



2024

TENNIS CANADA ANNUAL REPORT



PRESIDENT'S MESSAGE



Dear Canadians,

It is with immense pride that I reflect on what has been an exceptional year for Canadian tennis. The 2024 season was filled with historic achievements, major milestones, and an ever-growing passion for the sport across the country. The successes and progress we have witnessed over the past year are a testament to the dedication and commitment of our players, coaches, partners, and fans.

On the court

It is impossible to begin this letter without celebrating the extraordinary performance of Gabriela Dabrowski (Ottawa, ON) and Félix Auger-Aliassime (Montréal, QC) at the Paris Olympic Games. Their bronze medal in mixed doubles ended a 24-year wait for Canada, a moment that symbolizes both their hard work and the rising stature of Canadian tennis on the international stage.

But beyond her remarkable performances, Gabriela Dabrowski fought an even greater battle off the court. This year, she displayed extraordinary courage in overcoming cancer and then went public to support others affected. Her determination, strength of character, and unwavering love for tennis have been an inspiration to us all. Seeing Gabriela return to her highest level, win an Olympic medal, and claim the WTA Finals doubles title alongside Erin Routliffe is not only a testament to her exceptional talent

but also to her incredible resilience. We extend our deepest admiration and respect for her inspiring fight—one that transcends the sport itself.

With their victory at the WTA Finals, Dabrowski and Routliffe finished the year ranked No. 3 and No. 2 in the world, respectively—an outstanding achievement that further cements their legacy.

Canada's national teams continued to shine, with both the Billie Jean King Cup and Davis Cup squads qualifying for the Finals, reaffirming our status among the world's top tennis nations. Since 2021, our teams have consistently reached the Finals of these prestigious competitions, winning two titles along the way—a feat that cements our place at the top of global tennis.

On the professional circuits, Canadian players amassed an impressive 66 titles this season, including seven victories on home soil. Notable triumphs include:

- Denis Shapovalov (Richmond Hill, ON) capturing his second ATP Tour title at the Belgrade Open (ATP 250).
- Dabrowski and Routliffe claiming a WTA 250 doubles title in Nottingham.
- Marina Stakusic (Mississauga, ON) securing her first career WTA 125 title in Tampico, Mexico.

- Rebecca Marino (Vancouver, BC) earning her biggest title to date at the WTA 125 tournament in Midland, USA.

We must also recognize the success of our wheelchair tennis athletes, Rob Shaw (North Bay, ON) and Frédérique Bérubé Perron (Saint-Bruno, QC), who made their mark on the global stage. Shaw, ranked No. 7 in the world in the Quad division, reached the quarterfinals at the 2024 Paralympics in Paris, while Bérubé Perron became the first Canadian to compete in a junior Grand Slam wheelchair event, advancing to the semifinals at the US Open.

A growing sport nationwide

Canada's rise in the tennis world extends far beyond competition. In 2024, the International Tennis Federation (ITF) ranked Canada No. 2 globally in terms of tennis participation per capita (12.8%) and No. 6 in total players, with nearly 5 million people engaging in the sport.

These achievements are the result of the dedicated efforts of Tennis Canada, our provincial and territorial associations, and our many partners to make tennis more accessible and inclusive.

- Through the Indoor Public Court Program presented by Rogers and the Play Your Court initiative supported by National Bank, we took a major step forward in modernizing our facilities. In 2024, six new indoor court projects were announced, and four municipalities received funding from Tennis Canada to revitalize their outdoor courts.
- Gender equity remains a top priority, and our Game. Set. Equity. initiative, in partnership with National Bank, funded 21 programs across the country, bringing our total investment in this area to \$200,000 to date.
- We also launched the first-ever Tennis Month in Canada, with nearly 60 organizations nationwide hosting events as part of the Rogers First Set program, making tennis more accessible to new players than ever before.

Meanwhile, our flagship event, the National Bank Open presented by Rogers, set new attendance records, further solidifying its place as a premier international tournament. Toronto saw a record-breaking turnout for the women's event, and, if not for rain, Montréal would have set a new benchmark for the men's tournament as well. In total, over 377,000 fans enjoyed world-class tennis at Sobeys Stadium and Stade IGA, where Jessica Pegula successfully defended her title and Australia's Alexei Popyrin claimed his first ATP Masters 1000 crown.

To all our partners in Canadian tennis

Together, we have experienced a year of unforgettable moments, inspiring victories, and significant progress—both on and off the court. On behalf of Tennis Canada and its Board of Directors, I extend my deepest gratitude to everyone who contributed to this success: our players, coaches, volunteers, provincial and territorial associations, corporate partners, communities, and, most importantly, our passionate tennis fans. I would also like to recognize the contributions of our outgoing volunteer Board members, Penny Ballem and Sam Sebastian, whose dedication has played a key role in Tennis Canada's growth in recent years.

Lastly, I want to extend my sincere appreciation to the entire Tennis Canada team, whose unwavering commitment drives our vision forward each and every day. Their tireless efforts are ensuring that Canada remains a world leader in tennis development.

As Canada's healthiest sport, the future of Canadian tennis is brighter than ever, and we look forward to continuing this momentum into 2025 and beyond.

Thank you all for your unwavering commitment and support.

Peter Kruyt

President and Chair of the Board of Directors

WHO WE ARE



TENNIS CANADA'S COMMITMENT



Purpose

To champion positive tennis experiences.



Vision

To be a world-leading tennis nation.



Mission

To lead the growth, development, and promotion of tennis in Canada.



Values

We value thriving together, thinking differently, embracing challenges and embodying excellence.

OUR CULTURE

The team at Tennis Canada

Tennis Canada's values of thriving together, thinking differently, embracing challenges and embodying excellence are at the forefront as we champion positive tennis experiences.

Yearly growth

Tennis Canada is proud to have welcomed 26 new employees in 2024. Committed to leading the growth, development, and promotion of tennis in Canada, the federation continues to offer greater support to our multiple tennis partners and events. Together, we inspire players and invest more time and resources in communities nationwide.

Committed to excellence

As it recognizes that embodying excellence starts with having a strong staff, Tennis Canada has continuously deployed various initiatives to provide learning and development opportunities for its employees.

In 2024, five workshops were hosted throughout the year with over 130 employees to educate them on various topics including mental health, cultural learning, leadership and best practices in sport.

Gender Equity as an outcome

Thanks to years of effort, Tennis Canada has become a leading organization where women can thrive at all levels. As of 2024, the organization's senior management team now features more women (5) than men (3), a first in its history. Its Board of Directors also achieved 40 percent representation of women in June 2023. Additionally, more than 50% of managerial roles at lower levels are held by women, reinforcing Tennis Canada's commitment to gender equity in sports leadership.

Tennis Canada has become a leading organization where women can thrive at all levels



Our Tennis Team

167

Tennis Canada full-time
team members

National Bank presented by Rogers

218

Tennis Canada members

2.5K+

Volunteers across
Toronto and Montréal

240

Ball Kids

697

Casual Workforce

National Events



Volunteers*



Ball Kids*

78

Organizing committees

* Incalculable number of volunteers, officials and ball kids

OUR PRIORITIES

As we aim to be a world-leading tennis nation, we do so by...

1

Raising the bar on winning

Supporting the best players in Canada to become the best in the world and expanding our high-performance pipeline.

2

Leading equitable, safe, and inclusive tennis

Attracting more youth and families across Canada to play tennis through positive experiences that meet their needs and wants.

3

Accelerating capacity building

Expanding access to year-round court facilities that support the tennis community to enable the high-performance pipeline and participation growth.

4

Turbocharging the National Bank Open

Enhancing the public and the player's experience while driving revenue growth.

5

Being a digital-first organization

Expanding digital and data capabilities that strengthen our brand, drive growth and accelerate the achievement of our mission.

6

Delivering ancillary revenues

Expanding resources through donors, public funding, and new business development that leverages our venues.

OUR IMPACT



2024 HIGHLIGHTS



2ND

Highest percentage worldwide of the population playing tennis. 12.8% of Canadians play tennis, which represents 7.1% growth over 2021.

Nearly

5M

Canadians play tennis at least once a year.

46%

Tennis players are women and girls.



25%

Canadians under 12 played tennis at least once.

5

Players in the ATP/WTA Top 100.



9

Wheelchair tennis players ranked in the Top 100.

66

Titles won on professional tours.



1

Medal won at the Paris Olympics.



The National Bank Open presented by Rogers in Montréal once again enjoyed an exceptional year, welcoming over 226,000 spectators in 2025 – the second largest attendance in tournament history.

Had it not been for unpredictable weather conditions, the tournament would likely have surpassed the 256,000-visitor mark, far exceeding the record set in 2022 (237,773).



The National Bank Open presented by Rogers enjoyed another spectacular year, attracting a record 150,739 attendees for a women's event in Toronto.

On the court, the United States' Jessica Pegula defended her title, beating compatriot Amanda Anisimova 6-2, 3-6, 6-1 in the final. With that victory, the then-World No. 6 extended her record on Canadian soil to 17 wins and just two losses, having also claimed the trophy in Montréal in 2023.

In doubles, there was an all-Canadian semi-final for fans to enjoy as Gabriela Dabrowski, fresh from winning her Gold medal at the Paris Olympic Games, teamed up with Erin Routliffe to take on sisters Leylah Annie and Bianca Fernandez. The No. 1-seeded Dabrowski and Routliffe came out on top 6-2, 6-4 but were beaten by No. 3 seeds Caroline Dolehide and Desirae Krawczyk in a closely contested final 7-6(2), 3-6, 10-7.

Off the court, fans were able to enjoy a plethora of activities, especially during 407 ETR Family Weekend, which hosted over 34,000 fans during qualifying – yet another

record for the Toronto event! From yoga therapy with Bianca Andreescu to a ball hockey game featuring players from the PWHL Toronto Sceptres and stars of the WTA Tour, there was plenty for attendees of all ages!

Meanwhile, the new "Meet the Players" area allowed fans to meet their heroes up close as WTA players signed autographs and posed for photos as part of their Media Day journey throughout the site.

