
The ITF Board of Directors gathered at the Davis Cup Finals in Malaga for the first full in person meeting of the new Board since the Cancun election. The meeting covered strategic and operational matters.

ITF STRATEGIC UPDATE

ITF MAJOR EVENTS

Davis Cup and Billie Jean King Cup

The Board received an update on the completed 2023 Billie Jean King Cup Finals in Seville. The updates included the very positive feedback received from teams and all other stakeholders. . Additionally, the Board were informed of the extensive promotional work carried out prior to the event through member NAs which increased international media coverage.

The Board received an update on the 2023 Davis Cup Finals still ongoing. This included the extensive activation taking place around the event; the marketing approach and ticket sales along with ongoing attendance. An overview of the operations and event delivery was given as well as the challenges being faced in this year.

Calendar matters for both events for 2024 onwards were discussed as part of the co-operative work with both Tours. Under current agreements with the Junta de Andalucia both events will remain in the Malaga and Seville for 2024 but potential dates remain to be finalised. Similarly, the Junior Finals will remain in Cordoba. The Board discussed player prize money and nation participation payments for both the Davis Cup and Billie Jean Cup in 2024. The final figures will be notified to nations and players in due course.

Billie Jean King Cup Joint Venture

The Board was updated on the Billie Jean King Cup joint venture process including an update on the incorporation of BJK Limited, a review of the governance structure, an outline of the roles and responsibilities and rights and disputes.

Davis Cup

The Board reviewed analysis conducted in exploring of format and commercial models for the Davis Cup competition from 2025 onwards. The Board will discuss this further at their strategic meeting in the early part of 2024 as well as considering future investment and other opportunities for the Davis Cup.

Commercial Betting Category Sponsorship

The Board reviewed the history of current betting category sponsorship policy and received a revised draft policy for betting sponsorship rules in compliance with the Tennis Anti-Corruption Programme, administered by the ITIA, which is applicable to Davis Cup and Billie Jean King Cup tournaments, tournament personnel, players, and player support personnel. The Board approved the revised policy which will be implemented with immediate effect.

Finance Committee

The Board was given an update from the Finance Committee Meeting held the previous week. The Board received an updated forecast for the full year and reviewed and the 2024 draft budget. The Board also received a paper on risks and opportunities in 2023 and 2024 and an update on the investment portfolio performance.

The Board received and discussed recommendations from the Finance Committee to manage the result for the year and maintain Reserves at an acceptable level through to 2026. The Board accepted the recommendation of the finance committee on how to improve the reserves position and have tasked the Executive to deliver the savings.

Integrity

The Board received proposed changes to the 2024 Tennis Anti-Corruption Program (TACP) and the 2024 Tennis Anti-Doping Programme (TADP) and supported those changes, noting that those for the TADP were compliant with the World Anti-Doping Code. The International Tennis Integrity Agency is responsible for management and enforcement of the TACP and TADP.

Dave Haggerty
President