**Date:** Thursday 21 February 2019  
**Time:** 3:00pm  
**Meeting Room:** Room 1, Level 26  
**Venue:** 135 Albert Street  
Auckland

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**Komiti o te Papa Rēhia o Pukekawa / Auckland Domain Committee**

**OPEN MINUTE ITEM ATTACHMENTS**

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**Note:** The attachments contained within this document are for consideration and should not be construed as Council policy unless and until adopted. Should Councillors require further information relating to any reports, please contact the relevant manager, Chairperson or Deputy Chairperson.
ASB Tennis Arena

Redevelopment Update to the Auckland Domain Committee

February 2019
Project Overview

- The project plan prioritises the redevelopment of the West and South stands.
- Once complete, Tennis Auckland will achieve the 3500 capacity required by our tournament licenses and improve the experience for spectators and players attending the ASB Classic.
- The redevelopment of the West Stand (Stage 1A) and South Stand (Stage 1B) will not result in material change to the ASB Tennis Arena’s current footprint.
Project Outcomes

The project outcomes remain the same:

1. Retain the tournaments
2. Provide a world class experience to spectators and players
3. Ensure Tennis Auckland operates a sustainable business model
4. Invest any surplus from the tournaments into community tennis
Community Benefits

The surplus provided by the ASB Classic provides:

- Development programmes to 9500 primary school aged children
- Services to 8400 members across 52 clubs
- Club competitions for 1264 inter-club teams
- Performance pathways for over 100 promising young players
- 3 public tennis facilities in Glen Innes (Scarbro Tennis Centre), Manukau (Manukau Tennis Centre) and Mount Eden (Nicholson Park)
Economic Benefits

Over $11.95m per year, made up of:

- Operating costs spent with local suppliers
- Food and beverage spend during the tournaments
- Visitation impact

Being an annual tournament that has run successfully for a number of years this is based on actual figures and not estimates.
Promoting Auckland on the World Stage

- WTA and ATP reports tell us that the television audience for the two weeks is 94.5m
  - This is based on 2018 figures
  - 2019 figures are yet to be officially released however due to a new distribution deal between the WTA and the Tennis Channel we expect the 2019 figures to be higher
- The same WTA and ATP reports tell us that total broadcast hours across the two weeks are 1730 hours
  - 2018 figures
- The social media reach of the four most high profile women at the 2019 ASB Classic was 19.5m
Thank you for your time and consideration.