

Annual General Meeting & Planning Session

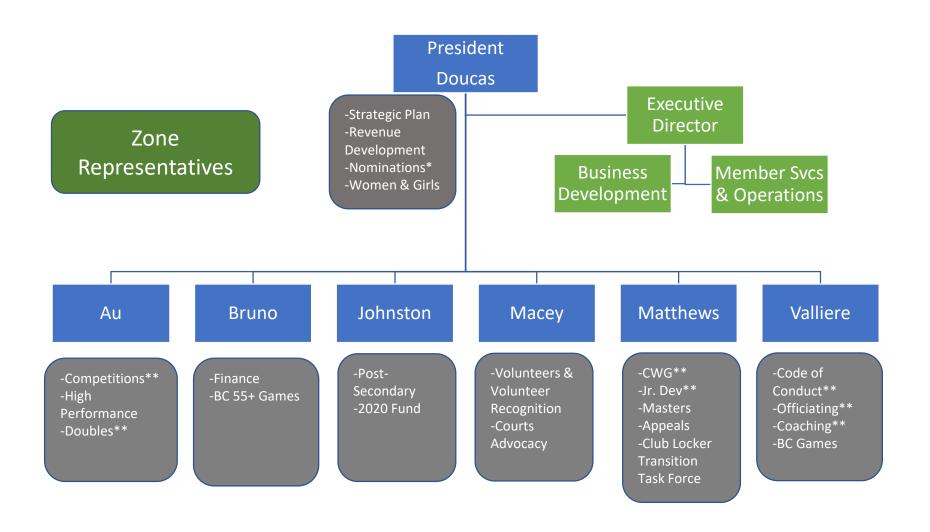
June 1, 2019

9:30 am - 1:40 pm

Welcome! Today's Agenda

Topic	Presenter	Time
Voter & proxy registration Continental Breakfast		9:30 to 10 am
Introductions & Overview:	Natasha Doucas	10 to 10:10 am
Overview of Squash BC – A year in retrospect	Nancy Thompson Liana Schou Joanne Veltri	10:10 am to 11:10 am
Squash BC's Strategic Direction	Nancy Thompson	11:10 am to 11:35 am
Across the Province Across the Country Squash Canada Update Best Practices Alberta Ontario	Zone Reps Sandra Thompson Ken Cross Jamie Nicholls	11:25 am to 12:15 pm
Break Voter & proxy registration continued		12:15 to 12:30 pm
Annual General Meeting Working Lunch	Natasha	12:30 to 1:15 pm
Wrap Up	Natasha Doucas	1:15 to 1:30 pm
Adjournment	Natasha Doucas	1:40 pm

2018/19 Org Chart



^{*}Current committees of the Board are noted with an asterix



Zone Representatives

Zone #	Zone	18/19 Rep	19/20 Rep
1	Kootenays	Rebecca Vassilakakis	Rebecca Vassilakakis
2	Thompson-Okanagan	Cam Martyna	Cam Martyna
3	Fraser Valley	Shawn Zwierzchowski	Shawn Zwierzchowski
4	Fraser River	Jef Young	vacant
5	Vancouver-Coastal	Mark Ingram	Mark Ingram
6	Vancouver Island – Central Coast	Lee Clackson	Neil Henderson
6	Vancouver Island – North Island	Sean Baker	Sean Baker
7	North West	Jill Pimlott	Steve Hawyes
8	Cariboo - North East	Leon Terblanche	vacant



2018/19 Standing Committees

Committee	Committee Chair(s)	
Canada Winter Games	Rahim Jessa	
Code of Conduct	Jimmy Valliere	
Competitions	Rachel Au	
Doubles	Gordon Pybus	
Junior Development	Simon Bicknell Soraya Kurji	
Officiating	Jimmy Valliere	
Volunteer & Recognition	Natasha Doucas	
2020 Fund	Andrew Lynn	
Nominations	Donalda Meyers	
Women and Girls in Squash	Sue Griffin	
Coaching	Jimmy Valliere	



2018/19 Task Forces

- Officiating
- Club Locker
- Membership
- Partnership Committee







Entry Deadline November 19, 2018 Employed Jackery New 1 Advisors 100 Alter New 1 Advisors 100 Advisors 100

Arrison Side

Registrations includes
Quality long slaves fabrit,
matching our write. Friday Night
Frond Fault and Swer Bush

