



## Issue 17 – Summer Wrap-Up - 2016

### Message from the Executive Director – Jim Boyce

As I look out the window and see the leaves turning colour, I reflect back on one of the warmest driest summers in memory – a great summer for outdoor tennis in Ontario. I spoke to many club executives this year who said that this year, their courts were the busiest they have been in some time – very few rain outs, lots of hot dry weather! Some outdoor clubs are still in operation as you read this!



Our junior tournament schedule was bursting at the seams – several large tournaments had to implement waiting lists and a record number of clubs acted as host sites for a whole range of events; from U9 to U18, individual and team events. In fact, the 2nd Annual Grass Court Championships had over 500 entries! The 3rd annual Tennis Rocks Festival that the OTA co-hosts with the InterCounty Tennis Association in the spring at the Aviva Centre had a record, 41 teams, including 16 in the new U10/U12 category! And the mini Rogers Cup saw over 200 U12 grass roots players compete for the right to be invited to the Rogers Cup in Toronto.

On the adult front, we had a dramatic increase in Open tournaments this year (including ones scheduled for this fall), with a total of 30. Our Senior Provincials returned to the Boulevard Club after a 2 year absence, as well as the Lambton Golf and Country Club, with over 250 competitors. The 3.0 and 5.0 tournament circuits were also very healthy. We also produced many national champions and even 4



world champions!

On the elite junior and pro player fronts, Ontario players had exceptional results! Of course, it was led by Milos Raonic who has had a great year, winning in Brisbane against Federer and making it to the final at Wimbledon! He is currently ranked 4 in the world and has won almost \$4MM in prize money this year. The other great story on the pro front was the dramatic rise of 17 year old Denis Shapovalov! Denis spent 2016 transitioning from junior play to the pro circuit, and did extremely well in both. He began the year in the top 10 junior rankings, (with a high of 2) and had a pro ranking of 1130. All he did was win the Nike Junior International at Roehampton, get to the SF's of the Junior French Open and win Junior Wimbledon! On the pro front, Denis won 3 ITF Futures, got to the SF's of the ATP Gatineau Challenger and, of course, had that epic win against 22 ranked Nick Kyrgios in the main draw of the Rogers Cup! Speaking of Rogers Cup, Ontario had 17 players in either the main or qualifying draws of the Rogers Cups in Toronto and Montreal – a very significant achievement.



When I look at the present and to the future of Canadians in the pro ranks, it makes me proud when I consider the contributions of our member clubs. The efforts and vision of our clubs' volunteers and management, both past and present, has helped to make this possible. Whether it is encouraging first time players to take up the game, providing programming for junior players, hosting league and tournament play or just plain promoting the game we all love, your contributions have been, and will continue to be instrumental in the growth of tennis at all levels. Thank you all for your tremendous contributions and keep up the good work!

## ***Player Development Update – Kartik Vyas***

The future is bright in Ontario for our rising tennis stars and more importantly, the future tennis playing generation of young players! In the past year, former OTA junior competitors: Denis Shapovalov and Bianca Andreescu have had “world beater” results on the world stage.

From a Player Development perspective, this type of success from our juniors is something we don't really count on or anticipate but are grateful when it happens. Of course, we would like to think that in partnership with our coaches, clubs and academies, we are trying to build world champions and doing all the things



required – just like every other amateur sport organization – but more importantly, we aspire to create great citizens and individuals who will benefit from their training and transfer the acquired skill sets to succeed in life: college, career and beyond. When success arrives – i.e. Raonic, Shapovalov & Andreescu – I am reminded about the contribution from all of our partners, right down to the community clubs, who help facilitate our competitive structure. All of our successful juniors have competed at most of the member clubs in Ontario who have hosted OTA sanctioned tournaments. I recall the days of Milos' coach Casey Curtis calling me to complain about the times that Raonic was scheduled to play a tournament match in Niagara (Niagara

Academy of Tennis) only to show up (after driving for an hour & a half) and not have his opponent show up. Our junior tournaments now are very full – to the point of sometimes having waiting lists. Community and commercial tennis clubs were the building blocks in the development of our current stars – The OTA is appreciative of your collective efforts in helping facilitate our competitive structure.

The summer of 2016 was once again a busy one with over 200 sanctioned tournaments & over 600 individual events being hosted at our member clubs – the reason Ontario succeeds is because of clubs supporting the competitive structure! 466 players entered our Ontario Junior Closed Provincial Championships and the Ontario Senior Provincials had 233 entries. Several Ottawa based clubs partnered to host the Steve Stevens Senior Nationals this past August with nearly 500 entries! Ontario also produced 4 world senior champions!



