

What we do now



Inputs

Staff
3xFT, 1xPT, 1xcasual
Club Development Officer x 6
Contractors (coaches)
Contractors (finance, country)

2016/17 budget
Income (incl grants) \$178,095
Expenses \$680,415

Who is involved

- Affiliated clubs
- Coaches
- Referees / officials
- Players
- Parents
- Volunteers
- Community recreation clubs

- Local government / council
- State government agencies
- Office for Recreation and Sport

- Squash Australia
- Australian Sports Commission



Activities

Direct activities

- Program Development
- Competition coordination
- Elite sport pathways
- Facility development / improvement
- Increase participation
- Coach development
- Events / Tournaments

Indirect activities

- Finance
- Member Communications
- Administration
- Governance
- Source grants and funding opportunities
- Commercial interests

Our Business and our approach

Our purpose is to secure, grow, administer, and showcase the sports of squash and racquetball.

Squash SA develops and delivers state wide squash and racquetball products and services to a membership that includes grass root participants through to elite professional players.

We work to a pyramid of strategic priorities that include:

- Organisational excellence
- Club and venue development
- Participation
- Pathways
- Events

Our vision is the squash and racquetball are flourishing sports for people of all ages in South Australia.

Why we do it

Objectives

To provide outstanding leadership and management. To grow all aspects of the organisation including increased commercial return and the capacity to invest in the sports so that they are in a better position at the end of the Plan than they were at the beginning.

To ensure the SA community has access to a wide range and mix of welcoming venues and quality services that will attract, engage and immerse people in the games of squash and racquetball

To grow participation by developing a suite of innovative, inclusive programs that bring people into and back to squash and racquetball

To grow the game from initial player engagement through to performance on the international stage. To support and deliver progressive pathways for the development of players, coaches and officials.

To use new technology to run innovative programs and events.

To ensure Squash SA is a prominent, modern, progressive, professional organisation able to attract market interest, media attention and funding partners

To operate a profitable licenced Club (The Southern Bar Gaming Bistro) that provides revenue to administer and develop the sports across South Australia.

How we do it

Strategy

ORGANISATIONAL EXCELLENCE

1. Ensure best practice, governance and management, systems and structures
2. Advocate for and attract funding
3. To undertake a Constitutional review
4. Investigate diversification of commercial investments.

CLUB AND VENUE DEVELOPMENT

5. To provide sustainable clubs with support to grow in strength and stature
6. To establish new opportunities to partner with local government in multiuse sporting hubs
7. To establish and develop 24/7 Squash @ Tonsley
8. To advocate funding for chosen venues to achieve mutual objectives

PARTICIPATION

9. To capture the interest of students through racquetball and squash
10. Introduce incentives that capture student and social participant information

PATHWAYS

11. To improve the quality of junior players
12. Promote a clear pathway for all abilities and categories
13. Provide regular industry workshops
14. Promote opportunities for Clubs to implement programs individualised for key demographics

INNOVATIVE TECHNOLOGY AND EVENTS

15. Develop innovative and products and participation programs for squash and racquetball
16. Establish a strategy to attract corporate and business professionals

MARKETING AND COMMUNICATIONS

17. Develop effective marketing and communication strategies, incorporating website, social media, direct mail and other

18. Undertake a masterplan and business case for the redevelopment of 1303 South Road to include licenced Club, State Squash Facility and Accommodation.
19. Prepare a business plan to optimise operations during South Road construction and property redevelopment.