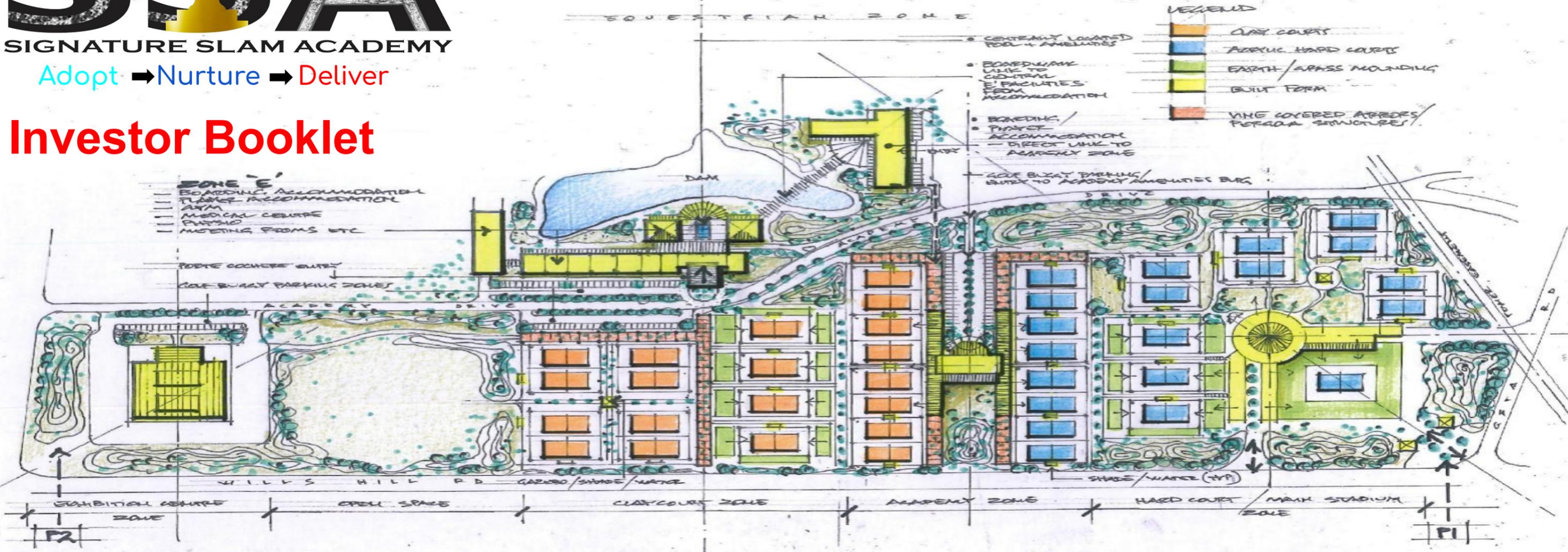




SIGNATURE SLAM ACADEMY

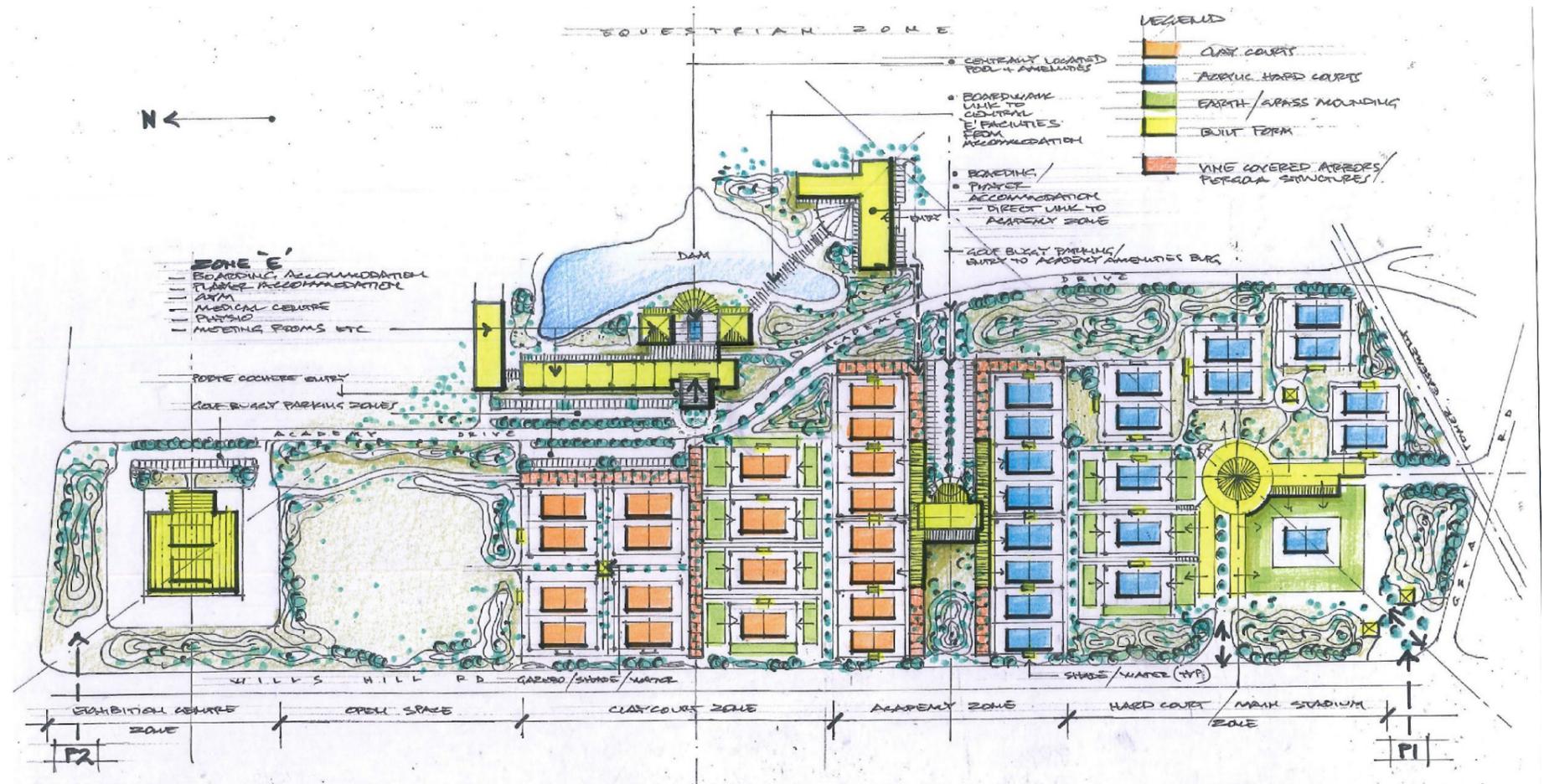
Adopt → Nurture → Deliver

Investor Booklet



Project Vision

To be the first venue in the world to have 60 multi surface courts at one location and establish first one stop tennis academy in the Asia Pacific producing grand slam champions.



