

Squash Australia Annual Forum 2019

Saturday, 23rd November



CONSUMER EXPERIENCE


Mark McLatchey & Russell
Weatherburn




State and Territory Affiliation Graphic


Squash Australia

Benefits of Affiliation







Referee Pathway




Coach Education




High Performance Systems




Squash Centres




e-Learning System




Membership Hotline




Merchandise Promotions



Newsletter Updates




Play in fixtures & tournaments



MARSH INSURANCE

---- NATIONAL PROGRAM ----


- Public liability insurance
- Management liability insurance
- Personal accident insurance
- Cyber Insurance



SPORTYHQ

---- FREE ----









- CRM System
- Websites
- Competition Software
- Integration
- Court Booking System
- 3 Year Road Map



STATE SUPPORT

---- FREE ----

- Free squash racquets
- Free school packs
- Free squash balls
- Cash support towards initiatives
- Facility Grant Consultancy
- Pathway Support

 <p>BENEFIT \$196,708.34 Membership Fee \$ 39,902.49</p>	 <p>BENEFIT \$209,458.34 Membership Fee \$ 39,902.49</p>	 <p>BENEFIT \$88,958.34 Membership Fee \$ 16,563.30</p>	 <p>BENEFIT \$182,208.34 Membership Fee \$ 35,126.59</p>
 <p>BENEFIT \$69,458.34 Membership Fee \$ 16,563.30</p>	 <p>BENEFIT \$39,208.34 Membership Fee \$ 4,517.26</p>	 <p>BENEFIT \$28,208.34 Membership Fee \$ 4,517.26</p>	 <p>BENEFIT \$42,458.34 Membership Fee \$ 4,517.26</p>

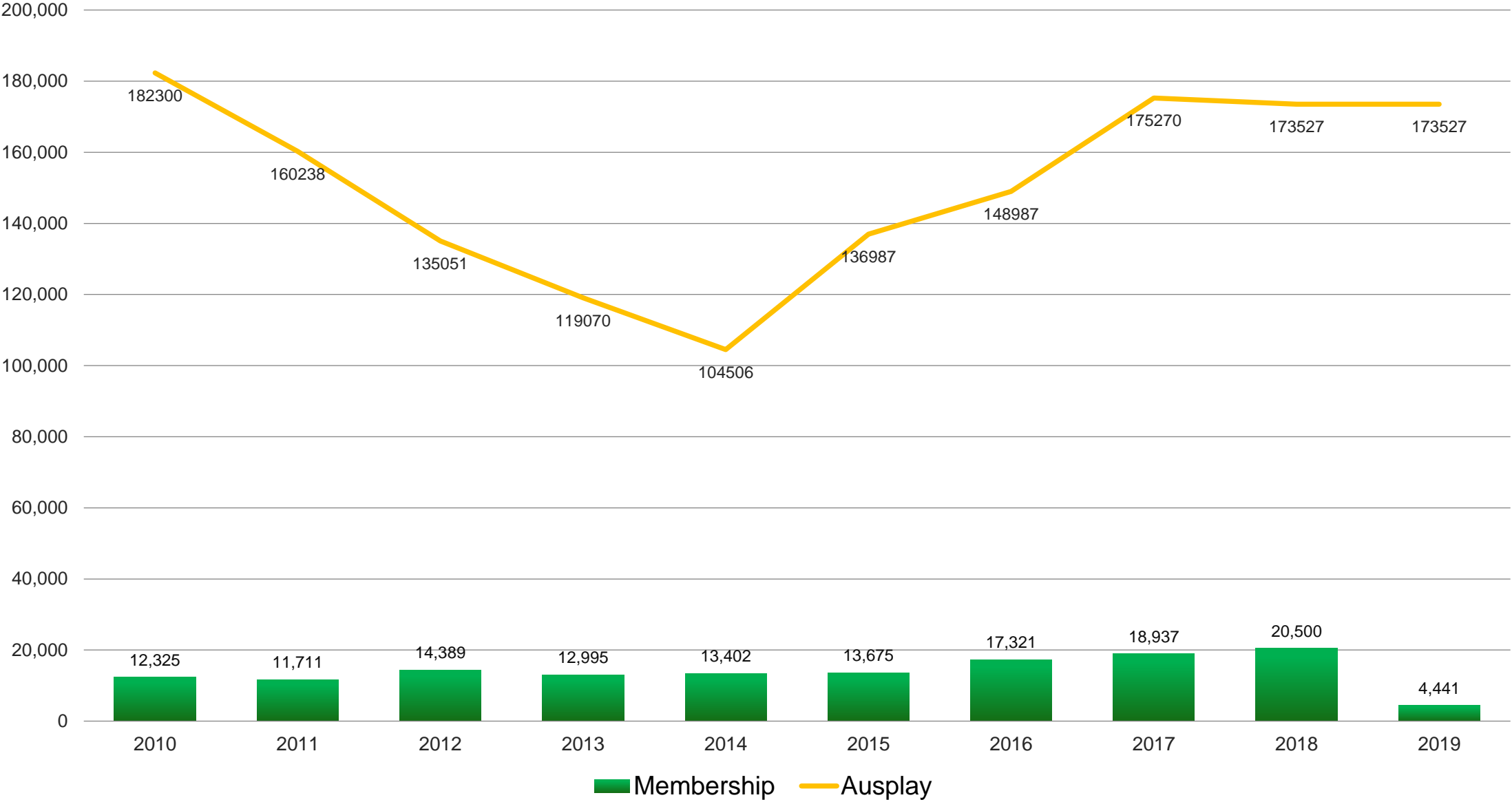
WWW.SQUASH.ORG.AU/W/MEMBERSHIP/MEMBER-BENEFITS-PORTAL



