

2010-11 Tennis Nova Scotia

Annual General Meeting



December 10, 2011
Sport Nova Scotia
5516 Spring Garden Road
Halifax, NS

2011 Tennis Nova Scotia AGM Agenda

1. Welcome & Introductions
2. Presidents Report
3. Board Reports
 - Treasurer
 - Communications
 - Masters
 - Sponsorship
4. Board Nominations
 - Said Baydar
 - Ed Gores
 - Marejka Nel
 - Peter Rockwell
5. Questions/Other Business
6. Adjournment

Tennis Nova Scotia Board of Directors

Andrew Oxner, President

Dr. Peter Smith, Past President

Donald MacNeil, Treasurer

Craig Bethune

Paul Richard

Kathy Russell

President's Report

The sport of tennis at a national level is very healthy with increased participation numbers. According to Charlton Strategic Research study released in the summer, at least once per year participation grew 3%, to almost 5 million (16% of the population). Frequent participation (defined as at least 2 x per month in season) grew +26% to 1.2 Million Canadians. The success of Canadian professional players Milos Raonic and Rebecca Marino has increased the profile of tennis within Canada. Within Nova Scotia, there is exciting growth in the under 12 segment due to the success of progressive tennis programs at both clubs and in our schools and the introduction of Le Petit Tennis programs for children under 6. Introducing more children to the game at these ages sets us up for future growth in participation at all playing levels.

Tennis Nova Scotia is committed to growing tennis in Nova Scotia and providing opportunities for all to participate at a level consistent with their personal goals and aspirations. Pursuant to this stated mission, the following sections of the report highlight the activities we have undertaken to support this.

Tennis Canada Relationship

Tennis Canada continues to be a tremendous partner, resource, and leader for Tennis Nova Scotia. They have a staff and Board of Directors that is world-class which results in a very strong level of expertise in all areas of tennis development. Our strong relationship results in Tennis Canada providing resources in a variety of areas including financial, coaching, player development programs, strategic planning, and facility development.

Tennis Canada recognizes that in order to be a leading tennis nation, they need to cultivate and ensure that they have strong relationships with their provincial partners. All provincial and territory president's meet four times annually, twice via conference call and twice in person, to exchange ideas, discuss issues, and to collectively figure out a way to move our sport forward. From these meetings Tennis Canada recognizes that it is necessary to build capacity within each province to deliver more programs and services to our communities. Starting in 2012, they are committing additional funding to Nova Scotia in order for us to create the full time position of Technical Director, who will be responsible for delivering on-court programming throughout the province.

This additional support from Tennis Canada is a very exciting development and will allow us to deliver more programs and services to our membership starting in 2012.

Programs/Services

The following outlines the programs and services that were delivered by Tennis Nova Scotia to our membership.

Community/Club:

- Presently 4 Building Tennis Communities running club and school programs in areas where there was very little activity.
 - Shelburne – Don Harding
 - Tantallon – Rob Burchill
 - Pictou – Terry Hilchey
 - West Mabou - Roisin Van der Put
- Tennis is also having a stronger presence within the school system with many P/E teachers using tennis curriculum both during school and after schools programming. Strong programs running with the French school system as well as in Amherst.
- YMCA program continued to run in HRM
- Summer Provincial Coach hired to travel across the province to run non elimination type events for juniors looking for their first competitive experience. There were twenty Rookie Tours held across the province.
- One U9 Advanced Tour event was held at the Shearwater base gym as another stage of the competitive stream.
- Member Clubs continue to look to TNS for equipment, coaching, tournament and program planning support.

Player/Coaching Development:

- TNS continues to regroup coaches from across the province/region in the spring to introduce new ideas as well as offer support before the summer season begins.
- The 2010 Coaching Conference was a great success with 32 Coaches in attendance. Thanks to the Waegwoltic Club for providing the venue.
- Two separate Instructor coaching courses were run in the province this past season. 14 participants attended in Halifax and 7 participants in Sydney, Cape Breton.
- U8, U10 and U12 programs run in the spring for promising juniors.
- Provincial Coach hired to travel with juniors to the Summer Atlantics to assist with pre and post match discussions.
- Team Tennis championship continues to run for juniors not participating in Circuit events.

Facility Development

Facility development is a focal point for Tennis Nova Scotia, particularly year-round facilities. The current state of indoor tennis in Nova Scotia is a weakness as we presently have one four court facility at the Northcliffe Tennis Club in Halifax. Demand for the courts at this facility is high and therefore it is difficult to find enough court time to run events and programs to the degree that TNS would like.

