives from Tennis NSW, government, local media and players.

Amongst the players supporting the event were NSTA’s Australia Pacific League team of Melissa Anderson, Lucia Gonzalez, Stephanie Yamada, Kellie Blake and Sophie Quist.

Also present at the launch was Mr. Paul Francis, the principal of the tournament sponsor, Love ‘n Deuce, tennis legend Ken Rosewall and the Hon. Mr. Graham Annesley, NSW Minister for Sport & Recreation, who also addressed those present.



SPONSOR SUPPORT



Sponsor support contributed significantly to the 2012 tournament's brand, the prize-pool, the successful conduct of the event, and the presentation and atmosphere of the tournament's main facility – NSTA headquarters, Talus Street.

Players acknowledged this support in their post match presentations and in the tournament's player survey. Sponsors were provided with category exclusivity and permission to use their official designations on any marketing or promotional materials, including signage.

Principal sponsors

- Love'n Deuce – Official Tournament and Naming Rights Sponsor
- Guardian Funerals – Official Open Events' Sponsor
- Fix-A-Tap – Official Plumbing Supplies Sponsor
- NSTA – Host Sponsor
- Conway Design – Official Brand Partner

Supporting sponsors

- Tennis Australia – Tournament Partner
- Wilson – Official Ball Supplier
- North Sydney Sports & Chiropractic – Official Sports Therapy Provider

Sponsors were provided with a range of sponsor benefits aligned to their in-kind and cash investment.

Benefits included:

- Use of designations
- Court signage
- Venue signage
- Logo display on the tournament tv
- Logo display on tournament banners, posters, flyers, and lanyards
- Logo presence on the tournament's website, and live links
- Wall posts on Facebook
- Live reads throughout the tournament
- Logo display on tournament t-shirts
- Advertising in NSTA's member publication – Court Talk
- Editorial in NSTA's member publication – Court Talk
- VIP tickets to the finals of the 2013 Apia International Sydney and access to President's Reserve
- Corporate hospitality

MEDIA

Prior to and during the tournament media releases, alerts and fact sheets were distributed to local and metropolitan press. They were all designed to build awareness of the tournament – dates, the calibre of players, prize-pool, and community access to a free elite sporting event.

The press covered the tournament's launch and finals day results with articles published in print and on-line:

- Melissa Anderson comes so close to singles triumph in North Shore Open, 'North Shore Times'
- Scintillating top seeds triumph, 'North Shore Times'

The websites of Tennis Australia and Tennis NSW also featured articles and photos of the event – tournament results, winners.

TENNIS

Scintillating top seeds triumph



Tarin Chen

THE action was fast and furious at the North Shore Open at Naremburn.

The top seeds won the blue ribbon open men's and women's singles events, with Stephanie Bengson capturing the women's title and Adam Feeney claiming the men's title.

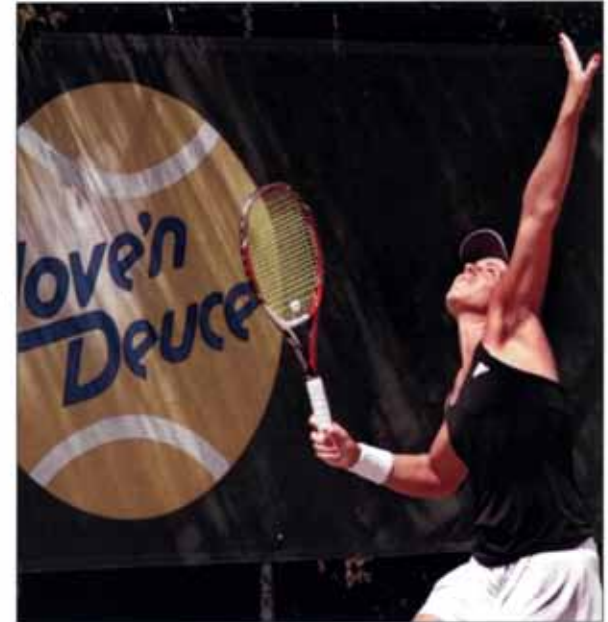
Bengson, ranked No. 16 in Australia, defeated Ellen Perez in a close final, 7-5, 7-6, 7-6.