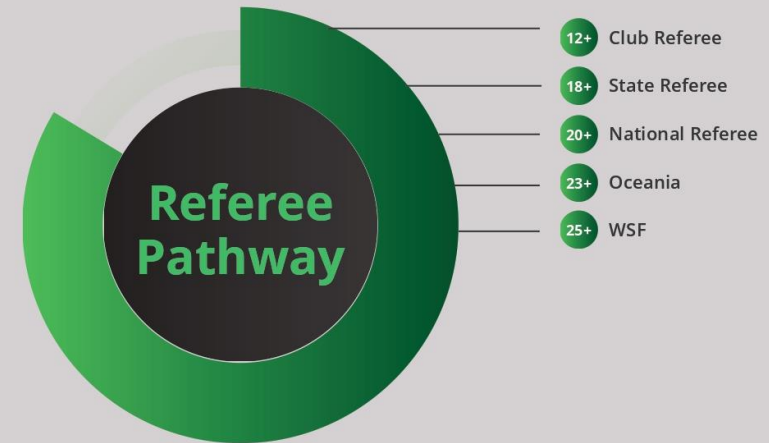
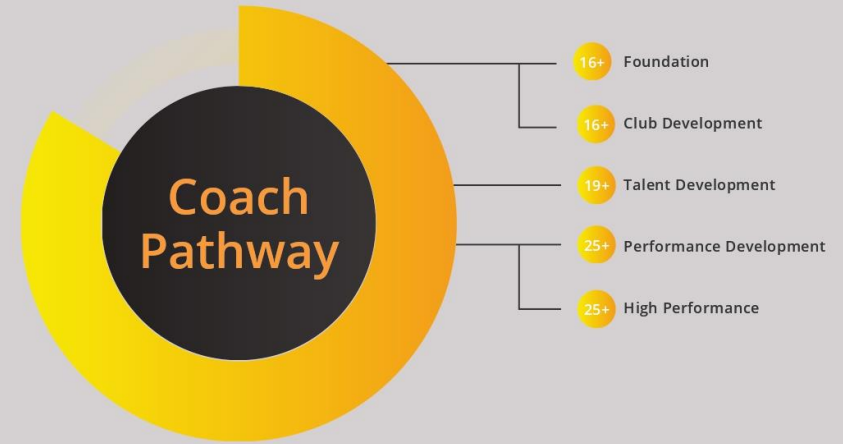
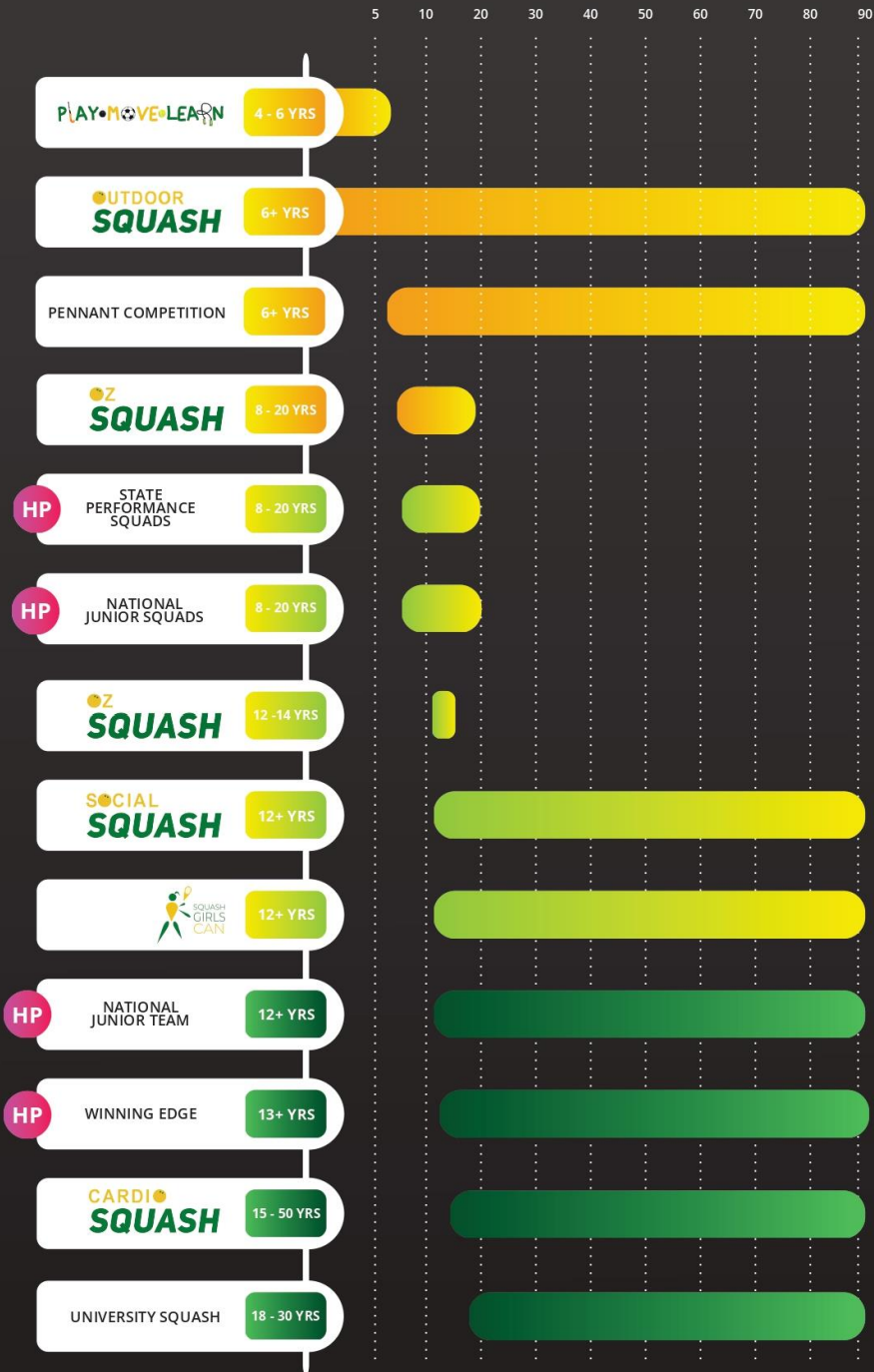
PARTICIPATION