Key Features

- First venue in the **world**
- First venue in the **world** to have 60 multi surface courts (20 clay & 30 hard + 10 natural grass) at one location alongside a stadium
- First facility in the **world** to have capabilities to hold WTA & ATP events on any three court surface at one location
- First tennis academy in the **world** to have capabilities to stage WTA & ATP events too
- First venue in the **world** with tennis academy, Equestrian Centre, 18 holes golf course, Exhibition Centre, Aboriginal Art & Culture Museum, Stadium, 5 Star Hunter Valley resort and airport all in 500 meters radius

- First **one stop** tennis academy in **Asia Pacific**
- First venue with 20 clay courts at one location in **Australia**
- First tennis academy in the **world** to be directly linked with Australian universities to establish US type scholarship program
- First tennis academy in the **world** to have capacity to host up to 1000 boarding students (players) from all around the world at one location
- First academy in the **world** to have custom built tennis software for each of its students
- First academy in the **world** targeting to host its own event WTA/ATP at the same venue

- First academy in the **world** targeting to host exhibition tennis matches on the **Floating Court** at Darling Harbour with the world's top players during Aust Open season every year
- First privately owned tennis facilities in the **world** with targeted investment of approx. \$217m
- First academy in the **world** to have its own exclusive **Corporate Social Responsibility** program especially for the local communities
- First sport business of the scale to be 100% self-sustaining with **Zero Carbon Footprint**

Inception

- Grand Slam Country
- Rich Tennis heritage – Rod Laver, Margaret Court, Evonne Goolagong, Ken Rosewall, John Newcombe, Tony Roche...
- Australian Coaches in demand world over
- Sports is Australia's identity
- Yet aspiring young and professional players from ANZ have to go to Europe or the US to find **one stop** training facilities
- Considering, Australia's overall sporting images, brand as country and lack of similar facilities anywhere in Asia Pacific, it was obvious to conceptualise the massive opportunity presents itself as a business

Objective



Objective : 2022-2024

- VISION FOR WEBSITE
-
- Establish the first ONE STOP tennis academy of its kind in Asia Pacific offering top class 360 degree training facilities, school education & social well being, all under ONE ROOF
- Develop the finest training programs for beginners to intermediate to elite to pro-tour levels athletes
- Bring prestigious tennis tournaments & social events to Hunter region
- Provide employment opportunities to people from Regional NSW
- Compliment & promote rich heritage of Hunter Valley
- Training base for top tennis players during Australian Open season
- Run tennis camps & talent hunts program for regional NSW
- Build alliance with local high school for education
- Build alliances with American universities for US College Scholarship
- Develop scholarship program like the US College with Australian Universities

Objective : 2024-2028

- Become preferred academy for students from ANZ region
- Opening SSA offices in India, Japan, Singapore & other countries of focus to recruit students
- Build alliances in other parts of the world as affiliates /approved of/by SSA to recruit students
- Become centre for sports media production
- Develop other infrastructure incorporating fitness for body & mind, sports psychology, yoga, short & long term recovery programs for elite athletes from multiple sports
- Launch "Australian College" scholarships programs
- Offer parents' activities planner to showcase Hunter's best attractions
- Become centre of excellence by mass producing ICONIC tennis talents, utilising aussie raw materials as in services of Australian coaches
- To have the first Grand Slam Academy of the Asia Pacific to go with first Grand Slam of the year

Professional Consultations



Tennis Events & Academy

Craig Tiley

CEO
Tennis Australia & Australian Open

Stephen Farrow

Director - Tournament, Players &
International Relations
Tennis Australia

Cameron Pearson

Head Major Events - Tennis Australia
ATP Board Member

Lawrence Robertson

Director of Pathways & Game
Development
Tennis Australia

Paul Daly

Manager Major Events
Tennis Australia

Patrick Mouratoglou

Owner
Mouratoglou Tennis Academy

Nicolas Queru

CEO
Mouratoglou Tennis Academy

Stephen Gurov

CEO
Top Five Management

Darren Simpson

CEO
TNSW

Chris Woodland

Head Tennis Development
TNSW

Brett Pettersen

Manager - Infrastructure & Planning
TNSW

Andrew Yapp

Regional Tennis Manager
TNSW

Peter Leipus

MD
SportDev

Stephen Thompson

Legendary Coach
NSW

Simon Causley

Former Head Coach
St Ignatius College

Jorge Salkeld

AVP
Octagon

Socio-Economic

Jim Wilson

2GB Radio Host & Hunter Valley Resident

Joel Fitzgibbon

Member of Parliament
Hunter Region

Alice Thompson

CEO
Committee for the Hunter Region

Matt Connett

Principal
St. Phillip Christian College, Hunter Valley

Cr Luke Cubis

Councillor
Lake Macquarie

Sue Moore

Mayor
Singleton Council

Jay Suvaal

Mayor
Cessnock Council

Brian McGuigan

Winemaker and figurehead
Hunter Valley

Christina Tulloch

CEO - Tulloch Wines
Chair of Hunter Valley WTA

Michael Johnson

CEO
Tourism Accommodation Aust. A division
of AHA

Bassel Tallal

National GM
AAoA

Leanne Haywood

COO - IHG
Chairman - AAA

Marketing, Events & PR

Nicole Walker

CEO & MD
Arinex

Saul Shtein

Director
Gravity Media

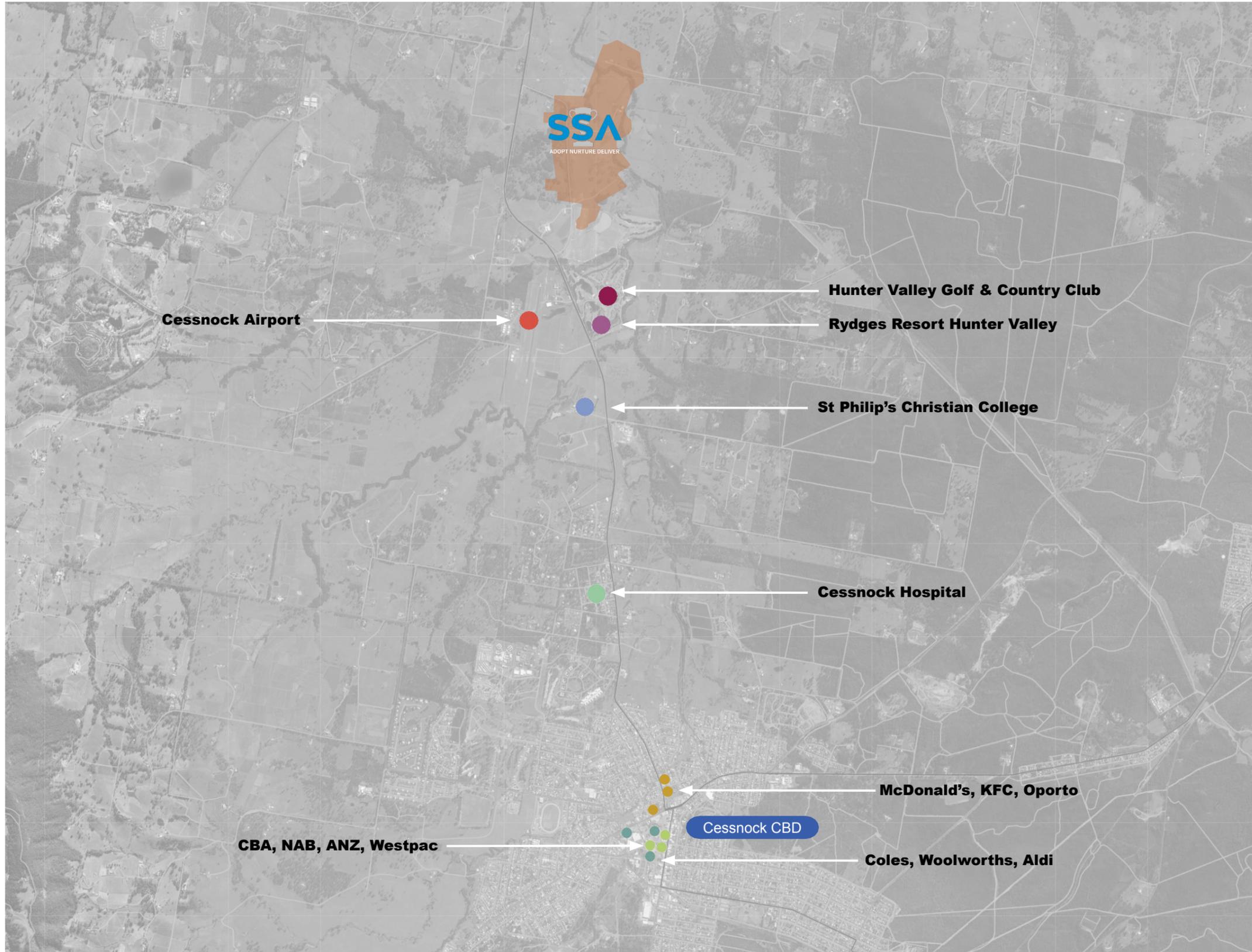
Vishal Jaison

Co-founder
Baseline Ventures

Tristan Hay

Co-founder
THM

SSA Location



SSA Site Map

- | | |
|--|--------------------------------------|
| A. Accommodation, exclusive suites | J. Event marquee |
| B. Training, show & competition grass courts | K. Parking 2 |
| C. Arena | L. Mandoo Museum |
| D. Parking 1 | M. Group accommodation |
| E. Training, show & competition hard courts | N. Accommodation, cabins |
| F. Academy amenities building | O. Equestrian gallop track & jumps |
| G. Training, show & competition clay courts | P. Accommodation, academy & boarding |
| H. Academy building & centre of excellence | Q. Grain shed |
| I. Equestrian indoor & outdoor arena | |