On the court

As always, the Montréal event was the stage for outstanding tennis and offered fans plenty of thrilling moments, particularly in the final, where Australian Alexei Popyrin, ranked No. 62 heading into the tournament, won the National Bank Open with a 6-2, 6-4 victory over Andrey Rublev. By triumphing in Montréal, Popyrin not only claimed his first ATP Tour Masters 1000 title, but he also became the fourth Australian to accomplish this feat, following in the footsteps of Patrick Rafter, Mark Philippoussis, and Lleyton Hewitt.

In doubles, Spaniard Marcel Granollers and Argentine Horacio Zeballos, the tournament's top seeds and the highest-ranked team on the ATP Tour, secured victory with a 6-2, 7-6(4) win over American Rajeev Ram and Briton Joe Salisbury.

An experience beyond tennis

Over the years, the National Bank Open has become a must-attend event on Montréal's summer calendar, not only for its breathtaking sports moments but also for its many entertainment offerings for all ages. Once again, the traditional IGA Family Weekend, in partnership with VIA Rail and Kamik Canada, proved its popularity. This event, which allows free access to IGA Stadium to promote accessibility to the sport, continued to draw large crowds, with over 68,000 people visiting the tournament site to participate in various activities. These included a ball hockey match featuring stars from the PWHL, the Quebec celebrity tournament, and interactive sessions with athletes, including Canadians Félix Auger-Aliassime, Denis Shapovalov, Gabriel Diallo, and more.

The tournament was also marked by memorable moments, including a sensational live piano performance on Centre Court by renowned pianist Alexandra Stréliski, setting the stage for the final.

KEY HIGHLIGHTS

- **150,739 made their way to Sobeys Stadium – a record for a women's event!**
- **8 Canadians took part in the main draw across singles and doubles**
- **1,200 dedicated volunteers helped bring the event to life in Toronto**

KEY HIGHLIGHTS

- **Over 226,000 spectators attended the event at IGA Stadium – the second highest attendance in tournament history.**
- **Five Canadians competed in the main singles draw, with four others participating in qualifying.**
- **More than 1,300 volunteers lent their support to Tennis Canada in organizing the event, once again showcasing the strength of our tennis community to the world.**

DOMESTIC PROFESSIONAL TOURNAMENTS

It was another exciting year for tennis in Canada, with events held from coast to coast at all levels of the game.

4

ATP Challengers

Winnipeg National Bank Challenger
Granby National Bank Championships
Calgary National Bank Challenger
Drummondville National Bank Challenger

11

ITF Events

W75 Calgary National Bank Challenger
W75 Granby National Bank Championships
W60 Saguenay National Bank Challenger
W75 Tevlin Challenger
W35 Saskatoon
W35 & M25 Edmonton National Bank Challenger
M25 Laval
M25 Saint-Augustin
W15 Brossard
W15 Montréal

34

ITF Juniors Events

13

Masters Events

10

Wheelchair Tennis Events

3

Beach Tennis Events

1

University Championships

KEY HIGHLIGHTS

- 78 tournaments organized across eight provinces.
- Brossard hosted its first-ever pro event.
- Six Canadians crowned champions in pro tournaments on home soil.
 - Women’s: Rebecca Marino, Kayla Cross, Ariana Arseneault and Mia Kupres
 - Men’s: Liam Draxl and Cleeve Harper

NATIONAL CHAMPIONSHIPS

National-Provincial Competitive Structure

The goal of Tennis Canada’s competitive structure is to provide opportunities for competitive match play for all juniors to prepare them for international tournaments. Over 912 junior tournaments were held across the country in 2024 with over 4,880 U18 players participating in at least one officially sanctioned tournament. Tennis Canada’s competitive structure is designed to build a strong junior pipeline that feeds into its high-performance program.

2024 Fischer Junior Nationals

The Canadian Junior Competitive Structure culminates with the Fischer Junior Nationals. The top juniors from across Canada who qualify through the provincial selection process are invited to compete on the national stage.



2024 Fischer Indoor Junior Nationals					
Tournament	Host Venue	Boys Champion	Girls Champion	Boys Doubles Champions	Girls Doubles Champions
U12 Fischer Indoor Junior Nationals	Osten & Victor Alberta Tennis Centre	Multiple (click here)	Multiple (click here)	Liam John Suh/ Arthur Zhyznomirskyy	Joni Colburne/ Clara Vicol
U14 Fischer Indoor Junior Nationals	Salt Spring Island Tennis Centre	Callum Mackinnon (ON)	Amy Shen (BC)	Marc-Edouard L’Allier/ Joachim Marx	Eve Thibault/ Isabella Ruyu Yan
U16 Fischer Indoor Junior Nationals	Club de tennis Île des Sœurs	Miko Lapalme (QC)	Clémence Mercie (QC)	Miko Lapalme/ Quincy Qianzhou Yao	Andrea Cabio/ Charlize Celebrini
U18 Fischer Indoor Junior Nationals	Sobeys Stadium	Nicolas Arseneault (ON)	Gabriella Lindgren (BC)	Miko Lapalme/ Benjamin Azar	Lily Rochon/ Jacey Tian

2024 Fischer Outdoor Junior Nationals					
Tournament	Host Venue	Boys Champion	Girls Champion	Boys Doubles Champions	Girls Doubles Champions
U12 Fischer Outdoor Junior Nationals	Carrefour Multisports	Oscar Sounitsky (ON)	Saroop Randhawa (ON)	Liam John Suh/ Arthur Zhyznomirskyy	Saroop Randhawa/ Brielle Amey
U14 Fischer Outdoor Junior Nationals	Carrefour Multisports	Callum Mackinnon (ON)	Isabella Ruyu Yan (SK)	Callum Mackinnon/ Marc-Édouard L’Allier	Alyssa Beltei/ Payton Charley Dith
U16 Fischer Outdoor Junior Nationals	Granite Club	Benjamin Azar (ON)	Lily Rochon (ON)	Joshua Adamson/ Dani Szabo	Lily Rochon/ Charlize Celebrini
U18 Fischer Outdoor Junior Nationals	Ontario Racquet Club	Mikael Arsenault (ON)	Scarlett Nicholson (ON)	Lucas Kimelman/ Zackary Kimelman	Amy Lu/ Katherine Zhang



University Tennis

The 15th edition of the Canadian University Tennis Championships took place at IGA Stadium in Montréal. Hosting the University Championships alongside the professional WTA/ATP events ensures tennis has one of the most unique university sports experiences in the country.

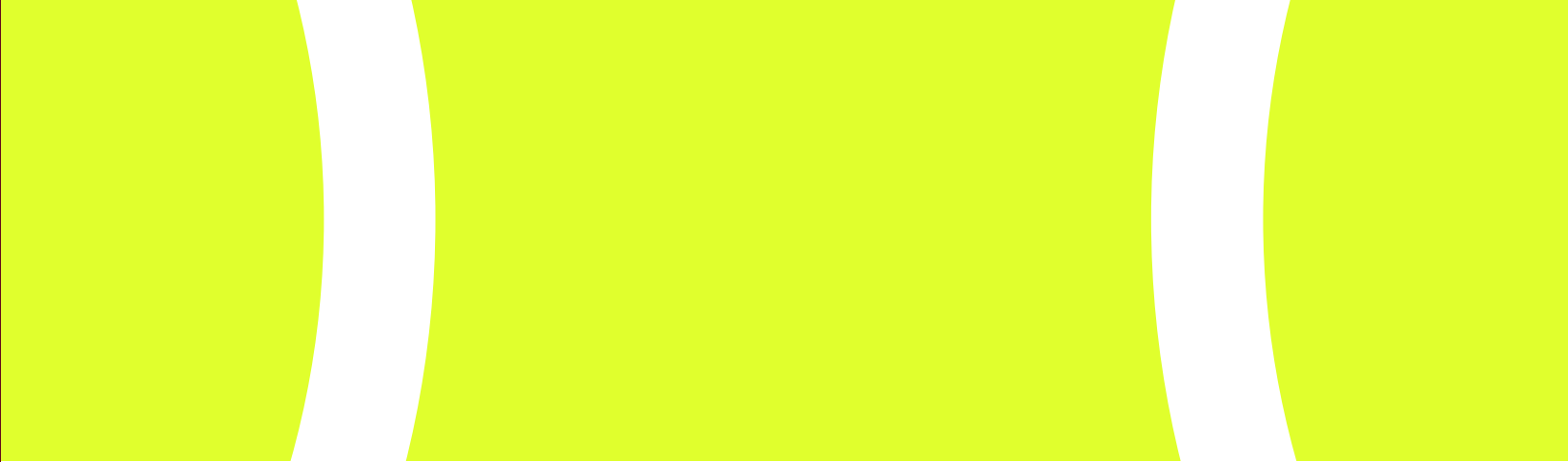
On the women’s side, University of Alberta’s Pandas continued to prove that they’re the team to beat, as they cruised past the University of Dalhousie in the semi-finals 7-0 before taking down the Université de Laval 4-1 in the finals. The victory marked a fifth straight crown for the Pandas. In the men’s division, UBC’s Thunderbirds, the 2022 champions, proved too strong for the Université de Laval in the title showdown, winning by a score of 4-2. In the third-place playoffs, the University of Toronto took out Dalhousie University in both the women’s and men’s draws.



Wheelchair Tennis

The Birmingham National Wheelchair Tennis Championships, the biggest national wheelchair tennis event in Canada, were held at the Sobeys Atlantic Tennis Centre in Bedford, Nova Scotia for the second consecutive year.

Thomas Venos (men’s) and Mitch McIntyre (quad) both swept their divisions at the event, each taking home a singles and doubles title. They were joined in the winner’s circle by a new champion in the women’s singles, 18-year-old Frédérique Bérubé-Perron, who won her first national title. Bérubé-Perron also won the junior singles title. The other champions in doubles were Anne-Marie Dolinar and Natalia Lanucha, Barry Henderson (with Venos), and Hisham Mohammad (with McIntyre).



Masters Tennis

The Steve Stevens Masters Tennis Championships returned to Toronto and was the highlight of the 2024 Masters calendar. A total of 625 Canadians registered for the tournament, surpassing the previous year’s total by more than 60 competitors.