TEAMWORKS

Open Draws

Amateur Draws Mens and Women's L/B/C/D & KO, SO, SO, SO,

Tournament Director Victor Burg Limit repair@rankwe.com











2018/19 Highlights













Awards

Page A









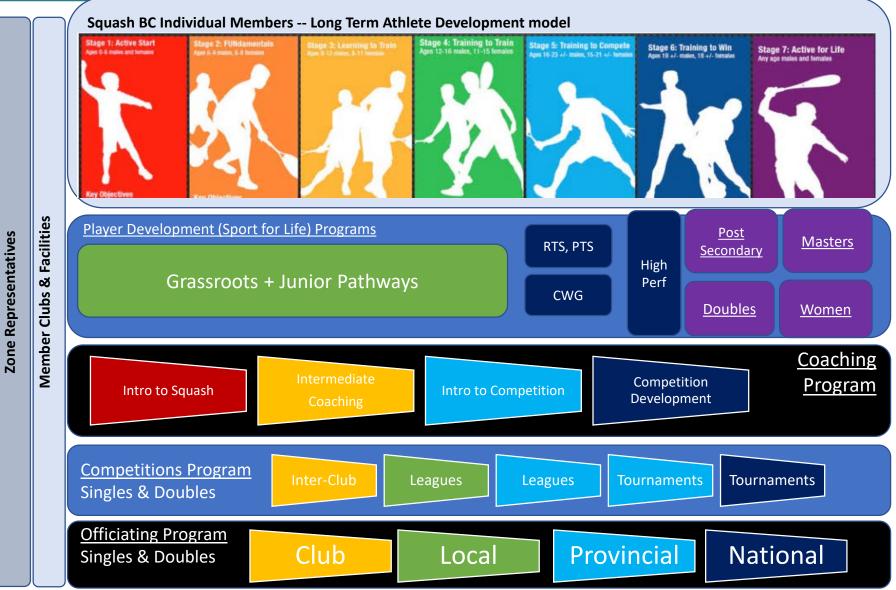




Outstanding Player Results

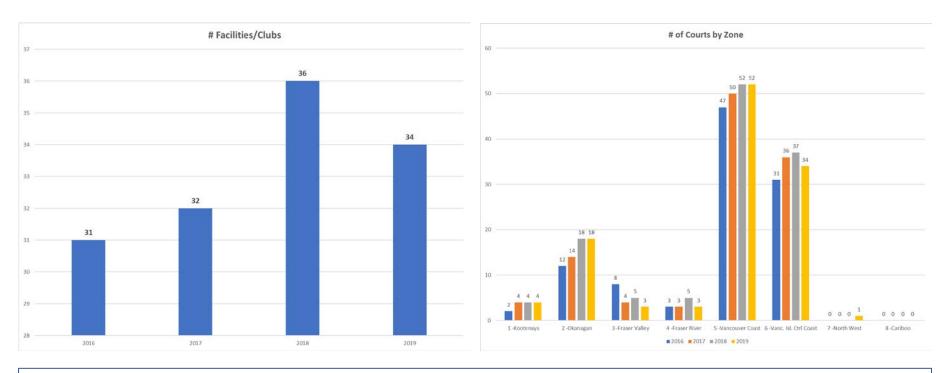
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Squash BC Programs & Services



*Other Portfolios governed and managed by Squash BC Board & Staff include: Volunteer Recognition, Code of Conduct, Appeals, Finance, 2020 Fund, Nominations

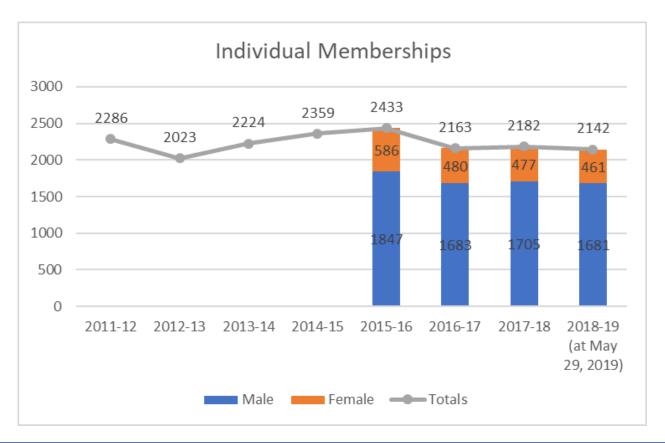
Club & Facility Membership



- 2 Club memberships lower vs last year
- Successful clubs have a squash champion to manage programming
- Re-engage clubs / players (Fraser River and Fraser Valley)
- Highlight SportyHQ Performance module offering, lower fees



