

*Squash Australia
AGM 2017*

CentreMark

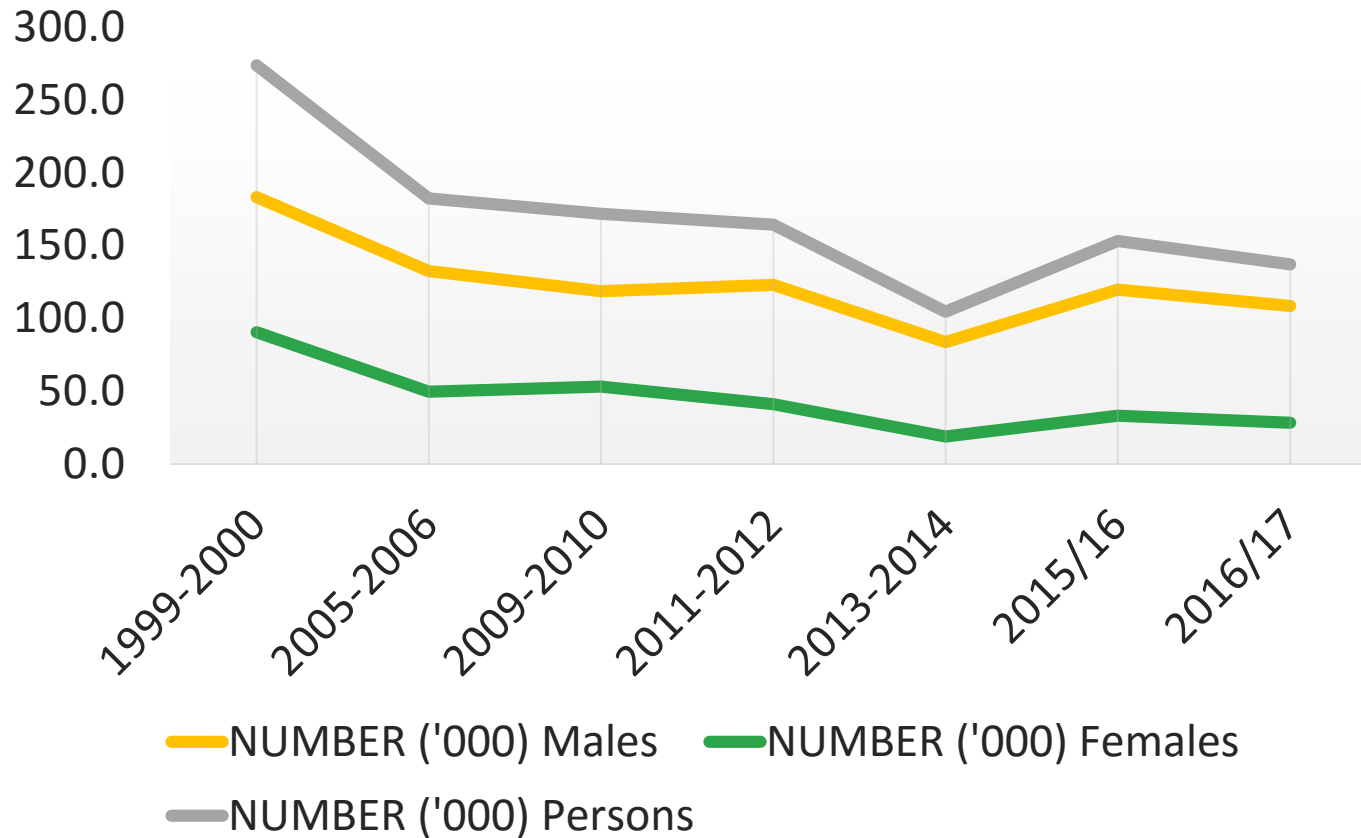
Keeping Centres above the Red Line

What is it



- A program to support the growth of squash centres and clubs around Australia, enhancing the sustainability of the sport long term.
- Proposed
 - Expansion on current CentreMark benefits.
 - Alignment to the needs of the centre owners / operators as business owners.
 - Squash Australia to take a lead role with experts in the development of sport businesses.

Squash Participation Rates 1999-2017



Decline in participation means:

- Less funding for the sport as a whole – NSO and SSOs
- Closure of centres
- Centres converting courts
- Reduced profile of the sport
- Reduced spending on existing infrastructure

Why support our centre operators?

Participation

- Increase member engagement and rego
- Research the squash market and match appropriate participation products

Membership

- Increase the value of being a member of SA
- Develop seamless and effective club service

Facilities

- Complete an audit of facilities across Australia and promote the existence and maximise their usage
- Create operator programs to help the delivery of the sport

Profile

- Maximise new media and social media to enhance promotion and communication
- Develop and activate a SA marketing plan
- Develop a SA product presentation, develop and activate a target list of opportunities

A fit with the Strategic Plan

A way forward



- Squash Australia to provide a stronger support role to the growth of centres.
 - Strategic market analysis
 - Help to create business processes
 - Increase efficiencies and profit margins in common goods and services
 - Facilitate business education and business coaching

Putting it all together



- Within the business of sport there are three areas of performance that need to be considered, to achieve operational excellence:
 - Athlete High Performance
 - Pathway Performance (Participation programs, coaching and officiating)
 - Centre and Club Performance
- Centre Mark needs to be a Centre and Club Performance program.

