



Squash Australia - Profile

State Consultative Body Memorandum Q2 2018

1. Commonwealth Games

The Commonwealth Games was all round success for the sport, providing it that much needed stage to promote the sport.

There has been some consistent media activity around the Games and it is essential we are able to build upon this moving forward.

We note the poor coverage by Channel 7 and have relayed our disappointment back to them.

2. PR and Communications Specialist

Following on from the need of the sport to maximise the stage provided by the Commonwealth Games we will shortly finalise the PR and Communications role that has been advertised the past weeks. We feel there is an essential role to try and increase coverage of the sport and this has been fed back to us by many members.

<http://www.squash.org.au/w/about-us/career-opportunities>

3. Poster packs

To confirm that we are looking to release in September the new annual poster pack ready for the 2019 Calendar period.

Please advise if any news areas need to be covered in this pack.

We will give each State a physical hard copy of these at the October Squash Australia National Forum. 4.

Dunlop

We can confirm that the Dunlop ball contract has been signed, albeit a little later than we would have liked. The balls will be distributed as per the State Funding Agreement.

5. Banners

For the 2018/2019 Season Squash Australia was going to use its Marketing grant to supply each State with a co-branded Squash Australia / State Federation pull up banner for promotional work at events and other activities. These will be based around State colours and we hope they will be useful.