

# About Squash Foundation

The Squash Foundation was launched in 2017 by Squash Australia as a not-for-profit organization dedicated to supporting the sport of Squash in Australia. The foundation was established to secure funds that will develop existing centres and create new squash facilities around the country, with Carrara Squash Centre being the first project.

The **goal** for Squash Foundation is to assist the growth and development of Squash by supporting the grass root players and elite professionals with the right support they need and providing investment opportunities into existing and new facilities.

The **vision** for Squash Foundation is to provide all states with facilities that will become 'a hub' for the sport. A home of Squash will create opportunities for children, young people and professionals to have access to world standard facilities across Australia.

The Squash Foundation will provide squash players in Australia from all cultural backgrounds and skill levels, with equal opportunities and the appropriate support in reaching their full potential on and off the court.  
[WWW.SQUASHFOUNDATION.COM.AU](http://WWW.SQUASHFOUNDATION.COM.AU)

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# SQUASH FOUNDATION

# Our Projects:

## PARIS 2024 OLYMPIC BID

The World Squash Federation (WSF) has partnered with the Professional Squash Association (PSA) and hired communications agency Weber Shandwick to ramp-up efforts for Squash to be included on the Summer Olympic Games program with sights set on Paris.

By the criteria that the International Olympic Council (IOC) uses to measure prospective sports, squash has a strong case. The sport has genuine global appeal: last year 47 countries hosted tour events, featuring players from 74 nations, with the WSF having the membership of 130 countries.

New Olympic rules allow hosts to propose additional sports which bodies well for squash in Paris. As discussed at the World Squash Federation (WSF) President's Council there has been a request for funds. Minimum \$15,000 a year for two years from member nations to support the Paris 2024 bid.

## SQUASH NEEDS YOUR HELP TO GET IN TO THE PARIS 2024 OLYMPIC GAMES!

The World Squash Federation (WSF) has made clear its desire to join the Olympic programme. So have all leading world

squash stars including Nicol David, the eight-time women's world champion has repeatedly said that she would swap all her world titles for an Olympic gold medal.

The WSF, however, is short of funds and have turned to member Associations to raise the required funds to drive the Olympic bid for Paris 2024. Squash Australia is a major funder of the WSF and Oceania squash bodies.

Squash Australia is running this fundraising campaign with 100% of funds being allocated to the WSF and the Paris 2024 campaign.

## A CASE FOR PARIS 2024

The World Squash Federation (WSF) President - Jacques Fontain is French and currently sits on the French National Olympic Committee. As a nation, they have several strong medal contenders such as Gregory Gaultier, Camille Serme, Thierry Lincou, Mathieu Castagnet, Giegoire Marche and Lucas Serme.

The sport would enjoy significant benefits if it were added to the Olympics. It would entitle Squash to fund from the International Olympic Council (IOC) making a substantial difference to development work.

Seeing the event in the Games would help to grow squash's fan base, and the prospect of winning an Olympic medal would also give young players another

incentive to pursue a career in the sport. Logistically, squash would be an easy fit for the games. The format that has been proposed is singles tournaments for men and women, featuring 32 players apiece which could be run exclusively on two all-glass courts, either inside or outside.

Squash has already shown its suitability in other multi-sport events including the 2018 Gold Coast Commonwealth Games, where more than one million people watched the men's singles finals.

## WORLD SQUASH FEDERATION - KEY APPOINTMENTS

Weber Shandwick has been appointed by the World Squash Federation (WSF) as a communications campaign partner to provide strategic counsel and global public relations in its bid for squash to be contested at the Paris Games.

The decision follows the signing of a Memorandum of Understanding between the two bodies with the intention of developing Squash on a global scale. Olympic ambition is the cornerstone of the World Squash Federation's unified structure, which was created to expand squash's international profile as a sport and grow it at all levels. Squash would be a great addition to the Olympic Games, however, the Olympics is essential for the sport of squash in Australia and we encourage everyone to do whatever they can to support the sport's Olympic drive.