2024 Steve Stevens Masters Tennis Championships				
Tournament	Women’s Champion	Men’s Champion	Women’s Doubles Champions	Men’s Doubles Champions
Over 30	Carmen Florence Lai	Jeremy Langer	Carmen Florence/ LaiSimmy Leung	Jeremy Langer/ Jibran Mohammadi
Over 35	Janet Han	Bradley Kirkham	No event	Nicholas Martin/ Nicholas Pollock
Over 40	Jessica Rush	Henry Choi	Elena Audy/ Nadia Petryshyn	Henry Choi/ Simon Tremblay-Larouche
Over 45	Gaelle Simian	Adam Baranowski	Bronwyn Muirhead/ Shiera Stuart	Chris Ritchie/ Coulter Wright
Over 50	Jennifer Bishop	Jason Christie	Jennifer Bishop/ Andreanne Martin	Ben Woo/ Coulter Wright
Over 55	Andreanne Martin	Craig Hiddleston	Erin Boynton/ Adrienne Simmons	Grant Cartland/ Gordon Quinton
Over 60	Alison Hannah-Taylor	Christian Laurin	Diana Dimmer/ Lee Myers	Andre Lambert/ Christian Laurin
Over 65	Erin Boynton	David Fairbotham	Diana Dimmer/ Lee Myers	David Fairbotham/ Robert Foy
Over 70	Michelle Hall	Keith Porter	Janice Clark/ Janice Holloway	Rosti Brankovsky/ Keith Porter
Over 75	Anne Hill	Tim Griffin	Susan Smylie/ Anneke Spira	Christopher Burr/ Tim Griffin
Over 80	Ingeburg Weber	John Tibbits	No event	John Tibbits/ John Yeomans
Over 85	No event	Barry Padolsky	No event	No event

CANADIANS IN ACTION

2024 SUMMARY

Throughout the 2024 season, Canadian tennis players continued to rack up titles and even made history on a few occasions, further solidifying Canada’s place as a world-leading tennis nation. Click [here](#) to see the 2024 Canadian tennis season in numbers.

— **Gabriela Dabrowski and Félix Auger-Aliassime claim bronze at Paris 2024 Olympics**

At the Paris Olympic Games, Gabriela Dabrowski and Félix Auger-Aliassime teamed up to clinch the bronze medal in mixed doubles, Canada’s first Olympic tennis medal in 24 years (Daniel Nestor and Sébastien Lareau, Sydney 2000). The duo defeated Wesley Koolhof and Demi Schuurs of the Netherlands in straight sets 6-3, 7-6(2). Auger-Aliassime went on to finish fourth in men’s singles, the best result ever achieved by a Canadian in this event.

— **Dabrowski and Erin Routliffe win Canada’s first-ever WTA Finals title**

In addition to her Olympic medal, Dabrowski also won the WTA Finals alongside doubles partner Erin Routliffe. The pair’s victory over Katerina Siniakova of Czechia and American Taylor Townsend in the championship match capped off another outstanding year, claiming the first WTA Finals title in Canadian history. Dabrowski ended the year ranked No. 3 in doubles on the WTA Tour, having also won the Nottingham Open with Routliffe in June.

— **48 titles won on the pro tours**

In 2024, Canada’s pros had success around the world, collectively earning 20 singles titles and 28 doubles titles. Winners included Dabrowski at the WTA Finals and Nottingham Open, Denis Shapovalov’s second-career ATP title at the 250-level Belgrade Open, and wins from Rebecca Marino and Marina Stakusic at the WTA 125 events in Midland, USA, and Tampico, Mexico, respectively. In ITF and ATP Challenger tournaments, Liam Draxl captured a staggering total of nine titles (3 singles, 6 doubles).



Canadian Champions in seven events on home soil

Canadians enjoyed resounding success on home soil in 2024, with six champions crowned across seven events. On the women’s side, Kayla Cross won the National Bank Challengers in Calgary and Edmonton in doubles, as well as the singles title in Saskatoon. Marino took the singles trophy in Calgary, and Ariana Arseneault and Mia Kupres teamed up to win the doubles titles in Saskatoon and Granby. For the men, Liam Draxl won the M25 Saint-Augustin, as well as Edmonton in singles and doubles (alongside Cleeve Harper).



New kids on the block

The biggest ranking improvements in 2024 included No. 86 Gabriel Diallo (+53), No. 116 Stakusic (+142), No. 252 Carson Branstine (+699), and No. 245 Cross (+245). These rankings were achieved thanks to new milestones, notably Diallo’s runner-up finish at the Almaty Open, an ATP 250 event, Stakusic’s WTA 125 title in Tampico, Mexico, Branstine’s three ITF titles, including a W75 event, and Cross’s fantastic success at Canadian tournaments. Diallo and Stakusic also qualified for their first Grand Slam main draws.

Rob Shaw and Frédérique Bérubé-Perron fly the Canadian flag in wheelchair tennis

Canadian wheelchair tennis athletes excelled on the world stage in 2024. Rob Shaw finished the season as No. 7 in the world in quad singles and reached the quarter-finals of the 2024 Paris Paralympic Games, losing to eventual gold medallist Niels Vink. Meanwhile, 18-year-old Frédérique Bérubé-Perron became the first Canadian ever to compete in a junior wheelchair tennis Grand Slam at the US Open, reaching the girls’ semi-finals in September. On the ITF circuit, Thomas Venos ended the season with the most titles (3 singles, 8 doubles).

National Tennis Centre

During the fall, Tennis Canada kicked off the 18th season of its National Tennis Centre presented by Rogers (NTC), which opened its doors in 2007. Since the first iteration, the NTC has been home to over 67 athletes and proven itself by helping some of its players ascend to the highest levels of international tennis. NTC players benefit from unique, world-class learning and development opportunities in tennis and academics thanks to the guidance of some of the best professionals and coaches in tennis, and access to a state-of-the-art training facility.

The class of 2024–2025 is made up of four new members: Charlize Celebrini (North Vancouver, BC), Clémence Mercier (Saint-Roch-Ouest, QC), Felix Roussel (Toronto, ON), and Antoine Gagnéux (Boischatel, QC). They join returning athletes Emma Dong (Vancouver, BC), Andrea Taylor (Pickering, ON), Miko Lapalme (Saint-Laurent, QC), Andy Tchinda Kepche (Québec, QC), and Caden Colburne (Halifax, NS).

Discover more about the players and the NTC [here](#).

U15 Canadian Prospect Team

The U15 Canadian Prospect Team structure is designed to help track, monitor, support and develop young prospects, aged 10-14 years old, working in tandem with the private sector coaches, parents, Regional Training Centres, National Coaches academies, and Provincial and Territorial Tennis Associations. It was soft launched in 2022 and fully rolled out in 2023.

The 2024-2025 cohort includes 19 girls and 21 boys aged between 13 and 15. In October, camps were held for these athletes, where they were able to compete together,

allowing them to focus on key aspects of their development under the guidance of Tennis Canada's high-performance coaches.

Click [here](#) to see the U15 Prospect Team.

National High Performance and National Development Programs

Introduced in 1998, the National High Performance Program (NHPP) is made up of the best Canadian wheelchair tennis players who compete on the international stage throughout the year, including Paralympic and Parapan Am Games as well as World Team Cup.

To build the pool of high-performance athletes, Tennis Canada launched the National Development Program (NDP) in 2023 to help up-and-coming players by providing them with funding, access to courts, and specialized training and coaching.

Click [here](#) to read about the NHPP and NDP teams.



SUPPORTING TEAM CANADA

Billie Jean King Cup and Davis Cup

Canada's Billie Jean King Cup and Davis Cup teams finished the year among the world's best, having both qualified for their respective Finals in Malaga, Spain. After winning the title in 2023, the women's team secured automatic entry to the quarter-finals, where they lost 2-0 to Great Britain, while the men's team secured a Qualifier win over the Republic of Korea in February before defeating Argentina, Finland and Great Britain at the Davis Cup Group Stage in Manchester, Great Britain. In the quarter-finals, the men's squad was beaten 2-0 by Germany. Both teams will compete in their respective Qualifiers in 2025 in hopes of returning to the final stage of the competition.

Canadian Billie Jean King Cup team: Leylah Annie Fernandez, Rebecca Marino, Gabriela Dabrowski, Marina Stakusic, and captain Heidi El Tabakh.

Canadian Davis Cup team: Denis Shapovalov, Gabriel Diallo, Alexis Galarneau, Vasek Pospisil, Milos Roanic, Liam Draxl, and captain Frank Dancevic.



Junior Billie Jean King Cup and Davis Cup

Canada's Junior Billie Jean King Cup team qualified for the round-robin of the Finals, eventually finishing in 13th place. The team, made up of Nadia Lagaev, Charlize Celebrini, Anna Tabunshchyk, and captain Sharon Fichman, ended on a high note with victories over Egypt and Italy. On the boys' side, the team consisted of Miko Lapalme, Felix Roussel, Quincy Yao and team captain Dancevic, and came up short of qualifying for the finals, with a win over the Bahamas but losses to Mexico and the USA.

U14 boys and girls

At the U14 level, Canada's boys' team made an appearance at the 2024 ITF World Junior Tennis Finals in Prostějov, Czechia, but didn't make it to the knockout stage with a 15th place finish. The girls' team missed out on the Finals, beating Guatemala in the qualifiers but losing to Mexico and the USA. The boys' team was made up of Callum MacKinnon, Julian Mahdavi, Luca Vico, and captain Philippe Courteau, while the girls' team consisted of Amy Shen, Rachel Wu, Isabella Ruyu Yan, and captain Noelle van Lottum.

Wheelchair tennis

Canada's wheelchair tennis national teams did not qualify for the World Group in 2024. The men's team lost 2-0 to eventual winners Chile in the semi-finals of the qualifiers, while the women's team finished third in their round-robin group with a 2-2 record. Canada's quad team had a similar result to the men's squad, losing to Chile in the qualifiers' semi-finals. Team members: Thomas Venos and Shawn Courchesne (men's), Natalia Lanucha, Anne-Marie Dolinar, and Frédérique Bérubé-Perron (women's), and Rob Shaw, Mitch McIntyre, and Hisham Mohammad (quad).