There are a number of possible facility projects currently in the works. A group in Truro is getting closer to realizing a multi-sport, domed facility that would have a total of eight courts, four of which would be covered by a retractable turf field, leaving 4 courts available for use at all times. The facility would be located on land adjacent to the Cobequid Education Centre and would be run by a non-profit society. They are currently in the process of trying to finalize funding partners to raise the remaining capital cost. Both Tennis Nova Scotia and Tennis Canada are working closely with the group and are lending our collective experience and resources to the project.

The group led by Jeff Domm to develop the Daniel Nestor Tennis Centre in Bedford continue to progress forward with their efforts to develop a facility that will initially have six covered har-tru tennis courts. The latest update is that the facility is expected to be operational in time for Fall 2012.

Tennis Nova Scotia has a facilities committee that has been working for the past two years on getting an 8-10 court year-round facility developed within HRM. The committee continues to work with HRM staff on this project and as of December 2011, a HRM staff report is being finalized that will be presented to Council and will contain a recommendation to partner with TNS on the development of our proposed facility. Tennis Canada continues to provide excellent support and guidance to us through this process.

TNS Organization Developments

To expand on the Technical Director position described above, in 2010 Tennis Canada made the decision that the Atlantic Tennis Alliance (ATA) Senior Director position would be discontinued and the funding that went towards this position would be re-directed to the four provinces. This funding that TNS will receive annually from Tennis Canada is being allocated to the creation of the Technical Director position. We are extremely excited about this added capacity to deliver more programs and services to the tennis community.

Within the Board of Directors, Donald MacNeil, following four years of outstanding service, is stepping down from his position of Treasurer. TNS has greatly benefited from Donald's accounting expertise and tennis background and knowledge and he will be greatly missed. With this opening, the Board has taken the opportunity to evaluate our group and how we should be structured going forward. The Board is not only responsible for governance and policy, but due to the limited amount of staff, is

required to participate in operational activities to a certain degree. The Board is therefore looking to expand by an additional three members and to backfill Donald's position. Dr. Peter Smith, Past President, is presenting four candidates for nomination and approval at this AGM.

Looking Ahead

The outlook for tennis in the province is exciting. In the coming year, it is expected that year-round facilities will be developed within the key communities of Truro and HRM providing much needed capacity to host events, deliver programming, and provide people in our communities with more access to indoor play. The Technical Director position is expected to be filled early in 2012 and the entire province is expected to benefit from this hire with more quality grass roots and high performance programming being delivered.

The past fiscal years have been challenging financially, due to reductions from key funding partners. Therefore a renewed focus on revenue generation and managing expenses is necessary to ensure the financials are balanced going forward.

Tennis Canada is in the final stages of approving their four year strategic plan, covering 2012-2015. TNS aligns with TC's strategic plan, both in terms of the content and the years the plan will cover. Shortly after TC's plan is finalized, our Board will work towards tailoring the strategic plan for Nova Scotia, taking into account our particular needs and areas that need focus. We expect this exercise to be completed in the early part of 2012 and the strategic plan will be made available via the TNS website.

The Board of Directors and the staff at TNS have a passion for tennis and I want to thank them for their service and commitment to our sport within Nova Scotia.

Respectfully submitted,

Andrew Oxner

President, Tennis Nova Scotia

Treasurer's Report

Fiscal 2011 Summary

Fiscal 2011 marked a challenging year financially for Tennis Nova Scotia ("TNS", "We" or the "Association") with continued reduction in our provincial block funding and other grant based funding sources. Realizing our top line challenges, the Association operated in a cost containment mode in an effort to minimize spending while delivering on our fundamental programming, including: Building Tennis Communities, the Rookie Tour, various junior development programming, and our annual TNS sanctioned tournaments.

The key financial highlights from fiscal 2011 include the following:

- Reduction in various provincial funding pools of approx. (\$19,000) YOY (before one-time Canada Games funding of \$5,000);
- Growth in sponsorship by \$4,000 to \$19,500 vs. \$15,500 in the PY, a 25% growth rate;
- TNS ran a deficit of approximately (\$11,000) versus a surplus of \$8,000 in the PY; and
- The Association executed on its promise to contain expenses against the PY in light of the anticipated funding reductions while still maintaining the quality of programming that is expected.

See **Appendix A** for the 2011 draft financial statements of TNS with comparative figures provided for fiscal 2010.

