

AUSTRALIAN OPEN – PACIFIC SHOWCASE

Australian Government

The Albanese Government is adopting a whole-of-government approach to secure Australia's position on the global stage. Tennis Australia recognises that this strategy involves collaborating with Pacific neighbors as partners and equals while also deepening connections with countries in Asia. The Australian Government acknowledges that Australia's prosperity, security, and economic future are closely linked to its regional relationships. By focusing on building strong relations with Pacific nations, the government aims to strengthen the "Pacific family" and enhance regional stability and cooperation.

In June 2024, Tennis Australia warmly welcomed the Albanese Government's decision to update the Sports Diplomacy 2030 strategy. This update is intended to maximize Australia's benefits from the "green and gold decade," a period characterised by a series of major sporting events leading up to the Brisbane 2032 Olympic and Paralympic Games. The revised strategy aims to harness the opportunities presented by these events to enhance Australia's international standing and diplomatic relationships.

Craig Tiley, CEO of Tennis Australia, highlighted the profound impact of sport in his remarks on the announcement. He stated, "The emotion, drama, and humanity of sport have a unique power to bring people together like few other things can." Tiley noted that major sporting events, such as the Australian Open, have a remarkable ability to captivate global audiences and forge shared experiences that transcend national and cultural boundaries. He emphasised that by leveraging the unifying power of sport, Australia can foster connections with other nations on a deeper level, building bridges and promoting goodwill among diverse communities worldwide.

Tiley also underscored the unparalleled capacity of sport to open doors and create opportunities. He asserted that Tennis Australia's expertise should be strategically utilised by the Australian government to strengthen both national and personal relationships. This approach would be particularly effective in engaging the Asia-Pacific-Oceania regions, impacting both community and elite levels. Furthermore, it presents a valuable opportunity to boost tourism, trade, and investment, enhancing Australia's global profile and influence.

Tennis Australia partners with the Australian Government, through the SportAus program to advance opportunities for women and girls in the Pacific. The 2025 Australian Open provides a unique opportunity for the Albanese Government to once again leverage the opportunity to bring together key stakeholders across Oceania and Asia, to promote gender equality and celebrate the advancement of gender equality in the Pacific region.

Proposal overview

Tennis Australia, has a longstanding commitment to the Oceania region, supporting nations through collaborations, sharing/provision of expertise, and delivery of grant programs enabling participation and equipment.

Tennis Australia welcomes the Oceania Tennis Federation Board members to the Australian Open and will be hosting the Asian Tennis Federation board meeting. Tennis Australia will support with accommodation and access to the Australian Open.

During this time, the 14 & Under Elite trophy involving the top eight boys and girls from the Oceania region, will be played at Melbourne Park. Alongside this, eleven women participating in the Pacific

Women Leaders in Tennis Program will be at Melbourne Park for the completion of the program and graduation.

With many Pacific and Asian guests in Australia, it serves as a unique opportunity to bring everyone together to strengthen relationships, celebrate collaboration and promote gender equality.

Sport diplomacy event 2025

Off the back of a successful 2024 collaboration with the Department of Foreign Affairs and Trade (DFAT) and Victorian Government, Tennis Australia is seeking support to deliver the Pacific sports diplomacy event again during Australian Open 2025 on Tuesday 21st January.

The proposed event will support Australia's foreign policy interests in the Pacific and public diplomacy objectives and is consistent with the objectives identified by DFAT's Sports Diplomacy 2030 Strategy.

It will also recognise and celebrate Australia's Gender Equality and Women's Empowerment Strategy (2016) which states that Australia's international engagement must place a central focus on the advancement of women and their participation in decision-making and articulates Australia's ambition to be recognised as a global leader in international engagement that prioritises women.

In the format of a three-course dinner, the event will bring together leaders in Tennis from across the region and the Australian commonwealth and state Government to deliver on the following objectives;

Objectives

- Showcase Australia's leadership in sport and gender equality through the Pacific Women and Girls in Tennis program supported through the Australian Governments PacificAus program.
- Build and strengthen international relationships
- Celebrate collaborations across the region

This event will promote Australia as a trusted leader in the region and foster continued collaboration, and friendship.

Event details

Date: Tuesday 21st January 2025

Time: 6 - 10pm

Venue: 55 Collins, Level 46 Victorian Investment Centre (proposed) The Victorian Government have agreed to provide the venue in kind. Please see quotes attached for alternative venues.