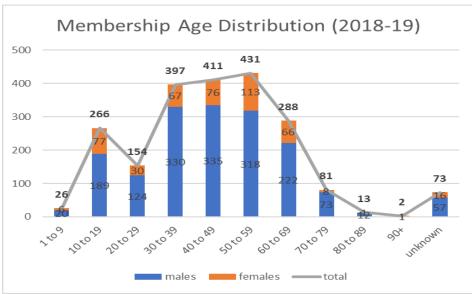
Individual Membership

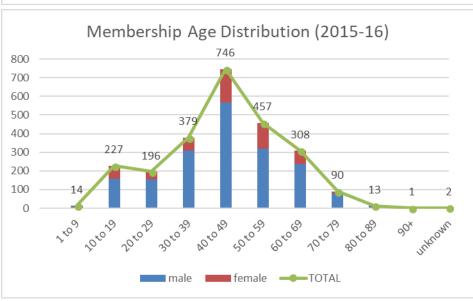


- Over last 3 years holding steady at ~2,150 members
- \$10 tournament fees are up (FY18: 195 purchased, FY19: 273 purchased)
- Jun 2019 membership drive (Oct 31/18 & prior expired memberships)



Membership Age Demographics



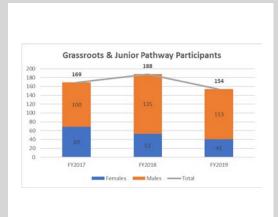


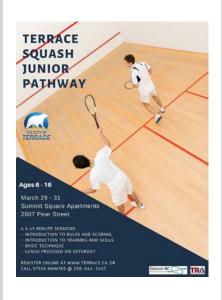
- Distribution more balanced compared to 3 years ago
- Positive results from historical investments in:
 - o Grassroots program
 - o Junior Pathways
- Highlights areas of attention:
 - o Post-secondary
 - o Women
- Plan to support / invest in:
 - o Masters
 - o Doubles











Grassroots & Junior Pathway

Stabilizing programming

- Building consistency in delivery
- Scheduling events regularly

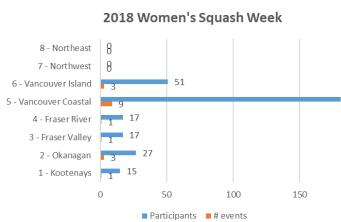
Clubs coming on-line with programming

Next year goals

- Broaden Grassroots reach
- Junior Pathway
 - o More regions
 - o Align delivery
 - Schedule regularly









Women & Girls in Squash

Women in Squash Week (Sep 2018)

- 18 events at 16 clubs
- 308 participants
- 6 of 8 zones held events

Emerging Female Leaders

- \$500 Grants
- 2 clubs awarded last year
- Supported by Community Partners



Sanctioned Tournaments



Adult Singles Tournaments by Zone					
Zone	FY17	FY18	FY19		
1 - Kootenays	3	2	2		
2 - Thompson Okanagan	4	6	8		
3 - Fraser Valley	0	1	0		
4 - Fraser River	1	2	1		
5 - Vancouver Coast	9	10	12		
6 - Vancouver Island	6	9	6		
7 - Northwest	0	0	0		
8 - Northeast	0	0	0		
	23	30	29		

Numbers do not include Nat'l or Int'l Championships hosted in BC

- 43 sanctioned events, including provincial championships
- Overlaps (e.g. juniors in adult tournaments, doubles & singles tournaments)
- Adult singles growth in Okanagan & Vancouver Coast



Sanctioned Leagues

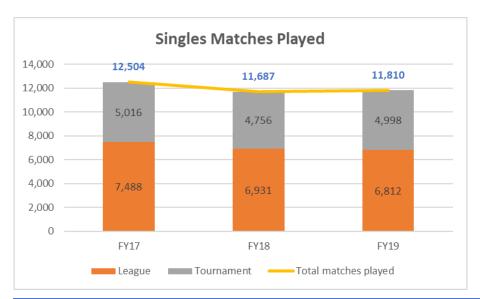


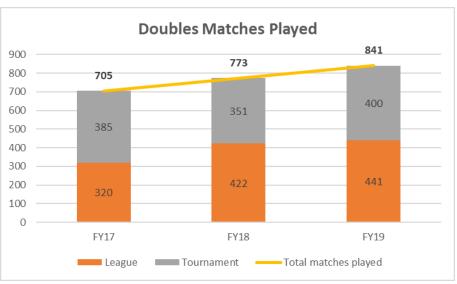


- Doubles 3 (Greater Vancouver Area)
- Singles 5 across the province



Singles & Doubles





- Dedicated Member Services & Operations Coordinator
 - Provides more direct support to Competitions Programming
 - Stabilizing singles matches played
- Growth in the doubles games
- Next year:
 - o Continue support to Competitions & Member Services Programming
 - o Build consistency in the delivery of Provincial Championships



Officiating Program

REFERE REFERE

Officiating Task Force objective:

Revitalize, improve, and establish a sustainable Squash Officiating Program in British Columbia, to support player safety, competitive play, and a positive playing experience.

