



2023 TENNIS CANADA ANNUAL REPORT



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WELCOME MESSAGE



Welcome to Tennis Canada's 2023 Annual Report. I am delighted, as Chair of the Board, to pen these welcome remarks, and to thank our fantastic team for another outstanding year for tennis in Canada.

2023 saw our organization share its new five-year strategic plan to reassert its ambitions for the growth and development of Canadian tennis. Guided by our mission, vision and values, and by our renewed statement of intent that expresses why we exist, its six pillars chart a roadmap that will enable the federation to achieve its goals and ensure sustained success for our sport, all while delivering positive tennis experiences.

I would like to start with a special mention for our departing Chief Executive Officer, Michael Downey. 2023 marked Michael's final year with us after two terms as CEO (2004-2013 and 2017-2023) as he announced his retirement in February, with his last day coming on December 15. Under his leadership, we have helped develop Canadian players to win multiple junior Grand Slams and, for the first time ever, a Canadian singles player won the US Open and, for the first time in 50 years, the National Bank Open. Thanks to Michael, Tennis Canada has never been in better shape, nor had a better management team than today, and we are grateful to him for this legacy.

With that comes a new leader as Gavin Ziv takes the reins as CEO. Gavin, who has been at Tennis Canada for over 25 years and lives and breathes our mission daily, is highly respected in the industry and has already contributed to many chapters of growth across all aspects of our game. We look forward to enjoying many great times under his stewardship.

Next, I'd like to acknowledge our departing Board member, Matthew Akman, whose mandate came to an end last May and who has contributed to the many achievements of Tennis Canada these last few years. Additionally, I'd like to welcome our newest addition to the Board, Dan Xu, who has been active since last June.

On the court, 2023 was another spectacular year for Team Canada presented by Sobeys as we claimed a historic, first-ever Billie Jean King Cup. Led impeccably by captain Heidi El Tabakh, the performances of Leylah Annie Fernandez, Rebecca Marino, Marina Stakusic, Eugenie Bouchard and Gabriela Dabrowski in Seville, Spain – as well as the contributions of Katherine Sebov in the Qualifier tie in Vancouver, British Columbia – were nothing short of inspiring.

To bring home that trophy just one year after our Davis Cup triumph truly cemented Canada's place among the world's leading tennis nations.





Speaking of the men's team, their title defence saw them reach a very respectable quarter-final, where they came unstuck against Finland having qualified from the Group Stage in September.

Elsewhere, Dabrowski and Erin Routliffe claimed the US Open women's doubles title, marking the first women's doubles Grand Slam in Canada's history. In total, Canadians won 39 titles on the professional tours, including a third-career WTA title for Leylah Annie in Hong Kong and a successful title defence in Basel by Félix Auger-Aliassime.

On home soil, nine titles were won by Canadians – so, huge congratulations are in order for Katherine [Sebov], Victoria Mboko, Marina [Stakusic], Alexis Galarneau and Liam Draxl on their victories. When we see this kind of success, it really highlights the importance of these home tournaments for our up-and-coming players and the development of our sport domestically. Meanwhile, our Canadian wheelchair tennis contingent, led by Rob Shaw, continues to excel, finishing the year with eight players in the Top 100 of the ITF UNIQLO singles rankings.

For the NBO presented by Rogers, 2023 was another banner year. The events in both cities broke attendance records as fans flocked to IGA Stadium and Sobeys Stadium to watch the world's best players in action. Over 219,000 spectators joined us in Montreal, a record for a WTA year, and over 175,000 guests came through the gates in Toronto as we crowned two worthy, first-time champions in Jessica Pegula and Jannik Sinner.

As an organization, we also reached a huge milestone in achieving one of our long-term goals in 2023 with the announcement that the NBO will award the same amount of prize money to its women and men players beginning in 2027 and its expansion to a 12-day model as of 2025. This has been years in the making and is such a crucial step forward in

our gender equity efforts, and the continued elevation of our top-tier events.

Unsurprisingly, all of these achievements at the highest level of the sport sparked an increase in interest and participation rates across the country in 2023. In fact, a YouGov Canada study commissioned by Tennis Canada, the results of which we released in January 2024, showed that nearly 5 million Canadians picked up a racquet last year, including 25 per cent of under-12s.

But those participation rates would not have been possible without the incredible programming we have in place, which shifted into high gear in 2023. From the launch of Game. Set. Equity., our women and girls' participation program in partnership with National Bank, which received international acclaim in winning the Gold Award of the ITF's Advantage All program, and Rogers First Set, a new national program to introduce youth to the sport, to our accelerated capacity building efforts via the Year-Round Community Tennis Courts Program presented by Rogers and National Bank Play Your Court, our participation team has been busy making tennis more accessible through tailored, right-sized programming.

On behalf of the Board, I would like to reiterate that tennis in Canada continues to go from strength to strength and the sport is enjoying a terrific moment. We are thoroughly looking forward to what 2024 has in store as we continue to fulfill Tennis Canada's vision to be a world-leading tennis nation and mission to lead the growth, development, and promotion of tennis in Canada.

Peter Kruyt

President and Chair of the Board
Tennis Canada





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 teamwork, passion, integrity, innovation, excellence and accountability.





2023 YEAR IN REVIEW



JANUARY

- JAN 16** Following Katherine Sebov's qualification for her first Grand Slam, a total of nine Canadians participated in the 2023 Australian Open across the singles, doubles, and wheelchair quad main draws.
- JAN 18** It's announced that the Billie Jean King Cup will return to Vancouver in April with Canada drawn at home to Belgium in a Qualifier tie.
- JAN 31** Tennis Canada enhances its commitment to safe sport by joining Abuse-Free Sport, a new independent program aimed to prevent and address maltreatment in sport.

FEBRUARY

- FEB 21** After an illustrious 15 years at the helm of Tennis Canada, CEO Michael Downey announces that he will retire at the end of 2023.
- FEB 27** As part of the Year-Round Community Tennis Courts Program presented by Rogers, Tennis Canada confirms four year-round community tennis court projects for 2023 in Toronto, Stratford and Thunder Bay, Ontario and in Edmonton, Alberta.

MARCH

- MAR 2** Tennis Canada's National Tennis Centre presented by Rogers introduces its class of 2022-23, including five players: Keegan Rice, Adam Farag Cao, Finn Muller, Emma Dong and Addison Comiskey.
- MAR 6** Katherine Sebov wins an ITF 25K tournament in her hometown of Toronto, defeating No. 5 seed Himeno Sakatsume for the third ITF crown of her career.
- MAR 14** Bianca Andreescu, Leylah Annie Fernandez, Rebecca Marino and Gabriela Dabrowski are selected to represent Team Canada presented by Sobeys at the Billie Jean King Cup Qualifier tie in Vancouver.
- MAR 19** Gabriel Diallo is crowned champion of the ITF 25K event in his hometown of Montreal, defeating No. 2 seed Henri Squire in the final for the third title of his professional career.
- MAR 21** In partnership with National Bank, Tennis Canada unveils Game. Set. Equity., a long-term commitment towards advancing gender equity at all levels of the tennis ecosystem in Canada, from playgrounds to the professional tours.
- MAR 28** As part of the Game. Set. Equity. Community Tennis Grants, Tennis Canada announces the eight inaugural recipients of grants valued up to \$10,000 given to initiatives with the goal of increasing opportunities for women and girls in tennis.
- MAR 29** Team Canada learns that it will face Italy, Sweden and Chile at the Davis Cup Finals Group Stage in September.





APRIL

- APR 5** A countrywide tour of the historic Davis Cup trophy is announced, with stops in all 10 provinces as part of the official Davis Cup Champions Tour presented by Sobeys.
- APR 6** Katherine Sebov is named to Team Canada for the Billie Jean King Cup Qualifier tie in Vancouver, replacing the injured Bianca Andreescu.
- APR 15** Team Canada defeats Belgium 3-2 in the Billie Jean King Cup Qualifier to advance to the Finals in Seville, Spain.

MAY

- MAY 4** Tennis Canada partners with Beneva, the largest mutual insurance company in Canada, to continue its commitment to supporting and improving the wellbeing of tennis players across Canada via the *Mental Timeout initiative supported by Beneva*.
- MAY 15** Tennis Canada launches its 2023 marketing campaigns ahead of the National Bank Open presented by Rogers events. In Toronto, the tagline is *"Feel History Being Made"*, while in Montreal the campaign is *"It's not the best of women's tennis. It's the best of tennis"*.
- MAY 24** Team Canada's group stage opponents for the Billie Jean King Cup Finals are drawn: No. 3 seed Spain and Poland.
- MAY 25** Seven Canadians appear at the French Open across singles, doubles and wheelchair quad division main draws.

JUNE

- JUN 19** Several ground-breaking initiatives are announced ahead of the National Bank Open, including the inaugural virtual reality tennis tournament for fans and an innovative fan reward program via the National Bank Open app.
- JUN 20** Five-time Grand Slam champion Maria Sharapova is confirmed as the keynote speaker for the second edition of the UNMATCHED: Gender Equity in Sports Conference.
- JUN 21** Tennis Canada and National Bank launch applications for the 2023 Game. Set. Equity. Community Tennis Grants, whereby up to ten programs could unlock \$5,000 each in funding.
- JUN 26** The National Bank Play Your Court Program selects Stanley Park in Vancouver, British Columbia and White Oaks Park in London, Ontario as the next two locations to receive funding to renovate their tennis facilities.



- JUN 27** Tennis Canada and National Bank announce that the National Bank Open will reach a historic milestone by awarding the same amount of prize money to its women and men players beginning in 2027. It's also confirmed that the tournament will upgrade in status, expanding from a seven-day main draw event to 12 days starting in 2025.
- JUN 29** Former World No. 1 player and 2010 National Bank Open champion Caroline Wozniacki receives a wild card into the main draw of the tournament after stepping away from the game in 2020.
- JUN 30** Carol Zhao qualifies for the first Grand Slam main draw of her career at Wimbledon, bringing the total number of Canadians competing in the tournament to nine.

JULY

- JUL 10** Seven-time Grand Slam champion and former World No. 1 Venus Williams is awarded a wild card into the main draw of the National Bank Open.
- JUL 16** Victoria Mboko successfully defends her title at the Saskatoon Challenger ITF 60K event, defeating No. 3 seed Emina Bektas in the final for the second title of her professional career.
- JUL 20** The Canadian trio of Eugenie Bouchard, Katherine Sebov and Carol Zhao are awarded qualifying draw wild cards for the National Bank Open.
- JUL 21** Tennis Canada receives its single-largest donation of \$3 million from long-time supporters, the Green Fischer Family Trust.
- JUL 23** Alexis Galarneau is crowned champion at the Granby National Bank Championships after defeating Philip Sekulic for his first-career ATP Challenger title.
- JUL 24** The Canadian trio of Vasek Pospisil, Gabriel Diallo and Alexis Galarneau receive main draw wild card entries at the National Bank Open.
- JUL 27** Tennis Canada unveils Rogers First Set, a game-changing national program for youth across the country to learn and play tennis.

AUGUST

- AUG 12** Canada's U14 girls and boys teams compete at the 2023 ITF's World Junior Tennis Finals, where they finished 8th and 2nd respectively.
- AUG 13** In Montreal, World No. 3 Jessica Pegula is crowned National Bank Open champion after defeating Liudmila Samsonova 6-1, 6-0 in the final. In Toronto, Jannik Sinner earns his first ATP Master 1000 title, beating Alex de Minaur 6-4, 6-1 in the final.
- AUG 14** Denis Shapovalov, Vasek Pospisil, Gabriel Diallo and Alexis Galarneau are selected to represent Team Canada in the Group Stage of the Davis Cup Finals.





AUG 23 Noëlle van Lottum is announced as the new Head of National Women's Training Program at Tennis Canada, replacing Sylvain Bruneau, who transitioned to a consultant role within the organization.

AUG 24 Seven Canadians take part in the US Open across the singles, doubles and wheelchair quad main draws.

AUG 25 Carlota Lee receives Tennis Canada's inaugural Prix Jacqueline L. Boutet Award, which will be handed out annually to an individual whose lifelong contributions in tennis helped make a meaningful and lasting impact in making the sport more equitable, inclusive, and accessible in Canada.

