

Japan Tennis Association Business Plan for FY2017

(From April 1, 2017 to March 31, 2018)

By capturing a medal in tennis at the Rio de Janeiro Olympics after a lapse of 96 years, FY2016 became a memorable year for the tennis community in Japan. With the growing social interest in the sport in the past few years, the Japan Tennis Association (JTA) believes its mission is to improve the overall sports environment in Japan through promoting tennis, while making maximum use of the Tokyo Olympics and Paralympics that will be held in three years. With this in mind JTA will strengthen the management and finances of the organization. We will steadily promote the three pillars of our organizational activities: tennis development, junior player nurturing, and player reinforcement. Specifically, this involves promoting tennis by nurturing and strengthening players towards the Tokyo Olympics. Moreover, we will need to contemplate the state of Ariake Tennis Forest Park after 2020; promote tennis as a lifetime sport, a competitive sport, and a spectator sport; and go back to basics, maintaining the vision of nurturing healthy children – who shoulder the future of Japan – and developing their social awareness using the qualities imparted through physical education and sports.

From this viewpoint the primary policy for FY2017 will be to accelerate the preparations for the Tokyo Olympics and Paralympics. Specifically, JTA will initiate an Olympic Preparatory Committee directly under the Board of Executive Directors and will position the Special Junior Player Reinforcement program, launched in FY2015, as part of the mid-long term reinforcement program. An instructor network will be created throughout Japan to clarify pathways for development, nurturing, and strengthening. The roles of the instructors at each level of training will also be defined.

TENNIS PLAY & STAY will continue to be the main tennis development program. We will bolster the TENNIS PLAY & STAY Promoter System that was introduced in FY2016; we will cooperate with various organizations including regional and prefectural tennis associations and the Japan Tennis Consortium (JTC) so that TENNIS PLAY & STAY will take root even at the level of cities, wards, towns, and villages; and we will introduce this program to kindergartens and elementary schools. Regarding the Nippon Junior High School Physical Culture Association issue, it is vital for tennis promotion in Japan that JTA continue to find measures to solve

the so-called “Lost Three Years” so that tennis can be played more in junior high schools throughout the country.

There is no doubt that tournaments play a major role in tennis becoming a lifetime sport, a competitive sport, and a spectator sport. There are ITF, ATP, and WTA tournaments held in Japan and JTA hosts international tournaments such as the Rakuten Japan Open, the largest tennis event in Japan and our main income, as well as the Japan Women’s Open, the only WTA international tournament in Japan. Furthermore, JTA welcomed a new title sponsor, the Mitsubishi group, in FY2016 for the All Japan Tennis Championships, a main tennis tournament for the general public. JTA also hosted the All Japan Veterans Tennis Championship, a tournament for veteran players that introduced a new 85-year-old class and was held in Fukuoka and Nagoya; the Osaka Mayor’s Cup World Super Junior Tennis Championships and Japan Open Junior Tennis, which represent our international junior championships; and junior tennis championships for youngsters in Japan aged 12 to 18. On the other hand, while international tournaments are being re-examined, it is also time for Japan to reassess tournaments, especially for juniors, in consideration of heat stroke and necessary attendant measures during the hot summer months. JTA will review the tennis schedule in Japan by keeping close contact with various tournament directors and local associations.

Fair play is the touchstone not only for tennis but also for all sports. Throughout the previous fiscal year, JTA promoted the Five Point Self-judging Principles. In FY2016, we configured a pre-training e-learning environment for registered professional players that will be implemented into the professional registration system this fiscal year. We are also exploring the integration of an effortless e-learning compliance-training program, including anti-doping issues, into this registration system for JTA directors, staff, and non-players. JTA will also continue to promote the Five Point Self-judging Principles, fair play, and compliance in all JTA activities.