Looking Ahead

Funding

We continue to face challenges as it relates to our funding model. As expected, we have experienced additional contraction in our existing block and other provincial funding pools with a cumulative reduction in the current year of approx. (\$19,000), excluding one-time effects of Canada Games funding.

TNS, working with Tennis Canada, has negotiated a new source of annuity funding going forward resulting from the loss of the ATA Senior Director position in Atlantic. The estimated annual source of additional funding from Tennis Canada to TNS directly resulting from this position's termination is anticipated to be \$35,000.

Tennis Canada has also agreed to provide an additional \$15,000 annually to TNS through a professionalism fund established for the PTAs.

TNS and the board are currently considering ways to replace this reduction in junior development programming with the addition of a technical director, which may potentially qualify for other forms of provincial grant funding by adding another FTE to TNS.

Sponsorship & fundraising

We realized strong growth in sponsorship dollars (YOY growth of 25%) and this will continue to be a critical success factor to the overall success and longevity of the Association. We must continue to look for ways to grow our sponsorship revenue and to identify and secure new sponsors.

Fundraising still represents a largely untapped source of funding for the Association with total fundraising revenue of just \$3,405 in the current fiscal year (down from \$4,428 in the PY, a (23%) growth rate) against fundraising expenses of \$2,631 (vs. \$1,854 in the PY). This is an area that has benefited many other sport organizations (e.g., Hockey Nova Scotia) and we should look to leverage upon some of the best practices from these other associations.

Member clubs

The relationship with our member clubs is critical. We must restore confidence with our member clubs and help them to see the value proposition of working together with TNS. Most member clubs recognize the benefits of their alliance with TNS and are diligent in the payment of annual registration fees, however, TNS continues to struggle in the collection of these fees from some member clubs across the province. Like last year, we will continue to work on ways to bridge this gap going forward and to further solidify these critical relationships.

Funding, sponsorship/fundraising and service delivery to member clubs will be continually important to the future success of TNS. Identifying new sources of funding, growth in sponsorship and fundraising efforts, and reconnecting with our member clubs are all key strategic priorities and important initiatives of the TNS Executive Director and the Board.

Sincerely,



Donald MacNeil

Treasurer and Board Member, Tennis Nova Scotia

Communication Chair Report

Communication with our membership and the community at large is a priority for TNS. The TNS website (www.tennisnovascotia.ca) is one of our main communication channels and we recognized that the administration of the website in terms of the ability to add and edit content was a challenge for us under our old provider. A website with a more professional appearance and one that had the ability to have full control over the content was required.

Concurrently, Tennis Canada has been working with Courtside Canada to provide communities across Canada with a simple, yet incredibly comprehensive tool to manage programs and connect with players, while players have a convenient way to find each other, a place to play and programs to join. The Courtside Canada offering also provides much more flexibility to manage content, i.e. add/edit navigation menus, stories, and photos. For these reasons, our official website was migrated to the Courtside Canada platform and TNS was one of the first provinces in the country to go live in March 2011.

TNS continues to use our email distribution list and official Facebook page to communicate with our members. With the trend towards increased uptake and use of social networking sites like Twitter and Facebook, TNS plans to utilize these tools more effectively in order to improve communication with our membership and the general community. The goal is to have more frequent and regular communication through all the channels: email, newsletters, TNS website, and social networking websites.

Respectfully submitted,

Kathy Russell

Board of Directors

Masters Report

The Masters Tennis community had another very successful year and continues to have the strongest participation of any tennis group outside of the Juniors.

We would like to express our sincere appreciation to Jacobs Creek for their generous sponsorship of the Masters Circuit.

PROVINCIAL

The Provincial Masters Circuit continues to be comprised of six events:

- Waeg Masters
- St. Georges Masters
- South End Masters
- Cape Breton Open/Masters
- NS Open
- John Fraser Masters

Also included in the Masters mix is the South End Mixed Masters, held in May.

Unfortunately the John Fraser had to be cancelled this year, due to a low number of entries. Plans are in the works to convert the JF to a large mixed doubles tournament, featuring a compass draw and drawing on competitors from all three Maritime Provinces. Plans are for a 16 team draw, but up to 32 teams could be accommodated. It will keep the same date, in mid-September.

On the Ladies side, Sandy Mackie had another outstanding year with victories at the Waeg, NS Open, Atlantic Masters at Rustico and the East Coast Open, in Moncton.

Peter Rockwell made a strong showing in his 1st year in Men's 55's with victories at the South End, Rustico and the NS Open.