SEPTEMBER

SEP 6 Hatem McDadi, Tennis Canada's Senior Vice-President of High-Performance Development, announces he will retire at the end of 2023 after spending nearly 25 years at the organization.

SEP 10 Gabriela Dabrowski becomes the first Canadian woman in history to capture a Grand Slam women's doubles title after she and her partner Erin Routliffe win the US Open.

SEP 11 Kelsey Stevenson is added to Canada's Davis Cup squad for the Group Stage in Bologna, Italy.

SEP 16 Canada secures its spot in the Davis Cup Final 8 after topping its group at the Group Stage, defeating Italy, Sweden and Chile in its three ties.

SEP 19 Tennis Canada announces Gavin Ziv as its incoming Chief Executive Officer, succeeding Michael Downey.

OCTOBER

OCT 4 Tennis Canada wins the ITF's Gold Advantage All Award in recognition of its efforts to promote gender equity in tennis.

OCT 4 The COC, CPC (CPC) and Tennis Canada confirm the athletes nominated to represent Canada at the 2023 Pan American and Parapan American Games: Rebecca Marino, Carol Zhao, Stacey Fung, Justin Boulais, Rob Shaw, Natalia Lanucha, Anne-Marie Dolinar, Mitch McIntyre, Thomas Venos and Barry Henderson.

OCT 9 Leylah Annie Fernandez, Rebecca Marino, Gabriela Dabrowski, Eugenie Bouchard and Marina Stakusic are selected to represent Team Canada at the Billie Jean King Cup Finals.

OCT 15 Leylah Annie Fernandez wins her third-career WTA title at the WTA 250 Hong Kong Open, while Gabriela Dabrowski and her partner Erin Routliffe claim the WTA 500 Zhengzhou Open doubles title.

OCT 16 Thomas Venos, Natalia Lanucha and Mitch McIntyre each win two titles at the Birmingham National Wheelchair Tennis Championships.

OCT 23 Katherine Sebov earns another title at the Saguenay National Bank Challenger, defeating No. 8 seed Fanny Stollar for her fourth ITF title.



- OCT 24** Félix Auger-Aliassime, Milos Raonic, Vasek Pospisil, Gabriel Diallo and Alexis Galarneau are selected to represent Team Canada at the Davis Cup Final 8.
- OCT 24** Rebecca Marino finishes in fourth place at the Pan American Games, losing to Argentina's Julia Riera in the Bronze medal match.
- OCT 29** Marina Stakusic wins the ITF 60K Tevlin Challenger in her hometown of Toronto, defeating Jana Fett in the final for her fourth title on the professional circuit.
- OCT 29** Félix Auger-Aliassime successfully defends his title at the ATP 500 Swiss Indoors Basel event.

NOVEMBER

- NOV 5** Justin Boulais is crowned champion at the inaugural ITF 25K Edmonton National Bank Challenger event after defeating No. 5 seed Giles Hussey.
- NOV 7** Tennis Canada unveils a comprehensive framework for enhanced player development; the Whole Player Development Pathway uses an innovative roadmap designed to help players, families, coaches and partners through every stage of their tennis journey.
- NOV 12** Team Canada makes history at the Billie Jean King Cup Finals, defeating Italy to win the country's first-ever title.
- NOV 12** Canada's U16 girls and boys teams compete in the Junior Billie Jean King Cup and Davis Cup Finals.
- NOV 14** Liam Draxl wins the Calgary National Bank Challenger, defeating Dominik Koepfer in the final for his third singles title of the year.
- NOV 26** Canada learns that it will face the Republic of Korea at the 2024 Davis Cup Qualifiers.
- NOV 26** Rob Shaw claims a Silver medal at the Parapan American Games after finishing as runner up in the quad singles in Santiago, Chile.

DECEMBER

- DEC 14** Montreal is chosen as the host city for Team Canada's Davis Cup Qualifier tie against the Republic of Korea, marking the first time the city has hosted a tie since 2012.
- DEC 19** Tennis Canada names its Player of the Year Award winners with Leylah Annie Fernandez, Gabriela Dabrowski and Félix Auger-Aliassime among the recipients.





LET'S PLAY

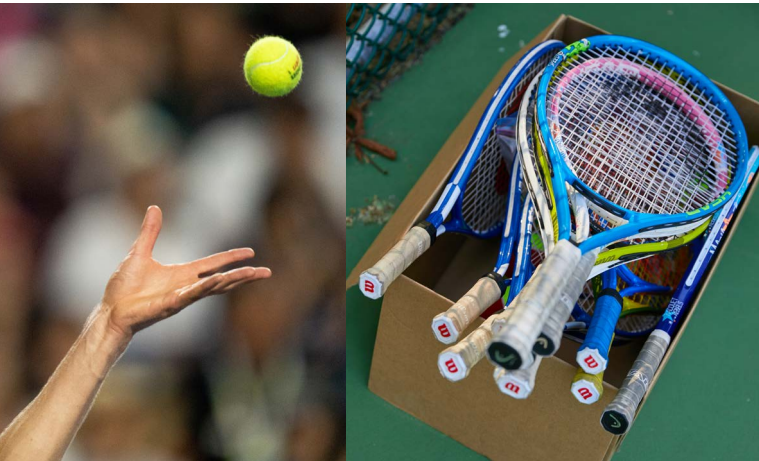


NATIONAL TENNIS GROWTH AND DEVELOPMENT STRATEGY TO BE LAUNCHED IN 2024

To meet the demands of an increasing base of participants, in December, Tennis Canada and its Provincial and Territorial Tennis Association partners unanimously approved a National Tennis Growth and Development Strategy, set to launch in 2024. The strategy represents an alignment on priority areas that will support the growth of the sport over the next five years.

COMMUNITY TENNIS

Throughout the year Tennis Canada works with its Provincial and Territorial Tennis Associations (PTTAs) and partner organizations to support and grow tennis at the grassroots level and welcome new participants to the sport.



COMMUNITY SPORT FOR ALL INITIATIVE (CSAI)

In 2023 through a Community Sport for All Initiative grant from Sport Canada, Tennis Canada partnered with PTTAs on six initiatives designed and delivered to provide safe and welcoming sport experiences and encourage ongoing sport participation for equity-deserving groups. Tennis Canada was able to partner with five PTTAs, who engaged 60+ local communities and reached 1,000+ participants from equity-deserving groups. Some highlights from the initiatives include (following page):

1 **CAMP FOR NEW CANADIANS**

Tennis Canada hosted two full-week summer camps at Sobeys Stadium and York University's sport facilities for 80 kids, aged 5-14, whose families have immigrated to Canada within the past 10 years. Kids from 15 different countries participated in the camp with 52 out of the 80 kids being Ukrainian refugees. The campers were provided with a full day of on-and-off-court activities and were given tennis equipment to take home to continue to learn and play the sport.

2 **GIRLS. SET. MATCH. TOURNAMENTS**

The Girls. Set. Match. tour consisted of a series of all-girl short format tournaments targeted at girls between the ages of 10 to 18 and delivered by all-women tournament staff. Twenty-eight Girls. Set. Match. events were hosted across five provinces (BC, MB, ON, QC, NS), engaging a total of 593 girls.

3 **WHEELCHAIR TENNIS**

Tennis Nova Scotia and Tennis BC collaborated with local organizations that directly deliver programs to persons living with disabilities to facilitate community outreach visits and events to introduce new people to wheelchair tennis. Tennis BC also delivered courses to train 46 new individuals to instruct/facilitate wheelchair and adaptive tennis programming and Tennis Nova Scotia subsidized training and competition costs for the seven athletes enrolled in their high-performance wheelchair program.

4 **TENNIS FOR REFUGEES, IMMIGRANTS, AND NEWCOMERS**

Tennis BC worked with various community organizations to facilitate free/low-cost tennis and multi-week tennis programs for 117 immigrants, refugees, and newcomers. This initiative aimed to promote tennis participation, provide a safe space for participants to learn a new sport, foster community connections, and encourage the tennis for life model.

5 **TENNIS PROGRAMMING FOR UNDERDESERVED COMMUNITIES**

Tennis Nova Scotia conducted 30 community outreach visits to public courts/parks and clubs to provide free tennis clinics for 112 underserved kids, youth, and adults in the local community. Jane and Finch Community Tennis Association and Philpott Children's Tennis provided free multi-week tennis programming to over 350+ participants from underserved areas.

6 **ADVANCING WOMEN IN COACHING**

This initiative supported 33 women to enter and advance their careers in the tennis coaching industry. Tennis Nova Scotia hosted a Women in Coaching workshop and hired 20 more female coaches/leaders for various programs. The Ontario Tennis Association provided mentorship and training opportunities for high performance women coaches at the 2023 Outdoor Junior Nationals and through their Provincial Training Program.

Community Tennis Leagues

In 2023, Tennis Canada partnered with Tennis BC, the Ontario Tennis Association, Tennis Quebec and Tennis Nova Scotia to launch Community Tennis Leagues (CTL) to grow the game in local communities. The CTL program provides additional match-play opportunities for recreational adult tennis players. The program enables players to connect and organize friendly matches with similarly skilled players in their community. In the first year of the program, 1,000 new players joined, and over 1,200 official CTL matches were completed.



KID'S TENNIS



Both the Rogers Rookie Tour and the Orange-Green Ball (U9/U10) Circuit returned for 2023. The Rogers Rookie Tour provides kids with their first match play experience, while the Orange-Green Ball Circuit provides young tennis players the opportunity to play competitive tennis in a fun environment.

ROGERS ROOKIE TOUR

160



160 Rogers Rookie Tour tournaments were hosted, which included **436 match play events** for different age categories and skill levels.

Tournaments were hosted in **seven provinces** at **51 different tennis clubs**.

6,010

Rogers Rookie Tour tournaments across the country received a total of **6,010 registrations** in 2023. (**74 per cent increase** compared to 2022).

+ 9,000



Over **9,000** Rogers Rookie Tour matches took place in 2023.

Players between the ages of **6 and 16** participated in the 2023 Rogers Rookie Tour.

ORANGE/GREEN BALL (U9/U10) CIRCUIT

217



217 U9/U10 Circuit tournaments were hosted, which included **377 events** for different age categories.

Tournaments were hosted in **9 provinces** at **78 different tennis clubs**.

5,110

U9/U10 Circuit tournaments across the country received a total of **5,110 registrations** in 2023.

+ 7,600



Over **7,600** U9/U10 Circuit matches took place in 2023.

Players between the **ages of 6 and 10** participated in the 2023 U9/U10 Circuit.



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 530 junior tournaments were held across the country in 2023 with over 4,600 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.

2023 FISCHER JUNIOR NATIONALS

The Canadian junior competitive structure culminates with the Fischer Junior Nationals. Top juniors from across Canada who have qualified via their provincial selection process are invited to compete on the national stage.





2023 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	Deniz Karabulut	Amy Shen	Deniz Karabulut / Ilya Sherifali	Milagros Pastuszka / Joni Colburne
U14 Fischer Indoor Junior Nationals	UBC Tennis Centre	Andy Tchinda Kepche	Joyce Geng	Andy Tchinda Kepche / Caden Edward Colburne	Laurence Demers / Andrea Taylor
U16 Fischer Indoor Junior Nationals	Club de tennis Île des Sœurs	Adam Faragcao	Emma si yu Dong	Alec Barin / Loïc Petrecca	Clémence Mercier / Neda Rahimkhani
U18 Fischer Indoor Junior Nationals	Sobeys Stadium	Kuang Qing Xu	Nadia Lagaev	Aleksandar Mitric / Sasha Rozon	Teah Chavez / Josie Usereau

2023 FISCHER OUTDOOR JUNIOR NATIONALS

TOURNAMENT	HOST VENUE	BOYS CHAMPION	GIRLS CHAMPION	BOYS DOUBLES CHAMPIONS	GIRLS DOUBLES CHAMPIONS
U12 Fischer Outdoor Junior Nationals	Carrefour Multisports	Deniz Karabulut	Isabella Ruyu Yan	Nikola Bogojevic / Deniz Karabulut	Clara Vicol / Isabella Ruyu Yan
U14 Fischer Outdoor Junior Nationals	Carrefour Multisports	Joshua Noah Adamson	Andrea Taylor	Andy Tchinda Kepche / Caden Edward Colburne	Émy Gauvin / Ève Thibault
U16 Fischer Outdoor Junior Nationals	Milton Tennis Club	Gary Chuyue Jiang	Isabella Marton	Eric William Wang / Quincy Qianzhou Yao	Andrea Cabio / Bianca Ceroni
U18 Fischer Outdoor Junior Nationals	Ontario Racquet Club	Nicolas Arseneault	Clémence Mercier	Adam Faragcao / Stéphane Pierre-Jo Kamendjé	Raphaëlle Leroux / Gianna Oboniye

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 2023, over 3,000 registered Canadian competitors unlocked their WTN and to date, nearly 30,000 Canadians now have access to their rating.