Masters tennis

Canada won two medals at the ITF Tennis Masters World Team Championships in Turkey – the gold medal going to the Men's Over 75 team and the silver to the Men's Over 70 team. Both teams were presented with the 2024 Masters Teams Award. The Men's Over 75 team was comprised of Tim Griffin, Chris Burr and Joe Forrayi, while the Men's Over 70 team consisted of Keith Porter, Brian Millar and Daryl Howes-Jones.



2024 Summer Olympics and Paralympics

Félix Auger-Aliassime and Gabriela Dabrowski made history at the 2024 Summer Olympics by bringing home an Olympic medal for Canada. The Canadian mixed doubles pair claimed bronze, defeating the Dutch team of Wesley Koolhof and Demi Schuurs in straight sets. This is Canada's first mixed doubles medal and only the second Olympic tennis medal in the country's history.

In women's singles, Bianca Andreescu reached the second round and Leylah Annie Fernandez advanced to round three. On the men's side, Milos Raonic was ousted in the opening round and Auger-Aliassime finished in fourth place, the best result ever achieved by a Canadian in this

event. In doubles, Fernandez partnered with Dabrowski and lost in the second round, while Auger-Aliassime teamed up with Raonic and lost in the first round.

Paris 2024 was the first appearance at an Olympic Games for Andreescu, the second for Fernandez (Tokyo 2020), Auger-Aliassime (Tokyo 2020) and Raonic (London 2012), and the third for Dabrowski (Rio de Janeiro 2016, Tokyo 2020).

At the 2024 Summer Paralympics, Rob Shaw made his second consecutive appearance and was able to improve on his first-round defeat in Tokyo 2020, reaching the quarter-finals in the quad singles division.



HOW WE CHANGE THE GAME



GROWING THE SPORT

Rogers First Set and Tennis Month in Canada

Tennis Canada's national youth participation program, Rogers First Set, is designed to inspire youth and families in communities across Canada to try tennis and learn fundamental skills in a fun, welcoming, safe, and positive environment.

Rogers First Set adopts the "progressive tennis" approach (red, orange, and green) in which participants play, develop, and compete with the appropriate racquet and balls, on the right-size court. Using this approach, players quickly acquire the fundamental skills to serve, rally, and score.

In 2024, Tennis Canada built and launched bilingual resources to empower communities to deliver Rogers First

Set programming for participants, as part of Stage 2 of Tennis Canada's Whole Player Development Pathway.

In June, Tennis Canada also launched the first-ever Tennis Month in Canada in partnership with the Provincial and Territorial Tennis Associations (PTTAs). Led by Rogers First Set programming, events were held across Canada throughout the month, with activities focusing on inclusivity and welcoming players from all backgrounds and abilities.

Tennis Month and Rogers First Set are just two of the many initiatives being implemented to help ensure Tennis Canada reaches its goal of getting 100,000 more youth playing tennis by 2027.

The program builds fundamental skills through four key pillars:

Try. Learn. Play. Compete.





New Resources

A Learn and Play Curriculum Guide was developed as a comprehensive tool for program operation to support each stage of the program, which included:

- 68** Learn & Play activities
- 18** session plans
- 61** instructional videos for activity demonstration and program delivery

New Training

New in-person and online training modules were developed to support program understanding.

- 5** online modules
- 1** in-person course
- 1** course facilitator guide

Course Delivery

Hosted five regional in-person workshops for 44 course facilitators across Canada, while 270 community tennis leaders and coaches took the online course.

Program Delivery

Rogers First Set programming was conducted in 10 provinces and two territories. 60 community organizations hosted Rogers First Set programs with 64 events held across Canada that featured 644 participants.



Rogers First Set Tour – Rookie Tournaments

- 162 Rookie tournaments were hosted in 2024, which included 410 match play events for different age categories and skill levels.
- Tournaments were hosted in eight provinces at 56 different tennis clubs.
- Rookie tournaments across the country received a total of 6,000 registrations in 2024.
- More than 7,750 Rookie matches took place in 2024.
- Players between the ages of 5 and 16 participated in 2024 Rookie tournaments.

Kids Tennis

In 2024, the Rogers First Set Tour was launched and consolidated the former Rogers Rookie Tour and Orange-Green Ball (U9/U10) Circuit programs under one umbrella to provide a seamless entry pathway into competition for kids. The Tour provides young players (ages 7 to 18) an opportunity to get started with organized tennis competitions at various levels from Rookie (beginner) to Rising Stars (advanced).

Rogers First Set Tour – Rising Stars Tournaments

- 272 Rising Stars tournaments were hosted in 2024, which included 484 match play events for different age categories.
- Tournaments were hosted in 10 provinces at 77 different tennis clubs.
- Rising Stars tournaments across the country received a total of 5,820 registrations in 2024.
- Over 8,690 Rising Stars matches took place in 2024.
- Players between the ages of 6 and 10 participated in 2024 Rising Stars tournaments.



Facilities

Increasing accessibility to tennis courts remains an important objective that Tennis Canada is tackling with its facilities initiatives. The ITF Global Report (2024) highlighted a decline in the total number of publicly accessible recreational courts since 2021 (-178), which can be attributed to varying factors including aging facilities and conversions to pickleball courts.

However, the number of indoor courts has increased since 2021 (+68) and that number continues to grow thanks to the Year-Round Community Tennis Courts Program presented by Rogers, while National Bank Play Your Court works to revitalize outdoor facilities in our communities.



Year-Round Community Tennis Courts Program presented by Rogers continues to grow

Year-Round Community Tennis Courts Program presented by Rogers announced four new projects in 2024. Ile-Bizard, QC, Chatham-Kent, ON, Mississauga, ON and Niagara Falls, ON all received \$200,000 in seed money via the program, which aims to build 160 year-round courts at up to 30 facilities by 2029.

The Courts at San Romanoway operated by Philpott Children’s Tennis (Toronto, ON), Thunder Bay Community Tennis Centre (Thunder Bay, ON), West Island Tennis Club (Ile-Bizard, QC), and Chatham-Kent, ON anticipate grand openings in 2025.

At the end of 2024, the Year-Round Community Tennis Court Program had driven the construction of 59 year-round tennis courts at 12 facilities in just three years. This has provided 5.4 million Canadians with access to the sport 12 months a year.

To learn more about bringing year-round tennis to your community contact us at coveredcourts@tenniscanada.com.

Four National Bank Play Your Court projects confirmed in 2024

In October, Tennis Canada and National Bank announced four municipalities that received \$100,000 in funding to revitalize public outdoor tennis courts. Garden City Park in Winnipeg, Manitoba; Garnetwood Park in Mississauga, Ontario; Frank-Gougeon Park in Drummondville, Quebec; and the Rock Forest Recreation Centre in Sherbrooke, Quebec.

The funding, supplied by National Bank, is used to refurbish the existing facilities, offering residents a better place to enjoy the sport of tennis and, in turn, lead to increased participation. The revamped facilities are scheduled to open in June 2025.

The projects in Stanley Park in Vancouver, B.C., and White Oaks Park in London, ON were completed in 2024.

Upon their completion in 2025, seven projects for a total of 33 revitalized courts will have been aided by the program since its launch in 2022. The initiative provides \$3 million in funding to be directed to more than 100 courts across the country by 2030 with four municipalities receiving funding per year since 2024.

To learn more about the program, please contact playyourcourt@tenniscanada.com.



COACHES

Coaching Development and Membership Growth in 2024

It was a milestone year for coach education and professional development in 2024, marked by significant growth and engagement across Canada. A total of 55 in-person courses, including Instructor and Club Professional 1 courses, were delivered by the Provincial and Territorial Tennis Associations (PTTAs), reaching 937 participants. This represents a notable increase from 2023, which saw over 850 participants across more than 50 courses. Additionally, a Coach 2 course hosted 38 participants, further strengthening the pathway to advanced coaching certification. Due to high demand in Ontario, 28 participants also took part in a single Club Professional 2 course.

Professional development continued to be a priority, with 32 specialized activities held throughout the year. Noteworthy highlights included two highly successful Tennis Symposiums in Ontario and Quebec, attracting a combined total of 215 participants. Due to overwhelmingly positive feedback, these events are set to return in 2025. Other key initiatives included:

- Two advanced coaching workshops during the Davis Cup and National Bank Open (NBO)
- A Rogers First Set training activity at the Granby Challenger
- Three Women in Coaching events in British Columbia, Ontario, and Alberta, emphasizing our commitment to increasing female representation in coaching.

Membership and Safeguarding Progress

By the end of 2024, Tennis Professional Association (TPA) membership grew to 4,769, reflecting a 12% increase from 2023. Of these, 3,267 members were in good standing, having maintained up-to-date certification and met all safeguarding requirements.

To uphold the highest standards of safety and professionalism, safeguarding requirements for coaches include:

- A declaration of good character
- Signing the Tennis Canada Code of Conduct
- Completing a background check
- Successfully finishing the Respect in Sport module



Pickleball Coaching Growth

Since the TPA and Pickleball Canada Organization partnership began in 2021, demand for pickleball coaching has soared. To date, a total of 2,699 participants have taken part in Instructor Level 1 (Introduction to Pickleball) and Level 2 (Developing Recreational Coaches) courses, with nearly 2,148 coaches certified. The momentum continued in 2024, with 107 in-person certification courses held across Canada, further expanding the network of qualified coaches.