As the season changes, we will now lean heavily on our indoor clubs to assist with the hosting of our indoor tournaments; however, the timing now is perfect for summer clubs to begin planning for the 2017 outdoor season.

Tournaments at the community clubs are a great way to showcase our future stars coupled with building a great Provincial level event at your home club. Some clubs have even turned their OTA sanctioned event into a fundraiser for their local charity or for the junior development program.

As mentioned earlier, I hope all of you will continue to support and monitor the results of our rising junior stars Denis and Bianca – both are now playing pro level events! With live scoring technology now available for most of these pro events, I find myself continually tracking their matches on a daily basis and urge you to do the same.

## ***Membership and Coaching – Jay Neill***

OTA Presidents' Day was held on July 25 in conjunction with the Rogers Cup-Toronto. It was attended by 210 people who received tickets to the matinee session that day, a continental breakfast, the chance to win many raffle prizes as well as a gift package. The event was highlighted by an appearance by current men's world #71 Yen-Hsun Lu. From the feedback received again this year, all club representatives continue to enjoy this event and look forward to it being run in 2017!

A total of 190 people have already registered for the first 8 Instructor courses so far this year. We have recently added our final Instructor course of the year. This is set for November and 9 people are already registered (which means there is still space available in this course). Registration is now done online by going to the appropriate link from <https://www.tennisonario.com/coaches/coach-certification/course-schedule> This page will also provide you with course dates, cost, location, course criteria, etc.

Finally, please keep in mind that the Clubstrong resource sits on the OTA website. Clubstrong contains a great deal of information that will help you as volunteers run your club more efficiently. If you need the login information for your club in order to access Clubstrong, then please feel free to email me at [jneill@tennisonario.com](mailto:jneill@tennisonario.com)

## Raise the Net



The Raise the Net program continued its Ontario wide road trip this summer visiting over 30 OTA clubs and taking part in over 40 events in total. The National Bank Road show, featuring the Pizzaville Smash cage was present at many events around the GTA as well as some outlying locations such as Collingwood, Sudbury, Bellville, Sarnia, and Renfrew.

Raise the Net also had an opportunity to partner with the OTA's Freedom 50 project at the Canadian Over 55 Games in Brampton this summer. The Games was an awesome event and helped us to promote tennis as a healthy lifestyle choice for people of all ages.

The Raise the Net program was able to give exposure to Tennis Ontario's Long term Athlete Development Plan across the province by giving people access to equipment and a chance to try out the sport of tennis in a new and fun environment.

## The "Tour" Club Drop-In Program

The OTA field force, led by David Lea, dropped into over 100 clubs across Ontario from April to October. We have attended club events, tournaments, talked LTAD, answered numerous questions, played singles, doubles, filled-in in round robins, ran demos, ran impromptu clinics and generally tried to give advice and information about best practices when running a club.

We are pleased to connect with our member clubs and players and want to continue a long term meaningful dialogue – your player's opinions matter to us. If you have an event over the winter or next year that you would like us to attend, please send an e-mail to me - [dlea@tennisontario.com](mailto:dlea@tennisontario.com).

## Freedom 50

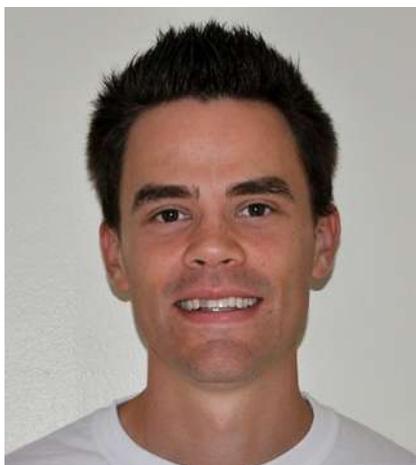
Rick continued to make community linkages for Freedom 50 across Ontario this summer. One such activity included the 4th annual **How to in 10 Festival** running the OTA booth at in Pickering in May, where Rick and 2 volunteers taught attendees about the basic strokes of tennis. Nets, racquets and balls were set up for attendees of all ages to give tennis a shot! Information about the basics of tennis along with the LTAD pamphlet, Freedom 50 Rogers Cup discounts, rating guides, information on healthy eating for older adults, and the OT magazine were handed out.



Other activities included Freedom 50 clinics hosted at the **Thunder Bay Community Tennis Centre**. Four clinics were hosted on Fridays in May, where older adults in the community who had never played tennis (non-members only) were invited to attend free clinics. The clinics were well received; participants not only received instruction from qualified tennis pros, they also had a chance to be social and have fun with peers in the community. The clinics were a great success; each participant went home with a Freedom 50 shirt and the event brought a lot of promotion for the club in Thunder Bay.