Feeney, who didn't drop a set, downed Jason Kubler in straight sets, 7-6, 7-5.

The open, sanctioned by Tennis Australia and sponsored by Love'n Deuce, offered \$22,000 in prize money and is Australia's richest gold series Australian Money Tournament.

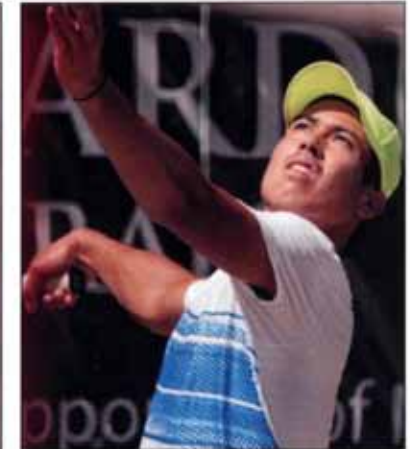
Events were held in open men's and women's singles, doubles and mixed doubles, and A-grade men's and women's singles and A-grade men's doubles.

The tournament was in its third year and was held on the synthetic grass courts at Talus St, Naremburn, and Tennis Valley Tennis Club, Chatswood.



Stephanie Bengson won the open women's singles title.

Pictures: TSM/DAWIT



PLAYERS & THE EVENTS

230 players competed in the tournament's 8 events. 57% of players entered more than one event making for 331 entries.

Four tennis venues, and 21 courts were used over the five days of the tournament. The prime venue, NSTA headquarters at Talus Street was home to the players' and spectators' party, ancillary activities and semi-final and final matches in all events.

Players drank 570 bottles of water.

Players came from within Australia and overseas – metropolitan Sydney, regional New South Wales, Victoria, ACT, Queensland and South Australia, Hong Kong and Japan.

Under new Tennis Australia tournament regulations, The Love' n Deuce Open Men's and Women's Singles draws were limited to 24 draws, and 64 draw qualifying events were conducted, as well as a 32 pre-qualifying draw in the Open Men's Singles. Both draws boasted world and Australian ranked players.

Similar quality and depth of players was found in the Guardian Funerals Open Men's and Open Women's doubles draws and the A Grade Men's Singles draw.

The prize-money in the Open events attracted the quality and depth of players. The winners' cheques for both the Open singles events of \$4,000 was the largest of any AMT in New South Wales.

The fact that there were two singles events and doubles events, which 80% of the players were eligible to enter provided another opportunity to access prize-money if players were not successful in one event.

The inaugural tournament winners were:

- Guardian Funerals Open Men's Singles: Adam Feeney [1]
- Guardian Funerals Open Women's Singles: Stephanie Bengson [1]
- Guardian Funerals Open Men's Doubles: Ben Wagland and Jarryd Chaplin [4]
- Guardian Funerals Open Women's Doubles: Stephanie Bengson and Ellen Perez [1]
- Guardian Funerals Open Mixed Doubles: Lucia Gonzalez and Lachlan Mackay [6]
- A Grade Men's Singles: Cameron Smith [3]
- A Grade Women's Singles: Sue Woodward [1]
- A Grade Men's Doubles: Bart Bourgeois and Troy Delmege [3]





BALLKIDS

For the month prior to the tournament local tennis playing kids attended ballkid training sessions at NSTA headquarters at Talus Street. To be eligible they had to be over 10 years. The sessions focused on skills and agility, and they tested these skills in practice match situations.

There were 42 ballkids who took to the courts over the last 4 days of the tournament, with the majority being on hand for the final two days. They stood out in red North Shore Open T-shirts and when not on court they retired to the dedicated tent – known as Ballkid HQ – where lunch and refreshments were served, debriefing sessions held, court rosters communicated, fun games played and friendships made.





GUARDIAN
FUNERALS

WE LOVE TENNIS

Love'n
Tennis

Love'n
Tennis

WINNERS CROWNED

The singles winners were crowned in the presence of Tennis NSW President Harry Beck and eight times Grand Slam singles winner and one of the best male tennis players of all time, Ken Rosewall.