Delivered through:

Officiating / Rules Clinics

- Singles updated content, trained more facilitators
- Encouraged clinic participants to take online course
- Ran 4 singles clinics
- Ran 1 doubles clinic

Provincial Championships

- successful officiating support
- assessments performed

National Championships support

Results:

Clinic Participation

• 59 singles, 15 doubles

Certification

- 17 online Club + Prov singles
- 2 Prov + 1 Nat'l doubles
- 2 Provincial Evaluators maintained their Assessor certifications

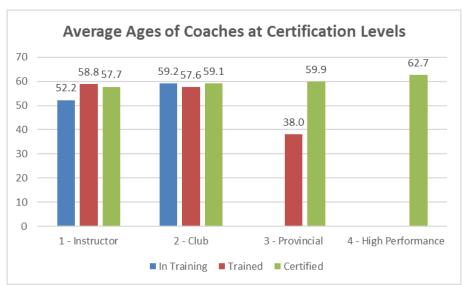
Staying in the game

 1 Prov + 1 Club singles returned to volunteer at Provincial Championships



Coaching Development Program

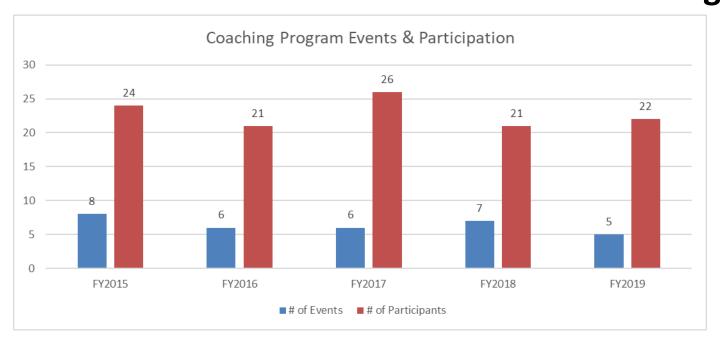




- Data shows inactivity in Coaching Development Program
- Aged group of inactive coaches
- Certifications achieved 5+ years ago. Professional Development required.



2018/19 Coaching Development Program



- 2018/19 3 Foundations Courses run, 2 evaluations to Squash Instructors
- Historically, passive approach taken to program delivery
- Coaching Task Force to help strategizing approaches & needs:
 - Targeted recruitment and progression through path needed
 - Responsible Coaching Mandate



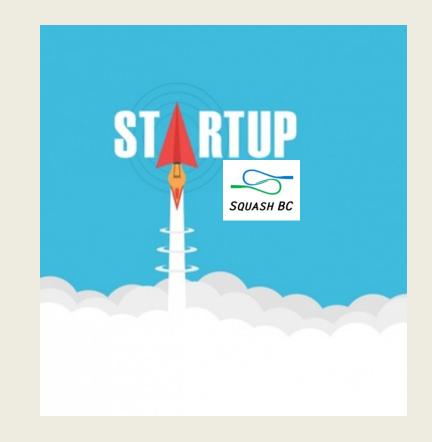
Marketing & Communications (MARCOM) & Revenue Generation (REV GEN)

Joanne Veltri Coordinator, Business Development



MARCOM Year in Review I Highlights

- A Start Up Situation
- Laying down a level of work that had not been a primary focus at Squash BC
- Strategy, integrated marketing and communications tactics and process were start up activated



THE STARTING POINT







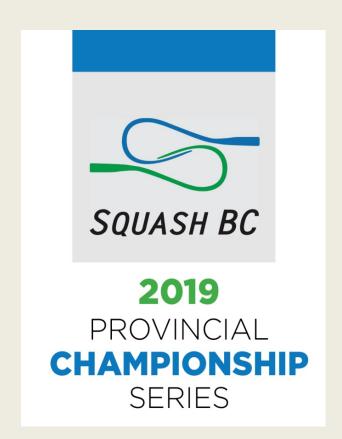




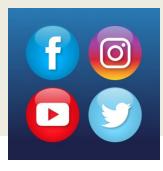








LAUNCHED AND DELIVERED A SOCIAL MEDIA PROGRAM





SquashBC would like to recognize and thank the sponsors of the SquashBC Doubles Championships.