ATLANTIC

The featured Atlantic Tournaments are the Masters Grass Court Championships at Rustico and the East Coast Open, held in Moncton.

The N.S. contingent made up 50% of the entries in the ladies and men's singles draws.

The Rustico Resort is probably the most beautiful setting for a tennis tournament that you will see in Atlantic Canada and I would encourage anyone to attend this tournament, as playing on grass courts is a wonderful experience.

The East Coast Open was held for just the 2nd time in 2011, but is a very well run tournament featuring outstanding hospitality at the Riverview Tennis Club, where all the Masters events are held on their eight Har Tru courts.

SENIOR NATIONALS

A strong 17 member Bluenose contingent attended this event, held at three Toronto Tennis Clubs, the Toronto Lawn, the Granite Club and the Donalda Club. All matches were played on har-tru courts and the club facilities were outstanding and the hospitality top notch. Nova Scotia's efforts were highlighted by Michelle Karis' strong run to the semi-finals in the Ladies 50's. She also made it to the semi finals of the doubles. Michelle is our highest nationally ranked player, at the #4 spot in 50's.

Dennis LeBlanc also had a great showing, making it to the quarter finals of the Men's 60's.

Irvell Mackie and his Quebec partner advance to the semis of the 75's where they unfortunately had to withdraw as Irv's partner couldn't continue.

A couple of locals advanced to the finals of the 80 doubles, Ken Reardon (with Ken Sinclair) and Gerry Regan (with Lorne Main). Main & Regan prevailed in the final.

This was a tremendous tournament experience with over 400 competitors and I would encourage any other Masters players to try it. There is an extensive feed in consolation round for all singles draws and the Social Events are worth the entry fee. Next year's Nationals are in the Montreal area. They normally run on an annual three City rotation, Montreal, Vancouver and Toronto.

WORLD CHAMPIONSHIPS

Irvell Mackie was selected to the Canadian Super Seniors team and competed in Turkey in October of this year.

Ms. Karis was also selected to the Canadian Seniors team and traveled to New Zealand to compete, but a tragic earthquake near Christchurch resulted in cancellation of the competition.

Submitted by:

Paul Richard
Masters Rep
Board of Directors

Sponsorship Chair Report

Introduction

On behalf of the Board of Directors of Tennis Nova Scotia I would like to thank all of the sponsors who participated in our 2011 tennis season. Sponsorship is absolutely the key for a provincial not-for-profit organization like Tennis Nova Scotia.

Corporate sponsorship along with grass roots individual support will be the heart of solving our facilities dilemma in 2012!

Junior Tennis

Cleves and Babolat have teamed up to provide title sponsorship for the provincial junior circuit. Gift certificates were provided to finalists from Cleves for all junior events

Masters Tennis

Corby Distilleries graciously sponsored the Masters Wine tasting event held this year at the Waegwoltic Club. Attendance was moderate and all proceeds went to Tennis Nova Scotia. Tennis Nova Scotia will be making this event its inaugural signature fundraising event bringing on more vendors in 2012. A committee will be created in January 2012 in order to maximize fund raising efforts. The Waegwoltic Club has agreed once again to host and the date will coincide with the first Masters tournament of the 2012 season.

Bell and Grant Nova Scotia Open

Bell and Grant Insurance has completed its three-year title sponsorship deal for the Nova Scotia Open. Negotiations are taking place to extend Bell and Grant. Once again our sincere thank you to Bell and Grant for your generous involvement.

The Bell and Grant Open saw the inclusion of other sponsors including:

- Bath Fitter
- Bramoso Gourmet Pizza
- Cleve's/Babalot
- Corby Distilleries
- Garrison Brewing Company
- Headstart Tennis
- Nova Trophy
- Scotia Fuels
- Waegwoltic Club
- Wilson

Respectfully submitted,

Craig Bethune
Board of Directors

Appendix A

Tennis Nova Scotia
Financial Statements
Period ended March 31, 2011

Draft

Notice to reader

INFORMATION

The attached statements of financial position and operations have been prepared by Sport Nova Scotia ("SNS"), from banking information and account coding provided by Roger Keating in his position as Executive Director of Tennis Nova Scotia ("TNS"). The purpose of this analysis is to provide annual financial results of TNS to the Board of TNS and its members to inform them as to the financial state of TNS and to assist them in making certain strategic decisions on behalf of TNS. While the information herein is believed to be accurate, the Board of TNS each expressly disclaim all liability for representations or warranties, expressed or implied, contained in, or for omissions from this analysis or any other written or oral communication transmitted or made available to any party. This analysis is not to be distributed to any other party without the express written consent of the Board of TNS.