SWOT Analysis

S >

Strengths

- Top class training infrastructure equipped with cutting edge technology to cater for overall development of - beginner to intermediate to highly aspiring players
- Training base for players to participate in the Australian Open
- First tennis centre in Australia with up to 20 clay courts infrastructure
- Training base for elite athletes from multiple sports aspiring to enhance their skill sets in non-core areas of their sport
- Rehabilitation base for athletes requiring long term recovery
- Stage multiple elite tennis tournaments throughout the year
- Stage concerts, seminars & other lifestyle events in the heart of Hunter Valley
- Inject social and economic boosts to Hunter region

W >

Weaknesses

- Small domestic target market

Opportunities

- Establish first ever ONE STOP academy in Asia Pacific region
- Build upon Australia's strong sporting image overseas
- Stop brain drain by providing opportunities to our highly acclaimed coaches to render their services at SSA
- Attract aspiring players not only from all over Australia, but also NZ, Pacific and Asia especially from India, Japan, South Korea, Malaysia, Singapore, China, and other countries in the region
- Provide A Grade infrastructure as back up for major tennis tournaments during uncertain times like Covid
- Produce grand slam winners for the years to come

T >

Threats

- No clear and present/future business threat
- Lack of ongoing infrastructure utilisation can cripple maintenance
- Lack of support from Tennis Australia and TNSW can affect the ongoing development of SSA
- Inconsistent cash flow to support ongoing operation

Hunter Valley vs Other Regions NSW

Region	Population	Unemployment	Reg Av
Hunter Valley	272,000	6.7%	6.5%
Newcastle	372,000	6.4%	6.5%
Woolongong & Illawarra	307,000	6.3%	6.5%
Bathurst	211,000	2.2%	6.5%
Coffs Harbour	140,000	3.8%	6.5%

State Av	Geographical Area	% of NSW	Major Sports Facilities	Major Sports Events
5.7%	21,450km ²	3%	No	No
5.7%	860km ²	Less than 1%	Yes	Yes
5.7%	1500km ²	Less than 1%	Yes	Yes
5.7%	70,300km ²	9%	Yes	Yes
5.7%	13,200km ²	2%	Yes	Yes

Regional Talent Scholarships

SSA will **only** allow **full time boarding** students. However, students (players) residing within 100km radius will be eligible for the following:

- Free talent hunt programs in all schools
- Qualify for day training & school
- 15% rebate in all standard professional fees (except food & beverages)
- 25% rebate in all standard professional fees for GIRL students
- 50% rebate for students with aboriginal heritage
- 100% rebate for top 500 WTA & 300 ATP ranked students from the region

Environmental Footprints

- 100% self sustaining with **zero** carbon footprint
- Power supply by existing solar farms under SFC
- Water supply by DEVINE water projects under SFC
- Inclusive in its design to reflect local landscape
- Utilisation of local timber & other supplies in built and various infrastructure
- Local flora and fauna to be increased
- Plantation of more trees and vines all around the facilities
- Ensuring **zero** environmental impact

Employments / SSA

- During construction - up to 300 (full time & part time)
- Operational - up to 600 (full time & part time)
- Contractors - up to 50 employing over 250 employees

Private Infrastructure for Public Utilisation in Uncertain Times

- Can be utilised for quarantining in uncertain times
- Mass vaccination hub can be made operational
- Regional charitable festivals
- Other corporate social initiative for regional NSW

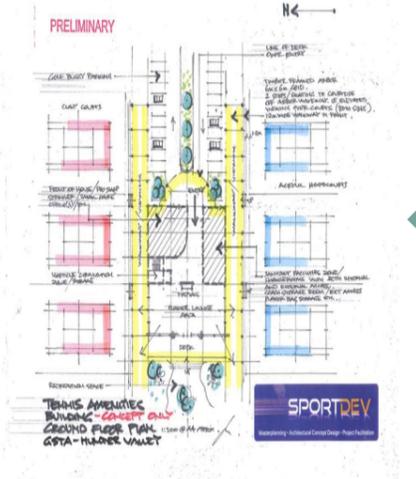
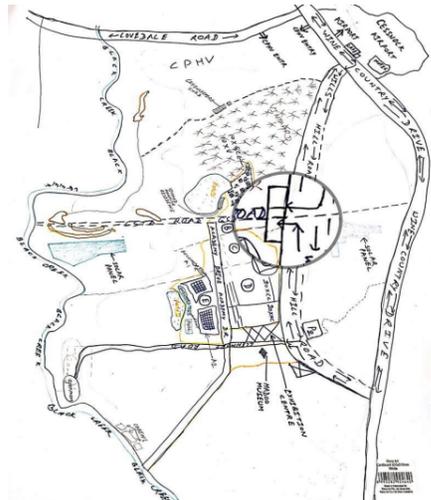
Hunter Valley Prospective

- First major sports infrastructure
- First major sports event - WTA 250 & ATP 250
- First to attract top tennis players in the world every year
- Up to 1000 students from over 30 countries will be in Hunter Valley around the year
- Inter school and university scholarship programs will evolve in Hunter Valley
- Attract major investment to develop other infrastructure in the region - like Kmart/Target/Myer/Universities

Total Investment

Please refer to QS Report.

Project Evolution



SSA IP/Business Ownership

- Equity
 - SFC & LT - 100%
- Revenue Share –
 - SFC & LT - 100%
- SSA Contributors - Investors, Brand Ambassadors, Associations, Coaches, Board Members etc - upto 30%



The Owners



Dr. Jerry Schwartz, owner of SFC, is not only renowned medical practitioner but also one of the leading hoteliers in the world. Dr. Schwartz owns fourteen hotels including Sofitel Darling Harbour, Mercure, IBIS, Hilton, Rydges Resort Hunter Valley, Fairmont like many other brands. He is also proud owner of iconic brands like Sydney Seaplanes, Blue Sky Airways, Sydney Brewery, Devine Water. His philanthropic interests is well documented in media. Dr. Schwartz also has reputable expertise of over 40 years in public hospital and private health systems involving general surgery, accidents, emergency medicine and cosmetic surgery.

Here are couple of examples out of many Dr. Schwartz's philanthropic contributions:

1. A cultural hub and museum celebrating the heritage of the local Wonnarua Indigenous community will be established at Lovedale. Dr Schwartz has been working with Wonnarua Nation Aboriginal Corporation (WNAC) on the concept for about three years. Dr Schwartz said the museum will help preserve the heritage of the Wonnarua people, provide an opportunity for the wider community to share and experience their culture, and will become a "focal point" for cultural tourism.
2. The country's largest private hotel operator, surgeon and philanthropist Dr Jerry Schwartz, hosted some VIPs to enjoy the very first sleepover in the \$500 million Sofitel Sydney Darling Harbour. He offered the opening night to 33 charities ranging from medical research, to disadvantaged children and families, education, Indigenous development and homelessness, a floor each in the 35-floor 5-star hotel. The charities raised \$508,000 from the initiative.

Dr. Jerry Schwartz
Chairman



Krishna Singh
Managing Director & CEO

With over 15 years of sterling records in management consultancy, Krishna has been at the forefront of providing niche services (sports marketing, events, sales, resourcing & business diagnostics) to its clients.

Krishna Singh, MD, Signature Brand Events (subsidiary of Liquid Tel Pty. Ltd.) possesses over 27 years of experience in various companies. Krishna has not only successfully managed businesses but also helped many brands to launch their business/campaigns in Australia, UK, India and the Middle East.