Mark McLatchey

SQUASH AUSTRALIA FULL MEMBERS AND AUSPLAY SQUASH DATA 2010 - 2019



PLAYER DEVELOPMENT PATHWAY

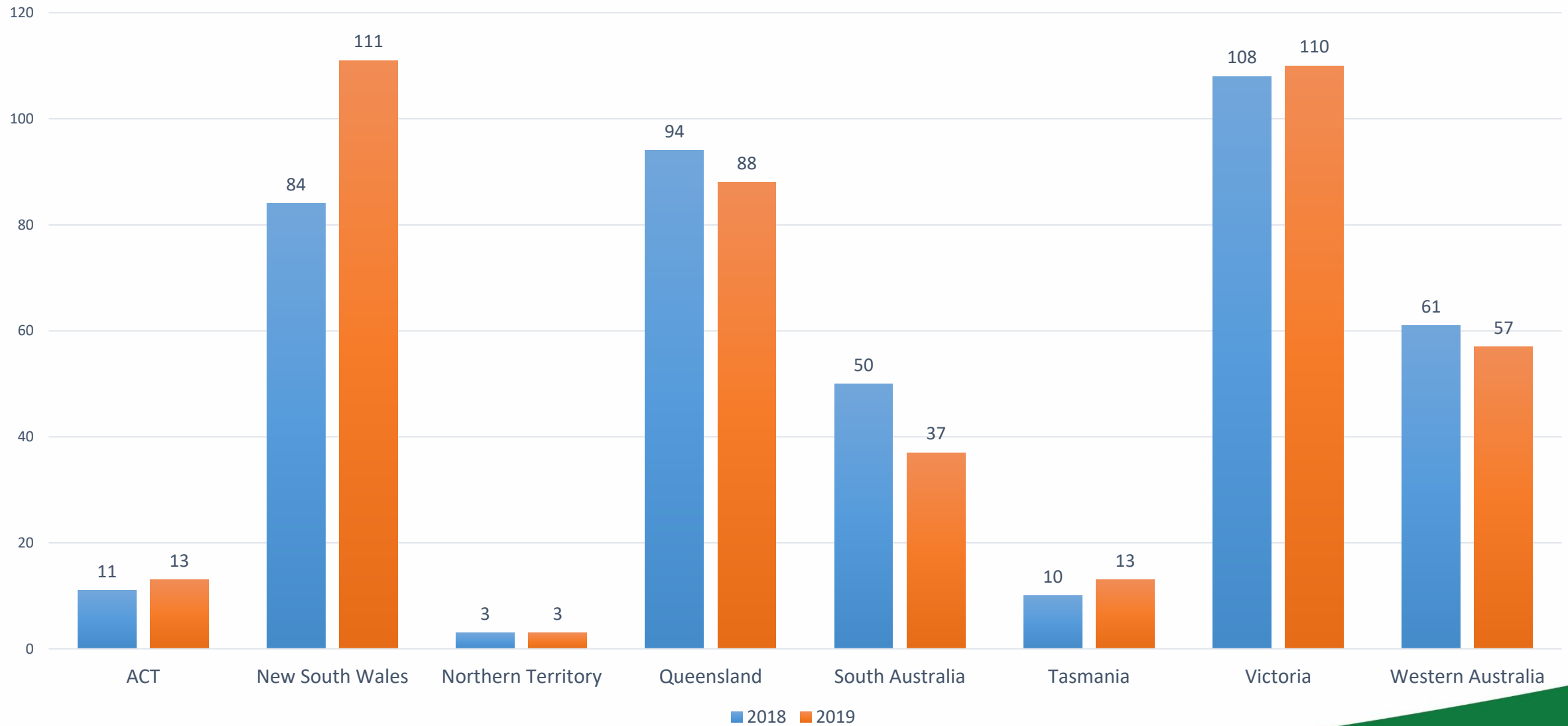




FACILITIES

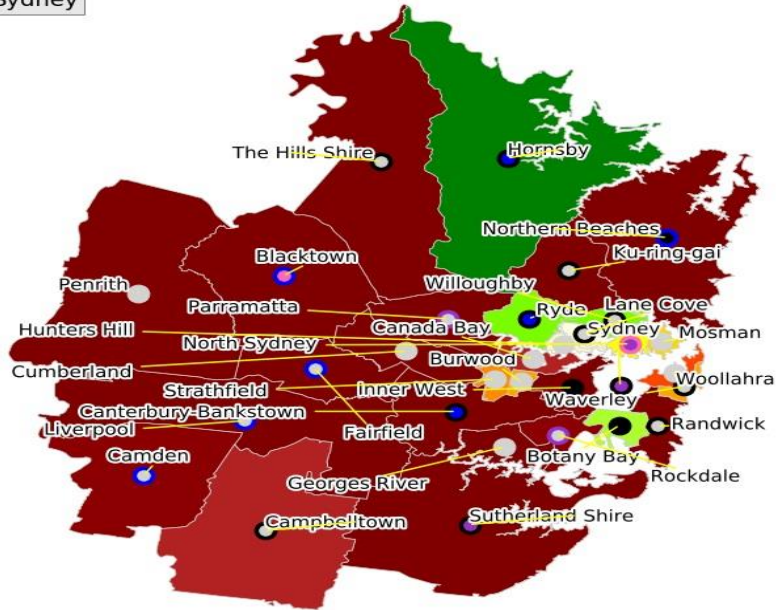
George Clinton

Centre Totals by State: 2018 - 2019

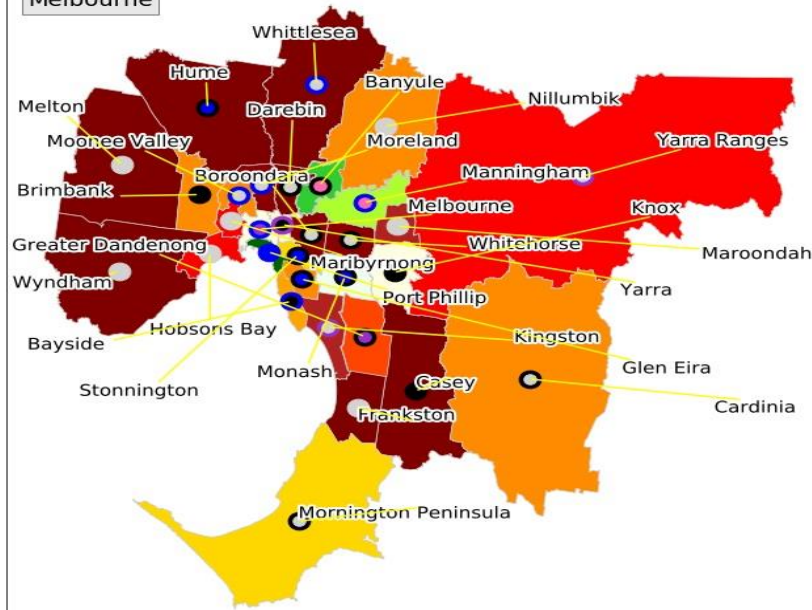


Squash Court Supply v Demand & Facility Life Cycle Stage - Australia Metropolitan LGAs