Dinner: Three course dinner with drinks on arrival

Capacity: 150

Event service: The investment Centre would run the room and catering.

Event delivery: Managed by Tennis Australia in consultation with DFAT and Investment Centre Leadership

Invitations: It is proposed that invitations are sent from Tennis Australia, with the commonwealth and Victorian Government logos and acknowledgement of support.

Proposed structure of the event

6pm	Arrival – drinks and networking
6.50pm	Seating
7pm	Formalities begin – MC -Tennis legend – entrée at table Welcome to Country Government dignity welcome Tennis Australia speaker
7.20pm	Dinner served
8.05pm	Government Keynote address
8.15pm	Pacific Panel – spotlight on gender equality: *Pacific Coach whose career flourished under the Pacific Women in Tennis program * Participant in the Pacific Women in Tennis Leadership program * President of Oceania Tennis Federation * Young girl participating in the Pacific Women and Girls in Tennis talent program, who is competing in the 14&Under Elite Trophy at Melbourne Park during the AO.
8.45pm	Acknowledgement of 14 & Under Elite competitors Acknowledgement of the year's intake of 10 women on the Pacific Leaders course.
9pm	Dessert and Networking
10pm	Function closes

Proposed Budget of event (Provided by Global Victoria for planning purposes)

Budget requirements	Costs
Venue (Provided in kind by Victorian Government with invitations to Victorian Minister/Senior Government representatives)	\$ 0
Equipment hire and table arrangements	\$ 2000
Catering (150 people x \$150p.p) labour charges (indicative costs attached)	\$ 29,900
Welcome to country	\$ 600
Bus for Junior players and Women Leaders	\$ 1000
Total	\$33,500

Tennis Australia's contribution

- Tennis Australia has provided DFAT Victoria with a hospitality space during the Australian Open to host 40 attendees at a significantly reduced cost.
- Provision of a Tennis gift for each attendee
- State Director and three guests invited to a session at the AO President's Reserve. (O)

Conclusion

With a commonwealth Investment of \$33,500, Tennis Australia, in partnership with the Commonwealth and Victorian Government will leverage a unique opportunity to bring together leaders across the Pacific and Asia region, celebrating collaboration, showcasing leadership in the Pacific region and promoting gender equality

Appendix

Proposed invitation list
Commonwealth Government
s 22(1)(a)(ii)

Victorian Government
s 22(1)(a)(ii)

Oceania Tennis
s 22(1)(a)(ii)

s 22(1)(a)(ii)

Asian Tennis:
s 22(1)(a)(ii)

s 22(1)(a)(ii)

International Tennis

s 22(1)(a)(ii)

Victorian Government

(Up to 10 quests in additional to Ministerial guests)

Commonwealth Government

(Up to 10 guests in additional to Ministerial guests)

Oceania Government

Key Government officials to be invited in consultation with Commonwealth Government)

Tennis Australia

s 22(1)(a)(ii)

- There are several guests travelling with partners. It is expected that partners would be extended an invitation if appropriate.



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DEPARTMENT OF FOREIGN AFFAIRS AND
TRADE

RG Casey Building
John McEwen Crescent
Barton ACT 0221
Australia

Invoice No:	s 22(1)(a)(ii)
Client Reference	
Date	11/12/2024
Currency	\$AUD

TAX INVOICE

Due Date: 10/01/2025

Description of Supply	Quantity	Unit Price (Excl GST)	Total Price (Excl GST)	Total GST
Australian Open Pacific Showcase dinner event - Instalment #1			\$28,636.36	\$2,863.64
Payment by VISA and Mastercard will incur a 1% credit card fee. Payment by American Express will incur a 1.65% credit card fee.		Total Price Excluding GST		\$28,636.36
		Total GST		\$2,863.64
		Total Price Including GST		\$31,500.00
Terms: NET 30		Total Paid		\$0.00
		Balance Owing		\$31,500.00

Client Ref.: s 22(1)(a)(ii)
Invoice No:

Please quote Invoice Number as reference

For Electronic Payment

accountsreceivable@tennis.com.au
Australia and New Zealand Banking Group Limited
Swift Code: s 47G(1)(a) (Use for Overseas Payment)
BSB: s 47G(1)(a)
Account No: s 47G(1)(a)