



## **Squash Australia Profile Memorandum State Consultative Body - August 2018**

### **PR and Communications Specialist**

We are pleased to announce the successful recruitment of Scott Rollinson for the role of PR and Communications.

Currently at the ABC, he has been a journalist, sports commentator and television presenter for more than a decade in conjunction with running an athlete media training company. As an experienced broadcaster, journalist and producer, he is an accomplished interviewer and storyteller. These skills will significantly aid Squash Australia TV content and will help produce the best squash stories through both mainstream and digital media.

Squash Australia has placed an emphasis on the importance of a strong media strategy to ensure Squash Australia has a strong brand with engaging content that both connects with the traditional squash audience, but also brings new viewers to the sport. Scott brings strong contacts within Australian sport and good relationships with those in sport media, having worked on major sporting events, including covering the London Olympics, British Open golf championships, Formula One Grand Prix events and the Sydney to Hobart yacht race.

He is also currently working with athletes across a variety of sports, including the major football codes, tailoring training programs for each individual to enable the athlete to perform in the media and during meetings with sponsors.

Traditional media is rapidly facing competition from the digital world, so we required a person who has meet the challenge of this change. Scott has played an active role in this change at the ABC. He has trained journalists and athletes in social media best practice and is experienced at controlling the conversation on these platforms, whilst also creating content designed for digital and mobile platforms.

He holds tertiary qualifications, including a Bachelor of Communications (major in journalism) and is completing a Master of Business Administration (majoring in sport management).

### **Poster packs**

We are on track to release in September the new annual poster pack ready for the 2019 Calendar period. It is important that regions provide any news areas needed to be covered in this pack. Finalisation of the Tournament Calendar for 2019 has also passed the deadline for updating. We will be circulating a draft of the Tour Calendar for comment and review prior to publishing. We will give each State a physical hard copy of these at the October Squash Australia National Forum.

### **Dunlop**

With the successful signing of the Dunlop ball contract, all balls have now been distributed as per the State Funding Agreement.

### **Banners**

For the 2018/2019 Season Squash Australia is looking 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.