The Guardian Funerals Open Singles winners were not only presented with their prize-money, they also were presented with the unique tournament trophies, specially designed for the tournament. The trophies are unlike traditional crystal and silver trophies. Designed by Matt Conway of Conway Design, the trophies are made from Marblo, mounted on a wooden base and incorporate the Babolat Blast tennis string.

Aside from prize-money, all winners received a tournament towel and t-shirt.

The Love'N Deuce Open Women's Singles final was the first of the finals to be staged on Sunday. It was a hard fought match between Stephanie Bengson and Ellen Perez, both from Albion Park. After 2 hours, Bengson won in 3 sets.

Central Coast's Adam Feeney won the Love'n Deuce Open Men's Singles defeating Jason Kubler from Queensland in straight sets in the final.

The Men's Open Doubles was won by America College attendees Ben Wagland and Jarryd Chaplin. Singles finalists Stephanie Bengson and Ellen Perez teamed

up to take out the Open Women's Doubles over Lucia Gonzalez and local player Melissa Anderson.

Cameron Smith of Castle Hill defeated Scott Hayman of Carringbah to take the A Grade Men's Singles title.

Local girl Sue Woodward was too strong for the field in the A Grade Women's Singles, defeating Lauren Riley in the final.

The A Men's Doubles final were both fought out by local pairs with Bart Bourgeois & Troy Delmege finally overcoming Andrew Scanlan and Ash Radford-Sutton in a close encounter.



SPECTATORS SHOW SUPPORT

Although the tournament was bumping into the Christmas season, there were good spectator numbers at the Talus Street venue to witness some great tennis on Friday afternoon, Saturday and Sunday.

Cushioned seating was provided around the Talus Street venue for spectators, as well as extra seating on the front decking, and in the newly completed viewing deck over-looking the bottom courts.

This was the most people the venue has hosted for many years. The car-park was overflowing and was proving a frustration for many.

Tournament committee, officials and volunteers stood out in the crowd with their bright red tournament t-shirts.



ANCILLARY ACTIVITIES

In keeping with the brand's promise – more than a tennis tournament – a range of other fun activities, including cash challenges, were held over the four days to engage players and spectators.

The 'cash for grabs' challenges were a mix of on-court and off-court activities and open to both players and spectators. The ancillary activities were:

- Players' and spectators' party
- Fastest serve
- Knock'em cans down
- Weigh and see
- Cash in the Can

Players' and spectators' party

This was held on Friday evening – a balmy Sydney night – between the close of the afternoon singles session and the start of the evening doubles session. 350 players and spectators enjoyed the complimentary barbecue, refreshments and live entertainment.

Fastest Serve

This was held at the same time as the players' and spectators' party and up for grabs was \$250 each for the male and female who served the fastest serve.

Knock 'em Cans Down

A game of skill and precision with \$300 up for grabs.

Weight & See

An off-court activity with a winner's cash prize of \$200.

Cash in the Can

Another game of skill which attracted players and spectators with a cash prize of \$200.



2013

**BETTER
THAN
BEFORE**

**PLANNING HAS COMMENCED FOR THE 2013 CONDUCT OF THE TOURNAMENT.
THE TOURNAMENT'S PROMISE OF BEING MORE THAN A TENNIS TOURNAMENT WILL BE STRETCHED
AND FURTHER DEVELOPED. THIS YEAR'S EVENT WILL ALSO BE SHAPED FROM PLAYER FEEDBACK.**