This year's event comprised of 125 entrants across 10 categories. It is no small feat to run such a successful tournament without many people providing support.

#Sponsors

- @windsorplywood_
- @promosapienpromo
- @buntainins
- @haeblergroup

#ViktorBerg and the Tournament Committee at the Host Club @vancouverlawn

#50andGoingStrong #yvrbranding #insurancebroker #construction

#SquashBCDoubles #SquashinBC



Add to your post







- Established a PR program
- Instituted an athlete bio process
- 90% success rate in Squash BC stories outside the GVRD



Introduced new communication tactics such as advertorials and authentic storytelling tactics to build greater profile of programs and people into the now established newsletter program



 Collected 'sponsor worthy' marketing information and leveraged OUR properties to establish a tracked record of success (ROS)







WOMEN'S SQUASH WEEK

SEPTEMBER 14 - 22, 2019 Live at 25 clubs and facilities across BC this new information enabled us to produce stronger sponsor recruitment tools with validated marketing



- Developed and delivered a memberwide donation campaign
- Refreshed the entire donor section on the website to more effectively support it
- Strengthened the donor reporting protocols adding greater depth to our stewardship



Strengthened communications associated with each Squash BC area of donation such as the 2020 Fund Endowment



The 2020 fund has really made a difference in my life. I am one of the many BC junior squash athletes who have benefited from this financial support. It's an amazing way to support the sport because the fund enables junior athletes like myself to grow in the game through programs and opportunities for new players.

Sarah Cao

Sarah Cao is a BC Junior athlete from the City of Richmond and a River Club member.







 A new donor strategy was employed to increase donations to the Gudewill Fund from past recipients in the Pay it Forward campaign



Launched a sponsorship program from a Start Up position

- Identified assets, some traditional many new and untapped
- Developed an inventory suite for each asset
- Produced a suite of sponsor recruitment tools
- Instituted standardization in sponsor/stakeholder fulfillment protocols
- Generated new sponsorship from Fresh Prep, ProMOTION Plus and Buntain Insurance and completing with Asics and Rackets & Runners – Rackets & Runners Vancouver Open – presented by Asics

2019-2020 REV GEN

- Support, contribute and direct efforts to the new revenue goals that are focused to tripling the current direct spend of \$60,000 to \$200,000+ to deliver programs that drive greater growth can be delivered.
- Implement a comprehensive philanthropic strategy that will lead revenue generation activity
- Establish high level stewardship and donor communications
- Establish a revenue model for Provincial Championship hosting that is mutually beneficial for both Squash BC and the host club

2019-2020 MARCOM

- Raise the presence of Squash BC in the double digits over 2018 results
- Increase coverage from TV news and from the Vancouver media
- Build on the social media program established to optimize SEO, sharing and liking activity
- Improve squashbc.com in marketability and functionality (contingent on budget) making it truly the GO TO place for squash in BC
- Further build on the Squash BC brand, messaging and communications infrastructure
- Increase the depth of media and expand the types of media through cultivating and pitching unique stories





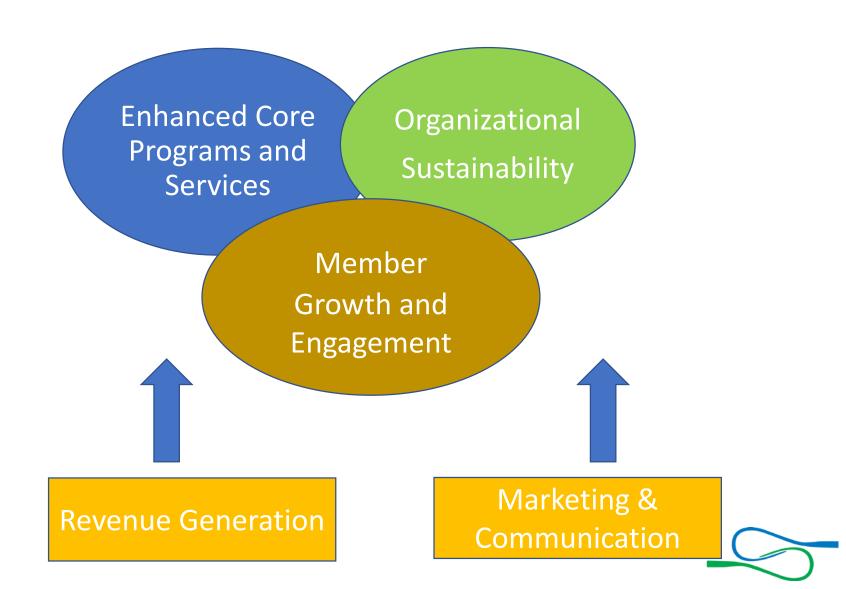






Thank you

Squash BC Key Thrusts (Areas of Focus) 2018-19 & 2019-2020



Core Programs and Services

- General member services
- Communications
- Rankings
- Sanctioned tournaments and events
- Provincial Championships
- Officiating
- Coaching
- Volunteer management and recognition
- Sport and squash community engagement
- Board and committee support
- Government reporting
- Current programs Jr Development (Jr Pathway, Jr Squads, CWG);
 Women's, Emerging Female leaders