University Tennis

The 14th edition of the Canadian University Tennis Championships returned to the IGA Stadium grounds in 2023. Hosting the University Championships alongside the National Bank Open ensures tennis has one of the most unique university sports experiences in the country.

— Women's Draw

In the women's final, University of Alberta's Pandas took on the Western University Mustangs. Both clubs dominated their opponents in the semi-finals, and the highly anticipated matchup on Championship Sunday did not disappoint, as the Pandas snuck by the Mustangs by a score of 4-3 to claim the title. The victory marked a fourth straight crown for the Pandas.

— Men's Draw

In the men's division, the Carabins from the Université de Montréal secured their title with a win over the University of Alberta's Golden Bears. After losing in last year's finals, the Carabins came out firing in the 2023 championship matchup, defeating the Golden Bears 4-0.

Regional Championships



In the lead-up to the National Championships, regional university tennis returned for the 2022-23 season, competing over four regions

— Regional Champions

- **Western Canada:** University of Alberta (men and women)
- **Ontario:** Western University (men and women)
- **Quebec:** Université de Montréal (men), McGill University (women)
- **Atlantic Canada:** Dalhousie University (men and women)

U SPORTS AND TENNIS CANADA PARTNER UP

In the fall of 2023, Tennis Canada and U SPORTS announced exciting news for university tennis in Canada, as tennis became the first Pilot Sport (P3) in program history. The collaboration will further improve the student-athlete experience, giving tennis players more opportunities to compete at a higher level within the Canadian education system.





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 first time.

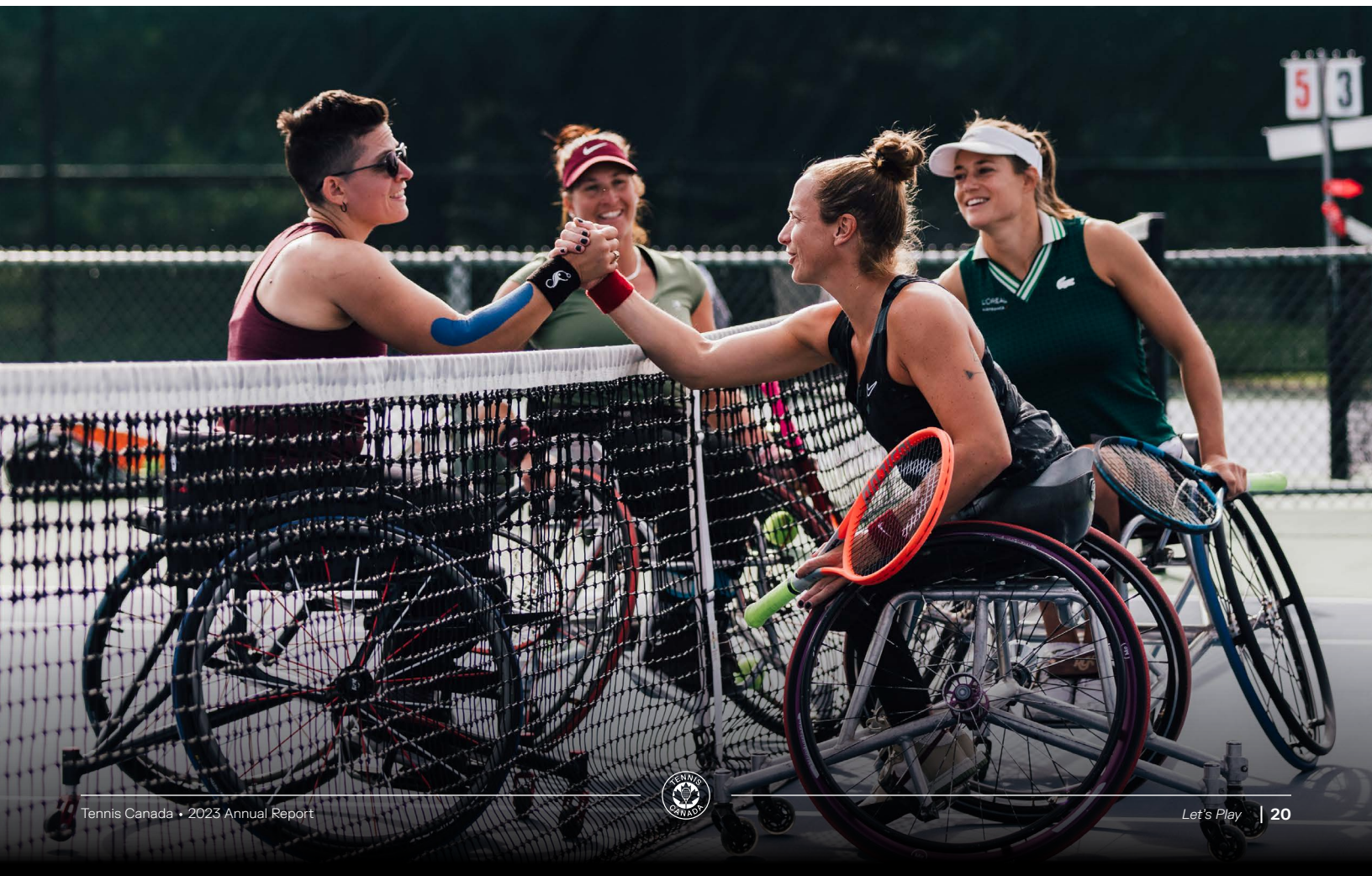
Three athletes doubled-up during the Birmingham Nationals, as Thomas Venos, Natalia Lanucha and Mitch McIntyre all took home two titles. Also winning in doubles were Barry Henderson (with Venos), Anne-Marie Dolinar (with Lanucha), and Gary Luker (with McIntyre). Rounding out the winner's circle was John Chen, the talented youngster from British Columbia, who took home the junior singles title.

Parapan American Games, Santiago (Chile)

Canada's team for the Parapan American Games was comprised of six athletes, making it the largest wheelchair tennis team the country has ever sent to a multi-sport Games. Rob Shaw, who competed in the quad event, won his second Parapan American medal – securing silver in a hard-fought final.

Key Highlights

- Rob Shaw reached career-high rankings of No. 6 in singles and No. 3 in doubles. He qualified for all four Grand Slams (singles and doubles) and reached two doubles finals at Roland Garros and Wimbledon. Shaw also qualified for the year-end Singles Masters, reaching the championship match in doubles.
- Natalia Lanucha won two ITF singles titles and reached a career-high ranking of No. 43.
- The Canadian men and women teams competed in BNP Paribas World Team Cup Qualifier in Puebla, Mexico. The women's team came second and narrowly missed qualification for the World Group in Portugal.





Masters Tennis

Masters Tennis, formerly known as Seniors Tennis, continues to be a resounding success with participation rates hitting record levels in 2023. The Eastern and Western Indoor Championships returned after a three-year absence along with eight other Masters ITF events across Canada.

Canada was well represented at the ITF World Tennis Masters Tour – World Team & Individual Championships. The 2023 events took place in Turkey, Portugal, and Spain. Additionally, back on home soil, the Steve Stevens Senior Masters Tennis Championships returned to Montreal and was the highlight of the 2023 Masters calendar. Just over 560 players competed at six fantastic venues in Montreal. The Mount Royal Tennis Club along with the Hillside Tennis, the Monkland Tennis Club, the Dorval Tennis Club, the Club de Tennis Woodland, and the Cote St. Luc Tennis Club did an amazing job of welcoming all the players to the city.

Key Highlights

- The Men's Over 60 team captured a Copper medal, finishing fourth at the World Team Championships, and the Men's Over 80 team won a Bronze medal finishing third at the World Team Championships. The Over 60 team members were Glenn Cleland, David Defehr, Denis Dumas, and Bill Wang. The Over 80 team consisted of Ali Bacha, Horst Dammholz, Shaheer Mikhail and John Tibbits.
- “The Event of the Year”, voted on by the players, was the Western Canadian Indoor Masters Championships held in Edmonton at the Royal Glenora and Derrick Clubs. The “Service to the Game” award was presented to Masters Tennis Committee Chair, Cora Wills, who has led the Masters Committee since 2017.



***GROW THE
GAME***



FACILITIES

Tennis Canada’s capacity building efforts kicked into overdrive in 2023 as accessibility to the sport continued to be a priority for the organization. Its two key facilities initiatives, the **Year-Round Community Tennis Courts Program** presented by Rogers and National Bank **Play Your Court**, were active throughout the year.

Year-Round Community Tennis Courts Program presented by Rogers goes from strength to strength

In 2023, four municipalities were confirmed as funding recipients of the Year-Round Community Tennis Courts Program, which aims to build 160 year-round courts at up to 30 facilities by 2029.

Stratford, Toronto and Thunder Bay, Ontario and Edmonton, Alberta all received \$200,000 in seed money via the program. Saville Tennis Centre at the University of Alberta, home of the Women’s University Tennis champion Alberta Pandas, in Edmonton, hosted the grand opening of its six-court facility in October, along with a 2022 funding recipient, the new four-court François Godbout Tennis Club Dome presented by Rogers in Waterloo, Quebec.

The projects at Stratford Winter Tennis Club (Stratford, ON), The Courts at Sanromanoway operated by Philpott Children’s Tennis (Toronto, ON) and Thunder Bay Community Tennis Centre (Thunder Bay, ON) anticipate grand openings in 2024.



As of the end of 2023, in just two years, the Year-Round Community Tennis Court Program has driven the construction of 26 year-round tennis courts at five facilities which have provided 4.1 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.



Two National Bank Play Your Court projects confirmed in 2023

In June, Tennis Canada and National Bank announced that Stanley Park in Vancouver, British Columbia, and White Oaks Park in London, Ontario, would receive funding to revitalize their outdoor courts. The revamped facilities include new posts, nets, court perimeter fencing, gates and signage for the duration of the agreement. The Stanley Park project was completed in June, ahead of the National Bank Stanley Park Open hosted by Tennis BC. London began construction and will be completed in Spring 2024.

Launched in 2022, in total, the initiative makes available \$3 million that will be directed to more than 100 courts across the country by 2030. To date, 12 courts have been revamped under the program. Starting in 2024, four municipalities will be granted funding every year.

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





TENNIS PROFESSIONALS ASSOCIATION (TPA) - COACHING

In 2023, 55 in-person courses (including instructor and CP1 courses) were delivered across the country by the Provincial and Territorial Tennis Associations (PTTA) with just under 850 participants. This marks a significant increase from 2022, in which 550 participants were certified through 50+ in-person courses. Additionally, 100 participants took part in four different CP2 courses while 20 participants took part in a single Coach 3 course.

There were 30 professional development activities in 2023, including an inaugural Tennis Symposium that was organized by the Ontario Tennis Association and TPA with over 100 participants. The event was deemed a success and will be repeated in 2024. In addition to this, the TPA hosted five in-person conferences, three Cardio Tennis Workshops in Quebec, British Columbia

and Ontario, two advanced coaching workshops for Next Gen Coaches, and three Women in Coaching events in Nova Scotia, Ontario and Alberta.

At year-end, TPA membership stood at 4,276 – an increase of 15 per cent from year-end in 2022 – of which 3,262 were in good standing, meaning they had up-to-date certification and had completed safeguarding requirements.

Safeguarding requirements include making a declaration of good character, signing the Tennis Canada Code of Conduct, undergoing a background check and completing the Respect in Sport module. In total, 82 per cent of coaches working at year-round, indoor facilities were in good standing by the end of the year.

