



Agenda

- ❖ History of Australian Racquetball
- ❖ Recent Growth
- ❖ Partnering with Squash
- ❖ Diversification
- ❖ Squash 57 !!
- ❖ What's Next ?

History of Australian Racquetball

- ❖ Started in 1977 by a small number of court operators
- ❖ Devised from facets of American Racquetball and Squash
- ❖ Officially launched in 1978 at Kooyong and featured on the Don Lane show with Bert Newton hitting the first ball
- ❖ With the help of Stellar a specifically designed ball was created that was half the speed of the American racquetball
- ❖ A unique set of rules was created in the mid 80's

Recent Growth

- ❖ Racquetball, like Squash, was very successful in the 80's and 90's but numbers declined in the 2000's
- ❖ In 2010 we decided to focus on tournaments as a way to increase participation
- ❖ At that stage we had 195 entries when we introduced the National Circuit
- ❖ In 2016 that number is now almost 1,500
- ❖ This includes 662 individual players and 460 new tournament players since 2010



Partnering with Squash

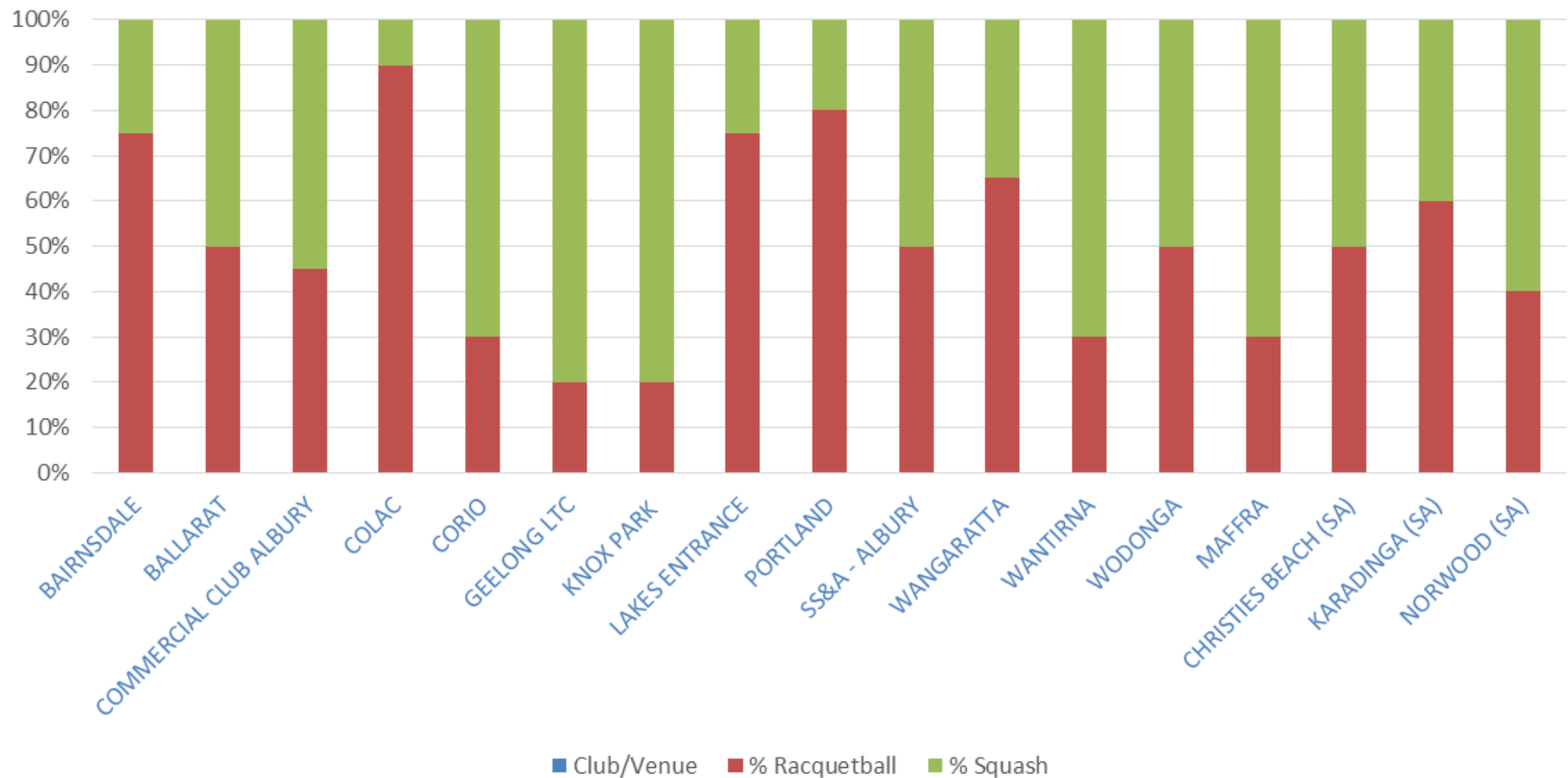
- ❖ Racquetball is a great pathway into and out of Squash
- ❖ We encourage all tournament and pennant players to be affiliated with their state squash association
- ❖ There are hundreds of players, volunteers, administrators that are still involved within the squash community because of racquetball
- ❖ Many top level junior squash players started in the Victorian Primary School racquetball competition

Diversification

- ❖ Historically, Squash centres have only had one product to sell to its customers
- ❖ Success of new courts being built is based on a multi-use purpose
- ❖ Look at Apple, Coke, McDonalds and other sports like Cricket and AFL
- ❖ Racquetball is an ideal way to keep people on the court

Diversification

Proportion of Racquetball Players



- ❖ Decision made in August this year by the WSF and England Squash
- ❖ Little or no consultation with the Australian Racquetball community
- ❖ Decision has been very divisive between England Squash and the racketball players and clubs
- ❖ No positive outcome for Australian Racquetball

What's Next

- ❖ **New incorporated body created for the Australian Racquetball Association**
- ❖ **Working with Squash Australia to create a Racquetball working group**
- ❖ **Looking to develop income streams and attract sponsorships to help grow and promote the sport**
- ❖ **Aim is develop new programs that grow participation, specifically in new states**