PROPELLING OUR ATHLETES



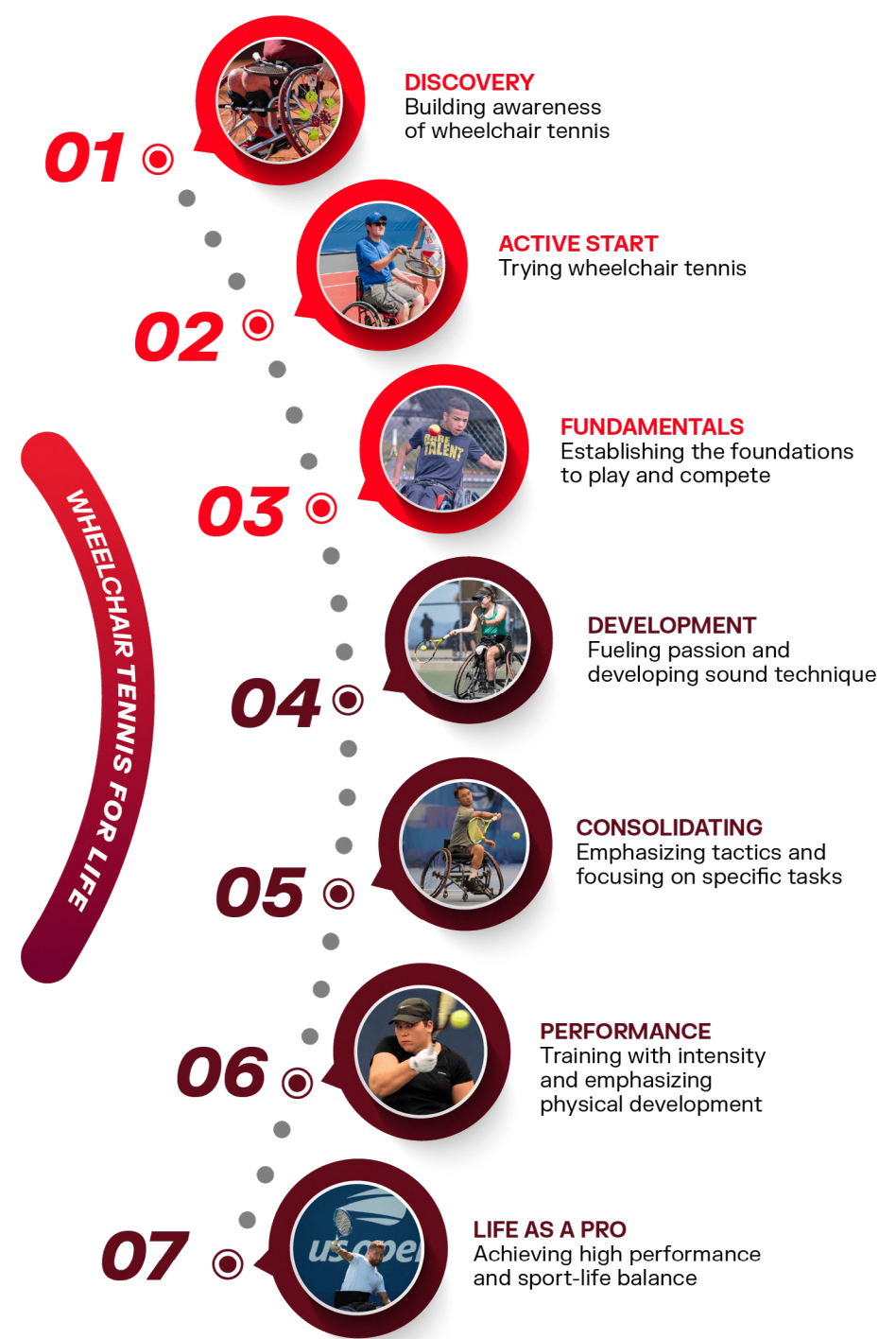
Whole Player Development Pathway and Wheelchair Tennis Whole Players Development Pathway

In 2024, Tennis Canada unveiled the Wheelchair Tennis Whole Player Development Pathway (WTWPDP), a comprehensive guide designed to foster lifelong passion for and participation in wheelchair tennis. The WTWPDP builds on the success of the Whole Player Development Pathway (WPDP), which was launched in 2023, as part of Tennis Canada's vision to be a world-leading tennis nation in all facets of the sport. Like the WPDP, the WTWPDP follows a player-centric approach, guiding athletes from their first experience on-court to the pinnacle of performance in wheelchair tennis, all while promoting a safe, positive, and inclusive environment.

The WTWPDP arrives at a time when Canadian wheelchair tennis athletes are achieving remarkable success on the global stage. British Columbian Rob Shaw reached the quarter-finals at the 2024 Paris Paralympic Games. Additionally, 18-year-old Frédérique Bérubé Perron from Quebec made history as the first Canadian to compete in a junior wheelchair tennis Grand Slam at the US Open, reaching the semi-finals.

SEVEN STAGES OF DEVELOPMENT

The WPDP and the WTWDP are built around seven distinct stages of development, acting as a blueprint for a user’s first experience on-court to the pinnacle of wheelchair tennis, all while facilitating a safe, positive, and inclusive environment. The seven stages are:



THE 5C

The WPDP and the WTWDP frameworks are built upon the 5Cs of coaching, which help develop well-balanced players and individuals. These key components are:





In partnership with National Bank, the UNMATCHED: Gender Equity in Sports Conference hosted 575 attendees, a more than 50 percent increase in attendance in three years. The 2024 Next Gen Leaders program sponsored 50 youth of all genders from local community organizations to attend, allowing for their critical voices to be a part of the conversation.

Gender equity was also front-and-centre during the National Bank Open (NBO) in Toronto and Montréal, with the umpires' chairs on centre court painted purple, the colour of equity, in both cities. On Thursday, August 8, the tournaments hosted prominent women in sport to perform a pre-match coin toss.

Shortly after the NBO, Tennis Canada ran a mass marketing campaign that raised awareness of its GSE program.

CREATING POSTIVE TENNIS EXPERIENCES

Gender Equity Remains a Continued Area of Focus for the Organization

In 2024, Tennis Canada continued to prioritize gender equity via its Game. Set. Equity. (GSE) commitment in partnership with National Bank.

According to the **ITF's Global Tennis Report** (2024), gender equity in participation has surged in Canada, with 46% of tennis players now being women and girls, up from 29.2% in 2021.

In 2024, 21 programs – spread across nine provinces and one territory - received funding via the GSE Community Tennis Grants, with \$75,000 in funds distributed, bringing the total amount invested in community initiatives via the program to nearly \$200,000.

Beyond that, GSE delivered 46 initiatives nationwide – including 30 Girls. Set. Match. Team Tennis events across eight provinces – impacting more than 4,500 throughout 2024.





The year also saw four Women in Coaching events held in British Columbia, Alberta, Ontario, and Quebec, supporting 98 women. The representation of active, certified women coaches rose to 25%, up from 18% in 2023. Meanwhile, three Canadian women increased their officiating certification at the highest ITF levels, while Anne Bees became the first Canadian woman to obtain ITF Gold Badge Referee certification.

Finally, the Billie Jean King Cup Champions Tour saw the famous trophy travel across all 10 provinces, celebrating the past, present, and future of the sport. GSE activities were offered at all 27 stops to provide professional development opportunities for women leaders and inspire the next generation of women athletes. More than 100,000 Canadians had the opportunity to engage with the trophy in person during the tour.



Pipeline and Competitive Programs

- Two national camps, including one in Halifax with players born in 2010, combined with an ITF J30 tournament successfully introduced young talents to international competition.
- Several regional camps in Montréal, Toronto, and Vancouver provided development opportunities for members of Canada's U15 prospect team.
- The recognition program and, more specifically, its competition pillar, led to a significant increase in the number of U15 tournaments.

Safe Sport

Tennis Canada is considered a leader in Sport Safety in Canada and demonstrates its commitment to safeguarding through the implementation of comprehensive policies, education, training, and compliance standards. Tennis Canada is committed to leading the growth of tennis in Canada by promoting an environment that is free from all forms of maltreatment.

We prioritize education and prevention by ensuring all participants understand the risks involved and know how to protect themselves. When challenges arise, we have clear policies and protocols in place for compassionate and fair resolution. Through ongoing training and support for athletes, coaches, and all stakeholders, we aim to foster a resilient and confident tennis community that places safety and well-being at the forefront.

Tools for All

Tennis Canada provides toolkits to all members of the tennis community to promote Sport Safety. These resources equip athletes, coaches, parents, and partners with the knowledge and strategies to prevent and address safety concerns. In 2024, Tennis Canada shined a spotlight on Sport Safety and the role of parents and caregivers, coaches, officials, administrators, and athletes in creating a positive environment on and off the court.



BUILDING A COMMUNITY

Sponsorships

In 2024, Tennis Canada continued its commitment to innovation and growth by strengthening relationships with corporate partners. With 21 new partnerships and 26 renewals, we have continued to offer unique experiences to tennis fans and support the development of the sport across the country.

Some of the key activations at the 2024 National Bank Open presented by Rogers



National Bank

On National Bank Day, purple towels were handed out to all Centre Court ticket holders, courtesy of National Bank, for fans to show their support for our Game. Set. Equity. program.

Rogers

The Rogers First Set program was highlighted throughout the tournament, with many on-court demonstrations encouraging more youth to try tennis and gain a sport for life.

Sobeys & IGA

Sobeys and IGA, our stadium naming partners, continue to support tennis in Canada through multiple engaging activations on site in both Toronto and Montréal.

The Mental Timeout initiative supported by Beneva

An interactive space enhanced with a new 2024 feature—a colouring wall—offering visitors a moment of relaxation and creativity.

Lindt

Lindt delighted tennis fans by offering free chocolates, highlighting the strong connection and loyalty our partners feel toward the tournament.

La Roche-Posay

A new partner in 2024, La Roche-Posay made a strong impression with a visually appealing booth and the distribution of sunscreen samples, generating high engagement from attendees.

Psycho Bunny

Our new apparel partner in 2024 gained excellent brand visibility through its activation, receiving great feedback from media, partners, and volunteers.

Loto-Québec

The Loto-Québec Esplanade was expanded to accommodate more spectators, providing a welcoming space where they could enjoy refreshments and watch matches on a giant screen.



Provincial and Territorial Tennis Associations

Throughout the year, Tennis Canada works closely with 11 Provincial and Territorial Tennis Associations (PTTAs) to continue to grow the sport across the country and make tennis accessible to all Canadians. The PTTAs work tirelessly on the ground with local clubs, governments, sport organizations, and coaches to promote and develop tennis across Canada. Key areas of the partnerships between Tennis Canada and the associations include competitive structure, facilities development, high performance, sport safety, and coaching development.

