

*Squash Australia
AGM 2017*

Participation

Activating Squash in Schools and Universities

Facilities

- A network of accessible, high quality squash venues operating sustainably throughout Australia

Competitions and Events

- High quality, accessible competitive pathways for participants of all ages and stages

Awareness

- Engaging media content flowing freely to a wider-than-squash audience

Programs/Products

- A wide variety of quality squash products customised to meet the needs of different audiences

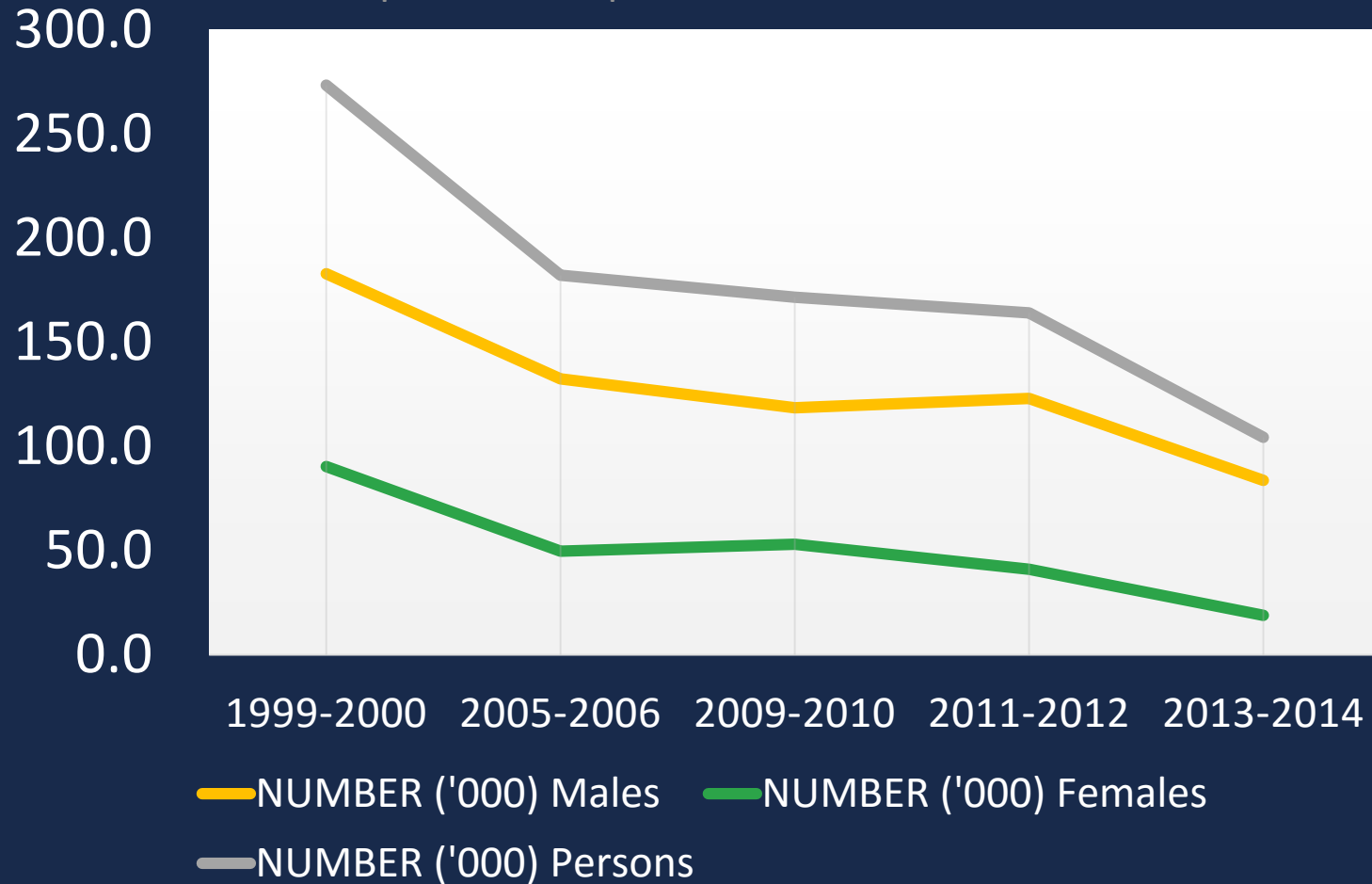
Workforce

- A sufficient number of supported & valued coaches, referees and administrators engaging with participants of every age & stage

Activating Squash: A Recap

This time last year.....

Squash Participation Rates 1999-2014



Decline will be further amplified by:

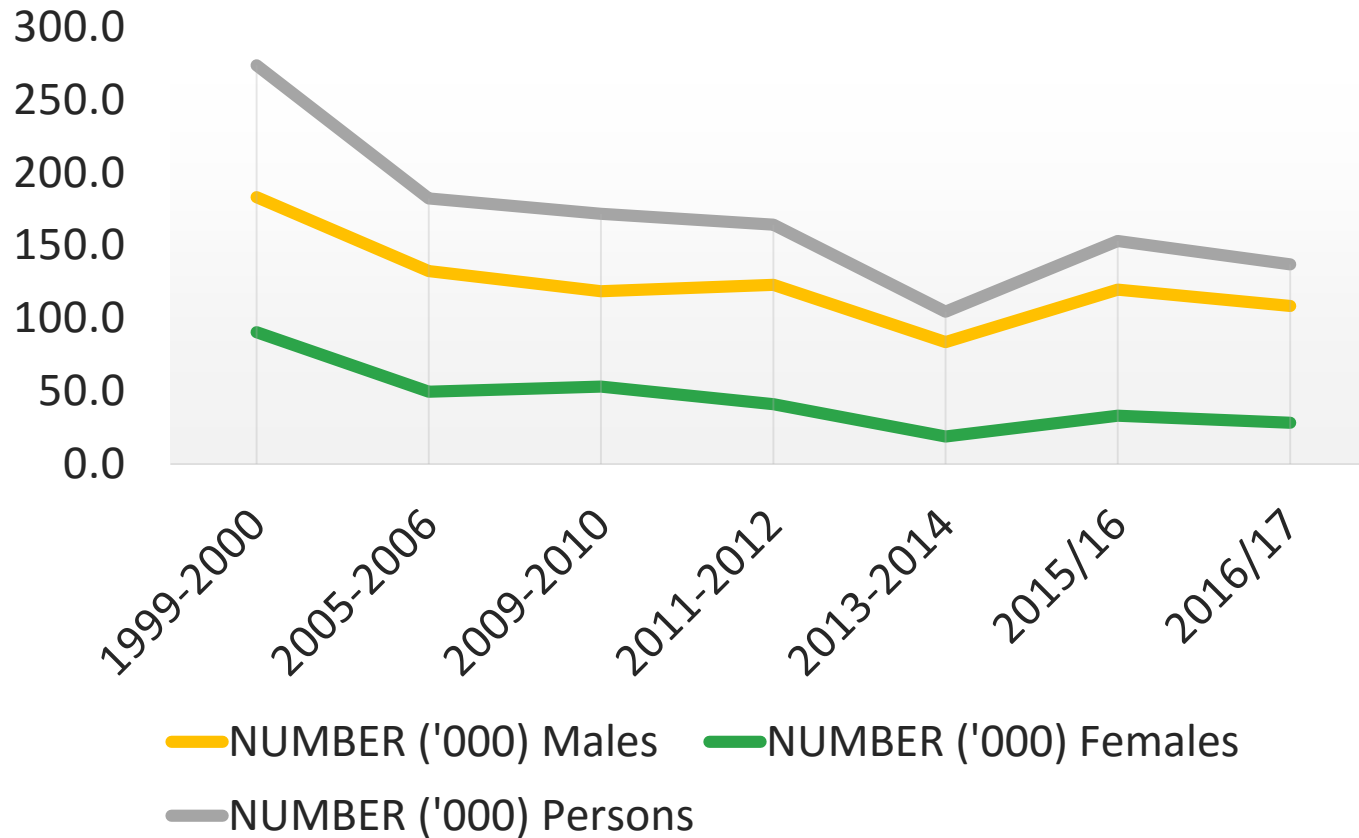
- Changing consumer sporting choices
- High proportion of facilities under threat of property development
- More sporting choices available to Australians than ever before
- Sports increasingly professionalising themselves to meet consumer expectations
- Funding moves to added support for already successful sports, decreases to those in decline



Squash Rating:



Squash Participation Rates 1999-2017



- Overall squash numbers fluctuating
- Overall reported memberships declining
- Collective 'reach' into the squash community is declining
- Some good grounds in key areas (new facilities, new programs)

An Update

Priorities



- Retaining participation and investment in the sport
 - Emphasis on quality insights and data collection
 - Smart planning and product design
 - Value proposition for consumers and centres

Programs Update

Program	Purpose	Status
OzSquash	Introductory program delivered in school setting	Delivering
Cardio Squash	Leveraging health benefits of squash and specific program to improve squash fitness	Due for release March 2018
Social Squash	National brand, delivery support and improved quality	Due for release March 2018
Play Move Learn	Foundation skills program and court filler/revenue generator for centres	Due for release January 2018
Hit & Giggles	Introduce women to squash	Delivering/Rebrand due for release December 2017
Pop-Up Squash	Raise awareness of squash through community events	Delivering



POP UP SQUASH - CASE STUDY

Squash Australia worked closely with the Gold Coast Commonwealth Games Organising Committee (GOLDOC) to reach out to local communities and get them involved in the 2018 Games. The Pop-Up Squash Courts opened doors for Squash Australia to ensure squash was front-and-centre in a series of lead-up promotional events. This helped to raise the profile of squash to event attendees, solidify and improve the relationship with GOLDOC and obtain a database of interested squash players. And members of the public throughout South East Queensland were given the opportunity to try their hand at squash in a fun and social format, which they loved.



Gold Coast 2018 Commonwealth Games

19 hrs · 🌐

We just love this photo from the #GC2018 stand at the Brisbane Global Rugby Tens today. These cuties were very excited about #GC2018 and also their Squash Australia goodies. #thisisqueensland #brisbanetens





PLAY•MOVE•LEARN

A multi-skill program for kids aged 3-5 years. Encouraging the development of physical literacy through active play and preparing them for an active lifestyle – no matter what sport they choose!

Opportunities- Darwin Squash

- Attracts new audiences to Centre
- Generates income outside traditional 'squash' hours (program fees, food and drink sales)
- Growth in membership from parents and children

	10 kids	8 kids	5 kids
Cost per Child	\$80.00	\$80.00	\$80.00
Income per class	\$133.00	\$106.50	\$66.50
Instructor Wages	\$30.00	\$30.00	\$30.00
Profit per class	\$103.00	\$76.50	\$36.50



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