SFC, Sofitel Darling Harbour, Hilton, Mercure, Optus, Telstra, Vodafone, Navman Wireless, Royale Limousine, Metcash are some of the brands in Australia where Krishna has either worked or provided his consultancy services to them.

He has also been involved in providing his services to Rhati Sports Group as well as to Star Tv group in India.

Krishna has also worked with Aston Martin, PepsiCo, CSK, IPL, Shell, Piramal Glass and many other brands in running strategic marketing campaigns/ sourcing. Recipients of multiple awards & recognitions, Krishna Singh continues to serve his clients with Integrity, Honesty and Empathy. Never to fail on these three benchmarks is what Krishna's Vision is.

WHY TENNIS - Krishna's son Srijan Singh (18 years old), has been one of the top junior tennis professionals in Australia for long time. Having been managing his son for many years and travelling with him around the world helped him building many connections in the world of tennis.

Having experienced operations of MTA as well as training facilities within Australia very closely for many years, Krishna is equipped with practical competence to establish the best ONE STOP tennis academy. Krishna is well across to all different type of professional tennis tournaments as well as has plethora of experiences in managing & staging sporting/activation events. In addition to ANZ, his extensive working network/ footprint is well expanded into Indian subcontinent, Singapore, UK and the US. His great professional connections are very handy to attract investment into SSA, should it be required. It would also help in marketing SSA overseas.

The SSA Team

We have assembled a dynamic and highly experienced team for the Signature Slam Academy project.

Our team has significant expertise in the planning, design, and delivery of Sports architecture, training and event venues, accommodation, and urban/landscape integration projects across Australia and around the globe.

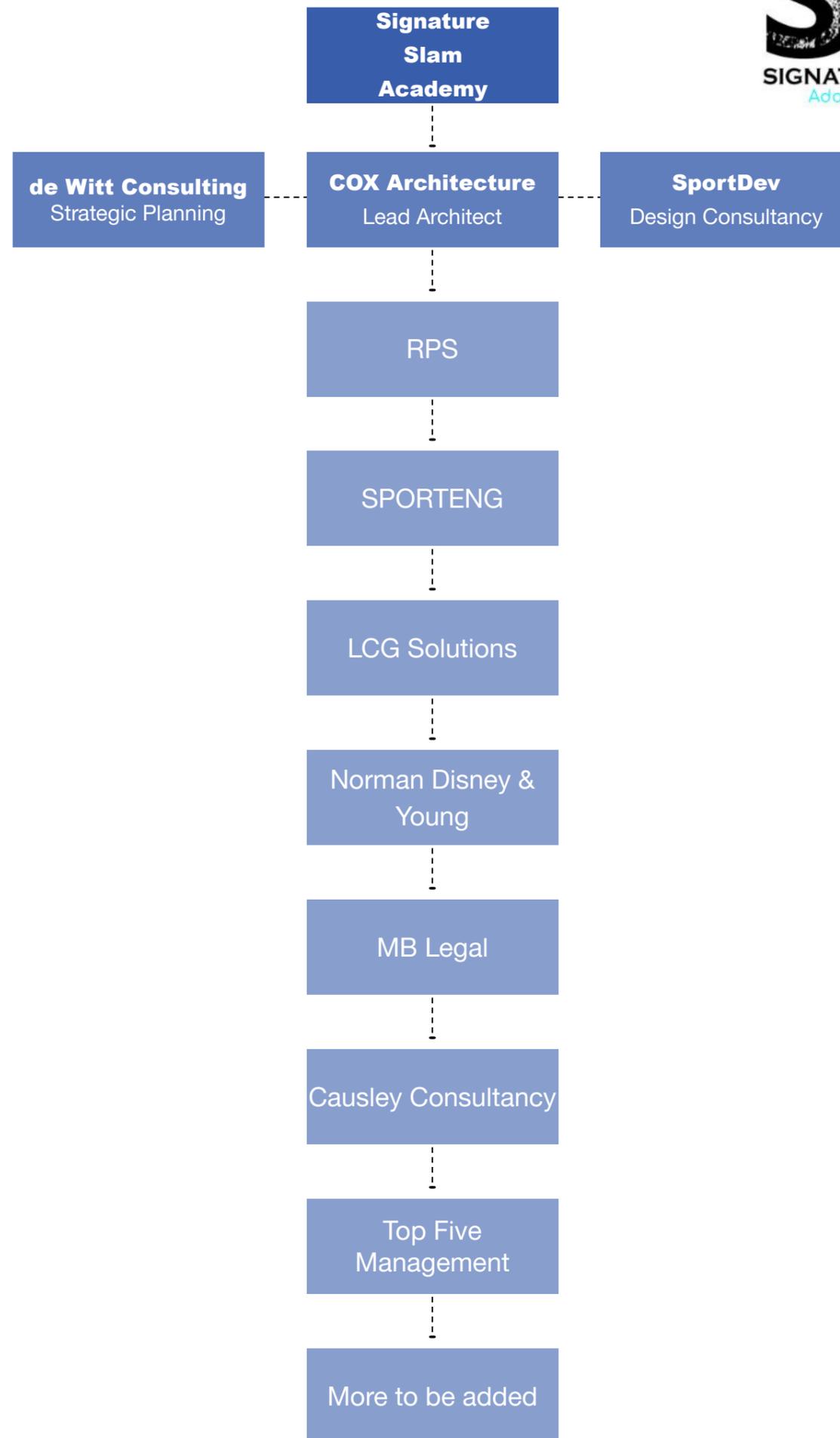
We combine local knowledge with extensive national and global sports architecture design expertise, drawing on extensive insight and tennis specific experience. We have specifically selected a team that combines planning projects expertise, sports architecture and tennis facility design to deliver a project outcome of the highest quality.

COX Architecture has successfully designed and delivered the best Tennis facilities in Australia, including Rod Laver Arena, Memorial Drive, and the Ken Rosewall Arena Redevelopment.

COX has extensive sports architecture expertise with other recent projects including the Sydney Football Stadium, Optus Stadium, Adelaide Oval Redevelopment, and other key projects.

Other nominated design team members include Sport Dev specialist design consultants and de Witt Consulting providing strategic planning services.

Team Organisational Chart



COX Architecture Company Background



Adelaide Oval
Adelaide, SA, Australia

Project Value: \$535M

The Adelaide Oval redevelopment is a landmark architectural and urban design icon for South Australia. It has been recognised nationally as a leading example of sports architecture that positively contributes to the liveliness and vibrancy of the City of Adelaide. The project continues the site's traditional place as a major destination for social and cultural interaction and has provided a significant contribution to Adelaide's public realm.



Allianz Stadium
Sydney, NSW, Australia

Project Value: \$720M

The redeveloped Allianz Stadium represents the latest in global sport architecture trends. A true multi-use rectangular stadium, it hosts three sports – football, rugby league, and rugby union. The home of the Sydney Roosters, NSW Waratahs and Sydney FC, the stadium is also ready-made for cultural and community events – gleaming as the trophy of Sydney's unique inner-city precinct.



Optus Stadium
Perth, WA, Australia

Project Value: \$1.6B

Optus Stadium redefines stadia and stadium park design. Completed in January 2018, the project was almost a decade in the making.

Set on the banks of the Swan River, spanning 30-hectares, Perth's Optus Stadium is the third-largest stadium in Australia. A fabric roof covers 85-percent of seats, which ring the pitch in a steep, bowl-shaped area that maximises views from every angle. Every design decision for the multi-purpose, 60,000-seat stadium was to meet one requirement – an unsurpassed visitor experience every time, every event.



Western Sydney International Airport
Western Sydney, NSW, Australia

Project Value: \$11B

Western Sydney International (Nancy-Bird Walton) Airport (WSI) is a once-in-a-generation infrastructure project that will connect the future social, cultural, and economic hub of the Western Parkland City with the world. The primary design aim is to maximise user experience through inspired architecture, thoughtful urban design, and airport planning to create welcoming, calm, and engaging spaces. The design is efficient in its functionality, resilient in its planning, and aesthetically rooted within the Western Sydney regional context.