During the previous fiscal year, JTA entered into a cooperative memorandum of understanding (MOU) with the Federation Française de Tennis (FFT). This is the first MOU that JTA has concluded with an overseas federation. We will steadily carry out the specific programs stated in this MOU. Furthermore, following last year's precedent, in October JTA will sponsor the East Asian Junior Team Tennis Tournament in Ariake, Tokyo. This will provide an opportunity for junior tennis players from China, South Korea, Taiwan, and Hong Kong to interact with each other through friendly competition. Last May, JTA held the first World

Wheelchair Tennis Team Cup, sanctioned by the International Tennis Federation (ITF). This was a valuable experience in order to hold the wheelchair tennis games for the 2020 Tokyo Paralympics. JTA will strengthen its cooperation with the Japan Wheelchair Tennis Association this fiscal year and will continue to cooperate, support, and promote wheelchair tennis, which plays a major role in sports for the handicapped.

As a public interest incorporated foundation, JTA is responsible to create and maintain an environment to develop tennis, nurture junior players, and train players. JTA manages and operates the registration system for players, instructors, and umpires. As one of the measures to improve tennis infrastructure, we also promote activities to induct junior and veteran players into the JPIN player registration system, which complies with international standards. While there are social concerns about the methods of training in sports and athletic compliance, JTA re-examines the role that training holds for certified tennis instructors, beginning with the JTA conference that is held every March. We will nurture international umpires, who are indispensable to holding the Tokyo Olympics and Paralympics, and to hosting international tournaments in Japan; we will create a network throughout Japan for tennis medical doctors to ensure safe tournament operation; and, we will also prepare an accreditation system for tennis trainers.

The Ariake Tennis Forest Park, the 2020 Tokyo Olympic and Paralympic tennis venue, will be renovated starting in November for roughly 18 months. The major issue will be to secure alternative venues to hold major tournaments during the 2018 to 2019 season and to secure sound financial solutions. With regard to securing alternative venues, JTA will aim to hold tournaments within a scope that will equal the preceding years with the understanding and cooperation of the Tokyo Metropolitan Government, regional and prefectural tennis associations, and our supporting companies.

The FY2016 financial statement is expected to be in the black with a positive balance from the income and expenditures of our tournaments such as the Rakuten Japan Open. While the FY2017 budget will be in the negative due to the expanding business scale and the balancing of income and expenditures based on the standards as a public interest incorporated foundation, we reserved tournaments funds in the FY2016 financial statement as we anticipate a curtailment in tournament scale due to renovations at Ariake during the 2018 to 2019 season. As sound financial planning is indispensable for stable operations, JTA has enacted a four-year financial plan starting from FY2017 to be prepared for future income variations.

JTA is an affiliated association with the Japan Sports Association, the Japan Olympic Committee, and the Japan Anti-Doping Agency. We are also receiving subsidies from the Japan Sport Council to support our players. Therefore, we must follow the evolution of the policies of the Cabinet Office and the Japan Sports Association; endeavor to manage the association by complying with the Fair Play Guideline Self-check List of the Japan Sport Council for national sporting organizations; consistently perform anti-doping activities; and firmly execute what must be done by scrutinizing the sports trends in Japan towards the Tokyo Olympics and Paralympics. Moreover, as the Tokyo Olympics will be held in three years, JTA will communicate with the Tokyo Metropolitan Government, the Tokyo Organizing Committee of the Olympic and Paralympic Games, and the International Tennis Federation to make preparations as an association in charge of the tennis matches.

JTA will survey the actual tennis situation to provide basic tennis information and publicize our activities through our official website, the IR Office, and the Media Committee to promote the open activities of our association. Moreover, with the Tokyo Olympics and Paralympics in mind, JTA will increase information for overseas countries by providing information in English on our website.

As a national federation supervising and representing the tennis community in Japan, JTA will endeavor to manage our organization in this fiscal year bearing in mind the importance of governance and compliance, based on our operating principles of "fair play, teamwork, and a global mindset."