Back to first principles



Individual

- 250 centres and clubs

Public

- 54 centres

Franchise

- 44 centres

Education

- 25 centres

• Business Fundamentals

- More leads
- More conversions
- More transactions
- Higher prices and more profits

Sport Growth

- The development of a National brand and marketing focus that correctly positions the sport in the market and allows centres to effectively progress people along the buyer's journey.

Centre Growth

- The support of individual centres and their growth as independent businesses. This provides professional support to grow the centres as sustainable businesses, against an established business framework.

A Framework for Growth



Squash Australia

19 hours ago



New Years resolutions go like this...

1. I am going to join a gym
2. I have paid for a gym membership
3. 3 months later – Hey Jim, let's get beer and pizza!



Join the squash family –
Creating healthier humans since, well, forever

Claim 50% off your first game now!

Tag someone who's name starts with 'S' and it's their shout when you win!

Book Now

👍 55 💬 Comment ➦ Share



Sport Growth

Centre Growth



More Leads

Generate all the leads your business can handle



More Conversions

Convert more leads into paying members



More Transactions

Have your members buy from you more often



Higher Prices

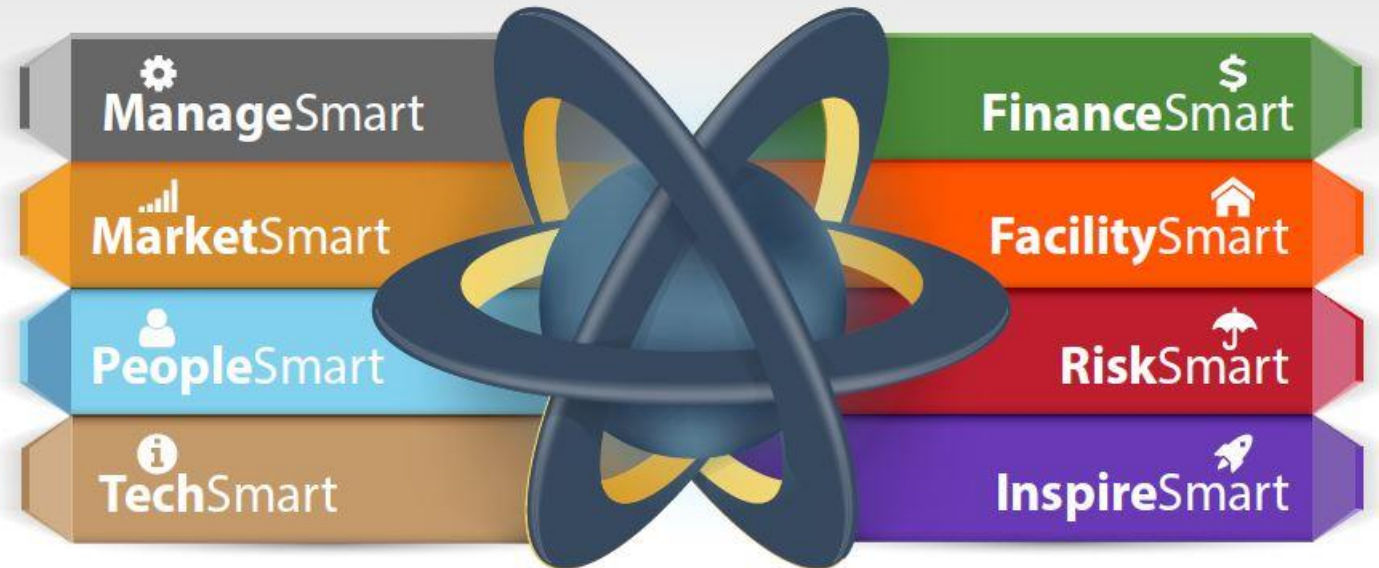
Charge the price you are worth without losing members



More Profits

Dominate your market and skyrocket your profits

SmartEDGE
DASHBOARD



Centre Mark

Keeping centres above the red line



Level	Benefits	Status	Cost
Red Dot	Sport Growth resources National buying group products Peer to Peer sharing	Ready and in development	Free
Yellow Dot	Centre Growth Resources - Academy of Marketing, SmartEdge Dashboard Monthly group coaching calls	Ready	Paid by centre with rebate to SA
Double Yellow Dot	Centre Growth Resources - Academy of Marketing, SmartEdge Dashboard Monthly group coaching calls 1-1 Business Growth Coaching support	Ready	Paid by centre with rebate to SA



Discussion