AAMI Park
Melbourne, VIC, Australia

Project Value: \$270M

AAMI Park was Melbourne's first large purpose-built rectangular stadium, representing a move by the city to provide a world-class facility that further developed and embodied the city's pioneering approach to public spaces and strong civic architectural lineage, encompassing iconic facilities including Melbourne and Olympic Parks and the Myer Music Bowl as well as Rod Laver Arena and the MCG.



Southbank by Beulah
Melbourne, VIC, Australia

Project Value: \$2B

Southbank By Beulah is a project of an unprecedented scale for Melbourne, drawing together leading figures in international design and place making to create a world-class, multi-use development that sets a benchmark in liveable city design.

Due to become Australia's tallest building, Southbank By Beulah will be a stunning sculptural form composed of two towers, both with a twisting geometric glass façade and terracing, and featuring pocket parks and green spaces up to a publicly accessible botanic garden atop the 365m-high tower.



National Maritime Museum of China
Tianjin, China

Project Value: \$430M

The National Maritime Museum of China is situated in Northern China, outside the city of Tianjin. The museum houses both new and historic maritime items with a focus on celebrating the achievements of Chinese naval exploration throughout the ages.

The National Maritime Museum of China comprises five hall structures radiating out to the port harbour and converging in a central preface hall. Each hall is dedicated to a different aspect of China's marine heritage. These aspects include nature and ocean, world maritime civilisation, Chinese marine culture and historic vessels. There is a temporary exhibition hall and spaces for public education, business, research and curatorial facilities.



Oman Across Ages Museum
Manah, Oman

Project Value: Confidential

Located in Nizwa, the crossroads of Oman, the Oman Across Ages Museum Project is a cultural and educational hallmark for locals and visitors. Commissioned by Sultan Qaboos bin Said al-Said, the museum is a celebration of the country's economic, cultural and social renaissance since the 1970s.

The design centres on creating a journey – a set of unique experiences, and a place of memories and enlightenment. The museum acknowledges the rich foundations of the country's past while celebrating its bright and opportunistic future. Forging a bridge between past and future, the space will transcend knowledge of the country's achievements in an innovating, informative and interactive manner.

Architectural Statement

COX Architecture

“The Signature Slam Academy will redefine high performance tennis training and events in a remarkable landscape setting.

We are delighted to be working with SSA and their team on this once in a generation opportunity.”

Adam Hannon, Director COX Architecture

The Signature Slam Academy vision will create a tennis training and event precinct of global significance, with 60 multiple surface training and event courts, an Event Arena, show courts, and associated court facilities. This unique training and event precinct also comprises Accommodation suites, Exhibition Centre and associated public realm, landscape, amenities and parking.

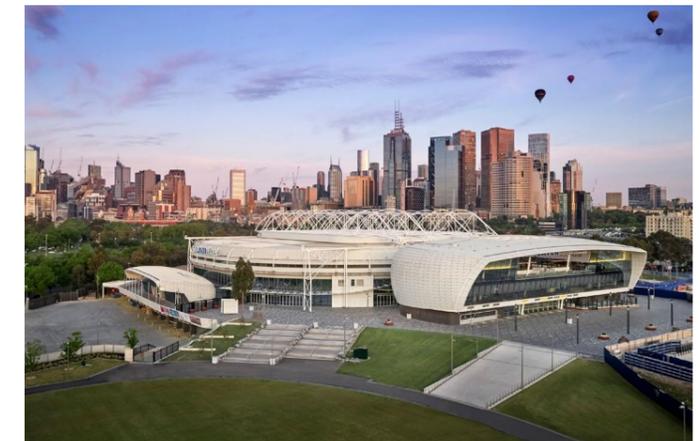
The project site is situated within the unique and beautiful setting of the Hunter Valley landscape, and is located within close proximity to Cessnock Airport, Rydges Resort/Hunter Valley Golf & Country Club, medical facilities, and other local facilities. The Wills Hill Road site is also within short reach of Newcastle and Sydney and provides direct and convenience access to local, national, and international travel connectivity.

The SSA project will showcase the Hunter Valley as a unique and remarkable location for high performance tennis training, greatly enhancing employment and tourism for the region. The COX Architecture design will sensitively integrate sports training facilities and built form into the landscape, creating a highly sustainable environment for all users of the SSA facility.

Some key attributes of the SSA Concept Masterplan include:

- World Class 50 court tennis training and event facility set in the unique local landscape
- Site gateway expression and identity with a signature 8,000 seat Event Arena located at the SSA site entry
- Hardcourt and Clay show courts sunken into the landscape for training and event purposes
- Central Academy zone with players facilities, lounge, Pro-shop, café, meeting and coaching facilities, wellness/retreat areas, amenities, and viewing decks/platforms to the tennis court areas
- Exhibition Hall zone with repurposed Exhibition Facility
- Accommodation and Boarding facilities, players gym, support, medical, recovery and associated areas
- Grass court precinct with tennis and recreation facilities and Serviced Apartments
- Backpackers Accommodation
- SSA resident and visitor connectivity strategy with a quality public domain, arbours, shade structures, associated court facilities and amenities
- Site services, parking and infrastructure requirements
- Open space for future expansion opportunities

COX Tennis Facility Design Experience



Rod Laver Arena



Memorial Drive



Ken Rosewell Arena



Adam Hannon
Project Director



Zoe King
Interior Director



John Ferendinos
Director



Gunyama Park Aquatic & Recreation Centre
Project Value - \$110m

The project is the largest Aquatic & Recreation Centre since the Sydney Olympics with significant accreditation for green star excellence and the high standard required by the City of Sydney.



Marvel Stadium Upgrade
Project Value - \$225m+

The AFL & Marvel Stadium in collaboration with Development Victoria embarked on a \$225m+ Capital works program to upgrade the Stadium and immediate precinct as part of a broader government project.



Brisbane Live Arena
Project Value - \$2.5bn

RPS were engaged by Building Queensland to lead a business case for the Brisbane Live Arena. The project includes a suspended deck over rail lines, a podium structure fronting Roma Street and an 18,000-capacity arena.



Sydney FC Centre of Excellence
Project Value - \$17m

The Project consists of a two-storey centre of excellence including gym, office, hydrotherapy, changing facilities, and recovery rooms as well as connections to existing sporting facilities within the University site.



Daniel Butterick

National Cost Advisory Lead

“It is a privilege to be involved in this prestigious and ambitious project and we are excited to bring our experience and proactive approach to Cost Advisory to the team”.

Our Signature Slam Academy Journey

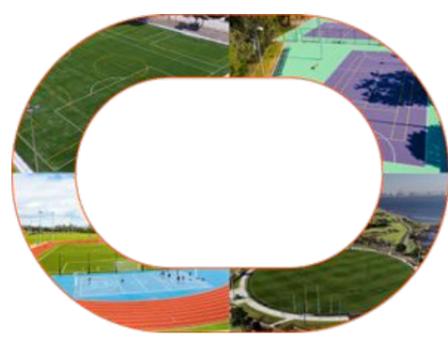
“Through previous work with Tennis NSW and their Stage 2 business case, together with multiple other sport and tennis facility projects our involvement on the project continues to flourish and we are delighted to be working on this exciting, generational project with Signature Slam Academy and their team”

Our role is to provide cost certainty, commercial management and assurance working alongside the project and design team to drive best value for Signature Slam Academy.

Setting the commercial parameters and working alongside the design team at inception to guide and advise materiality, efficiency, and market volatility is critical to meeting the project budget and achieving the desired outcome.

Identifying associated risk and opportunity as soon as possible is critical to the success of the project and we will be at the forefront of this approach at each stage of the project lifecycle.

* These projects represent RPS personnel staff experience across multiple teams.



SPORTENG experience covers a broad range of sports and associated Fields of Play for all levels of competition standard, from local and regional level facilities to elite national and international stadia.

SPORTENG are excited to be part of the design team to deliver this one-of-a-kind project. The Signature Smash Academy (SSA) presents a great opportunity for our team to deliver a world class tennis facility which will be used by players from around the world.

The SSA is looking to deliver a facility that delivers environmentally friendly outcomes which align with one of our key pillars of design which is “to promote positive environmental outcomes.”