Since the TPA and Pickleball Canada Organization joined forces in 2021, there have been a combined 1,218 course participants in Instructor Level 1 (Introduction to Pickleball) and Level 2 (Developing Recreational Coaches) courses, with just under 950 receiving certification.



OFFICIATING

In 2023, Tennis Canada officials supported over 80 national events and 20 professional events across the country. Officials also dedicated much of their time at provincial-level tournaments. Several of Tennis Canada's officials had the opportunity to travel internationally to officiate at a number of major global tournaments, including representation at all four Grand Slams, as well as top WTA and ATP Tour events.

A key focus in 2023 was the continuous professional development of Canadian officials. A testing process for all certified officials was completed and additional support and training was offered to those that did not meet the standards. All certified officials participated in the Safe Sport training modules and a thorough review of the Tennis

Canada Code of Conduct was completed, as it was prioritized that officials across the country at all levels were educated on how to ensure that tennis is a safe sport for players of all levels.

In line with Tennis Canada's Game. Set. Equity. commitment, promoting women in officiating continued to be a priority in 2023. After launching several new initiatives in 2022, Tennis Canada once again hosted a number of workshops and clinics to continue to promote officiating to women, with the clinics being held by predominantly women officials.

Looking ahead, Tennis Canada remains committed to upholding the highest standards of officiating excellence and delivering a great experience for all stakeholders across the country.



***CHANGING
THE GAME***



GENDER EQUITY IN TENNIS

In 2023, Tennis Canada and its long-time partner National Bank unveiled Game. Set. Equity., the federation's commitment towards gender equity in tennis.

Game. Set. Equity. represents a long-term, holistic approach outlining how Tennis Canada will advance equity for women and girls at all levels of the tennis ecosystem. Over the next five years, Game. Set. Equity. will be delivered through five key pillars that align with the International Tennis Federation's (ITF) Advantage All Strategy.

While most of the commitment's initiatives will be implemented progressively until 2027, major strides have already been made in the past year, even leading to international recognition for Tennis Canada's gender equity efforts, winning the ITF Gold Advantage All Award—the highest honour of the ITF's Advantage All Reward and Recognition program.

Below is a recap of the main achievements of the year for each pillar of the Game. Set. Equity. commitment:



GENERAL

The first Game. Set. Equity. Circle of Ambassadors is born

Many key figures in Canadian tennis joined Tennis Canada's efforts in 2023 to create the first Ambassador's Circle of the Game. Set. Equity. commitment. Bringing together various women and men dedicated to achieving gender equity in our sport, this Circle includes individuals from all areas of tennis: coaches, current and retired professional athletes, members of the media, senior leaders in tennis organizations, business leaders and community development leaders. *Get to know our Ambassadors!*





WOMEN LEADING

One of the main objectives of the Game. Set. Equity. commitment is achieving and sustaining gender parity in leadership roles, both within the organization and across the business of tennis in Canada.

In 2023, the federation took great strides towards this goal.

- Tennis Canada's senior management team now features more women than men, a first in the history of the organization.
- Tennis Canada's Board of Directors achieved 40 per cent representation of women in June of 2023, also reaching parity for the first time in the federation's history.
- Former WTA player Valérie Tétreault oversaw her first National Bank Open as Tournament Director of the Montreal National Bank Open. Tétreault is the first woman to hold the position in the history of the tournament and is the only woman to serve as a Tournament Director of an ATP 1000 event.





The second annual UNMATCHED Gender Equity in Sports Conference continues to inspire, with five-time Grand Slam champion Maria Sharapova as keynote speaker

The conference was held during the National Bank Open in Toronto, with over 500 in-person attendees (a 33 per cent increase from 2022). Five-time Grand Slam champion, tennis icon, and entrepreneur Maria Sharapova joined as the conference keynote speaker, alongside expert speakers, allies and leaders from both within and outside of sport.

More than 75 per cent of participants attending the conference stated after the event that they would implement a positive change to support gender equity in their work, highlighting the key role that the event can play in sparking meaningful changes for advancing equity across sport in Canada.



COMMERCIAL ADVANCEMENT

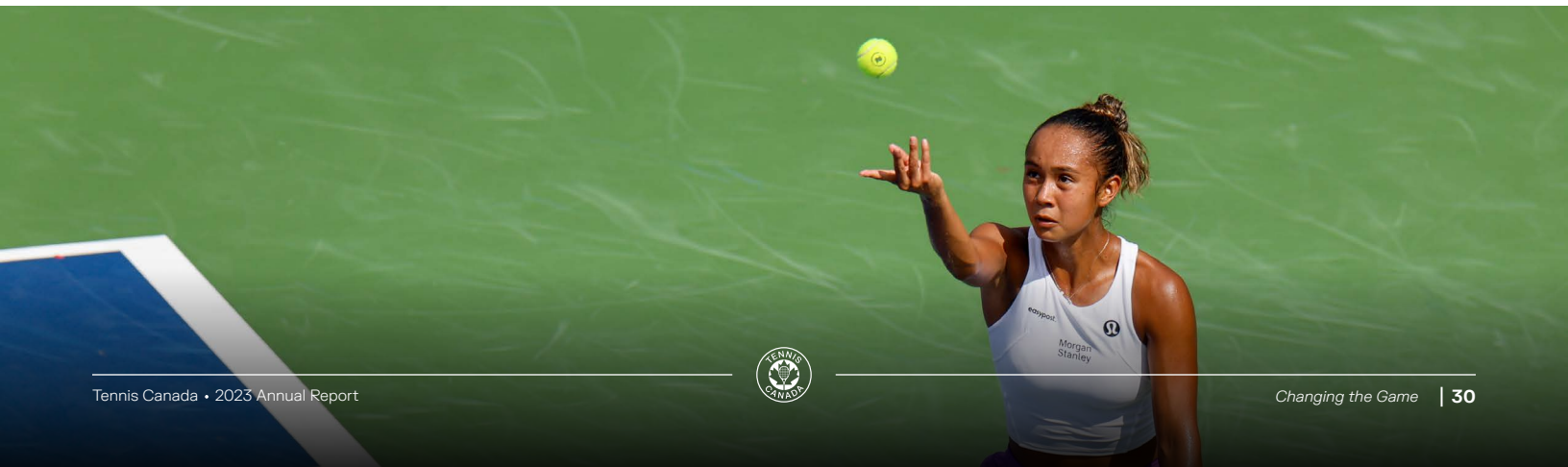
National Bank Open presented by Rogers to offer equal prize money to both women and men starting in 2027

Tennis Canada and National Bank proudly announced that the National Bank Open will reach a historic milestone by awarding the same amount of prize money to its women and men players beginning in 2027.

The pathway to equal prize money will see a significant increase in earnings for the women's event in the coming years.

In the four years preceding 2027, the prize money will increase to reduce the current difference in pay between women and men players. Therefore, the National Bank Open's WTA prize money is projected to rise from roughly 32 per cent of the ATP prize money in a two-week format to nearly 60 per cent by 2025, when both events expand to 12-day main draws, 78 per cent in 2026 and to 100 per cent by 2027. The total WTA prize money will be close to \$10M USD beginning in 2027, a 350 per cent increase over just four years.

[Read the full announcement.](#)



GROW PARTICIPATION

17 organizations from six provinces awarded funding as part of Tennis Canada and National Bank's Game. Set. Equity. Community Tennis Grants initiative

The community grant offers opportunities for organizations working at the community level to advance equity in tennis and support self-identifying women and girls by encouraging them to continue playing while also supporting leadership advancement. Nearly 1,000 women and girls in tennis across the country have been impacted following the first year of funding and many more will be at the end of the second year, which is currently underway.

Learn more about them now.

28 Girls. Set. Match. Tournaments were organized in 2023

Thanks to the commitment and support for gender equity across the system, Tennis Canada worked in partnership with the PTTAs and new community partners like Big Brothers Big Sisters Toronto, to host 28 events for girls ages 8–16 that incorporated team tennis, social connection, leadership learning, and mentorship in a welcoming and fun environment.





EQUAL VOICE

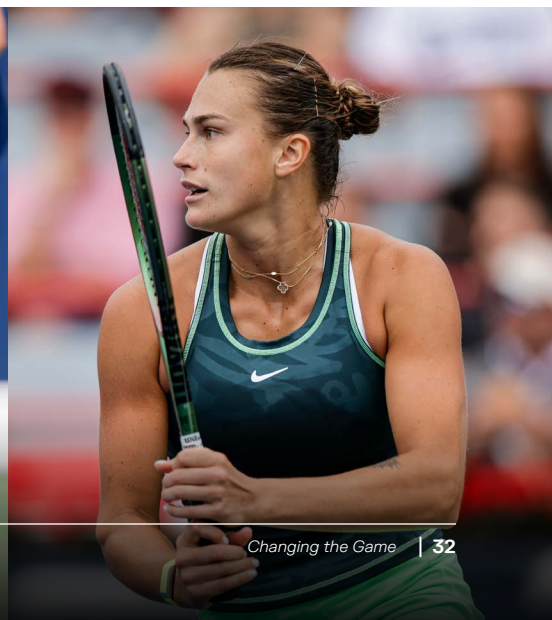
Tennis Canada launches its first ever WTA-specific campaign for the National Bank Open in Montreal

This first WTA-specific marketing campaign not only promoted the women’s tournament in Montreal, but also sent a clear message that the players on the WTA Tour are showcasing some of the highest level and skill we have ever seen, regardless of gender. The campaign delivered impressive results, with an audience three times more engaged with the National Bank Open when exposed to the campaign—speaking to the appetite for professional women’s sport. It also contributed to enhancing the Montreal tournament’s popularity, as it broke its attendance record set in 2014 (181,996 people) by welcoming over 219,667 fans to its site.

LEAD EQUITABLE, INCLUSIVE AND SAFE EXPERIENCES AT TENNIS CANADA

In 2023, Tennis Canada delivered numerous educational sessions regarding gender equity to various stakeholders at all levels of the tennis system. From our administrative team, to men and women looking to advance their coach certifications, to athletes and parents at Junior Nationals, our goal was to work with multiple stakeholders to gain a better understanding of how we could better contribute to advancing gender equity in tennis across Canada.

Through the Women in Coaching and Women in Officiating sessions, we were able to learn more about some of the challenges that women face in the current tennis environment, with over 80 per cent of participants reporting that they acquired new knowledge regarding gender equity.



MENTAL TIMEOUT

Entering its second year in 2023, the Mental Timeout initiative supported by Beneva continued to solidify the federation's commitment to the future of the sport and building on the success of the program in 2022.



- In May, Tennis Canada announced that Beneva, the largest mutual insurance company in Canada, was becoming the lead supporter of the game-changing mental health program, with the aim of improving the wellbeing of all tennis players across Canada and ensuring a safe and inclusive environment for all who pick up a racquet.
- Also in May, the initiative was able to announce that it would be able to count on the support of three incredible ambassadors for 2023: 2019 US Open champion and returning ambassador Bianca Andreescu, 2022 Davis Cup winner Alexis Galarneau, and Canada's top-ranked wheelchair tennis player Rob Shaw.
- Mental Timeout was once again front and centre at the 2023 National Bank Open presented by Rogers in Montreal and Toronto. Popular activities such as the positivity postcards, on-site yoga sessions with players, and the Mental Timeout playlists all made a comeback. The positivity postcards, a fan favourite in both cities, allowed fans to write messages of encouragement and inspiration to their favourite players, which were then delivered directly to the athletes.
- Following a successful deployment last year, Tennis Canada was also able to extend the reach of the Positive Court Pledge to Canadian tennis events across all provinces and ages in 2023, starting with the Fischer Junior Nationals in April. This contributed to creating positive environments for all athletes performing in Canada, making them feel supported and uplifted.



***HIGH
PERFORMANCE***

2023 SUMMARY

Canadian tennis players once again demonstrated why Canada has rightly taken its place among the world's leading tennis nations. Over the course of the 2023 season, they brought home titles and celebrated individual achievements. [Click here](#) to see the 2023 Canadian tennis season in numbers.

Gabriela Dabrowski and Erin Routliffe crowned US Open women's doubles champions

At the US Open, Dabrowski and Routliffe made history as they claimed Canada's first Grand Slam women's doubles title. In the final, the duo overpowered Laura Siegemund and Vera Zvonareva [7-6(9), 6-3]. Their victory on Arthur Ashe Stadium, a follow-up title in Zhengzhou and several excellent performances, including an appearance in the final in Guadalajara, paved the pair's way to the WTA Finals in Cancun, Mexico, where they reached the semi-finals.