Sydney



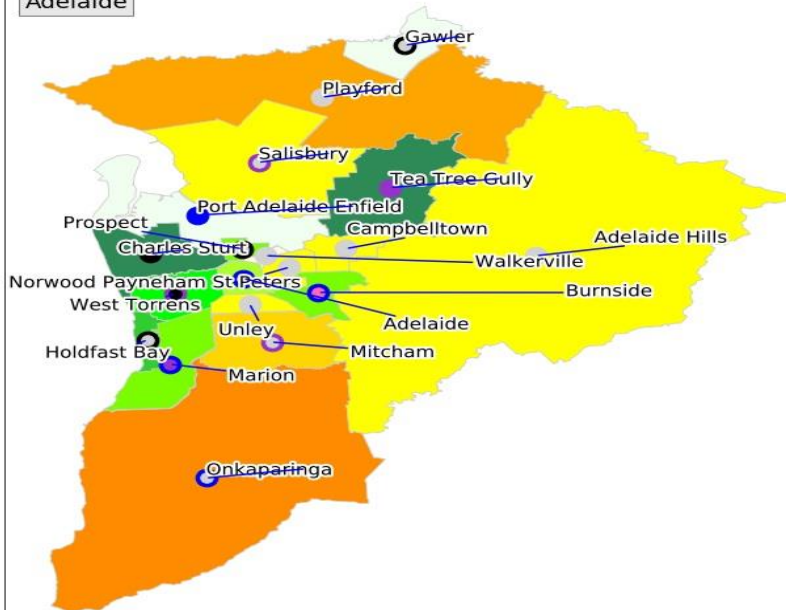
Melbourne



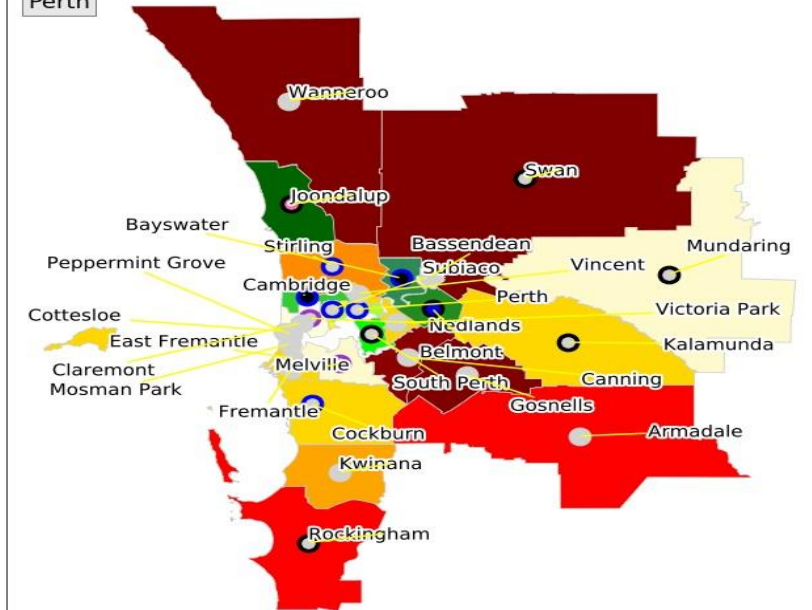
Brisbane



Adelaide



Perth



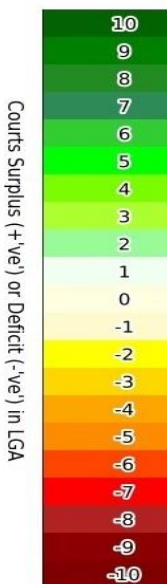
Map Legends & Heatmap Methodology

- Court Facility Supply v Demand - Calculation Methodology**
- Court Supply - Total court time available per LGA is based on the assumption that each squash court on a practical basis has 57 hours per week of available playing time (7 hours on weekdays & 11 hours weekend days)
 - Court Demand - Total demand for court time per LGA is based on total number of players per state as identified by the Australian Sports Commission Ausplay Survey 2018. The state level player data is apportioned based on the population of the LGA as per the 2016 Australian Census to estimate the number of squash players per LGA. Playing preferences (frequency and duration of play) as outlined by the Ausplay Survey is then taken into account to estimate total hours of squash demanded within each LGA.
 - Supply v Demand - Total Supply and Demand hours per LGA is converted back to per court basis (57 hours per court) to compare the total courts available and required. The difference represents the court surplus or deficit. NB:- Court deficits in any given LGA has been capped at 10 (-10 on scale) which would represent one additional large squash facility in an LGA.

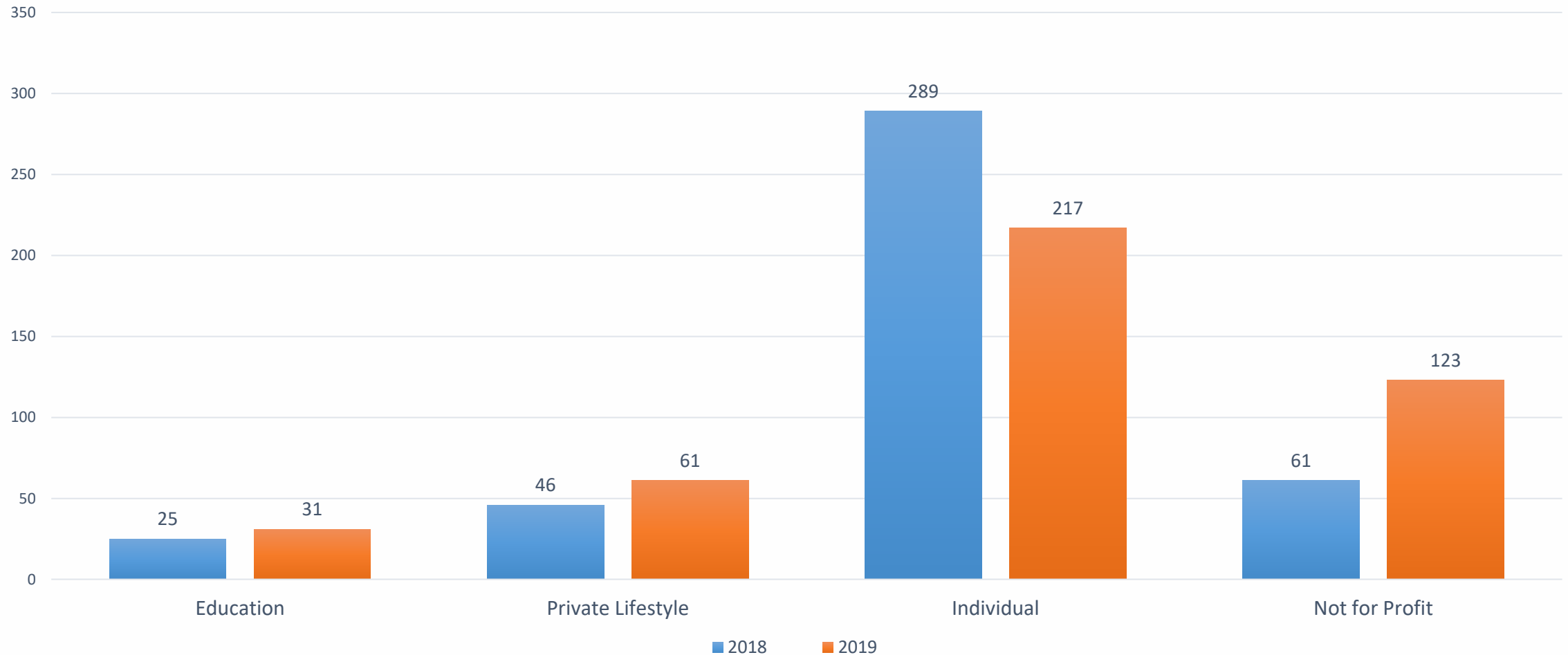
- Stage of Life of Court Facilities**
- Marker Outer Colour - represents Stage of Life of Main centre defined as centre with the most courts within an LGA
 - Marker Inner Colour - represents the Stage of Life of the majority of other courts within an LGA
- 1 - Well maintained - 15+ years remaining on centre
 - 2 - 5-15 years remaining - older, needs work
 - 3 - less than 5 years left, old, would not be bought, too much repair needed
 - 4 - Information not provided by court operators
 - 5 - No courts in LGA

Source:

- Australian Sports Commission - Ausplay Survey, 2016
- ABS - Population Statistics by LGA, 2016
- Squash Australia - 2018 Court Centre Survey

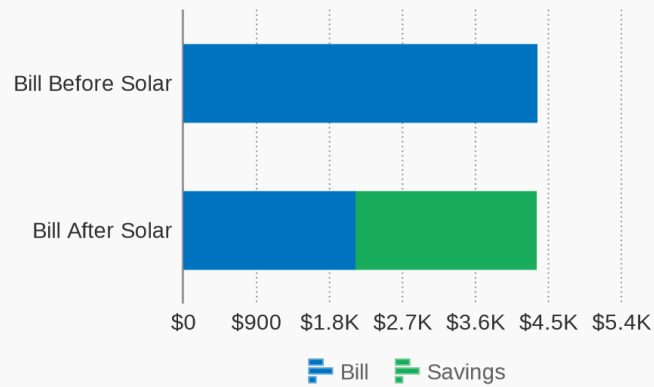


Centre Totals By Court Type: 2018 - 2019

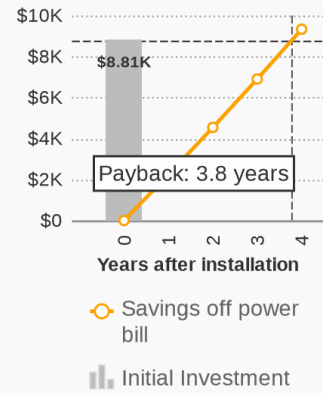


*The 'Not for Profit' classification changed from 'Public' from 2018 to 2019
*The 'Private Lifestyle' classification changed from 'Franchise' from 2018 to 2019

