

SQUASH NT

OUR 2022

STRATEGIC PLAN

OBJECTIVES

PURPOSE

Squash is the world's healthiest sport, where fun, fitness and friendships come together for life.

By this we mean that not only has squash been ranked by Forbes Magazine as the healthiest sport for being an effective workout, but it is played in a sun safe environment and great for our busy lifestyles. We provide flexible options to play and understand that there is more to sport than just the competition. The social aspects of squash make us a place where you make friends who become part of your family. Our sport can be played for life and we truly have all ages playing.

KEY RESULT AREAS

01 PARTICIPATION



Squash will be recognised as a thriving participant sport across the Northern Territory.

02 EVENTS



We will run events that increase exposure of our facilities in the Northern Territory and support our participation goals.

03 FACILITIES



Our centres will be attractive, friendly, professionally operated and financially sustainable.

04 PERFORMANCE



We will deliver and support programs in order to enable our athletes to reach their potential in the sport.

05 EDUCATION



Our staff and volunteers at all levels will be valued, trained and competent to deliver the sport.



STRATEGIC PLAN

DETAIL

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STRATEGY & MEASURE

01 PARTICIPATION



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- STRATEGY 1** | Develop player engagement and registration tools to capture details.
- STRATEGY 2** | Develop a participation framework that maps the whole of sport pathway and potential markets in order to aid the development of programs.
- STRATEGY 3** | Develop close links with the education sector to deliver squash programs.
- MEASURE** |
- Every participant in the sport is captured in a database.
 - We have a whole of sport participation plan and understand the resources required to deliver it.
 - We are working with Squash Australia to deliver the participation plan in the most effective way.

02 EVENTS



STRATEGY 1 | Deliver world class annual events with Squash Australia.

STRATEGY 2 | Engage with Asian Squash bodies for the benefit of NT players and financial benefit to SNT.

MEASURE

We have annual National and International level events in the NT.

Feedback from participants show that our events are unique and inspire repeat engagement.

We have a clear strategy on how to engage with our Asian neighbours for mutual benefit.

03 FACILITIES



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- STRATEGY 1** | Develop a business plan for centres that focus on maintenance, standards and centre management procedures.
- STRATEGY 2** | Develop products to help centre operators deliver the sport - signage, programs, stock control processes and IT mechanisms.
- STRATEGY 3** | Develop feasibility proposals to ensure the sustainability of centres across the Territory.
- MEASURE** | We have a clear brand recognition across our centres in the NT.
- | We have well run and sustainable centres in Darwin, Katherine, Gove and Alice Springs.

04

PERFORMANCE



- STRATEGY 1 | Develop clear performance pathways for players that link to Squash Australia's 'Winning Edge' squad.
- STRATEGY 2 | Develop an Academy that targets long term athlete development goals.
- STRATEGY 3 | Develop an Academy coaching team that is committed to personal development opportunities.
- STRATEGY 4 | Develop opportunities for athletes to represent the NT.

MEASURE

The pathway from participation programs to performance is clear and easily understood by parents and athletes.

Our performance coach development program is clear and easily understood by all levels of coaches.

Our performance coaches deliver contemporary programs that produce exceptional athletes.

We have a growing number of athletes representing the NT at tournaments.

05 EDUCATION



- STRATEGY 1 | Deliver the Squash Australia Coach Education Framework to progress player development in the NT.
- STRATEGY 2 | Promote knowledge of the rules across the general squash community to enhance their enjoyment of squash.
- STRATEGY 3 | Ensure the Board and staff of Squash NT are appropriately trained to perform their roles.

- MEASURE
- We have an increasing number of participation coaches in the NT, who are well supported.
 - A range of learning options are provided to players to learn the rules of the game.
 - The sport has a contemporary Board with a strategic focus on developing the sport.
 - Our EO is empowered to deliver the strategic plan and has the right resources and staff to achieve success.