39 titles on the pro tours

In 2023, Canada's pros had success around the world, collectively earning 20 singles and 19 doubles titles. Among the winners were Félix Auger-Aliassime, who defended his crown in Basel to collect his sixth ATP title, and Leylah Annie Fernandez, who added a third winner's trophy to her record in Hong Kong.

Nine Canadians triumph on home soil

The tournaments held in Canada are unique opportunities for Canadian players to earn valuable ranking points, and they certainly made the most of 2023's events. Nine Canadians became singles or doubles champions at home—a record in Canadian history. In the women's game, Katherine Sebov won the Saguenay National Bank Challenger for the second time after securing her first in 2018 and reaching the final in 2022. Rising stars Victoria Mboko (17) and Marina Stakusic (19) continued to impress with victories at the Saskatoon Challenger and Tevlin Challenger, respectively. In men's tennis, Alexis Galarneau and Liam Draxl won their first ATP National Bank Challenger titles in Granby and Calgary, respectively.



The new crop of tennis aces forges ahead

2023 saw several Canadians make significant moves up the rankings. Gabriel Diallo (+88) and Liam Draxl (+284) ended the year ranked No. 139 and No. 302 respectively, while Katherine Sebov advanced to No. 146 (+76), Stacey Fung climbed to No. 257 (+101), Marina Stakusic rose to No. 258 (+124) and Victoria Mboko ascended to No. 323 (+176).



Canadian wheelchair tennis continues to excel

Eight Canadian players finished the season in the Top 100 of the ITF UNIQLO singles rankings:

- Quad: Rob Shaw (No. 9), Mitch McIntyre (No. 36), Hisham Mohammad (No. 78) and Gary Luker (No. 81)
- Women's: Natalia Lanucha (No. 42) and Anne-Marie Dolinar (No. 51)
- Men's: Thomas Venos (No. 58) and Barry Henderson (No. 91)

Rob Shaw, who won silver at the Parapan American Games, is the first Canadian to qualify for the NEC Wheelchair Tennis Masters in singles and doubles for the second straight season. In 2022, he was the first Canadian to be invited to the prestigious tournament since Sarah Hunter in 2004.



TEAM CANADA PRESENTED BY SOBEYS



Canada takes home first Billie Jean King Cup title in its history

After winning its first Davis Cup title in 2022, Canada claimed the Billie Jean King Cup for the first time in the nation's history at the year-end Finals in Seville Spain. Representing Team Canada presented by Sobey's, Leylah Annie Fernandez (Laval, QC), Rebecca Marino (Vancouver, BC), Gabriela Dabrowski (Ottawa, ON), Eugenie Bouchard (Montréal, QC) and Marina Stakusic (Mississauga, ON) defeated Spain, Poland, Czechia and Italy in the Finals to make Canada the 13th country to win the prestigious competition since its inception. With the win the squad, led by captain Heidi El Tabakh, wrote yet another page in our history as Canada rose to No. 1 in the Billie Jean King Cup rankings for the first time and automatically qualified for the 2024 Finals, which will also be held in Seville.





Davis Cup Finals - A third appearance for Canada in the Final 8

After winning its first world championship last year, Team Canada presented by Sobeys automatically qualified for the Group Stage of the 2023 Davis Cup Finals. There, Vasek Pospisil, Gabriel Diallo and Alexis Galarneau played exceptional tennis to sweep aside Italy, Sweden and Chile to secure their place in the year-end Finals, hosted in Malaga, Spain. Against Finland in the quarter-finals, captain Frank Dancevic and a roster that included the returning Milos Raonic came unstuck, dropping the tie 2-1 after a loss in the decisive doubles rubber, meaning the title defence ended in the Final 8.



Eight Canadians fly the Maple Leaf flag at Pan American and Parapan American Games

Rebecca Marino and Justin Boulais were Team Canada's representatives at the Pan American Games in Santiago, Chile in 2023. Marino was the No. 2 seed in the women's draw and reached the semi-finals, where she lost to Argentina's Maria Lourdes Carle before dropping the Bronze medal match to another Argentine in Julia Riera. In the men's draw, Boulais made it to the third round before losing to Brazil's Gustavo Heide. Meanwhile, a strong contingent of six athletes showcased their skills at the Parapan American Games, led by Rob Shaw. National champions Thomas Venos, Natalia Lanucha, and Mitch McIntyre were joined by Barry Henderson and Anne-Marie Dolinar. Shaw, who was one of two Canadian flag bearers at the opening ceremony, ended with the best result, a Silver medal, as he came up just short in the quad singles final against Chile's Francisco Cayulef.

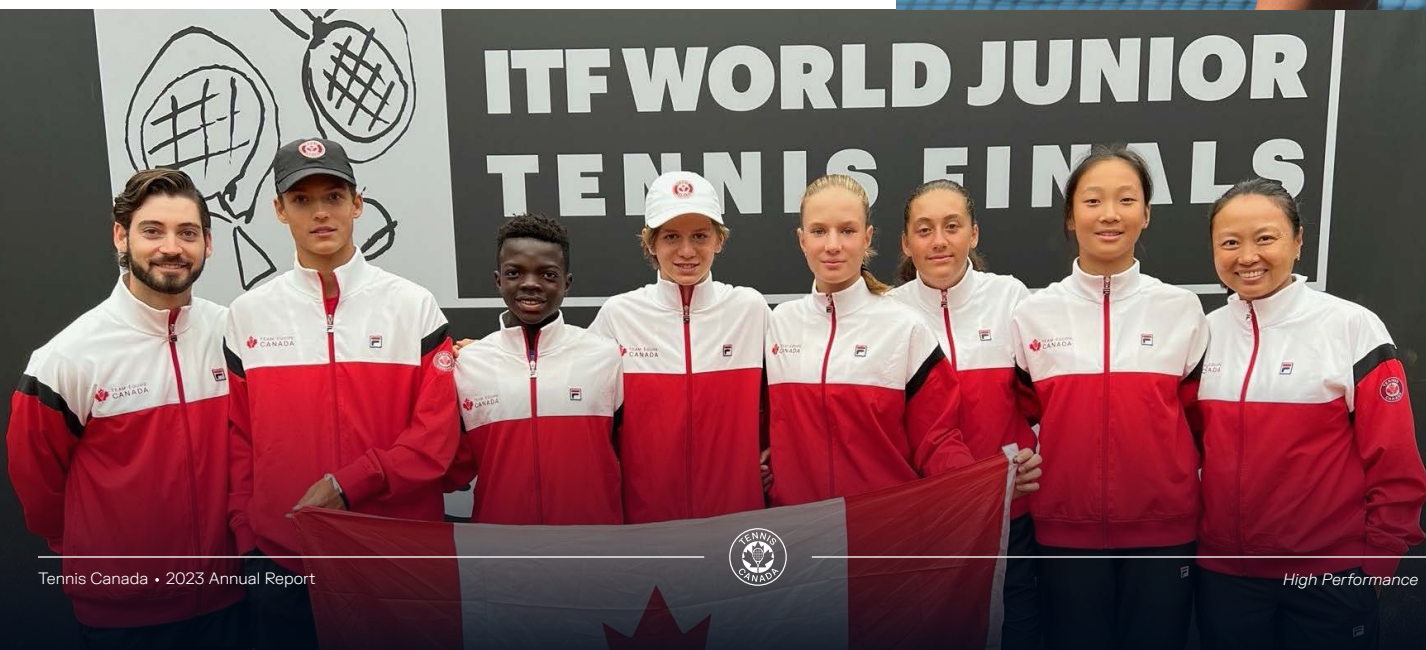


Junior Billie Jean King Cup and Davis Cup teams reach respective Finals

Like their older counterparts, Canada's Junior Billie Jean King Cup and Davis Cup teams both reached the Finals of their respective U16 competitions. On the girls' side, the team consisted of Nadia Lagaev, Isabella Marton, Addison Comiskey and coach Rodrigo Alvarez and was drawn alongside Australia, Czechia and Latvia in their group. After dropping its first two ties to Australia and Czechia, the team bounced back against Latvia to place them third in their group, but it was not enough to advance to the knockout stage. Twin brothers Nicolas and Mikael Arsenault were joined by Adam Farag Cao on Canada's boys' team. With the United States, Japan, and Thailand in their round-robin, Canada finished 2-1 in the group stage and advanced to the quarter-finals, where they faced Spain, eventually losing 3-0. They went on to claim seventh place with a victory over Germany in a play-off.

U14 teams enjoy strong showing at World Championships, boys finish 2nd and girls 8th

At the U14 level, Canada's girls' and boys' teams made an appearance at the 2023 ITF World Junior Tennis Finals in Prostějov, Czechia. In the girls' competition, Canada topped a group containing Korea, Rep., Morocco and Egypt to setup a quarter-final appearance against the USA. A 2-1 loss saw the Canadians drop into a playoff knockout, where defeats to Romania and Korea, Rep. ensured they finished 8th. On the boys' side, the team finished the group stage, where they faced France, Morocco and Hong Kong, China, with three wins from three before defeating USA in the quarter-finals and Germany in the semis. A showdown in the final against host nation Czechia didn't go their way, but a 2nd-place finish rounded off a successful tournament which exceeded expectations.



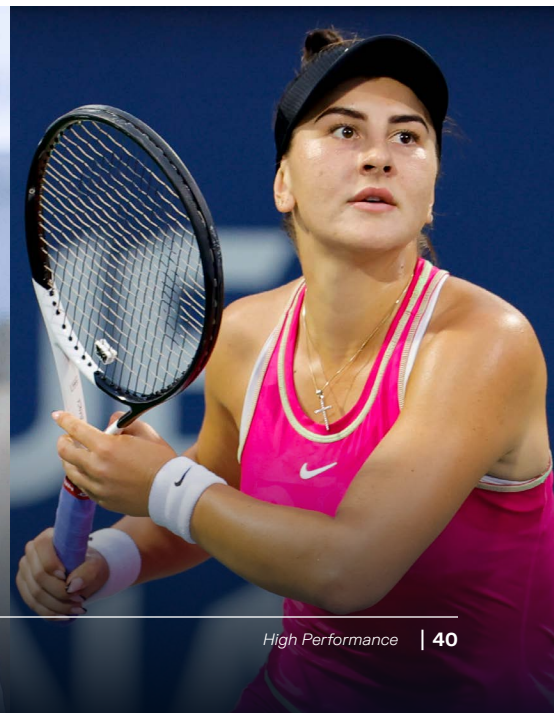
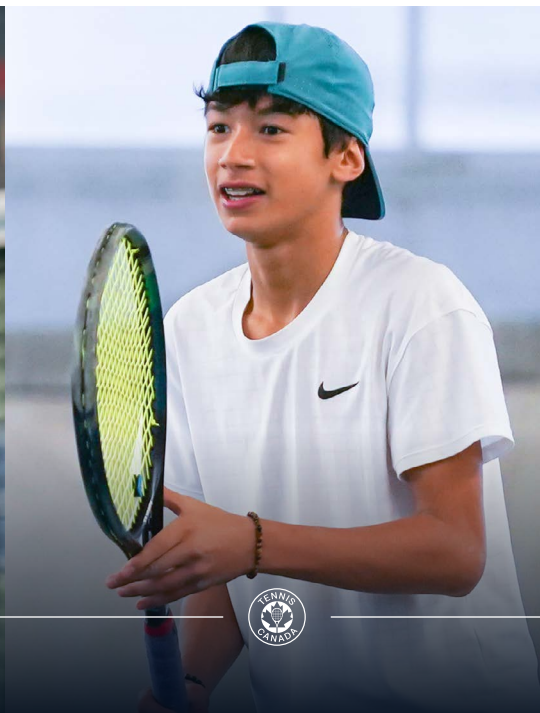


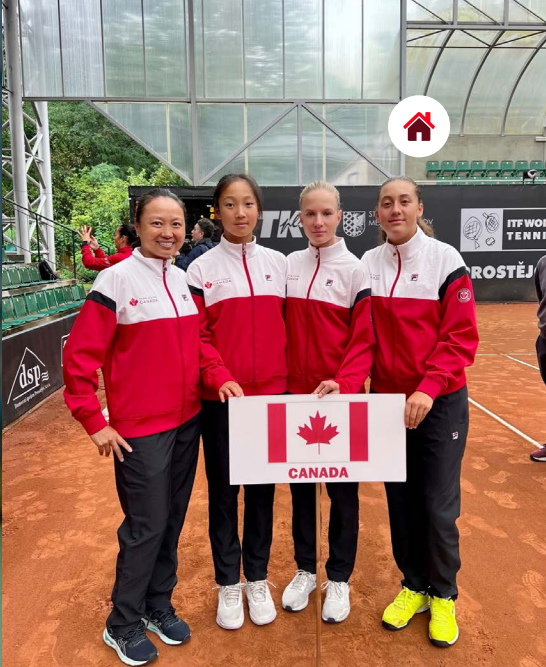
WHOLE PLAYER DEVELOPMENT PATHWAY

Launched in November, The Whole Player Development Pathway (WPDP) is an innovative roadmap designed to help inspire players, families, coaches and partners at every stage of their tennis journey, creating an environment that encourages growth, achievement, and lifelong participation in the sport.