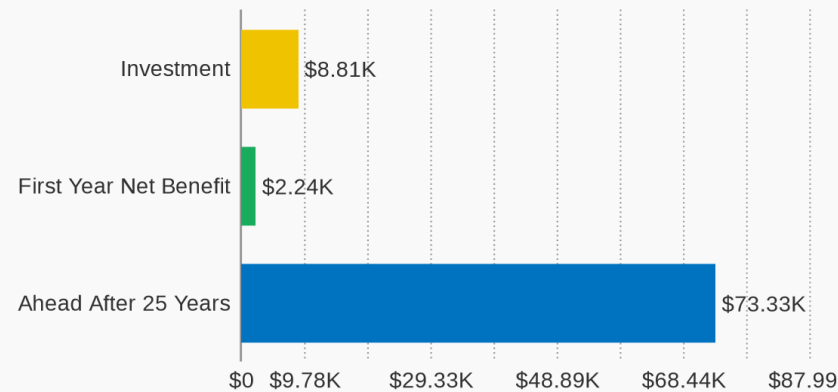
Annual bill before and after solar



Payback period



Investment Return



Energy Australia – Cash Purchase

\$2,243 p/a (51%)

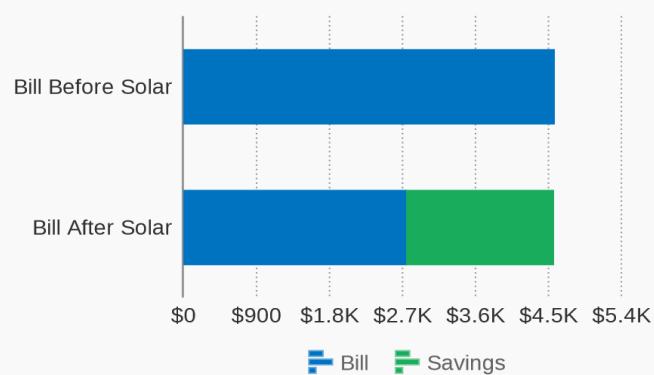
reduction in annual bill after solar installation

System pays for itself in
3.8 years

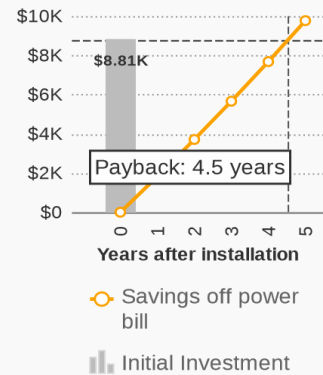
25.5% Return on Investment

28.2% internal rate of return over 25 years

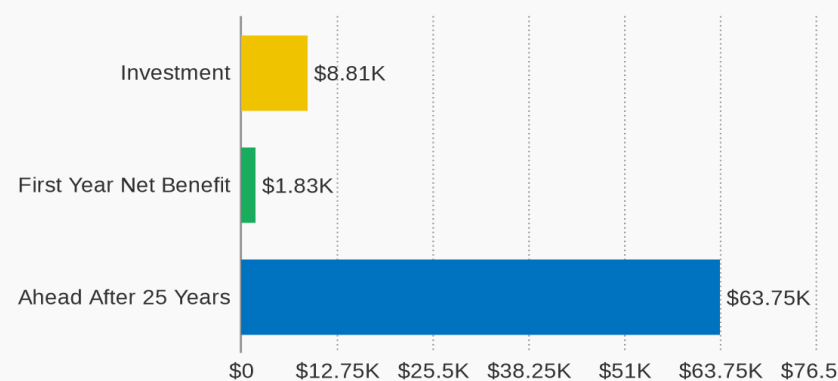
Annual bill before and after solar



Payback period



Investment Return



Orion – Cash Purchase

\$1,825 p/a (40%)

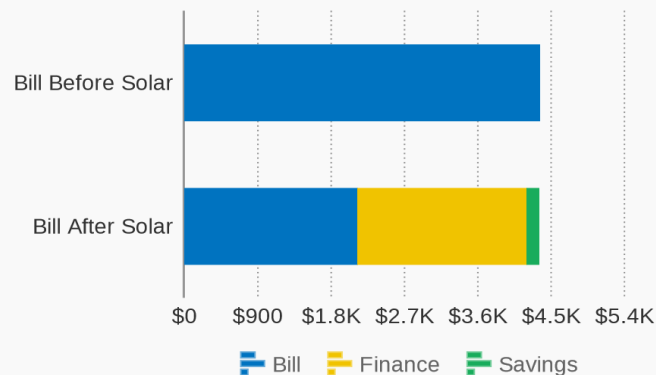
reduction in annual bill after solar installation