Freedom 50 also exhibited at the **100 Day Out** event in celebration of the upcoming **Canada 55+ Games** in Brampton. Freedom 50 was the official sponsor of Tennis for this event. The event was held at the Chinguacousy Park Curling Club where the OTA gave instruction to attendees and handed out program materials. Freedom 50 was also on hand for the Canada 55+ Games Opening Ceremonies and will be at the Zoomer Show in Mississauga in late October.

## Ottawa Update



First of all, the OTA wishes to announce that Ottawa Regional Coordinator John Wins-Purdy has left the OTA to pursue other opportunities and has been replaced by **Matthew Mackinnon**. Matt started his career in tennis working at the Elmdale Tennis Club in Ottawa. He is the author of “Elmdale – A Short History” a collection of stories, pictures and facts about the Elmdale Tennis Club. As well as his duties at Elmdale and the OTA, Matt is the Regional Coordinator NCTA. He will manage OTA and Tennis Canada initiatives in Ottawa. Matt has a Bachelor in Education and has been working hard to foster partnerships between schools, clubs, pros, and leagues. For more information about tennis in Ottawa, please visit [www.ncta.ca](http://www.ncta.ca). Matt can be reached at [mmackinnon@tennisontario.com](mailto:mmackinnon@tennisontario.com). We welcome Matt to the organization, thank John for his tremendous contributions in the Ottawa region and wish him all the best in his future endeavours!

The National Capital region had a very busy 2016. There were increases in participation in several programmes and a very healthy competitive structure in both junior and senior categories. The Capital Kids initiative, in its 3<sup>rd</sup> year, saw 1,729 participants in 12 locations, up from 1,478 in 7 locations in 2015. The Little Aces school programme, also in its 3<sup>rd</sup> year, had over 4,600 participants in 24 schools. This year saw the introduction of an elementary school tennis tournament. The Little Aces League continued in 2016 with an outdoor league at Craig Henry TC and spring, fall and winter leagues at Carleton, Rideau, and Tennis Centre West Ottawa, (TCWO). Thanks to all the clubs, volunteers and staff for hosting this exciting league. On the competitive structure side, the NCTA region had a wonderful summer. There were increases in participation at all levels. On the junior front, there were a total of 1,760 registrations in tournaments and the level of play was excellent. Of note, the U10 Future Stars had 41 competitors in 10 events. Their wrap up celebration is being planned for December.



Of course, one of the highlights of the NCTA tournament season is the Roman Cup and the Gus Morhart Ontario Open. The Open, again hosted by the Rideau, saw over 60 of the provinces best players battle it out in men’s and women’s competition. The men’s singles title was won by Egor Koleganov and the women’s title went to Taylor Ormond. For complete Open results, click [here](#). At the same time as the Open, the Rideau, along with the Ottawa Athletic Club, (OAC) hosted the Roman Cup, one of the biggest junior events in the country. Over 350 kids played in the categories ranging from U10 to U18 and the level of play was extremely high. For complete Roman Cup tournament results, click [here](#).

Finally, after waiting 24 years, the NCTA again played host to the Steve Stevens Senior Nationals. 470 players competed in categories ranging from O35 to O85. Five area clubs; the Rideau, TCWO, Ottawa Tennis and Lawn Bowling Club, OAC and Elmdale TC, hosted this enormous event. Highlights included local players triumphing in two singles categories. Colin McAlpin won the Men’s O55 and Christa Cameron was victorious in the Women’s O60. For complete Steve Stevens Senior Nationals results, click [here](#).

A comprehensive look at the Ottawa region 2016 year in review, in the form of the NCTA 2016 Yearbook, will be available on-line shortly. Look out for the link on the NCTA website, the OTA website and in OTA Spin Weekly.



## Communications and Marketing – Peter Malcomson

### Events/Promotions/Sponsorship



Over 40 National Bank Roadshow and Pizzaville Smash Cage events took place throughout the summer – reaching over 45,000 participants. It was the main vehicle for delivering the Raise the Net campaign. As well as club events the Roadshow and/or Smash Cage made appearances at the Canada 55+ Games, the Rogers Cup promo event at Nathan Phillips Square, the Sunshine Project launch and other community events.