CURRENCY

Unless otherwise noted, all figures are stated in Canadian dollars.

**Tennis Nova Scotia
Statement of Financial Position
As at March 31, 2011**

	<u>Fiscal 2011</u>	<u>Fiscal 2010</u>
ASSETS -----		
Current Assets:		
Bank of Nova Scotia	3,170	10,029
Royal Bank Payroll	(734)	5,926
Accounts Receivable	6,423	7,120
HST Receivable	3,358	2,658
Prepaid Expenses	2,448	2,410
Computer Equipment	5,245	4,318
Acc. Dep'n Comp. Equip.	(3,579)	(2,829)
Total Assets	<u>16,329</u>	<u>29,632</u>
 LIABILITIES AND SURPLUS (DEFICIT) -----		
Current Liabilities:		
Accounts Payable	2,176	4,235
Total Liabilities	<u>2,176</u>	<u>4,235</u>
 Surplus:		
Retained Earnings	25,394	17,380
Surplus (Deficit) for Period	(11,241)	8,017
Total Surplus	<u>14,154</u>	<u>25,397</u>
Total Liabilities and Surplus	<u>16,329</u>	<u>29,632</u>

Notes:

- Current account balance is \$25,000
- Surplus in payroll account to fund following pay period
- Accts Rec: Money from '07 Dragon Boat Festival (\$586), Return of entry fee from Dragon Boat Festival (\$167), Block Funding rec'd 3 times a year (\$8,849) Feb and Mar from the Province
- HST Receivable: TNS is entitled to a 50% rebate for ITC's on HST payable as a NFP
- Prepaid Expenses line: relates to prepaid insurance (Bell & Grant)

- Old expenses to write off (\$2,500 from '07), Receiver General payment for \$1,350 (CPP, EI, income tax deductions), Visa (\$2,836), SNS (\$510) for bookkeeping, telephone, printing, etc.

Tennis Nova Scotia
Statement of Operations
Period ended March 31, 2011

	<u>Fiscal 2011</u>	<u>Fiscal 2010</u>
Revenue:		
Tournament Balls	4,550	2,400
Tournament Entry/Club Registration Fees	24,265	24,050
Coaching Clinics	4,150	10,100
Coaching Misc.	300	-
Tennis Canada	21,364	25,302
Block Funding NSHPP Prov Grant	28,000	35,000
Federal Grants	3,228	4,266
Sponsorship	19,504	15,500
Fundraising	3,405	4,428
Merchandise Sales	1,145	200
Rookie Tour Equipment	5,307	1,155
Rookie Tour Programing	600	1,105
Sport Fund Grant	3,735	-
Other Income	-	-
SNS NSASF S4S Participation	15,000	21,710
SNS NSASF S4S Multiyear	-	5,000
SNS NSASF S4S Canada Games	-	5,000
Total Revenue	<u>134,553</u>	<u>155,215</u>
Expenditures:		
Tournament Balls	7,549	3,699
Tournament Prizes	7,043	6,354
Tournament Labour	6,126	15,134
Tournament Entertainment	1,316	1,080
Tournament T shirts/rentals/misc.	8,855	9,087
Player Devel Coaching	1,805	1,496
Player Devel. Travel	3,462	2,722
Coaching Wages	4,750	6,700
Coaching Travel	3,909	986
Coaching Clinics	-	1,676
Admin. Supplies	1,204	843
Admin. Telephone	2,052	3,130
Admin. Postage	469	387
Admin. Travel	1,654	2,296
Admin. Misc.	-	240
Admin. Financial	905	1,043
Admin. Insurance	3,000	3,000
Admin. Meetings	378	611
Salaries	68,092	65,092
Canada Games	-	5,269
Rent	1,899	1,814
Communications	1,229	593
Bank Charges	595	938
Depreciation	750	298
Miscellaneous	68	-
Membership Dues	1,028	320
Bad Debt (recovery)	(2,489)	-
Jim Stevenson Memorial Bursary	-	880
Rookie Tour Equipment	1,673	5,287
Sport Futures Salary/Expenses	0	(79)
Building Tennis Communities	9,600	-
Magazine	701	3,834
Fundraising Expenses	2,631	1,853
Sport Fair	835	613
Club Expenses	3,067	-
	1,637	-
Total Expenditures	<u>145,793</u>	<u>147,198</u>
Surplus (Deficit) for Period	<u>(11,241)</u>	<u>8,017</u>

Draft