System pays for itself in
4.5 years

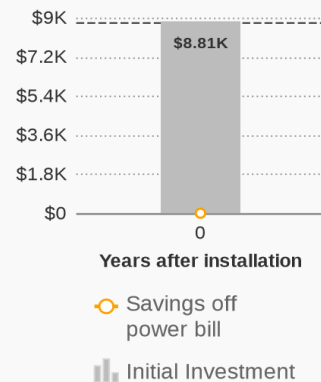
20.7% Return on Investment

24.0% internal rate of return over 25 years

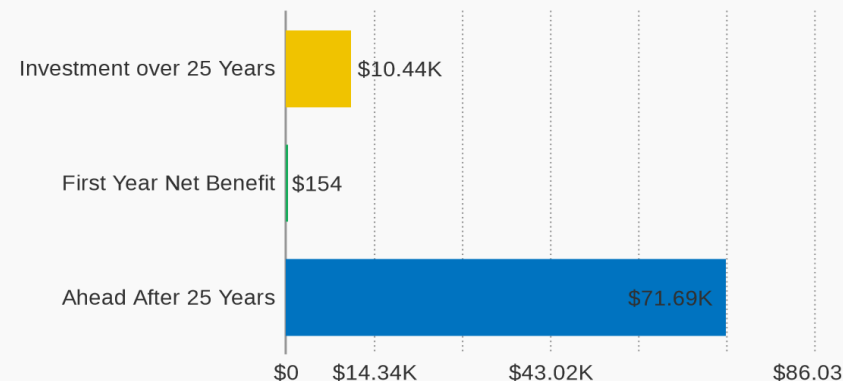
Annual bill before and after solar



Payback period



Investment Return



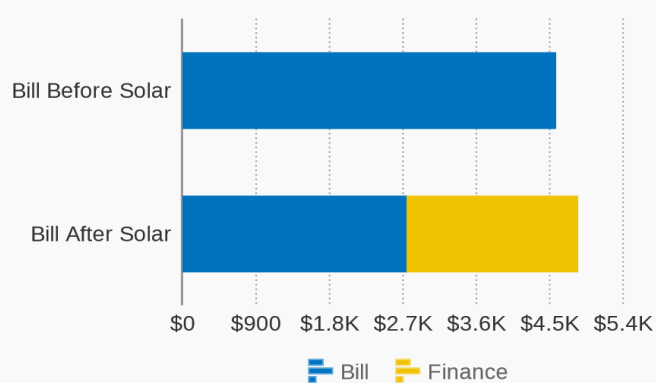
Energy Australia –
Financed

\$154 p/a (4%)
annual savings after solar installation

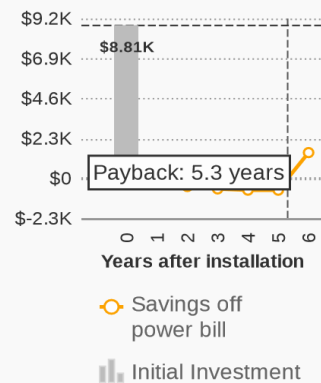
System pays for itself in
0.0 years

21.5% Return on Investment
Cashflow positive in every year

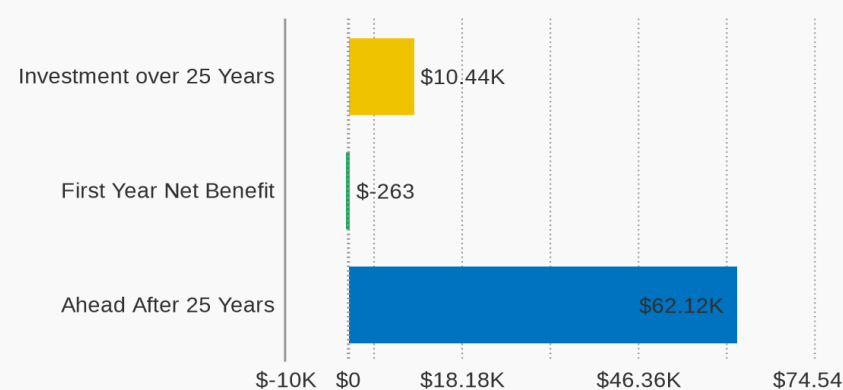
Annual bill before and after solar



Payback period



Investment Return



Orion – Financed

-\$263 p/a (-6%)
annual savings after solar installation

System pays for itself in
5.3 years

17.5% Return on Investment
66.4% internal rate of return over 25 years

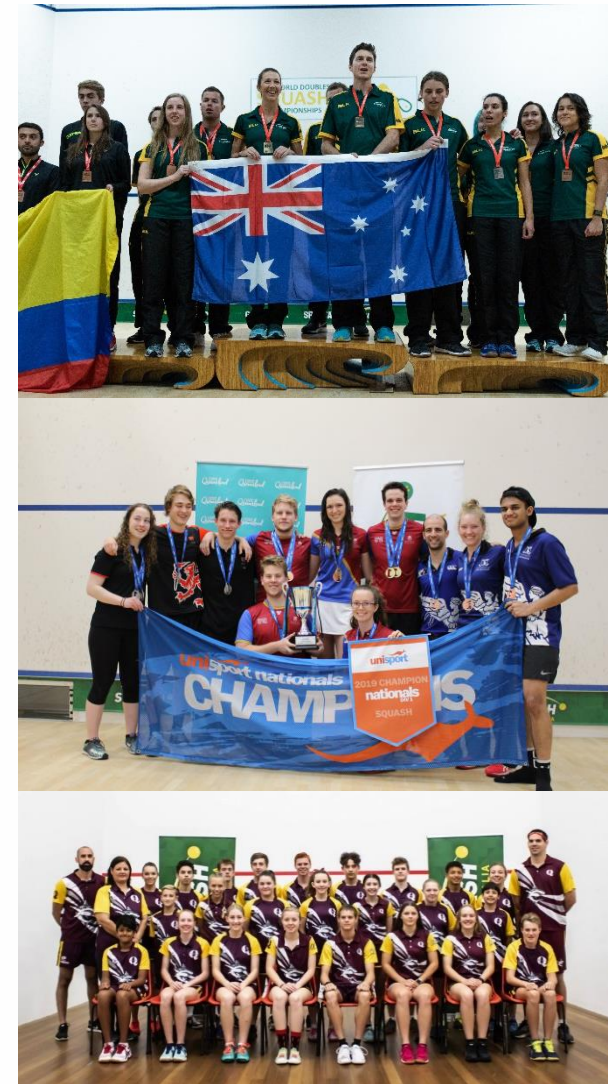


EVENTS

Jordan Till

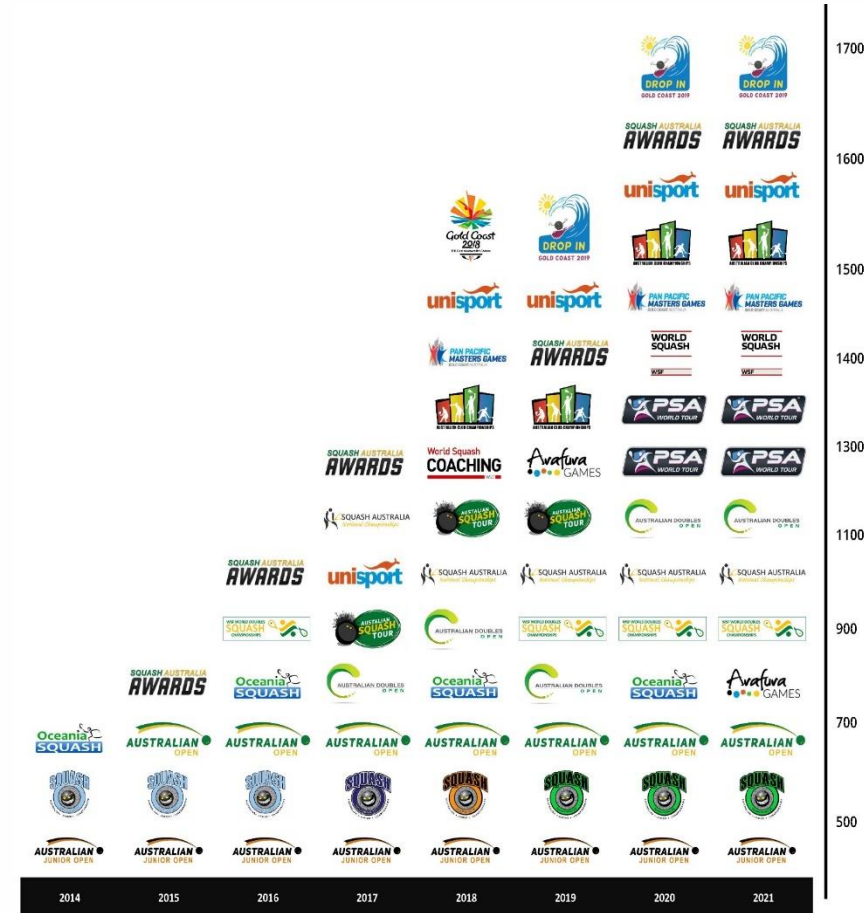
2019 Events Highlights

- Record entry numbers at AJO (198), ADO (47 teams), UniSport Nationals (80+)
- Improved satisfaction ratings in surveys
- Successful running of World Doubles Championships
- All events run to budget
- 36,000+ views on streamed events on SQA YouTube channel
- World championship events secured for future years (WJC 2020, WDC 2021)