On the sponsorship side, Kunstandt Sports became the 2016 Presenting Sponsor for the Gus Morhart Ontario Open. Our new “Official ball sponsor”, Penn, exceeded sales projections and continue to sell well across Ontario. From all accounts, the Penn Marathon is an excellent performing, long lasting ball that is competitively priced. Thanks to all the clubs and academies who support our ball sponsor

### Tennis Rocks! Festival

The third annual **Tennis Rocks! Festival** was held May 28th at the Aviva Centre. The event was again co-hosted by the OTA and the **InterCounty Tennis Association**. The centerpiece of the Tennis Rocks! Festival is the “**Junior Team Tennis Championships**”. This year there were a record 41 teams, including 16 in the U10/U12 category, playing in a friendly competitive environment? Everyone went away with a prize. Other activities, including skill games, the Pizzaville Smash Cage, prize giveaways and Pizzaville hospitality took place on Centre court and around the grounds. Plans are underway for next year’s festival shortly so stay tuned. Thanks to all the clubs and academies that sent teams, all the volunteer captains and a special thanks to the ICTA’s Todd Orrett and Sonja Zibin, whose efforts make this event possible.



### mini Rogers Cup



The second annual mini Rogers Cup took place in the summer. The \$19,000 sponsorship included approximately 45 regional club level team tournaments and led to a regional finals day at Mayfair Parkway a week before the Rogers Cup. Over 60 children participated in the regional play down. The boys and girls teams who qualified for the finals were invited to play the finals at Nathan Phillips Square. They were also invited to a suite at the Rogers Cup and

to play on Centre court prior to a daytime session. The winning boys and girls teams were invited to participate in the player coin toss. Nick Kyrgios also paid a visit to the suite.



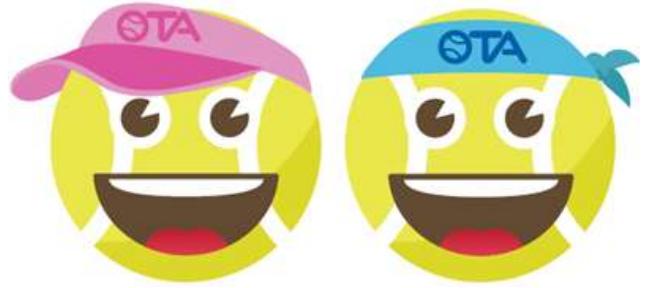
### #GetontheCourt



**#GetontheCourt**, a 30 second television spot, which was created and aired on Sportsnet 1 during several ATP and WTA telecasts in 2015, ran again during the Rogers Cup telecasts on TSN this year. The audience figures for this campaign were excellent and the OTA received many favourable comments from viewers who were glad to see promotion of grass-roots tennis. The video also continues to get play on the OTA’s Youtube channel OTATV1. To see the promo video – click [here](#).

## Rogers Cup

The OTA again had a booth and hospitality suites at the Rogers Cup. The OTA hosted guests at their suite in seven sessions. Booth visits were steady throughout the 9 days – particularly on the opening weekend – the OTA distributed 12,500 tickets to clubs for family weekend in advance of the tournament. Let us know in advance if your club would like to receive Family Weekend tickets for next year. Over 1,400 OTA emoji tattoos were given out to people who signed up to receive SPIN – this resulted in 700 new emails for the distribution list. We are planning to introduce new emoji tattoos and stickers for distribution at our tournaments. Approximately 2,300 OTA magazines were distributed as well.



## OT Magazine – Summer/Fall 2016



The summer and fall issues of Ontario Tennis Magazine were published – the summer in print and on-line and the fall, on-line. The summer issue includes a feature story on Daniel Nestor, as well as stories on the French Open, OTA Financials Part 1 and how to make sure your kids want to play. The fall issue includes a feature story on Patricia Hy-Boulais, the OTA competitive structure and the OTA Board, Part 2. Plans are underway to redesign the on-line magazine to make it more exciting, informative and interactive. As always, we would appreciate it if you could forward the on-line magazine links to your membership. The summer magazine can be found [here](#) and the fall issue, [here](#). All issues can also be accessed from our website home page at [www.tennisontario.com](http://www.tennisontario.com).

## Did You Know...?

- ... that Denis Shapovalov is the highest ranked ATP player still under 18 years of age, (239)?
- ... that Novak Djokovic is the first player to surpass \$100,000,000 in career earnings (\$104,820,785, Oct '16)?
- ... that a total of 85 different men have played Davis Cup for Canada since the competition's inception?

## Would you like other executive members at your club to receive the TCC newsletter?

If so, simply send an email with a list of contacts to [ota@tennisontario.com](mailto:ota@tennisontario.com) and put the word "newsletter" in the subject line. If you have any comments you would like to make to the OTA feel free to contact anyone at the office or email [ota@tennisontario.com](mailto:ota@tennisontario.com) . For a staff directory, click [here](#).

See next page for our sponsors!

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