SUB STRATEGIES

01 PARTICIPATION



SUB STRATEGY 1

Work with Squash Australia to implement a database to capture players details effectively.

Capture both competition and recreational player details.

SUB STRATEGY 2

Develop a NT Participation Plan as a sub plan of Squash Australia's Participation Plan.

Work with Squash Australia to create and deliver inclusive participation products that return a profit to the centres.

Work with centre operators to implement and deliver programs with a centralised marketing and curriculum support framework.

SUB STRATEGY 3

Map the Oz Squash programme interaction with teachers and schools in the NT.

Develop an understanding of the resources required to deliver the programme in the NT.

Work with Squash Australia to deliver and market the programme to schools in the NT.

02 EVENTS



SUB STRATEGY 1

Work with Squash Australia to secure National and International level events.

Develop an Events Working Group to help provide direction and innovation and provide input to the Squash Australia Working Group.

Engage with the NTG and the tourism industry to provide advice and support to the Working Group.

Promote Darwin as the hub for squash into Asia.

Re-invent how events are planned, marketed and run to inspire greater participation and fun.

SUB STRATEGY 2

Develop a strategy for Asian engagement that links with the participation plan.

Map out the competitions in Asia to understand the opportunities for SNT to develop unique events that have a value proposition to the Asian market.

Develop opportunities for coach development in Asia, in line with the 'Coach Academy' program.

Develop a value proposition for players and coaches from Asia to come to Darwin to use the facilities for training camps.

03 FACILITIES



SUB STRATEGY 1

Evaluate the needs of the centres in the NT to achieve best practice guidelines.

Produce a best practice guide for centre operators around running and marketing their centre.

Provide a section in the guide for centres operated by a volunteer committee.

Establish a focus group to help create innovative ideas for the management and development of squash facilities.

SUB STRATEGY 2

Evaluate the needs of the centres in the NT to deliver the sport with a professional and coordinated brand.

Work with Squash Australia to develop marketing packages.

SUB STRATEGY 3

Develop the Darwin Squash Centre as an international hub for squash, with a variety of income streams.

Work with the Alice Springs and Katherine committees to establish documentation and a feasibility study for the development of new centres.

Work with the NT Government and other stakeholders to develop new centres in Alice Springs and Katherine.

04

PERFORMANCE



SUB STRATEGY 1

Finalise the SNT Performance Plan and link with the SA High Performance Strategy.

Employ a SNT Development Coach to implement the Performance Plan.

SUB STRATEGY 2

Finalise the Academy structure and criteria for entry and retention in the Academy squad.

Provide support to the delivery of the Academy into regional areas.

Provide coaching, administrative and financial support to Academy squad players as resourcing allows.

Complete annual performance reviews with players, parents, personal coaches etc.

SUB STRATEGY 3

Finalise the Coach Development Program documentation and link with the SA HP coaching system pathway.

Develop an implementation plan that links with the NTIS and Squash Australia CPD and mentoring programs.

Deliver the Coach Development Program across the NT.

SUB STRATEGY 4

Work with Squash Australia to develop suitable competition pathways at interstate competitions for NT athletes.

Investigate competition pathways for NT athletes into Asia.

05

EDUCATION



SUB STRATEGY 1

Encourage new coaches into the pathway through alignment to entry level participation programs.

Provide mentoring support to coaches.

Develop a coach register and profile to promote coaches personal coaching sessions.

SUB STRATEGY 2

Provide regular opportunities for participants to learn the rules of the game through enewsletters and online learning.

Develop more club based referees to ensure the standard of the game is maintained.

Link with Squash Australia to promote a new online eLearning platform for referee courses.

SUB STRATEGY 3

Ensure the Board is adhering to ASC mandatory governance principles.

Ensure a skills based Board is in place to effectively guide the organisation.

Implement a Board review and training process.

Ensure the SNT EO role is structured and managed to achieve success in the delivery of the strategic plan.

Ensure there is exceptional staff performance, by providing appraisals and training.