



Squash Australia Profile Memorandum State Consultative Body – Q4 2018

PR and Communications Specialist

I'm very excited to start with Squash Australia and am incredibly passionate about growing the **profile** of the sport within traditional media, to digital and social and everything in between. My background is in media and I've spent the last 13 years as a broadcaster working across radio, TV and online. I've worked across sports and know the kinds of stories that need to be told to help a sport get cut-through – and we've got plenty of those coming up!

With the official opening of the Carrara Squash Centre, the Australian Club Championships, the WSF Coaches Conference and the UniSport National Championships all falling in September (and the Australian Junior Championships in the first week of October), there is plenty of opportunities to share some great content with both squash die-hard and the wider public.

Once the dust has settled from a big month, I look forward to talking to you more about ideas from a marketing, media and public relations perspective for the year ahead.