In 2024, Tennis Canada and the PTTAs worked together to begin the implementation of the National Tennis Growth and Development Strategy. The strategy focuses on growing tennis participation amongst youth through experiences that are accessible, safe, inclusive, and fun for everyone. Efforts in 2024 primarily focused on developing resources, cultivating partnerships, and offering pilot programs to lay the foundation to achieve the three-year goal of welcoming 100,000 new participants into the sport. To learn more about the work done by the Provincial and Territorial Tennis Associations, click on the links below:



Tennis Nova Scotia

Website: novascotia.tenniscanada.com
Contact: mollypineau@tennisnovascotia.com



Tennis Québec

Website: tennis.qc.ca
Contact: courrier@tennis.qc.ca



Tennis Ontario

Website: tennisonario.com
Contact: ota@tennisonario.com



Tennis British Columbia

Website: tennisbc.org
Contact: info@tennisbc.org



Tennis Alberta

Website: tennisalberta.com
Contact: info@tennisalberta.com



Tennis Saskatchewan

Website: tennissask.com
Contact: tennissask@sasktel.net



Tennis New Brunswick

Website: tennisnb.ca
Contact: tnb@tennisnb.ca



Tennis Manitoba

Website: tennismanitoba.com
Contact: ed@tennismanitoba.com



Tennis Newfoundland

Website: newfoundland.tenniscanada.com
Contact: tennis@sportnl.ca



Tennis PEI

Website: pei.tenniscanada.com
Contact: jordan@tennispei.ca



Tennis Northwest Territories

Website: tennisnwt.com
Contact: slavica@theedge.ca



OUR ACHIEVEMENTS IN 2024

Transformative Fundraising and Major Donor Support

Thanks to the incredible generosity of our **Patrons**—donors who contribute **\$5,000 or more**—we raised over **\$2 million** in 2024. These major gifts are pivotal in driving our mission forward, ensuring that Tennis Canada remains at the forefront of the sport globally.

One remarkable example of our Patrons' impact is the continued support from **Fondation Le Blanc**, which donated to the **Quebec Youth International Development Program**. This vital funding allows young athletes aged 12 to 18 to participate in up to 12 international tournaments annually, giving emerging talent the exposure and experience needed to thrive on the global stage. Their investment is not just in tennis but in the dreams and aspirations of the next generation of Canadian athletes.

Another inspiring story is the **Ben Wilder Fund**, which honours the legacy of a remarkable young athlete. This fund continues to provide high-performance scholarships to promising U12 and U14 athletes, enabling them to compete on the global stage. In 2024, the Wilder Fund supported four exceptional athletes who have shown tremendous potential, carrying forward Ben's passion and commitment to excellence.

Fundraising

We are profoundly grateful to our donors for their unwavering support of Tennis Canada's mission and for deepening their commitment through philanthropy. Your generosity is the driving force behind our efforts to grow the sport, enrich communities, and nurture future champions.

Tennis in Canada is now a global phenomenon. Our dream of becoming a world-leading tennis nation is rapidly turning into reality—and it's your support that makes it possible. In 2024, our combined initiatives and fundraising events propelled Canadian tennis to new heights both on the international stage and within our communities.





Community Engagement and Expanding Access

This year, our community engagement initiatives reached new heights, with a total of **\$600,000** invested in programs that make tennis accessible and inclusive. From grassroots development to high-performance training, these initiatives are helping us grow the game across Canada.

In 2024, innovative fundraising events made a significant impact. At our inaugural benefit brunch held during the National Bank Open in Quebec, over **\$40,000** was raised to support emerging tennis talent. This event not only provided crucial funding but also connected donors with the future stars of Canadian tennis, reinforcing the importance of community and engagement.

Nationwide, a combination of sweepstakes, auctions, and Calcutta tournaments generated over **\$400,000** to support youth tennis initiatives. These funds were channeled into enhancing community facilities, launching high-performance programs, and expanding access to tennis for young Canadians. Our **Ambassador Program** also contributed **\$125,000**, offering exclusive experiences that deepen donor engagement and help secure the future of Canadian tennis.

Empowering New Canadians

Our **Summer Camp for New Canadians** at Sobeys Stadium welcomed 50 children from 15 countries, including 24 campers from Ukraine. Through a week of tennis sessions, creative arts, and fun activities, these young participants discovered the joy of tennis while experiencing a sense of belonging. Each camper left with a racquet and continued access to free lessons, ensuring they could pursue their passion for the sport. This initiative is a testament to the unifying power of tennis and its role in helping newcomers integrate into their communities.



Thank you for investing in
tennis to give Canadians the
ADVANTAGE

Donors

The Patron Program is Tennis Canada's major gift opportunity for supporters who would like to invest in the development pathway for tennis in Canada.

Patrons are helping to grow the game of tennis and inspiring the next generation by supporting both young players in grassroots programs and our next generation high-performance players who will represent Canada globally.

Lifetime Legends

We are grateful to recognize our Lifetime Legends, a group of generous donors whose cumulative donations have reached more than \$100,000. Thanks to the passion and commitment of our donors we can continue to build our tennis nation.

Tennis Canada Lifetime Legends \$100,000 +	
Lorne & Wendy Abony	Bianca Andreescu
Robert & Mary Pat Armstrong	James & Nicole Bagnell
Gary & Jo Barns	John & Roseann Beddington
Marc & Tracy Bibeau	Louis-Marie Beaulieu
The Birmingham Family	The Badminton & Racquet Club of Toronto
Tony & Moira Cohen	The Cynamon Family
Dan & Jill Devlin	Tony & Robyn Eames Family Foundation
Edron Holdings Ltd	Norman Elliott
The Fleck Family Foundation	Michael M. Fortier
George Gantcheff	Ron & Myrna Ghitler
Linda Glover & Ian De Verteuil	François Godbout
Gerry Goldberg	Peter Goldberg
The Granite Club	The Green Fischer Family Trust
Graeme & Elizabeth Hibberd	Terry Hooge
Bruce Hudgins	Peter Jensen
Katz Group Canada Inc.	Andrzej Kepinski
Peter Kruyt	William & Ruth Kujat
Adrian Lachance	Lambton Golf & Country Club
La Fondation Famille LeBlanc	John LeBoutillier
Carlota & Derek Lee	Estate of Hans & Ingeborg Maciej
Hector MacKay-Dunn et famille	Succession de Jean Macpherson
Roger Martin	Nancy & John McFayden
À la mémoire de Harold P. Milavsky	Keith Morell
Nadir Mohamed	Tom & Cara Nicolopoulos
Alex Osten	Rochelle Rabinovitz
The Raonic Family	Alfredo & Moira Romano
Murray & Roda Rubin	Karen & Ivan Smith
The Sixty Three Foundation	Mike & Nicole Tevlin
The Toronto Lawn Tennis Club	Fondation Trillium de l'Ontario
Buddy Victor	W. Garfield Weston Foundation
The Henry White Kinnear Foundation	2 anonymous donors

Annual Donors

Tennis Canada is appreciative of the incredible generosity of the tennis community. The following listing reflects annual philanthropic contributions from donors made between January 1, 2024 and January 31, 2025.

Tennis Canada Trustee \$1,000,000 +	Tennis Canada Patron \$25,000 +	
Green Fischer Family Trust	<ul style="list-style-type: none">Bianca AndreescuReginald Burrow HodgesDaniel DupontLeylah FernandezMichael M. FortierGeorge GantcheffThe Henry White Kinnear FoundationJohn & Elizabeth Lacey	<ul style="list-style-type: none">Ali & Josie MahdaviJackalyn MarshNadir MohamedAnton RabieAxel & Aida SchwanSherry VanstoneFondation Famille LeBlanc
Tennis Canada Patron \$250,000 +	Tennis Canada Patron \$10,000 +	
The Birmingham Family	<ul style="list-style-type: none">Robert & Mary Pat ArmstrongGary BarnesTom BirksThe Ben Wilder FoundationPatrick BrownCalgary FoundationIan Cleghorn & Lynne BridgmanEmmett Foundation	<ul style="list-style-type: none">Ian de Verteuil & Linda GloverFrançois GodboutFondation Jodoin MamodeErin O'NeillLeylah FernandezMark and Lori ShapiroJeff ToryGraeme Watt



Annual Donors

Tennis Canada is appreciative of the incredible generosity of the Tennis Canada community. The following listing reflects annual philanthropic contributions from donors made between January 1, 2024 and January 31, 2025.

Tennis Canada Patron \$100,000 +		Tennis Canada Patron \$5,000 +		
Mike & Nicole Tevlin The Sixty-Three Foundation		<ul style="list-style-type: none">Derek BerghuisAnne-Marie Boucher & Mitch GarberAndrea CleghornTony CohenJennifer Davidson & Jill BridgmanYanik DeschênesThomas & Nancy EisenhowerScott GriffinVictoria & Tom GunterJerry HussongJordan JacobsTania Martin	<ul style="list-style-type: none">Bart MacDougallMelissa McBeanMaple Rock Capital Partners Inc.The Andy and Beth Burgess Family FoundationThe Greater Strategy Consulting Inc.The Toronto Lawn Tennis Club LimitedJoel RoseDavid StevensonElizabeth ToryGavin Ziv	
Tennis Canada Patron \$50,000 +		Tennis Canada Patron \$1,000 +		
Louis-Marie Beaulieu David and Stacey Cynamon Canadian Tire Jumpstart Charities Peter Kruyt The Sir James Dunn Foundation	<ul style="list-style-type: none">James BagnellReed BallonÉric Bussi�resColin wwCampbellCindy CohenConam Charitable FoundationDavid DimmerJane DonaldRodney DavisKevin DoyleDS AvocatsRosemary GoodwinTom GunterRichard HarrisEva HavarisGraeme HibberdRichard HuddlestonAlbert HummelCraig & Judith JarvisRushad KhoorshedThe Kololian FoundationMaia KauffeldtLarry KendallLisa KendallSt�phane Lef�bvreJohn LeBoutillierMartin LerouxLeor Margulies	<ul style="list-style-type: none">Shilpa MadonKim MacKaySam McDadiNancy & John McFadyenAndrew MeikleSarah MohamedGoeffrey S. MooreAleks NovakovicPaul NicolettiTom NicolopoulosLawrence OppenheimerAlena PeroutAlfredo RomanoAugustine RojasLuc SabbatiniMark SagerPierre SimardGregory Smithteven Sofer - Pro-CorpRobert SwannHelen TennysonRichard ThomsonJohn Van DykeIan & Cynthia WebbR. Howard WebsterBarry & StephanieZekelman FoundationThe Granite Club		



WORKING WITH COMMUNITIES

Community Tennis Leagues

In 2024, Tennis Canada, in partnership with the Provincial and Territorial Tennis Associations, expanded the Community Tennis Leagues (CTL) program to further grow the sport at the grassroots level. CTL offers recreational adult players more opportunities for match play, allowing them to connect with similarly skilled opponents and organize friendly matches within their communities. Now in its second year, the program has welcomed over 800 unique participants, with more than 1,900 official CTL matches played.