We are looking forward to delivering another iconic sports facility in Australia along with the rest of the design team.

KEY TEAM MEMBERS



JARROD HILL
PROJECT DIRECTOR

CAMERON NAYAR
PROJECT MANAGER

TENNIS

South Australia Memorial Drive Tennis Centre (\$10m)



Frankston Centenary Tennis Club



Camberwell Grammar School



LCG Solutions (formerly Lantz Consulting) has been in operation since 2007 as an independent consultancy that provides services to both the public and private sectors. We are pleased to be supporting the Signature Slam Academy to be the first venue in the world to have 50 multi surface courts at one location and establish first one stop tennis academy in the Asia Pacific producing grand slam champions.

Our experience and capabilities include but are not limited to the following:

COMPLETED MAJOR PROJECTS

- Campbelltown Sporting Centre of Excellence – Business Case and grant submission **(\$80m)**
- Western Sydney University Indigenous Centre of Excellence – Business Case **(\$125m)**
- Lane Cove Indoor Sporting Precinct – Business Case and grant submission **(\$75m)**
- Cobar Memorial Swimming Pool - Business Case and grant submission **(\$14m)**
- Port Macquarie Aquatic Facility – Business Case and grant submission **(\$84m)**
- Orange Aboriginal Land Council – Mount Canobolas Cultural Centre feasibility and strategy **(\$23m)**
- McDonald Restaurants – Orange, Cessnock, Kurri Kurri, Tamworth, Umina, Tuncurry **(\$55m)**
- ALDI Stores – Raymond Terrace, Kurri Kurri, Wyong, Muswellbrook \$100m
- Hanson Construction Materials – Bass Point Quarry and Somersby Quarry **(\$400m)**
- AV Jennings – Gingers Lane new release area rezoning **(\$300m+)**
- Cooranbong Christian School - **(\$85m)**
- Lake Macquarie Yacht Club re-development **(\$20m)**
- Meadowbank Education Precinct – TAFE and new high and public schools **(\$500m)**

COMMUNITY ENGAGEMENT & DEMOGRAPHICS

- Aegis Education Group – Demographic analysis and community engagement
- Centennial Coal – Airly Mine Project
- Peabody Coal – Community reference group
- Daracon – Buttai and Ardglen Quarries
- NSW LPMA consultation strategies
- Henry Kendall Group – Bulky goods re-development
- Consultation strategies for all of our key clients including McDonalds Restaurants, Hanson Materials, Daracon, AV Jennings.





Joe Lantz – Company Director

The company is led by Joe Lantz. Joe has worked for over twenty years in the area of social planning, economic development, recreation planning strategic land use planning and asset management. Joe has held a number of senior management positions in Local Government, private practice and the Tertiary sector. During this time he has gained experience in all aspects of community and special interest group engagement. He has specialised knowledge in relation to social planning, strategic land use planning, focus meetings, negotiations, asset management, recreation planning, project management and community consultation. Joe’s abilities lie in achieving practical, clearly defined results.

Bachelor of Social Science (Infrastructure and Social Planning)
Bachelor of Business
Graduate Diploma in Education



Dr Sarah Calendar – Director Senior Researcher

Dr Sarah Calendar completed her Doctorate in social research methodology in 2002. She has over ten years’ experience working in the tertiary sector as well as consultancy research within the fields of recreation and community services and facilities. Her focus is on practices, processes and policy impacting on the Australian social and leisure industries. Sarah is currently providing research advice and assistance to the University of Melbourne and University of Queensland. Sarah has demonstrated extensive knowledge and experience in leisure research, community survey development, administration, collation and analysis.

PhD in social research
Bachelor of Arts (Social Policy and Communication)



Stephen Sykes – Director Consultation Lead

Stephen has worked for over 30 years in the area of community consultation and engagement, regional collaboration, recreation planning, master planning, community facility development, social planning, strategic land use planning (international) and waste management. During this time, he has gained experience in all aspects of community and special interest group engagement. He has specialised knowledge in relation to social planning, economic development planning, strategic land use planning, focus meetings, performing arts and cultural activities, negotiations, asset management, recreation planning, project management and community consultation.

Recent Key Projects: Sports grant Cootamundra country club–golf upgrade \$1.4mil; Waste services business and life cycle plan, NPV \$450mil, Orange City NSW; City Structure Plan for Mount Hagen e.g. new civic centre, airport and waste facility etc., Papua New Guinea, \$1B; special rate variation application Weddin Shire Council, Weddin Shire Council Open Space Plan.

KEY CLIENTS

- Blacktown City Council
- Orange City Council
- Campbelltown City Council
- Lithgow Council

Public Sector

- Western Sydney University
- Hornsby Shire Council
- Cessnock City Council
- Newcastle City Council

Private Sector

- McDonalds Restaurants
- ALDI Stores
- AV Jennings
- Henry Kendall Group
- Hanson Construction Materials
- Centennial Coal
- Bunning’s/ Wes Farmers
- Johnson Property

Norman Disney & Young

Design Experience



Rod Laver Arena

Melbourne, VIC, Australia

Project value: \$200M

Rod Laver Arena was originally completed and opened in 1988 in time for the 1988 Australian Open. It was developed primarily for tennis as part of the National Tennis Centre development to replace the existing Kooyong venue. When not used for tennis, the centre serves as a multipurpose arena with the capacity to feature international sporting, entertainment and music events.

Queensland Country Bank Stadium

Townsville, QLD, Australia

Project value: \$318M

Queensland Country Bank Stadium came to life as part of the historic Townsville City deal. The project delivered a world class, 25,000 seat multi-purpose regional arena in time for the 2020 National Rugby League (NRL) season, with the facility home to the North Queensland Cowboys NRL team and an attractive venue for major music acts.

Gabba Refurbishment

Woolloongabba, QLD, Australia

Project value: \$35M

The Brisbane Cricket Ground, fondly known as The Gabba, is an internationally renowned sports arena in Brisbane that is famous for hosting major events. Due for a major upgrade, this \$35 million project completed in 2020 modernises the stadium through new and improved public, corporate and media facilities; and revitalises the match-day experience for both visitors and television viewers whilst boosting The Gabba's ability to attract major names and games to Queensland.

AAMI Park

Melbourne, VIC, Australia

Project value: \$270M

Melbourne's world class rectangular stadium, AAMI Park, provides the missing link in Melbourne's sporting infrastructure for a medium size, purpose built rectangular pitched stadium. It also features a sports campus, including an elite training centre and office accommodation. It has a cutting edge bioframe design with a geodesic dome roof, which substantially covers the seating area. This design uses 50 percent less steel than a typical stadium roof of the same size.

Optus Stadium

Perth, WA, Australia

Project value: \$1.6B

The new Perth (Optus) Stadium and Sports Precinct is leading the regeneration of the Burswood Peninsula. The precinct provides extensive parkland and recreation space with the Swan River pedestrian bridge creating a new link to East Perth. The precinct is also home to the new 60,000 capacity multi-sports stadium, which incorporates the latest technologies to provide an exceptional fan experience. The project also aligns with the public transport strategy.

Our Sporting Capabilities

NDY works on some of the most iconic sports stadiums and legacy sports facilities in the world. The greatest sporting stadiums, arenas and facilities come out of creative partnerships.

We are seasoned professionals when it comes to delivering this type of project, with a deep understanding of the SSSA requirements and a track record of supporting projects from early phases through to operation. Our projects have included many unique and complex sport facilities, arenas and mixed use facilities globally with similarities to the Signature Slam Academy project. Of particular relevance, NDY delivered the Rod Laver Arena which was led by our nominated Technical Director, John Boatto.

NDY has aspirations to support Liquidtel for the duration of this development to clinch Game, Set and Match by delivering a true landmark project that sees the Hunter Valley become a central hub for tennis across the region.

NDY collaborates with leading architects, and organisers of sporting events worldwide, to create inspiring venues that perform better.

Our eye for detail and technical expertise, intersects with our reputation for sustainable designs, resulting in exceptional commercial outcomes and visitor experiences.