Underpinned by Tennis Canada's vision to be a world-leading tennis nation, the WPDP is an evolution of the Long-Term Athlete Development model (LTAD) and introduces seven distinct stages of development, guiding users from their first steps on the court to the pinnacle of performance and providing landing pads for remaining in the sport for life:

- 1 Active Start:** Discovering tennis
- 2 Fundamentals:** Establishing the foundations to play and compete
- 3 Development:** Fuelling passion and developing sound technique
- 4 Consolidation:** Emphasizing tactics and focusing on specific tasks
- 5 Performance:** Training with intensity and emphasizing physical development
- 6 Transition to Pro Tennis:** Striving for precise execution and mental performance
- 7 Life as a Pro:** Delivering high performance and achieving life balance





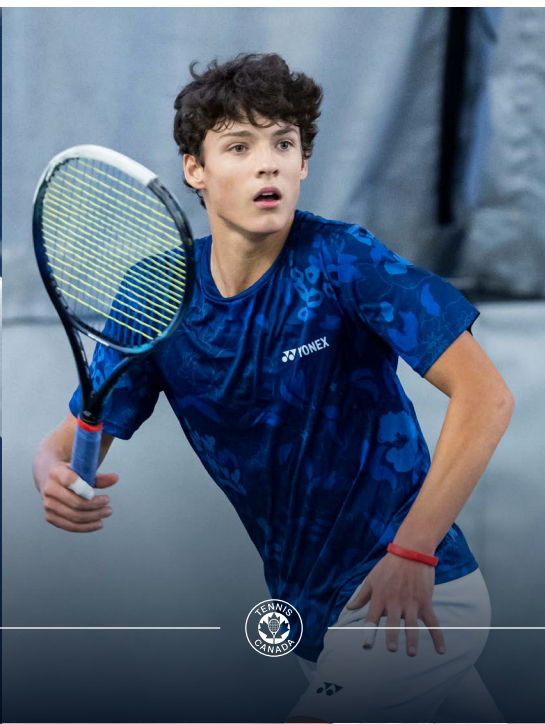
The WPDP identifies four high-performance player pathways to support individuals at various stages of their tennis journey. These depend on a player's skillset, maturation rate, and the age at which tennis was identified as their primary sport. This flexible and holistic approach makes the WPDP the first of its kind to be implemented not only in Canada but across the world.

Aimed primarily at those with aspirations of becoming high-performance athletes, the WPDP is also intended to provide a step by step approach to training, development and competition at each

age and stage designed to have players enjoy the sport for life. Its framework is designed around the 5Cs of coaching that develop a well-balanced player and individual with the following key components: **Culture; Character; Confidence; Connection; and Competence.**

For more information about the WPDP, [please click here.](#)

To consult the WPDP in full, [please click here.](#)





U15 CANADIAN PROSPECT TEAM

Originally soft-launched in 2022, the U15 Canadian Prospect Team shifted into gear in 2023. Living within stages 3 and 4 of the WPDP, the program is designed to track, monitor, support and develop young, promising tennis players aged 10-14. It guides athletes in their transition to the next stage of development by providing improved resources to take part in international competitions, holding national camps, as well as offering consistent player monitoring and support services.

In October, a cohort of 66 players from across the country were invited to their first national camp. The group of 30 girls headed to IGA Stadium in Montreal, and 36 boys made their way to Sobeys Stadium in Toronto the following week. Overall, there were four players from Alberta, 11 from British Columbia, two from Nova Scotia, 18 from Ontario, 30 from Quebec and one from Saskatchewan.



In addition to on-court drills, practices and match plays facilitated by Tennis Canada's National coaches, the camps also included additional off-court sessions to help players understand the importance of on- and off-court traits and habits required for them to reach their maximum potential not only as a tennis player but as a person.

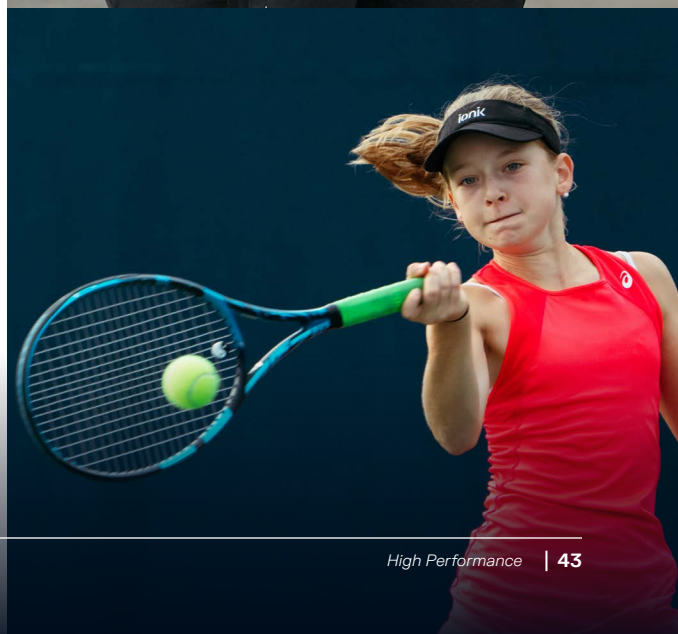
Learn more about the U15 Canadian Prospect Team.



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 2023, over 20 clubs received funding via the High Performance Recognition Program for meeting criteria in the “Hosting Competitions” pillar:

CLUB NAME	
ACE Tennis - Burlington	PLATINUM
The Supreme Court	GOLD
Great West Fitness & Tennis Club	GOLD
Académie Tennis Momentum	GOLD
Aforza (previously the Tennis Academy)	GOLD
North York Tennis Association	SILVER
Tennis de l'Île des Sœurs	SILVER
Tennis ENRJ	SILVER
Hollyburn Country Club	SILVER
Oak Bay Recreational Centre	SILVER
Atlantic Tennis Centre	SILVER
Complexe tennis St-Augustin	SILVER
Tennis Beauce	SILVER
Carrefour Multisports	SILVER
Red Deer Tennis Club	BRONZE
Tennis 3R	BRONZE
Premier Racquet Club Markham	BRONZE
University of Toronto-Scarborough	BRONZE
The Tennis Centre	BRONZE
Caledon Tennis Club	BRONZE
Bramalea Tennis Club	BRONZE





EVENTS



NATIONAL BANK OPEN

presented by **ROGERS**

The 2023 edition of the National Bank Open presented by Rogers was one to remember, featuring plenty of storylines at both the WTA and ATP tournaments.

TORONTO

With over 175,000 people flocking to Sobeys Stadium for the men's edition of the event, the tournament did not disappoint. Italy's Jannik Sinner was the last man standing in Toronto, winning the biggest title of his career to date. The No. 7 seed played near flawless tennis in the final and defeated Australia's Alex de Minaur 6-4, 6-1 to hoist the eighth title of his ATP career. The Salvadoran-Dutch team of Marcelo Arevalo and Jean-Julien Rojer took down 2021 champions Rajeev Ram and Joe Salisbury in the finals to claim the doubles title.

MONTREAL

The qualifying weekend saw a record turnout, with fans and their families enjoying not only the superb on-site activities organized as part of the IGA Family Weekend, but also a strong qualifying draw. The highlight of the qualifiers was a blockbuster clash between fan-favourite Eugenie Bouchard and eventual quarter-finalist Danielle Collins, which was won by the American, 6-1, 1-6, 6-1.

The following weekend, in the championship match before a packed crowd, American Jessica Pegula defeated the brilliant Liudmila Samsonova to claim her second WTA 1000 trophy. In the doubles draw, the Japanese duo of Shuko Aoyama and Ena Shibahara were crowned champions.



KEY HIGHLIGHTS



TORONTO

175,003

spectators made their way to Sobeys Stadium



17

of the Top 20 singles players in the world competed at the event



3

former champions - Medvedev, Murray, and Zverev - were looking to add to their win total



9

Canadian players took part in the main draw



1,200

dedicated volunteers help bring the event to life in Toronto



MONTREAL

219,667

spectators attended the event at IGA Stadium

17

of the Top 20 singles players in the world competed at the event

6

former champions - Andreescu, Bencic, Giorgi, Kvitova, Svitolina, and Wozniacki - were looking to add to their win total

7

Canadian players took part in the main draw

1,200

dedicated volunteers help bring the event to life in Montreal



Apart from the National Bank Open, 2023 was an exciting year for tennis in Canada, with a full schedule of events across the country.

4 
**CHALLENGER
TOUR**

ATP Challengers

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

13 

ITF Events

W100 Granby National Bank Championships
W60+H Calgary National Bank Challenger
W60 Saguenay National Bank Challenger
W60 Tevlin Challenger
W60 Saskatoon Challenger
W25 Graystone ITF Challenger driven by Volvo
W25 Toronto
W25 & M25 Edmonton National Bank Challenger
M25 Montreal [Twice]
M25 Laval
M25 Saint-Augustin

21

ITF Juniors Events



9

ITF Masters Tennis Events (formerly Seniors Tennis)



8

ITF Wheelchair Tennis Events



KEY HIGHLIGHTS

The 2023 calendar included seven new pro-level tournaments

Edmonton joined the National Bank Challenger series with its M25 and W25 events

The Calgary National Bank Challenger was upgraded to a \$60,000+H event on the women's side



PARTNERSHIPS

Tennis Canada is coming off another record-breaking year in 2023 for corporate partnerships. The federation signed a record 22 new partners that helped bring the National Bank Open sites to life and enhanced the fan experience in both Toronto and Montreal. The following are just some of the successes achieved in 2023 in partnership with our sponsors, who cover both the National Bank Open and other year-long mission programs.

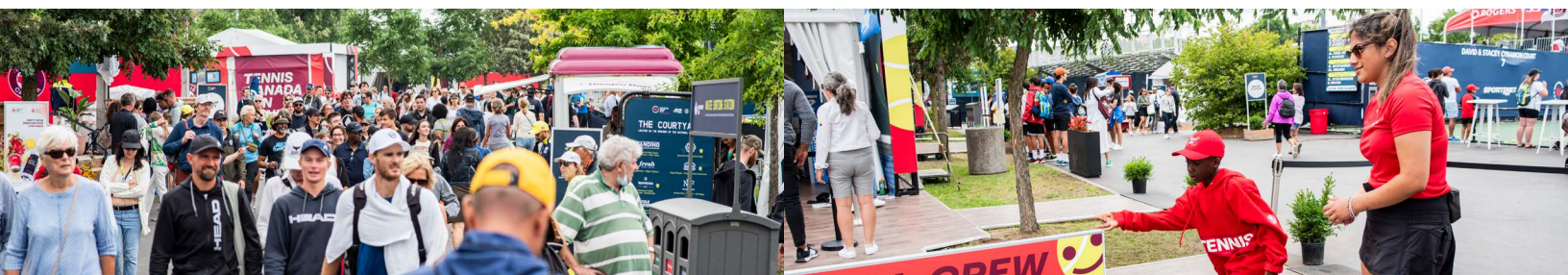
Enhanced Activations at the National Bank Open presented by Rogers

Retail Villages

In an effort to increase revenue streams at the National Bank Open presented by Rogers in Toronto and Montreal, the tournaments expanded their retail villages to keep up with the demand from our new partners. This initiative led to corporate partners gaining an even greater presence onsite, while also offering new opportunities for them to engage with the event's visitors. It also provided an enhanced experience for fans who got access to more offers than ever before.