ITF World Tennis Number

Tennis Canada continued to grow the reach of the ITF World Tennis Number (WTN), a new global tennis rating developed in partnership with the International Tennis Federation (ITF). WTN allows players to find the right playing partner or program. The rating system is for all players, regardless of age, gender, or ability. In 2024, over 3,000 registered Canadian competitors unlocked their WTN and to date, 33,000 Canadians now have access to their rating.





Sustainability

For several years, Tennis Canada has been working tirelessly to minimize its environmental footprint and assert its leadership in sustainable event management by 2030—not only in Canada but also in the global sports event industry.

To achieve this goal, the federation launched new initiatives in 2024 as part of the National Bank Open presented by Rogers. These initiatives targeted each of its four areas of action:

- 1. Waste and Water Management
- 2. Energy and Carbon Emissions Management
- 3. Social Responsibility
- 4. Communication



These initiatives have led to very positive results, starting with the highlights below.

2024 in numbers

Montréal	Toronto
<div>71%</div> <div>Waste diversion rate (compared to 61% in 2023).</div>	<div>59%</div> <div>Waste diversion rate (16% higher than in 2023).</div>
<div>0.26kg</div> <div>Amount of waste generated per person (0.37 kg in 2023).</div>	<div>0.24kg</div> <div>Amount of waste generated per person (0.35 kg in 2023).</div>
<div>21.08 tons</div> <div>Reduction in the number of tons sent to containers compared to 2023.</div>	<div>3rd Edition</div> <div>Hosted the UNMATCHED Conference on gender equity in sports, with over 500 participants.</div>
<div>\$34,025.95</div> <div>Amount donated to food banks through our ticket sales.</div> <div></div>	<div>\$10,684.49</div> <div>Carbon credit amount donated to Planetair to offset greenhouse gas emissions from tournament activities.</div> <div></div>
<div>36,000</div> <div>Number of free tickets distributed to the community during the IGA Family Weekend.</div>	<div>34,000</div> <div>Number of free tickets distributed during the 407 ETR Family Weekend.</div>
<div>98,680</div> <div>Number of social media impressions related to promotions, an increase of 10,000 compared to 2023.</div> <div></div>	<div>1947</div> <div>Tennis balls recycled during the tournament.</div> <div></div>
<div>5477 kg</div> <div>Surplus food donated to community organizations fighting hunger. Note: Higher quantity in 2024 due to the cancellation of certain sessions.</div> <div></div>	<div>1600kg</div> <div>Surplus food donated to community organizations fighting hunger.</div> <div></div>

To learn more about all our sustainability initiatives, check out the full reports prepared by Tennis Canada by clicking the link: <https://nationalbankopen.com/sustainability>

FÉLIX AUGER-ALIASSIME

Men's Player of the Year



CELEBRATING OUR SUCCESS

Men's Singles Player of the Year



GABRIELA DABROWSKI

Women's Player of the Year



Women's Singles Player of the Year



LEYLAH ANNIE FERNANDEZ

LIAM DRAXL

Men's Doubles Player of the Year



Men's Most Improved Player of the Year



GABRIELA DABROWSKI

Women's Doubles Player of the Year



Women's Most Improved Player of the Year



GABRIEL DIALLO

MARINA STAKUSIC

NICOLAS ARSENEAULT

Juniors
Player of the Year



Wheelchair Tennis
Player of the Year



ROB SHAW

Juniors
Player of the Year



Wheelchair Tennis
Most Improved Player of the Year



FRÉDÉRIQUE BÉRUBÉ-PERRON

High Performance Recognition Program

Designed to reward the key areas that contribute to the development of a strong high-performance pipeline, the High Performance Recognition Program replaced the Tennis Development Centre Program upon its launch in 2023. It consists of five core pillars that reward clubs and players at the Platinum, Gold, Silver and Bronze levels.

In total in 2024, 39 clubs received funding via the High Performance Recognition Program for meeting criteria in the “Hosting Competitions” and/or “WPDP Training Environment” pillars, with nine clubs recognized in both pillars.

Hosting Competitions

Club Name	Recognition
Smart VMC Racquet Sports by ACE	PLATINUM
Premier Racquet Clubs Markham	PLATINUM
Tennis ENRJ	GOLD
Red Deer Tennis Club	GOLD
Great West Fitness and Racquet Club	GOLD
Aforza	GOLD
The Supreme Court Tennis Club	GOLD
The Tennis Centre	GOLD
Niagara Academy of Tennis	GOLD
Saville Community Sports Centre	GOLD
Rideau Sports Centre	GOLD
Sani Sport	GOLD
Tennis de l’Île des Sœurs	GOLD
North York Tennis Association	SILVER
Académie Tennis Momentum	SILVER
Tennis 3R	SILVER
Tennis Beauce	SILVER
Association de tennis de Drummond-ville	SILVER
OSTEN & VICTOR Alberta Tennis Centre	SILVER
EB Tennis	BRONZE
Caledon Tennis Club	BRONZE
Oak Bay Recreation Centre	BRONZE
Kingston Racquet Centre	BRONZE
Newton Tennis Club	BRONZE
Advantage Tennis International at Vene-to	BRONZE

WPDP Training Environment

Club Name	Recognition
Tennis de l’Île des Sœurs	PLATINUM
Advantage Tennis International at Vene-to	GOLD
Ontario Racquet Club	GOLD
OSTEN & VICTOR Alberta Tennis Centre	GOLD
Académie Ménard & Associés	SILVER
Sobeys Atlantic Tennis Centre	SILVER
North Vancouver Tennis Centre	SILVER
Richmond Hill Country Club	SILVER
Sani Sport	SILVER
Saville Community Sports Centre	SILVER
Smart VMC Racquet Sports by ACE	SILVER
Tennis Montréal Excellence	SILVER
Academie Aliassime	BRONZE
Académie Tennis Momentum	BRONZE
Aforza	BRONZE
Carrefour Multisports	BRONZE
Club Sportif Côte-de-Liesse	BRONZE
Complexe Tennis St-Augustin	BRONZE
Hollyburn Country Club	BRONZE
Peak Performance Tennis Academy	BRONZE
Richmond Country Club	BRONZE
Rideau Sports Centre	BRONZE
UBC Tennis Centre	BRONZE



Tennis Canada 2024 Distinguished Service Award Recipients

As the highest honour bestowed by the federation, the Tennis Canada Distinguished Service Awards (DSA) are presented to members of the tennis family who have made an outstanding impact on the sport in this country. The 2024 DSA recipients (who will be honoured in 2025) are listed below:

Michael Bennett

Jerrold Diamond

Al Fowler

Nick Coutts

Ricky Twynam

Sonja Zibin

Phil Johnson

Justine Poirier

Gary Caron

Simon Burden

Suzanne Leblanc

Lillian Lam

Leo Liendo

Gerry Gieni

Joan Bevington

James Mendonca

Andréanne Martin

National Tennis School Inc

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Josée Noiseux
Vice Chair



Richard Harris
Chair of the Tennis Business
Committee and Vice Chair



Ula Ubani
Chair of the Governance
Committee



Sébastien LeBlanc
Chair of the Tennis
Development Committee



Penny Ballem
Chair of the Finance
and Audit Committee



James G. Bagnell
Director



Mohamed Ismath
Director



Jordan Jacobs
Director



Sam Sebastian
Director



Dan Xu
Director

LEADERSHIP TEAM



Gavin Ziv
Chief Executive Officer



Annie Blanchette
Vice President,
People and Culture



Eva Havaris
Senior Vice President,
Tennis Participation and Leadership



Marie-Renée Boisclair
Former Senior Vice-President,
Chief Financial Officer



Rob Swann
Vice President,
Chief Commercial Officer



Guillaume Marx
Vice President,
High Performance



Nathalie Tremblay
Vice President,
Marketing Strategy and
Customer Experience



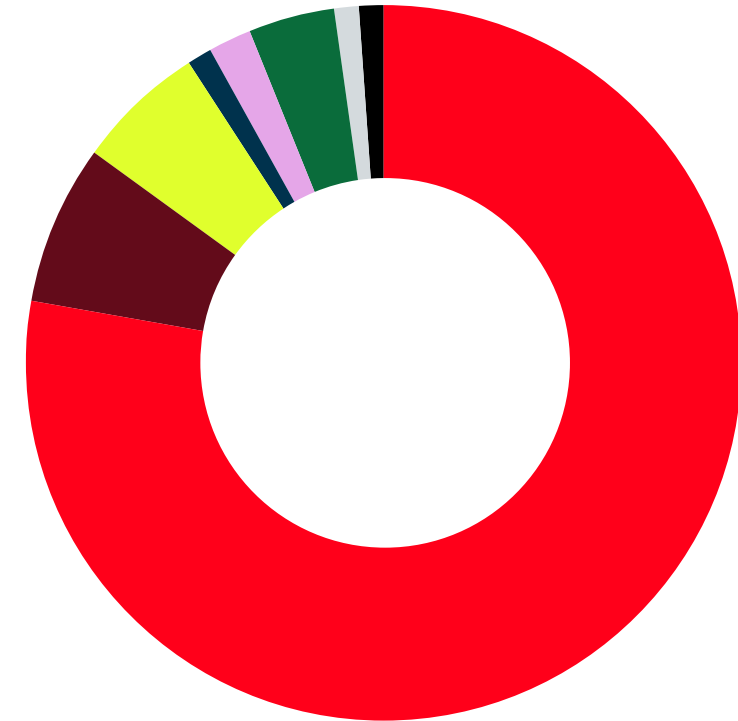
Valérie Tétreault
Vice President,
Communications and
Professional Events
Tournament Director,
National Bank Open – Montréal