Our engineering designs have been called on for some of the most innovative and diverse sporting facilities in the world. When the world watches The Australian Open Tennis Grand Slam, the AFL grand final, highlights from the 2000 Olympics, or the Test Match Cricket around Australia, they are witness to our engineering services expertise.

Most of the venues are also multi-use facilities, transforming into a leading international destination for the world's largest live acts, from musicians and performance artists through to circuses and indoor motorsport.

It's our approach to understanding the needs of our clients, and the stadium users of today and tomorrow, that makes us engineers of choice.

NDY has delivered outstanding facilities that people want to experience, that are not only the place to be seen but are functional, safe, energy efficient and durable.

Our eye for detail and technical expertise, intersects with our reputation for sustainable designs, resulting in exceptional commercial outcomes and visitor experiences.

Through computational modelling and implementing engineering design smarts, we have provided solutions to comply with stringent noise criteria and low velocity limits on air flow; crucial in effectively meeting the exacting demands of the sports sector.

"The vision for the Signature Slam Academy presents an exciting opportunity to

deliver a new state-of-the-art facility to attract and bring together tennis professionals, enthusiasts and fans at an appealing new setting in NSW.

Being a team of tennis enthusiasts, we are genuinely excited at the prospect of helping you bring this project to life."

Mark Salisbury, Director, NDY

"As Project Leader for NDY on the Rod Laver Arena Refurbishment project I worked closely with the architectural team from Cox Architects to deliver a world class facility and ensure that the AO would remain in Australia for the foreseeable future.

Having recently led the delivery of the Rod Laver Arena, I am excited for the opportunity to bring my experience and passion for tennis to the Signature Slam Academy."

John Boatto, Director, NDY

SSA Staged Development Plan

Stage - 1

Earthworks & in-ground infrastructure for

- Stadium & court (1)
- Hard Courts (29)
- Clay Courts (20)
- Grass Courts (10)
- Exhibition centre indoor court (1)
- Control point/office 1 (stadium)
- Control point office 2 (grass courts & ex suites)
- Control point office 3 (Hard courts & clay courts)
- Control point office 4 (exhibition centre)



Expected Operational Outcomes

- 1 - kick off below the line marketing
- 2 - kick off above the line marketing

Stage - 2

Complete construction of Stadium hard court

- 29 x hard courts
- 20 x clay courts
- Exhibition Centre with 1 indoor court
- Control point/office 1 & 4
- Digital lights all 20 hard courts
- All associated above the ground infrastructure (keeping the future build) to avoid any retro digging/fittings
- Roads connectivity & Landscaping
- Public amenities
- Swimming Pool 1



Expected Operational Outcomes

- 1 - Continuity of all activities outlined before
- 2 - Training venue for pros playing aust open
- 3 - Challenger/ITF tournaments
- 4 - Junior Tournaments
- 5 - Train the trainers accreditation SSA programs
- 6 - Regional talent squads under brand SSA
- 7 - Regional schools tennis squads
- 8 - Launch of Aust pros training offers

SSA Staged Development Plan

Stage - 3

**Earthwork & in-ground for CoE facilities -
hostels, restaurants, gym, pool etc...**

- Complete construction of stadium
- Digital lights on all clay courts
- Control Point/office 3 (hard courts & clay courts)
- *Complete construction of 100 exclusive suites
- Control point/office 2 (grass courts)



Expected Operational Outcomes

- 1 - Continuity of all activities outlined before
- 2 - WTA/ATP 250 events
- 3 - Launch of SSA (boarders up to 100)
- 4 - Yearly National Tennis Festival
- 5 - Train the trainers programs (Asia-PAC)
- 6 - Launch of SSA centres in Asia
- 7 - Launch of media production centre

Stage - 4

Complete construction

- Hostel block 1 (capacity 100)
- Operation front office
- Restaurant
- Games room
- 10 grass courts
- Digital lights on all 10 grass courts



Expected Operational Outcomes

- 1 - Continuity of all activities outlined before
- 2 - SSA boarders upto 200
- 3 - Launch of SSA centres in Europe & USA
- 3 - Launch of Australian College tennis - Asia pac
- 4 - Launch of Australian College tennis corporate

SSA Staged Development Plan

Stage - 5

Complete construction

- Hostel block 2 (capacity 100)
- Gymnasium
- Sauna
- Recovery capsules
- Swimming Pool 2



Expected Operational Outcomes

- 1 - Continuity of all activities outlined before
- 2 - SSA boarders - upto 300
- 3 - Launch of SSA centres in South America & Africa
- 4 - Launch of Australian College tennis - Europe & USA

Stage - 6

Complete construction

- Hostel block 3 (capacity 100)
- Library
- Cinema (capacity 50)



Expected Operational Outcomes

- 1 - Continuity of all activities outlined before
- 2 - Launch of Australian College tennis - Sth American & Africa
- 3 - SSA boarders - upto 400

SSA Staged Development Plan

Stage - 7

Complete construction

- Hostel block 4 (capacity 100)



Expected Operational Outcomes

- 1 - Continuity of all activities outlined before
- 2 - SSA boarders- upto 50

Stage - 8

Complete construction

- Hostel block 4 (capacity 100)



Expected Operational Outcomes

- 1 - Continuity of all activities outlined before
- 2 - Launch of Australian College tennis - Sth American & Africa
- 3 - SSA boarders - upto 400

Senior Management Team

- Dr. Jerry Schwartz - Chairman
- Krishna Singh - Managing Director & CEO
- Chief Coach
- Resident Principal
- Head - Australian College Scholarship Program
- Head - US College Scholarship Program
- Head Business Development - Sports
- Head Business Development - Tennis
- Head Business Development - Events
- Head Business Development - Sponsorships
- Head Business Development - Alliances

Boards (wish list)

Board 1 - Administrative

SSA Ownership group - Max 2 votes

With 1 vote - Wish List

- Sports Minister NSW
- Regional Minister NSW
- Tourism Minister NSW
- CEO TA
- President TNSW
- CEO TNSW
- Chief Coach SSA
- Principal SSA - Higher School - TBA
- Head - Australian College Scholarship Program
- Hunter Valley Resident - Jim Wilson
- Top Ranked Australian WTA Player
- Top ranked Australian ATP Player
- 1 nominated delegate from Aboriginal Community

Board -2 Honours

Maximum - 7 at any given time

Capacity - Advisory

Nominations by TA & TNSW

- Rod Laver
- Tony Roche
- John Newcombe
- Margaret Court
- Evonne Goolagong
- Ken Rosewall
- Patrick Rafter

Board 3 - Aussie Pros

Maximum - 11 at any given time

Capacity - Advisory & Skill

Contributions Nominations by
TA & TNSW

- Pat Rafter
- Darren Cahill
- Leytton Hewit
- Pat Cash
- Wally Masur
- Roger Rashid
- Stephen Thompson
- Sam Stosur
- Nick Kyrgios
- Top Australian WTA player
- Top Australian ATP player

Board 4 - Excellence

Maximum - 15

Capacity - Advisory Contributions

Selection by - SMT of SSA except TA &
TNSW

- CEO - TA
- CEO - TNSW
- CEO SSA
- Chief Coach SSA
- 1 x Wellbeing Delegate
- 1 x Charity
- 1 x Tennis Infrastructure - Sandy Lodge (ASL Tennis)
- 1 x Overall Infrastructure - James Crawford (QASAR Group)
- 1 x Media - TV & Radio - Jim Wilson
- 1 x Event - Nicole Walker (Arinex)
- 1 x Media Production - Saul Stein (Gravity Media)
- 1 x PR - Tristan Hay (THM)
- 1 x Hunter Resident
- 1 x Aboriginal Delegate
- 1 x TBA

Incentives for Australian Professional Players

Aussie Pros' Entitlements

- 1 Nomination for scholarship
- *Flat fee of \$50k/year with \$5k increase year on year
- *\$5k/year towards nominated charity with \$500 year on year increase
- *1% upto Revenue Share - non-active player
- *3% upto Revenue Share - active player

*Please Note - Scholarship will NOT cover the cost of Accommodation & Education. Only higher amount (either flat fee or revenue share) will be paid. Entitlements paid AFTER net profit BEFORE tax