Strategic Direction 2019-2014

Refocus on Squash BC's Mission

Squash BC is a not for profit organization providing leadership and direction for the growth and development of squash in BC

Two Phased Approach:

Years 1 & 2 (2019-2021) Stabilization and Preparing for Growth

Years 3-5 (2022-2024) Growth

Supporting Squash Facilities





Marketing and Communications

Attracting new participants & retaining existing players



Fundraising and Revenue Generation

Governance and Leadership



The Focus

Supporting Squash Facilities

- Online tools and resources best practices with respect to squash programs and member services
- Roving Coaches/Ambassadors Program for facilities without regular coaching services
- Court advocacy

Attracting New Participants and Retaining Existing Players

- Community Champions
- Develop and implement new programs to introduce more people to our game and keep them engaged
 - E.g. School program; Post secondary program; Inclusion programs; BC Winter Games; Under 30 BC Squad;
- Enhance existing programs
 - e.g. Junior Pathway, Women's Squash Week, Doubles, Coaching, Officiating, Team Championships; Volunteer Recognition, etc.



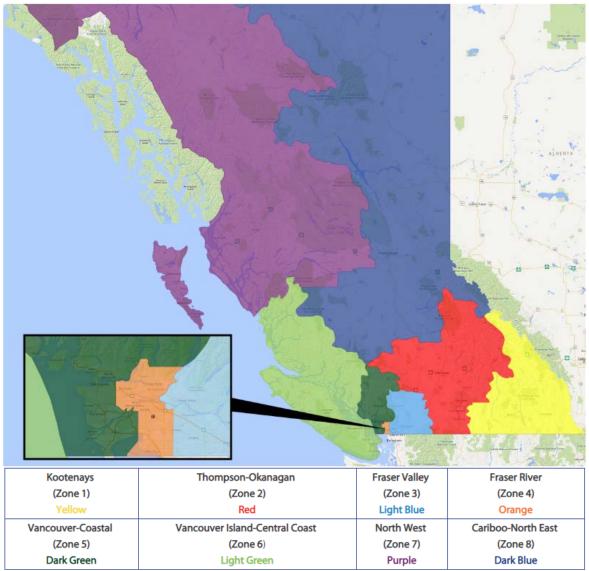
Supports for Sustainability and Growth

Supporting those programs through:

- > Fundraising and Revenue Generation
- **➤ Marketing & Communication**
- > Leadership and Governance



Around the Province





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Sandra Thompson Board Director, Squash Canada

- Safe Sport
- CWG
- Martin Heath HP modules
- Officiating





SQUASH CANADA 2018-2019

PROJECTS AND POTENTIAL IMPACTS ON SQUASH BC





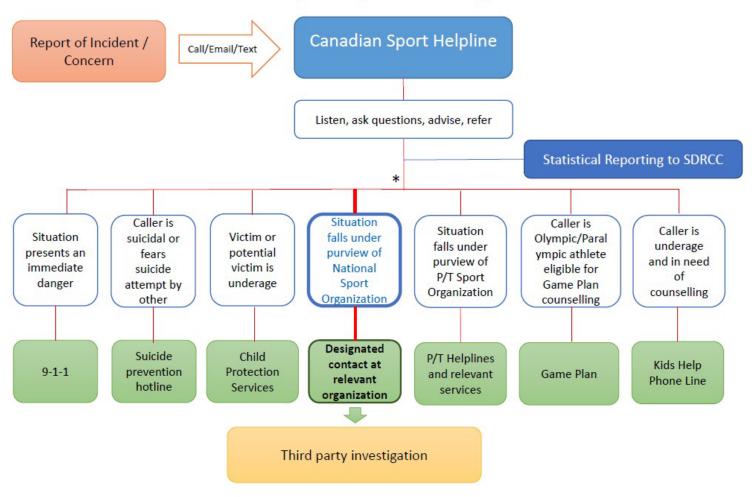
Number of sexual offences in amateur sports (1998-2018)