2020 Events

- Jan – Gold Coast PSA Satellite
- Feb – Aus National Champs
- Feb – Aus Doubles Open
- Apr – Oceania Junior Champs, Trans-Tasman Test
- Jul – Aus Junior Open
- Jul – WSF World Junior Champs
- Aug – Aus Open
- Sep – UniSport Nationals
- Sep – Aus Junior Champs
- Nov – Pan Pacific Masters
- Dec – Aus Club Champs





Opportunities in Events

- Changes to AJST Rankings
- Future national event locations
 - ACC 2020, AJO 2022 in Bendigo
 - AJO 2021 in Devonport
 - ANC 2021 in Sydney
- WJC Volunteers
 - 6 volunteer manager positions
 - 20 regular volunteer positions also required





Tea and
coffee break!



PROFILE

Chris Yeend



SQUASH AUSTRALIA

2019 HIGHLIGHTS

Squash Girls Can Launch at Parliament

Para Squash

Women's Breakfast

2019 Annual Awards

World Doubles

World Coaches Conference

World Junior Championships

Allistair McCaw Lunch

Australian Junior Championships

Unisport National Championships





What's Ahead

- World Junior Championships
- Squash Girls Can Promotion
- Provide Media and Marketing assistance to States and Clubs
- Grow networks with local and national media across Australia to invest more in promoting Squash
- Growth in promoting Squash Australia programs with more coverage of local people involved
- SquashOz TV and Podcasting



2019 Social Media Stats

YouTube

Total views in 2019 - 22,000

Facebook

Followers - 5,256 (+17% since January)
Highest Reach (in month) - 114, 854

Twitter

Followers - 1,628 (+4% since January)
Highest Impressions (in month) - 44,300

Instagram

Followers - 1,667 (+22% since January)
Highest impressions (in month) - 30,000

#SquashinAustralia

In order to grow the branding, Squash Australia is driven on using the hashtag 'SquashinAustralia' to market the sport better around Australia.

Since late 2019, Squash Australia has used the following to promote its States -

#SquashinACT

#SquashinNSW

#SquashinNT

#SquashinQLD

#SquashinSA

#SquashinTasmania

#SquashinVictoria

#SquashinWA

Squash Australia would like to see more Clubs and States get behind these hashtags on social media posts to help grow the unity and branding of the sport in our country which is unique to marketing of the sport around the world.

Join us in growing our sport in our country, **#SquashinAustralia**



HIGH PERFORMANCE

Lachlan Johnston



2019 Highlights



- World Junior Championships – Quarter Finals.
 - Best result since 2005!
- World Doubles Championships – 8 medals
 - All 3 gold + all 3 silver. 2 bronze.
- Appointment of Stewart Boswell (National Coach) & Jenny Duncalf (Performance Pathway Coach) to lead coaching team.

Men's doubles

 Cameron Pilley & Ryan Cuskelly

 Zac Alexander & Rex Hedrick

Women's Doubles

 Donna Lobban & Christine Nunn

 Sarah Cardwell & Jessica Turnbull

 Selena Shaikh & Taylor Flavell

Mixed Doubles

 Donna Lobban & Cameron Pilley

 Christine Nunn & Ethan Eyles

 Alex Haydon & Zac Alexander

Year Ahead

What's Ahead

- 2020 World Junior Championships
- High Performance Camps & State Coaching Camps
- Doubles preparation for Birmingham 2022

What's Needed

- *Players ready to represent Australia in their backyard!*
- *Clear contacts in each state.*
- *Links with state/territory institutes*

Opportunities

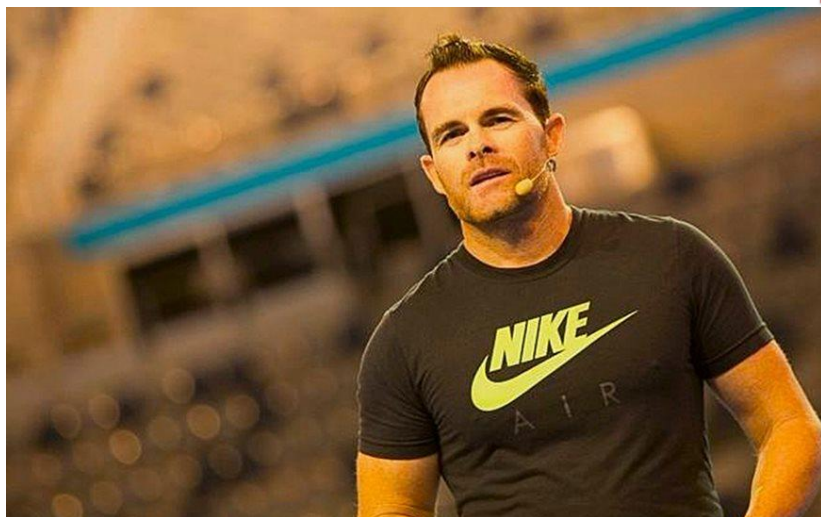
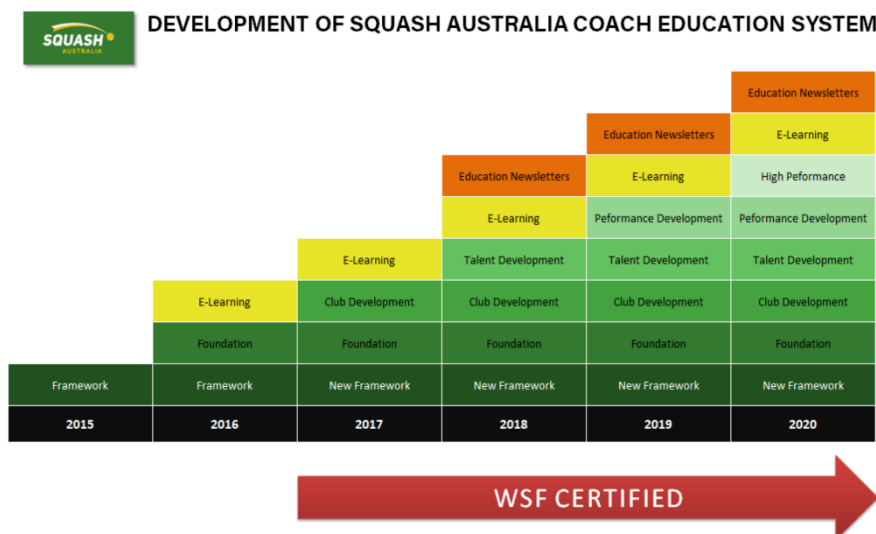
- Extra coaching support means enhanced integration with states and the national program.
- More access for national players to high quality coaching.
- Further opportunities to utilise AIS resources for categorised players.
 - I.e. Mental Health, Wellbeing