Aradhna Srivastava
Chief Financial Officer

FINANCIALS

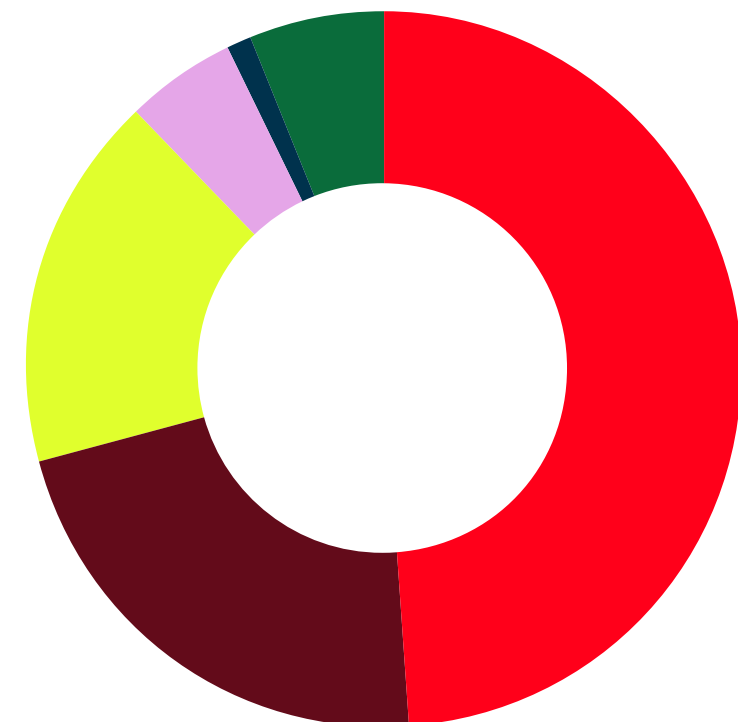
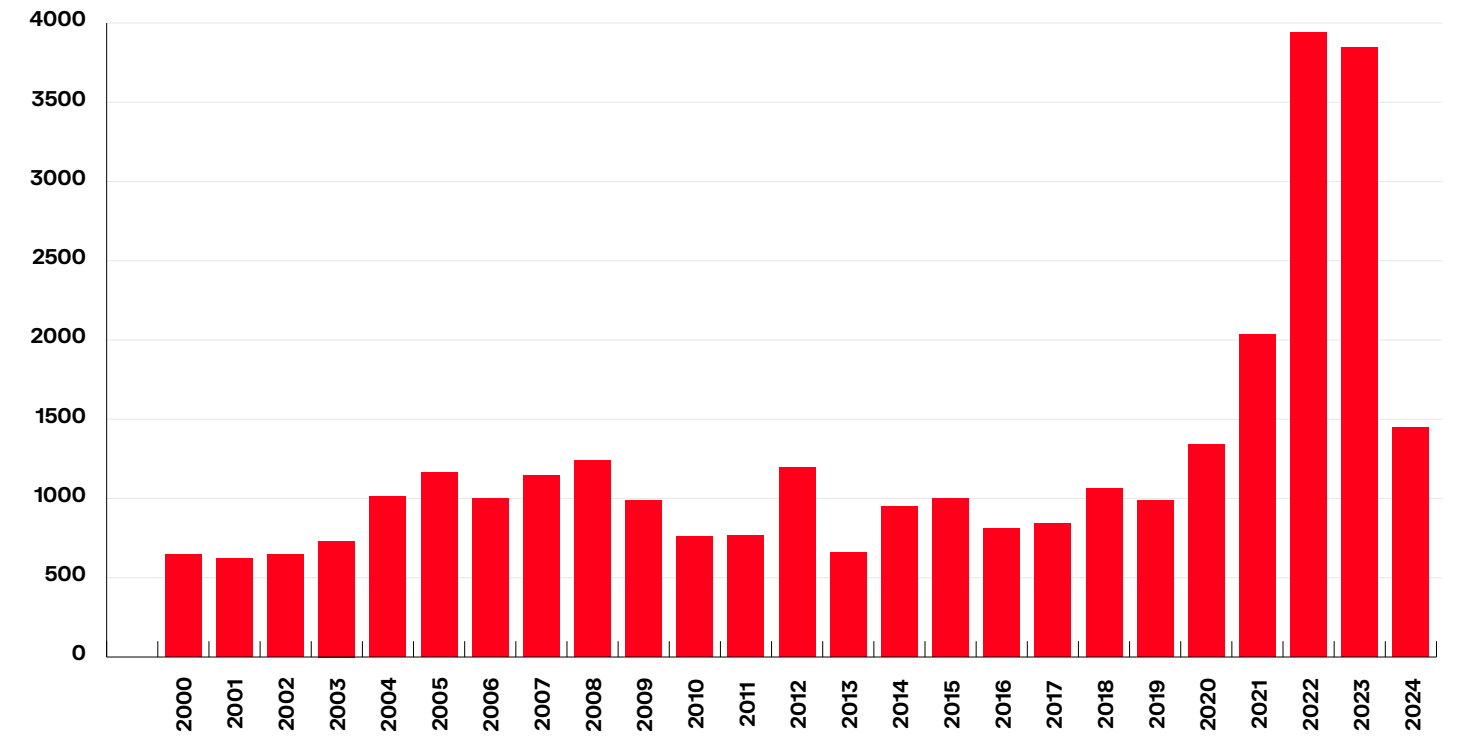




TOTAL REVENUES 2024

- 78%** National Bank Opens
- 7%** Tennis Development
- 6%** Facility
- 1%** Sport Canada
- 2%** Support Services
- 4%** Fundraising
- 1%** Other Tournaments
- 1%** Other

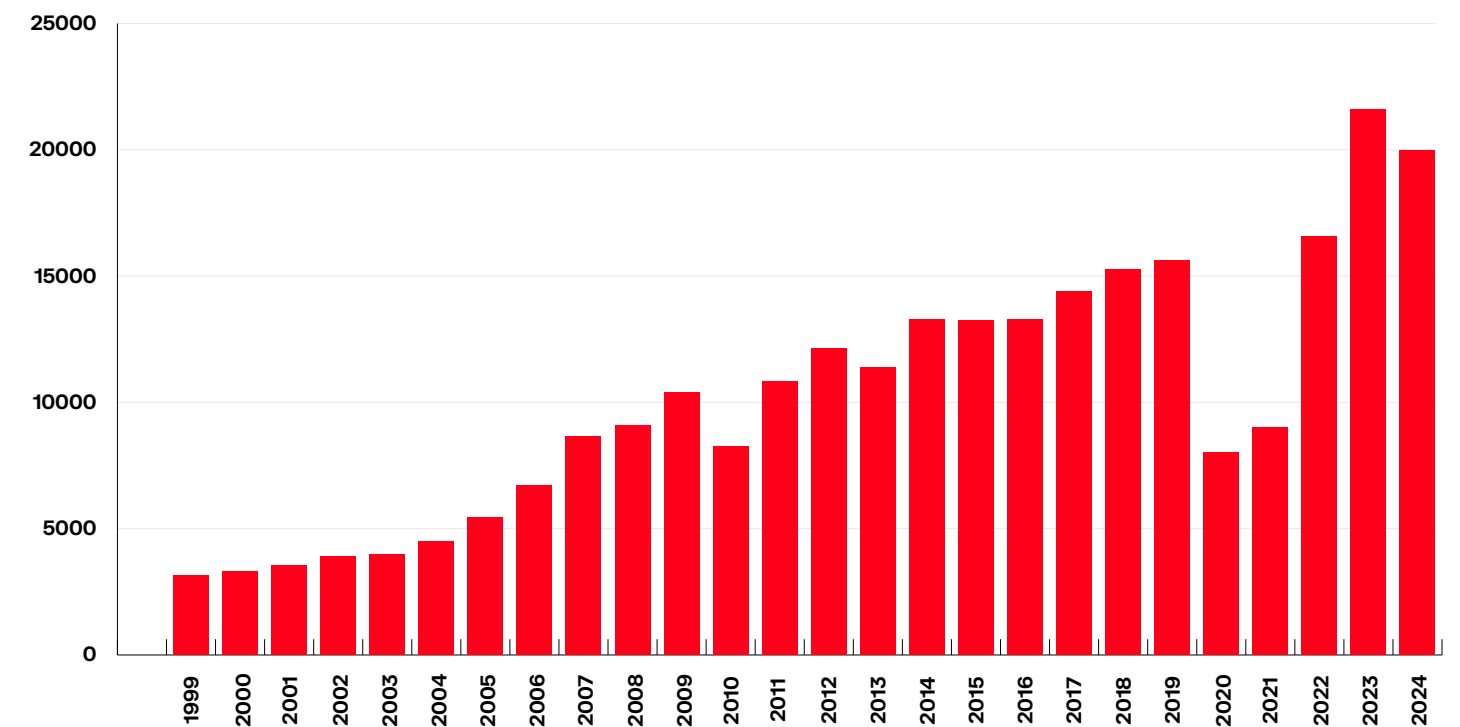
SPORT CANADA FUNDING (IN THOUSANDS)



TOTAL EXPENSES 2024

- 49%** Canadian Open Events
- 22%** Tennis Development
- 17%** Support
- 5%** Facility
- 1%** Fundraising
- 6%** Other Tournaments

TENNIS DEVELOPMENT AND HIGH PERFORMANCE SPENDING (IN THOUSANDS)





THANK YOU

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