Sport	Charged	Convicted	Awaiting Trial	
Hockey	86	59	8	
Soccer	40	27	2	
Martial Arts	32	13	6	
Basketball	25	15	4	
Swimming	22	15	2	
Baseball	21	13	2	
Volleyball	18	13	1	
Gymnastics	15	8	3	
Football	9	6		
Track & Field	8	5	1	
Wrestling	7	3	2	
Figure Skating	7	3		
Equestrian	7	5		
Softball	6	5	1	
Skiing	5	3		

Lacrosse	5	4	
Tennis	4	3	1
Boxing	4	2	
Bowling	4	4	
Weightlifting	3	1	
Canoe/Kayak	3	2	1
Speed Skating	2	1	
Diving	2	2	
Biathlon	2	1	
Badminton	2		1
Waterpolo	1	1	
Sailing	1	1	
Rugby	1	1	
Ringette	1	1	
Racketball	1	1	
Fencing	1	1	
Archery	1	1	



Canadian Sport Helpline - Call Triage Process



^{*}Assumption: Helpline operators have access to contact numbers for available services and may refer to more than one.



National Safe Sport Summit yields Pan-Canadian consensus statements on the prevention of abuse and harassment:

- Development of a universal code of conduct in Canada (all sports, all levels)
- Development of harmonized definitions of all forms of maltreatment
- Movement toward harmonized sanctions for transgressions
- Creation of a registry of offenders to prevent movement across jurisdictions and sports
- Development of mandatory safe sport education and training programs at all levels and roles in sport
- Identification of an independent body with responsibility for implementing the harmonized code, investigating and adjudicating major complaints involving alleged abuse, harassment and discrimination
- New funding to be dedicated to the implementation of safe sport initiatives in all jurisdictions



CANADA WINTER GAMES

CWG: FUN FACTS



- 48 Junior Men from 12 Provinces and Territories
- 44 Junior Women from 11 Provinces and Territories
- 16 Officials from Across the Country
- 4 Squash Canada representatives
- ∞ Bags of Ice
- 328 Head to Head Matches
- 328 Matches with Excellent Sportsmanship





Coldest Temperature: -45°C

CWG: QUOTES



Coaches Thoughts':

- "I think I coached 71 matches"
- "[the best part was] Spending time with my athletes and contributing to a once in a lifetime experience for them"

What the athletes thought was the best part about the Canada Winter Games:

- "Once in a lifetime experience"
- "Cheering for our teammates"
- "Competing as a team"
- "Connecting with other athletes"
- "Therapy dogs"





OFFICIATING

OFFICIATING





55+ Average Age of National Referees

65+ Average Age of National Assessors

Less than 15% female officials

OFFICIATING



- More officials needed
- Huge gap in next generation of officials
- Significant recruitment and retention initiatives required
- National Task Force established to study the issue and bring forth a report and recommendations
- Principal recommendation: Remuneration of officials and reimbursement of travel expenses, volunteerism expectation while being out of pocket deemed major barrier
- Being tabled at 2019 AGM, conversations to be had, stay tuned...



HIGH PERFORMANCE

HIGH PERFORMANCE



- New High Performance Director, <u>Martin Heath</u>
- Developed "Best Practices of the Best Players"
- Helps coaches build the fundamentals necessary to be a high performance player for Canada
- Suited for high performance coaches, provincial coaches, coaches of high performing juniors, provincial/territorial athlete develop administrators/committees
- Has put his messaging and technical coaching practices into a series of four resources, including......



	× ✓ fx								
В	C	D	E	F	G	Н	1	J	K
Name:		Skills Matrix							
		Forehand			Backhand				
		Attacking Threat (1st Choice Prep)	Variations	Awareness/ Adjustment	Execution	Attacking Threat (1st Choice Prep)	Variations	Awareness/ Adjustment	Execution
8 Zones	Variation of Length								
	3/4 Court Attack								
	T Domination								
	Front court Domination								
Attacking	Creating Space Quickly/Chaos								
	Killing loose balls								
Improv	Adjustment & Wristwork								
	Ambiguity/Deception								

HIGH PERFORMANCE



- Video Modules (series of 9 videos,
 7 to 12 minutes each, streamed online)
 - Introduction: Best Practices of the Best Players
 - T Domination
 - Front Court Domination
 - ¾ Court Length
 - Variation of Length
 - Hitting Winning Shots
 - Anticipation, Adjustment and Wristwork
 - Positive Movement Cycle
 - Conclusion