Aussie Pros' Obligation

- 3 days (in total) at SSA per year in person
- Promote SSA through their social media handles
- Avoid conflict of interest
- Bring their players to SSA for training - FOC
- Podcast & speeches for SSA - Remotely
- Presence at Convocations - in person & remotely
- 2xTalent Hunt participations per year - Within Australia 1xTalent Hunt participation per year -Overseas

Please note - SSA board membership not transferrable or be sold or others. All board membership will reviewed by the SMT of SSA after two years for the first time. Post that every year which will coincide with renewal of board membership. The ownership of board members to continue for 1 more year after their board membership ended. However, they will also be oblige to their responsibilities during that period. Considering SSA will not be profitable from year 1, the initial board membership will be for 3 years (2 years by default and 1 year retaining ownership post end of board membership)

SSA Governing Guidelines

SSA & TA & TNSW

TA & TNSW will be final authority -

- To approve/decline any scholarship nominee
- To approve/decline any ATP/WTA event
- To approve/decline SSA's tennis programs
- TA/TNSW can use SSA to run its National Academy program

FOC Training at SSA

- 100% FOC - Aust players in WTA/ATP 100 ranking
- 75% FOC - Aust players in WTA/ATP 101 - 200 ranking
- 50% FOC - Aust players in WTA/ATP 201 - 300 ranking
- 25% FOC - Aust players in WTA/ATP 301 - 500 ranking

Teams

Recruitment Team

- MD & CEO
- Chief Coach
- Tennis coach recruiter - 2
- Sports Psychologist - 1
- Social & lifestyle expert - 1

Coaching Team & Levels

- Pro coach
- Head coach
- Player Coach
- Tournament coach
- Academy coach
- Tennis Centre Coach
- Associate coach
- Squad coach
- Rookie coach
- Internship coach

Operations & Employments

Employment during construction -

- Full time - 100
- Part time - 300

Employment during event -

- *4 weeks in Jan - up to 3000

Employment during operation -

- Full time - 360
- Part time - 100

Employment breakdown -

- Coaches - up to 100 (1:10)
- Support staffs - 50 (1:50)
- Operation staffs - up to 200 (1:5)
- Miscellaneous staffs - up to 10 (1:100)
- Part time - 100 (1:100)

- All type of employment (excluding tennis related) must be fulfilled by employing members from local communities.
- An employment checklist to be field and send to ownership group for every part time and permanent employment to ensure people living locally get employment
- Employment must reflect - equal male & female ratio
- Employment application from people from aboriginal heritage to be given priority
- **SSA to offer up to 5 scholarship to students from regional NSW**

Target Markets & Projections



Target Markets & Projections

- Aust -
NSW & VIC & QLD - 150
SA & WA & NT- 60
TAS & ACT – 20
Total - 230

- NZ & South Pacific - 10
- India - 200
- Japan - 100
- South Korea - 50
- Indonesia - 20
- Thailand - 10
- Philippines - 10
- Vietnam - 10
- Malaysia - 10
- Singapore - 20
- Others - 50
- Other parts of world - 100

- Total - 820**

- China - 300*

- Total Borders - 1000**

Investors Guidelines

- Debt Borrowing - No
- Equity Dilution - Yes
- Maximum equity on offer - 30%
- Membership of board - yes
- Membership status - full time
- Executive power - advisory
- Investment block - \$25m - \$110m



Project Budget

CIV Cost Plan Breakdown - Order of Magnitude Cost

Description of Works	Cost \$
Recreation Facility - (Major)	
Site Preparation	500,683
Earthworks	4,468,971
Arena	25,200,000
Tennis Courts	15,471,920
Tennis Amenities	4,548,460
Centre of Excellence	26,953,471
Academy Blocks	10,640,441
Swimming Pool	974,621
Court Buildings	600,000
External Works	20,036,526
External Services	6,938,750
Total Construction Cost of Recreation Facility (Major)	116,333,843
Tourist & Visitor Accommodation	
Site Preparation	81,448
Earthworks	726,983
Accommodation Suites (100 Suites)	13,032,535
Group Accommodation	688,145
External Works	3,259,410
External Services	1,128,750
Total Construction Cost of Tourist Accommodation	18,917,270
Animal Boarding & Training Establishment	
Site Preparation	46,091
Earthworks	411,393
Equestrian Facilities	7,360,805
Grain Sheds	422,500
External Works	1,844,472
External Services	638,750
Total Cost of Animal Boarding	10,724,011
Exhibition Centre	
Site Preparation	2,967
Earthworks	26,487
Exhibition Centre - Relocation	500,000
External Works	130,840
External Services	41,125
Total Construction Cost of Exhibition Centre	701,419
Total Overall Construction Cost	146,676,543
Preliminaries	24,935,012,
Margin	6,864,462
Escalation	23,201,882
Total Building Cost (Inclusive of Escalation)	201,677,899
Professional Fees (& Authority Fees)	16,134,419
TOTAL CIV Calculation Cost	217,812,318

CAPEX

\$149m USD

\$217 AUD

Forecasting

Year	2024-25		2025-26		2026-27		2027-28		2028-29	
Age Group	Enrolments	Fee								
12-16	█	█	█	█	█	█	█	█	█	█
16-18	█	█	█	█	█	█	█	█	█	█
18-20	█	█	█	█	█	█	█	█	█	█
20+	█	█	█	█	█	█	█	█	█	█
Total	█	█	█	█	█	█	█	█	█	█

OPEX vs Incoming REVENUE

	Year 1	Year 2	Year 3	Year 4	Year 5
OPEX (\$USD)	█	█	█	█	█
Income (USD)	█	█	█	█	█
Equipment Licensing under SSA	TBA	TBA	TBA	TBA	TBA
Players Management	TBA	TBA	TBA	TBA	TBA
Tennis Tournaments	TBA	TBA	TBA	TBA	TBA
Sporting Events	TBA	TBA	TBA	TBA	TBA
Social Events	TBA	TBA	TBA	TBA	TBA

Expenses vs Income at a Glance

CAPEX & OPEX (5 Years) \$ █ USD

\$ █ AUD

Income (5 Years) \$ █ USD

\$ █ AUD

Project Current Status

- State Significant Development - approved by the Department of Planning (DoP) NSW
- Master Plan - approved by the DoP NSW
- Secretary's Environmental Assessment Requirements (SEAR) - received - deadline to lodge end of 2024
- Environmental Impact Assessment (EIS) - asked to proceed - deadline to lodge end of 2024
- DA - deadline to lodge end of 2024
- Proof of concept (POC) - under construction
- Full construction to start - Mid 2024

MoU

Note: IMMEDIATE BUSINESS - SSA to create tennis programs for all 4 locations of St. Phillip Christian College with approx 4000 students. MoU signed



Signature Slam Academy (SSA)
 Krishna Singh
 30 Willis Hill Road, Lovedale, Hunter Valley NSW, 2325

St Philips Christian College (SPCC)
 Jacques Cronje
 57 High Street, Waratah, 2298

Ph: 1300291006
 Email: krishna.singh@liquidtel.com.au

Ph: 0240628020
 Email: jacques.cronje@spcc.nsw.edu.au

MEMORANDUM OF UNDERSTANDING

Between

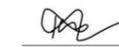
ST. PHILIPS CHRISTIAN COLLEGE (SPCC)

And

SIGNATURE SLAM ACADEMY (SSA) under joint ownership of **SCHWARTZ FAMILY CO. PTY. LTD** and **LIQUID TEL PTY. LTD.**

DECLARATION/SIGNATURES

Signed for and on behalf of **Liquid Tel and Schwartz Family Co.**


 Signature of authorised representative

Krishna Singh - MD & CEO
 Name and title of authorised representative
 05/06/2023
 Date

Signed for and on behalf of **St Philips Christian College**


 Signature of authorised representative

Jacques Cronje (CFO)
 Name and title of authorised representative
 5 June 2023
 Date

Business Footprint



Thank you

Krishna Singh
Managing Director & CEO

krishna@ssa.tennis

+61 1300 291 006
30 Wills Hill Road,
Lovedale, NSW 2325