**DATES ARE SET AND THE TOURNAMENT FEATURES IN
TENNIS AUSTRALIA'S 2013 CALENDAR OF TOURNAMENTS.**

THE DATES ARE: WEDNESDAY 18 – SUNDAY 22 DECEMBER 2013

ACKNOWLEDGEMENTS

Tournament committee

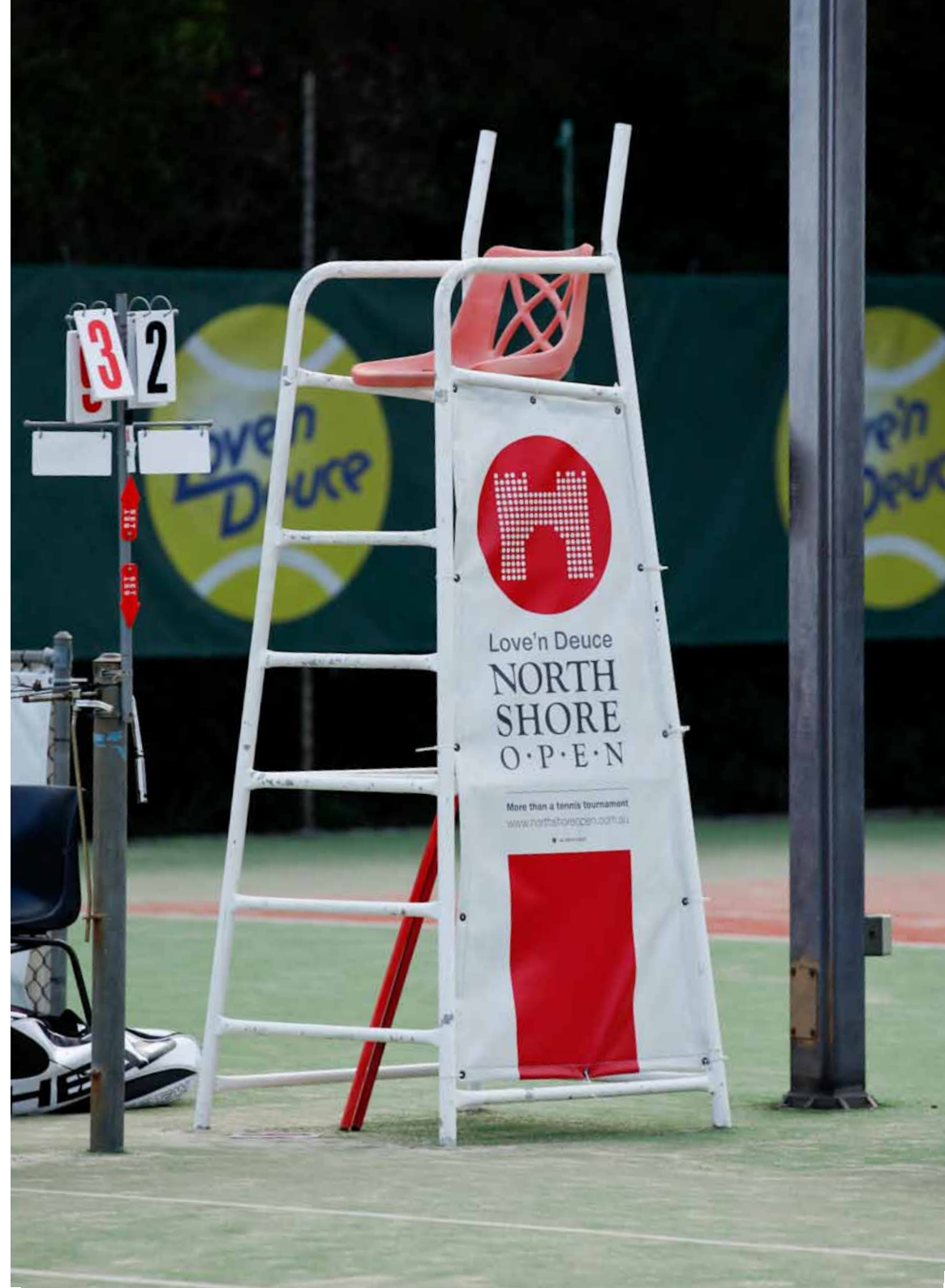
Terry Stewart
Sue Delmege
Sue Woodward
Rick Anderson
Luca Lavermicocca
Andrew Scanlon

Brand and marketing

Sue Woodward, Blueprint Advisory
Matthew Conway, Conway Design

Tournament photographers

Magdalena Lapcevic
0438 844 009
www.magdalenaphotography.com.au



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