



Q SQUASH STRATEGIC PLAN

2011 – 2013

Strategic Direction 1

Increased Participation & Membership

1.1 Strategic Goal

- Actively encourage junior, senior and social participation in squash in Qld.
- Actively market squash as a means of achieving a balanced, active and healthy lifestyle.

1.2 Strategic Measures

- Number of schools participating in school programs.
- Number of junior players registered with Q Squash.
- Number of social and pennant players both junior and senior registered with Q Squash.
- Amount of funds invested in marketing and promotional activities.

1.3 Strategic Actions

Junior

- Work with the already established four regions consisting of central, northern, southern and Brisbane, and assign a development officer to each of these regions with responsibility to increase the number and frequency of school programs, to establish social competitions and to establish closer links to clubs.
- Actively target schools within 5 kilometers of existing Squash Centres to deliver the targeted junior squash. Establish “focus schools” whereby squash programs are run each school term as the key physical education activity within the school curriculum / physical activity calendar of events.
- Establish ongoing links with schools in each region to support future planning and program development.

Senior

- Establish a variety of pathways for adult participation and link social participation to other options.

Social

- Improve the standard and ambience of squash facilities to increase the attractiveness of social squash.
- Work with Centres/Clubs to maintain in-house social competitions at a number of facilities throughout Qld.

Marketing

- Implement a promotion and advertising strategy to raise awareness of the sport, its benefits and the pathways to participation.
- Invest in an ongoing branding campaign.
- Use high profile identities to promote the sport.

Strategic Direction 2

Game & Player Development

2.1 Strategic Goal

- Administer professional events, competitions and tournaments to assist player pathways, player development and increase community awareness.
- Provide pathways for junior, elite, senior and social player development.
- Develop a network of capable and skilled coaches and officials.

2.2 Strategic Measures

- Number of events, competitions, and tournaments administered in both metropolitan and country regions.
- Number of registered players participating in competitions and events (Matrix registrations).
- Improvement of team and individual national ranking.
- Number of coaches and officials participating in accredited training and development.

2.3 Strategic Actions

- Develop and implement structured programs, competitions and tournaments for players of all ages and skill levels.
- Stage tournaments and events in both metropolitan and country regions.
- Deliver training and accreditation programs for coaches and officials.
- Establish a satellite club model that underpins player development pathways (including talent identification).
- Provide opportunities for the skills development of players through the Development Officers in each region throughout the state.
- Develop and implement a marketing and media strategy to promote Clubs and Centres through targeted promotion, brand identification and media contact.

Strategic Direction 3

Governance & Administration

3.1 Strategic Goal

- To ensure sound governance and administrative practices that enhance the reputation of Q Squash.

3.2 Strategic Measures

- Compliance with regulations.
- Board effectiveness.
- Full use of the online membership system (Squash Matrix).

3.3 Strategic Actions

- Ensure business risks are adequately quantified and insured against.
- Review existing committee structures to ensure they are aligned with the strategic directions of Q Squash.
- Review the effectiveness of policies and competition regulations to ensure continuing compliance with regulations.
- Implement an administrative system to ensure efficient and effective day to day operations, and ensure accurate and positive interactions with the squash public.