Fan Zone

The collaboration between Tennis Canada and its partners also led to the creation of a brand-new area onsite in 2023: the Tennis Canada Fan Zone. Featuring many games and interactive activities, these areas provided fans with even more opportunities to have fun during the event while also giving our partners more moments to engage with the public in a meaningful way.



Team Canada presented by Sobeys Wins the Billie Jean King Cup

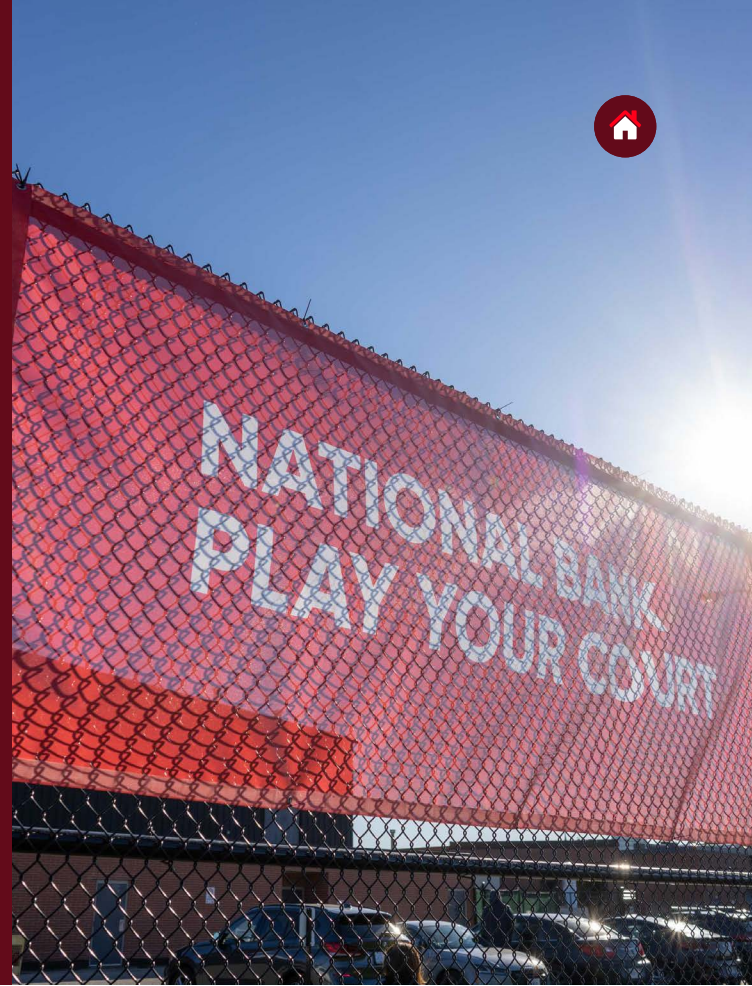
In November, Team Canada presented by Sobeys defeated Italy 2-0 in the championship tie of the 2023 Billie Jean King Cup Finals to clinch the nation's first title at the prestigious international event. Playing at the Estadio la Cartuja in Seville, Spain, Leylah Annie Fernandez (Laval, QC), Rebecca Marino (Vancouver, BC), Marina Stakusic (Mississauga, ON), Eugenie Bouchard (Montreal, QC), Gabriela Dabrowski (Ottawa, ON), and Team Captain Heidi El Tabakh (Niagara Falls, ON) had a week to remember, ousting Poland, host nation Spain and Czechia before sweeping Italy in the final.





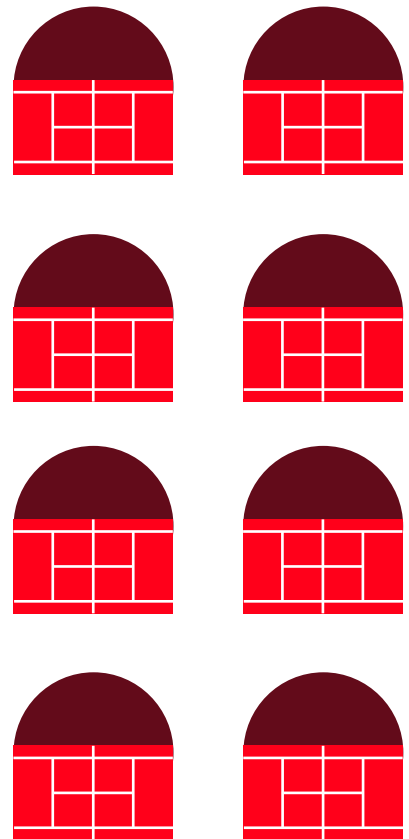
National Bank Play Your Court Program

In 2022, Tennis Canada partnered with National Bank to launch National Bank Play Your Court, a public tennis court refurbishment program. The initiative makes available \$3 million that will be directed to more than 100 courts across the country by 2030. To date, 12 courts have been revamped under the program at three different locations: Morris Kerbel Park (Brampton, ON), Stanley Park (Vancouver, BC), and White Oaks Park (London, ON). Starting in 2024, four municipalities will be granted funding every year.



Year-Round Community Tennis Program sponsored by Rogers

In 2023, four municipalities were confirmed as funding recipients of the Year-Round Community Tennis Courts Program, which aims to build 160 year-round courts at up to 30 facilities by 2029. Soil-turning events were held at Stratford Winter Tennis Club (Stratford, ON), The Courts at Sanromanoway operated by Philpott Children’s Tennis (Toronto, ON), Thunder Bay Community Tennis Centre (Thunder Bay, ON), and the Saville Community Sport Centre (Edmonton, AB). The latter also hosted a grand opening of its six-court facility in 2023, along with 2022 funding recipient, the new four-court François Godbout Tennis Club Dome presented by Rogers in Waterloo, Quebec.



FUNDRAISING



Thank you for giving Canada the Advantage

We are profoundly thankful to our donors for their unwavering support of Tennis Canada's mission and for deepening their commitment through philanthropy.

Tennis in Canada is now a global phenomenon, and our dream of becoming a leading tennis nation is turning into reality. Our monumental victory at the Billie Jean King Cup didn't happen overnight—it's the culmination of relentless hard work and generous contributions from our amazing supporters. Their help has catapulted us to success on the global stage.

Last year, more than 4,200 donors contributed over \$5.4M to support our High-Performance pipeline as well as our tennis development programs for the communities.



GIVE THE ADVANTAGE TO CANADA

[DONATE NOW](#)

Tennis Canada mourns loss of Betty Birmingham

In 2023, Tennis Canada mourned the loss of Betty Birmingham, a remarkable philanthropist whose legacy in wheelchair tennis endures. Her journey, beginning in 2003 with support for the Canadian Open Wheelchair Tennis Championships alongside her late husband Bruce, has been pivotal. Their generosity, exceeding \$2 million, significantly advanced Canada's wheelchair tennis athletes. Inducted into the Canadian Tennis Hall of Fame in 2020, their contributions continue to inspire. We are heartened that her children, Jeff and Jennifer, are preserving this legacy, ensuring ongoing family support for the sport. Betty's profound impact will forever resonate within our thriving wheelchair tennis community.

Fundraising Milestones

In 2023, our third-party event fundraising achieved remarkable success, raising over \$160,000 for tennis in Canada. Events like Lambton Inspires and various Calcutta tournaments across the nation, including notable contributions from the B&R, Granite Club, ORC, Toronto Lawn, and GSPA, played pivotal roles. These events supported vital initiatives, from community partnerships to the development and growth of the sport nationwide, and high-performance programs designed to keep the competitive edge in Canada. Our gratitude extends to all organizers and participants for their dedication and generosity, fueling our mission and making a significant impact.

Tennis Canada receives single-largest donation of \$3 million from The Green Fischer Family Trust

In July, Tennis Canada announced that it had received the single-largest donation in the organization's history from long-time supporters of tennis in Canada, The Green Fischer Family Trust. This latest, record-breaking donation of \$3 million will drive new facility development projects which would not otherwise have been possible. The long-term vision for the investment is to create two year-round tennis facilities to increase accessibility to the sport for their communities in the Greater Toronto Area. These facilities will provide much-needed programming and tournament opportunities for youth tennis participants, while one of them will serve as a satellite home for the National Junior Training Program.



Thank you to our in-kind auction donors for their unwavering support, which has been instrumental in helping us raise over \$200,000 in 2023.

Thank you to our 37 volunteers, whose dedication to fundraising initiatives at the National Bank Open presented by Rogers was instrumental in our success. A special acknowledgment is due to our fundraising volunteer lead, Dianne Purrier, for her remarkable 25 years of volunteer service in 2023, underscoring the vital role volunteers play in our organization's achievements.

We are deeply grateful for the support we received for our Advantage Canada campaign. This initiative proudly highlighted the unique qualities that set Canada apart, propelling our champions and emerging talents to the forefront of the global stage, ensuring we keep our competitive edge. A heartfelt thank you to Bianca Andreescu, whose generosity on Giving Tuesday—matching every donation—magnified your contributions, amplifying our ability to nurture and support our athletes. This campaign would also not have been possible without the precious support of Leylah Annie Fernandez.

Thank you and welcome our new Lifetime Legends, a group of generous donors whose cumulative giving has exceeded \$100,000.

- George Gantcheff
- Keith Morell
- Bruce Hudgins
- Gary Barns
- Nancy and John McFayden
- Alfredo and Moira Romano



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 participation, competitive structure, facilities development, high performance, and coaching development.

In 2023, Tennis Canada and the PTTAs worked together on developing a new 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. Tennis Canada and the PTTAs will work together over the next three years implementing this strategy, with the goal of increasing 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:
<https://novascotia.tenniscanada.com/>
Contact:
mollypineau@tennisnovascotia.com



Tennis Alberta

Website:
<https://tennisalberta.com/>
Contact:
info@tennisalberta.com



Tennis Newfoundland & Labrador

Website:
<https://newfoundland.tenniscanada.com/>
Contact:
tennis@sportnl.ca



TENNIS QUÉBEC

Tennis Québec

Website:
<https://tennis.qc.ca/>
Contact:
courrier@tennis.qc.ca



Tennis Saskatchewan

Website:
<https://www.tennissask.com/>
Contact:
tennissask@sasktel.net



Tennis PEI

Website:
<https://pei.tenniscanada.com/>
Contact:
ed@tennispei.ca



Tennis Ontario

Website:
<https://www.tennisontario.com/>
Contact:
ota@tennisontario.com



Tennis New Brunswick

Website:
<https://tennisnb.ca/>
Contact:
tnb@tennisnb.ca



Tennis North West Territories

Website:
<https://www.tennisnwt.com/>
Contact:
slavica@theedge.ca



Tennis British Columbia

Website:
<https://www.tennisbc.org/>
Contact:
info@tennisbc.org



Tennis Manitoba

Website:
<https://tennismanitoba.com/>
Contact:
mark@tennismanitoba.com





ABOUT TENNIS CANADA

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Jennifer Bishop

Past Chair



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People & Culture



Eva Havaris

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Participation & Partnership



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Chief Commercial Officer



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Vice-President,
Communications &
Professional Events and
Tournament Director, National
Bank Open - Montreal

*Indicates incoming SMT members in 2024



WOMEN

Player of the Year

Leylah Annie Fernandez

Singles Player of the Year

Leylah Annie Fernandez

Doubles Player of the Year

Gabriela Dabrowski

Most Improved Player

Marina Stakusic



JUNIORS

Outstanding Junior Male

Keegan Rice

Outstanding Junior Female

Nadia Lagaev



MEN

Player of the Year

Félix Auger-Aliassime

Singles Player of the Year

Félix Auger-Aliassime

Doubles Player of the Year

Vasek Pospisil

Most Improved Player

Gabriel Diallo



WHEELCHAIR TENNIS

Player of the Year

Rob Shaw

Most Improved Player

Natalia Lanucha

TPA AWARDS

Coaching Excellence

Marek Nehasil

Club Professional Excellence

Ricky Twynam

Year-Round Facility Excellence

**Atlantic Tennis Centre
(Gareth Dowdell)**

Seasonal Facility Excellence

**Premier Racquet Club
(Andy Sutton)**

Course Facilitator Excellence

Gary Caron

Service to the Game

Ari Novick

Gary Caron TPA Scholarship

Isabella Baston

René Simpson-Collins
Excellence in Female
Coaching Scholarship

Denise Fernandez

TENNIS CANADA DISTINGUISHED SERVICE AWARD RECIPIENTS



As the highest honour bestowed by Tennis Canada, the 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 2022 DSA recipients (honoured in 2023) are listed below:

**Arthur
Wolf**

**Diana
Jacobs**

**Thuy
Cao**

**Brian
Panovka**

**John
St. Louis**

**Richard
Dulac**

**Norman
Rothsching**

**Jean Francois
Manibal**

**Michel
D'Aoust**

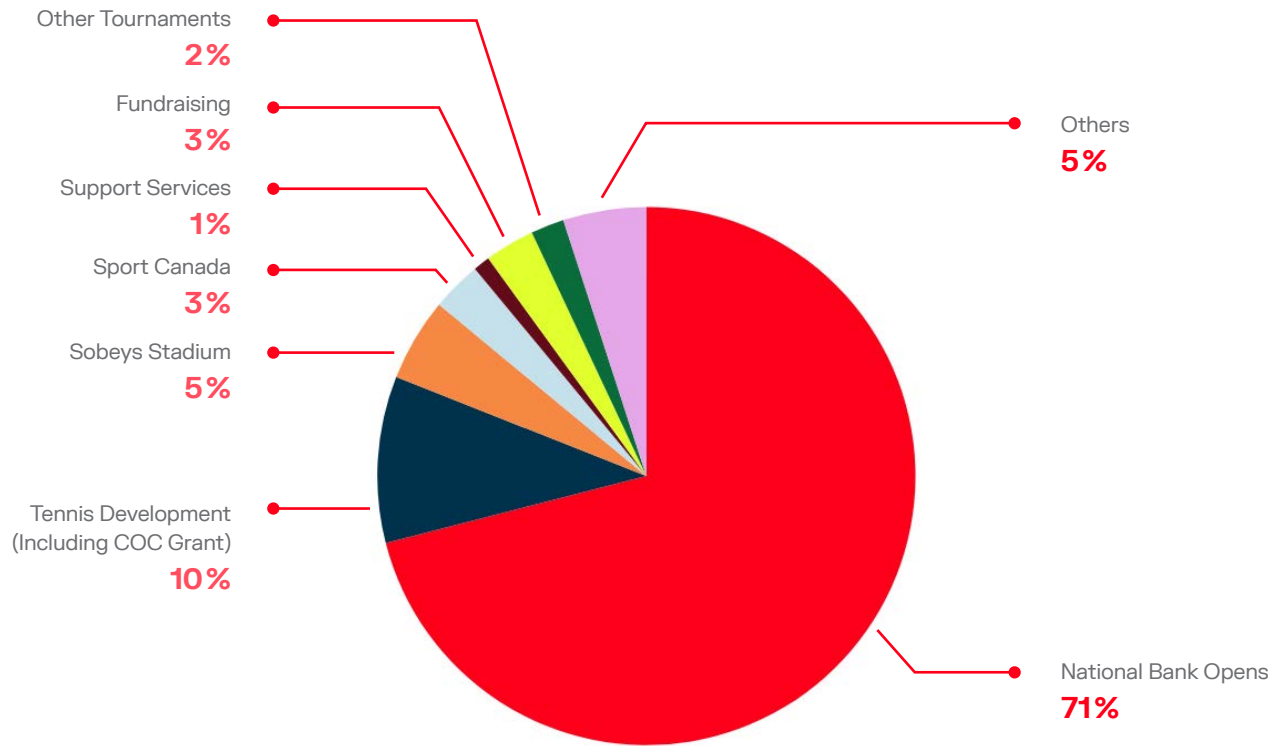
**Doug
Carter**

**Vincent
Cliche**

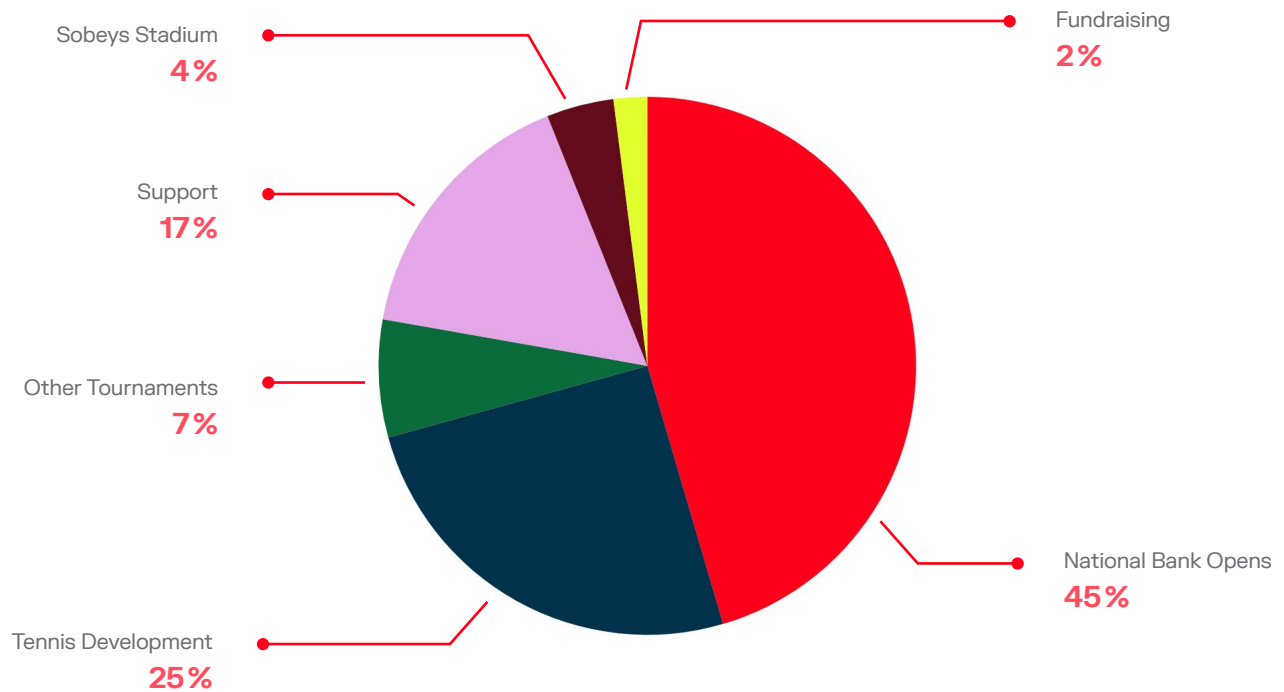


FINANCIALS

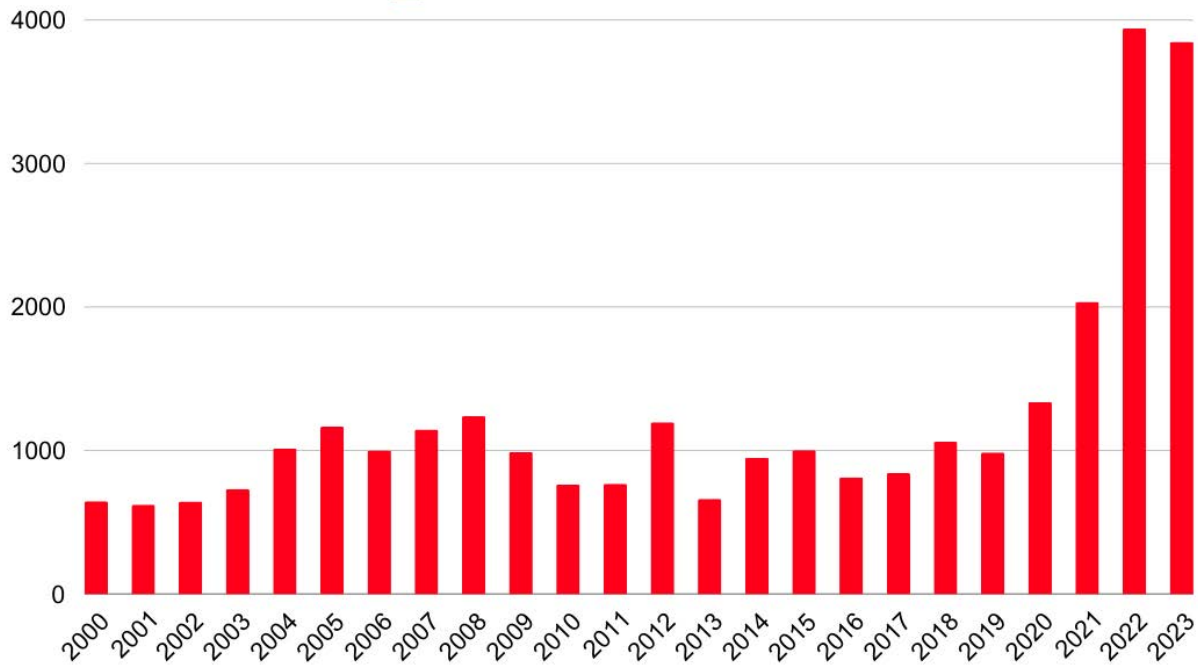
TOTAL REVENUE



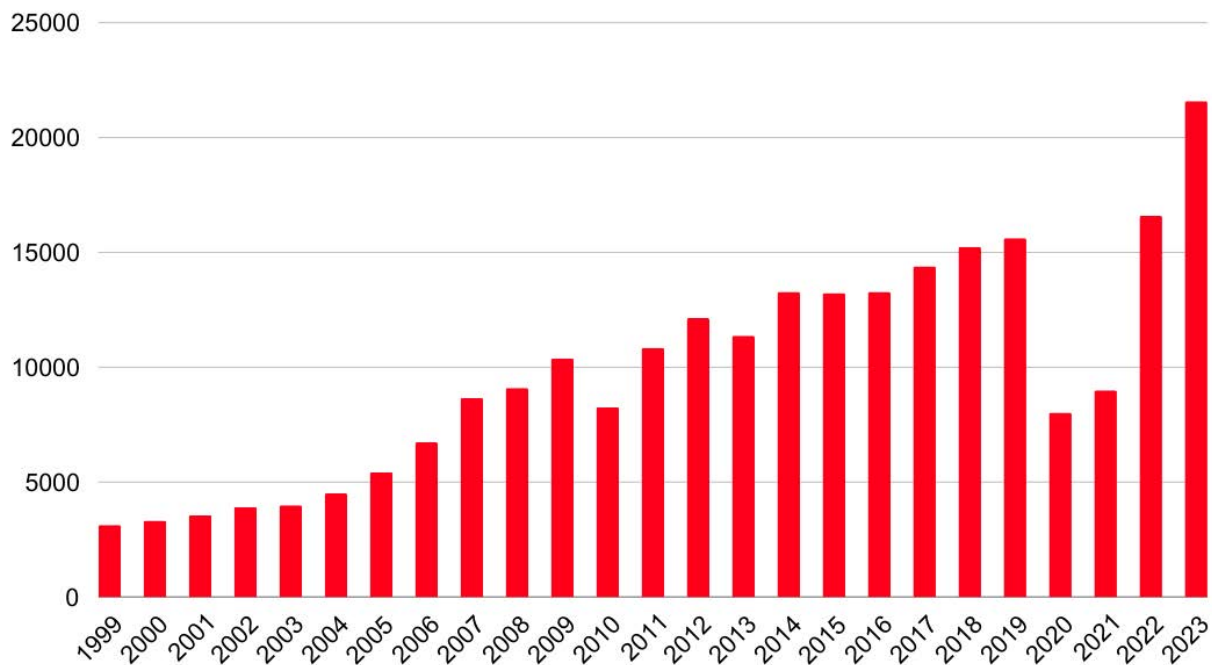
TOTAL EXPENSES: 100%



SPORT CANADA FUNDING (IN THOUSANDS)



TENNIS DEVELOPMENT AND HIGH PERFORMANCE SPENDING (IN THOUSANDS)





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