EDUCATION

Tom Calvert

Coach Education System

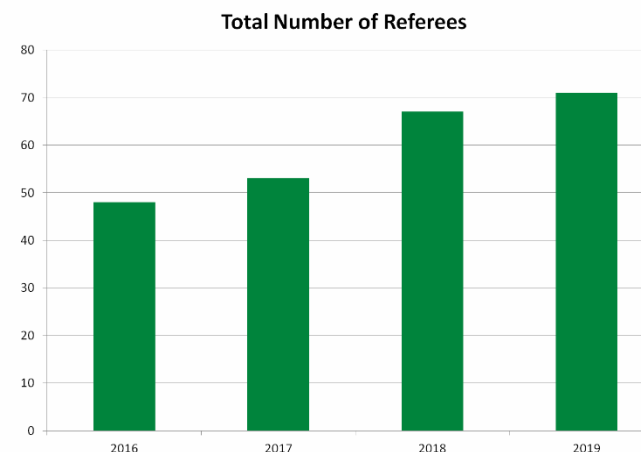


- World Coaches Conference September 2018. Speakers included
 - Allistair McCaw
 - Ashraf Hanafi
 - Mike Way
 - Michael Khan
 - Glen Wilson
 - James Simpson
 - Paul Price
- Addition of Talent Development course in September 2018
- First Performance Development course to be held in December 2019
- Tutor Training Days
- Increased number of coach education courses held around Australia



Referee Education System

- Addition of Club Referee Accreditation to E-Learning to increase the availability of recourses and knowledge to wider audience
- New Accredited Referees at Club, State, National and Regional levels
- Funding provided for Referees to work towards WSF accreditation



LOOKING FORWARD TO THE YEAR AHEAD

Coach Education System

- Role out of the first High Performance Coaching Course
- National Coaches Conference to be held in conjunction with the AJO

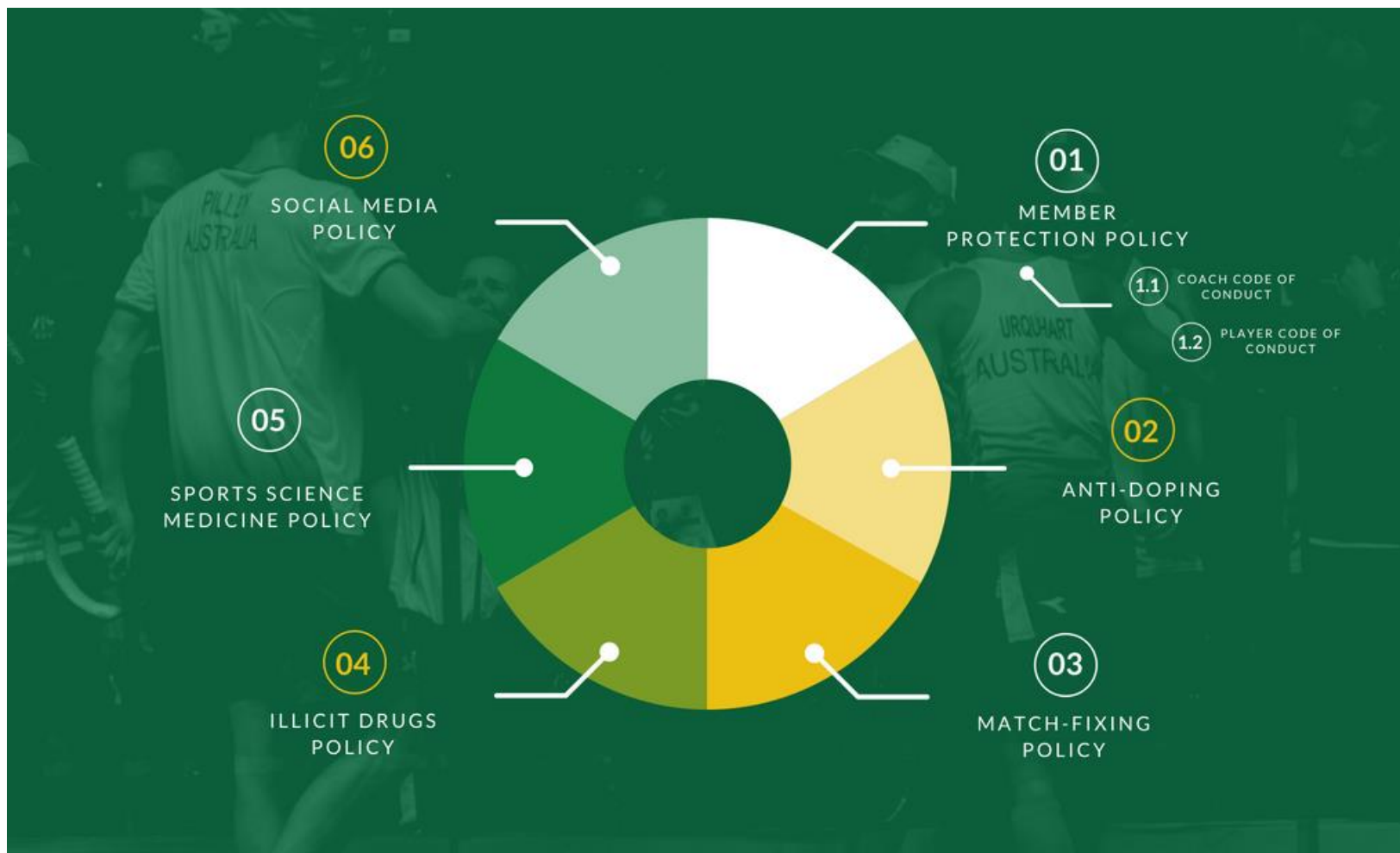
Referee Education System

- Referee Assessment opportunities at SQA run events
- National Referee workshop to be held with the Australian Open

Need for increased resource and people on the ground in each State/Territory who can present & assess Coach and Referee courses



**OPERATIONS
COORDINATOR &
INTEGRITY
OFFICER**
Reena Raja



Squash Australia endeavours to maintain the Squash Australia values the health, welfare, wellbeing and safety of its athletes, staff, supporters and partners.

We have established and implemented a number of policies and procedures aimed and creating the best possible environment to enjoy, perform, develop and participate in our sport.

SQUASH AUSTRALIA NATIONAL INTEGRITY FRAMEWORK



Minimum standards of compliance

Courses	Players			Coaches		Administrators		Entourage
	State (over 15s)	National Seniors (over 15s)	National Juniors (under 15s)	State	National	Squash Australia Staff/Board	State Staff/Board	Team Managers (if N/A to other categories)
ASADA Anti-Doping (level 1)	x	x	x	x	x	x	x	x
ASADA Anti-Doping (level 2)		x			x	x		
Match Fixing	x	x	x	x	x	x	x	x
Working With Children Check				x	x	x	x	x

Thank You!