- 2) Practical Handbook:
 - Strategies, Practices &
 Diagnostics for Building High
 Pressure at Low Risk &
 Claiming Rewards, 31 page
 resource supplement
- 3) PowerPoint Presentation
- 4) Athlete Monitoring Tools:
 - Skills Matrix
 - High Performance Physical Tests and Benchmarks
 - Positive Movement Cycle
 - Competitive Behavior

Ken Cross Executive Director, Squash Alberta

- Officiating
- Sense of squash community
- Add officiating certification to coaching level 1



Jamie Nicholls Executive Director, Squash Ontario

Ambassador program



Squash BC AGM

Squash Ontario's Ambassador Program June 1st, 2019

Presented by Jamie Nicholls and BC's own Richard Yendell!

WHY?

- Squash Ontario's clubs with full-time professionals were thriving but those without were disengaging from the community and not renewing their memberships.
- Less activity reported and courts were being removed.
- 130 clubs were down to 100 clubs between 2005-2015.
- Of 100 clubs, approximately 33% percent had full time professionals, 33% had part-time paid professionals/strong volunteers, 33% had limited infrastructure.
- Regional centers (outside GTA and Ottawa) feeling the largest impact.

What

- Outreach program where provinces' top club professionals lend expertise and time to facilities in need to educate, mentor and support.
- 2 part-time "ambassadors" hired by Squash Ontario and several more contractors engaged.
- 16 facilities in Year 1 (2015-16) and 16 facilities in Year 2 (2016-17) applied for the "Ambassador" program. Squash Ontario actively recruited former club members and geographically important facilities. Universities were key targets.
- Year 3 and 4 launched in 2018-19 and 2019-20 focuses on coaching certification and direct funding for start-up programs.

How

- Provincial Grant secured by Richard Yendell in 2015 to launch program and follow up grant secured in 2018 to continue.
- Once facilities were accepted, SO staff and Ambassadors scheduled a needs assessment meeting to discuss programming
- Ambassadors then worked with facilities to set-up sustainable programming best suited to their demographic. Ambassadors were present on opening day of the program and then once per month on an ongoing basis. Telephone and e-mail support as needed.
- Key was not trying to apply a cookie cutter to each program but to work to empower local community to create and champion their own ideas.

How #2

- Phase two (2018-20) focuses on education and training but have facilities implement programming on their own.
- Target foundations and intermediate coaching courses with subsidized fees for Ambassador program clubs.
- Clubs then apply for program subsidy to launch any new approved programs.
- Subsidies are released once coaches are certified and initial program is complete.

Outcomes

- Club membership up 10% in Year's 1 and 2 and expected to increase another 10% in Year's 3 and 4 to get to 120 facilities from 100.
- Activity, Engagement and Relationship dramatically improved in most instances – more league teams, more tournaments, more junior programs.
- Facilities recognize the correlation between paid programming/ professional staff and revenue generation/member retention. Many clubs have since hired pros and/or continued to retain ambassadors on a part time basis.
- University programs and small key/member run clubs had largest success rates.
- YMCA's/Community Centers had lowest success rate with lots of barriers (minimum wage, lack of leadership).





Annual General Meeting Get your racquets ready!

Motions for 2019 AGM

- 2. Motion to approve the June 1, 2019 Annual General Meeting Agenda.
- 4. Motion to approve the Minutes of the 2018 Annual General Meeting.
- 6. Motion to accept the Financial Report from 2018/19.
- 7. Motion to approve Hay and Watson as the auditors for 2019/20.
- 8. Motion to accept the recommendation of the 2018/19 Board of Directors that the membership dues stay the same for 2019/20.
- 9. Motion to appoint Jimmy Valliere as Referee-in-Chief for 2019/20.
- 10. Motion that the membership ratify the decisions of the Board of Directors for the fiscal year 2018/19.
- 11. Motion to accept the Board and Committee Reports from 2018/19 as presented.
- 12. Motion to approve by acclamation Rachel Au, Faheem Gwadry, Steve Hawyes and Bruce Matthews each for (2) year terms as Directors at Large of Squash BC.
- 13. Motion to appoint the following people as the Signing Officers for Squash BC: Natasha Doucas, Leonard Bruno, Bruce Matthews, Nancy Thompson.
- 14. Motion to appoint Voting rights for the Zones for the 2020 AGM:
 - Zones 1, 3, 4, 6a, 6b, 7, 8 \rightarrow 1 vote (each) Zones 2, 5 \rightarrow 2 votes (each)
- 17. Motion to adjourn the 2019 Annual General Meeting of Squash BC at xx:xx pm
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Thank you!



