

# SQUASH

A SPORT FOR LIFE

## CEO Report

# Squash Australia Vision

**Educational** – We will help children in Australia experience Squash through the school curriculum. Our volunteers and staff will work alongside teachers to help children experience and enjoy squash.

**Recreational** – We will promote squash as a key part of a healthy lifestyle that contributes to a positive work/life balance.

**Sporting** – We will ensure that everyone with athletic talent reaches their full potential by providing the appropriate pathways, funding and coaching. We will also provide the competition opportunities and programmes to assist Australian players compete with distinction on the world stage.

## Squash Australia Mission

To be an **innovative** and highly **respectable** sports organisation, and the most **successful racquet sport** in Australia by enabling Australian players, coaches and officials of all ages, cultural background and skill level to have the opportunity to **excel in squash and in life!**

# Squash Values

We are:

- **Collaborative** – Working together as one for the good of the sport.
- **Innovative** – Embrace change, be consumer focused and have a growth mindset.
- **Inclusive** – Include all of society.
- **Respectful** – To Listen, empathies, and be considerate of everyone.
- **Excellence** – To strive for the highest standards in everything we do.

# Squash Australia Key Strategic Areas

## KEY STRATEGIC AREAS

**KRA 1** PARTICIPATION

**KRA 2** CONSUMER EXPERIENCE

**KRA 3** FACILITIES

**KRA 4** LEADERSHIP EXCELLENCE

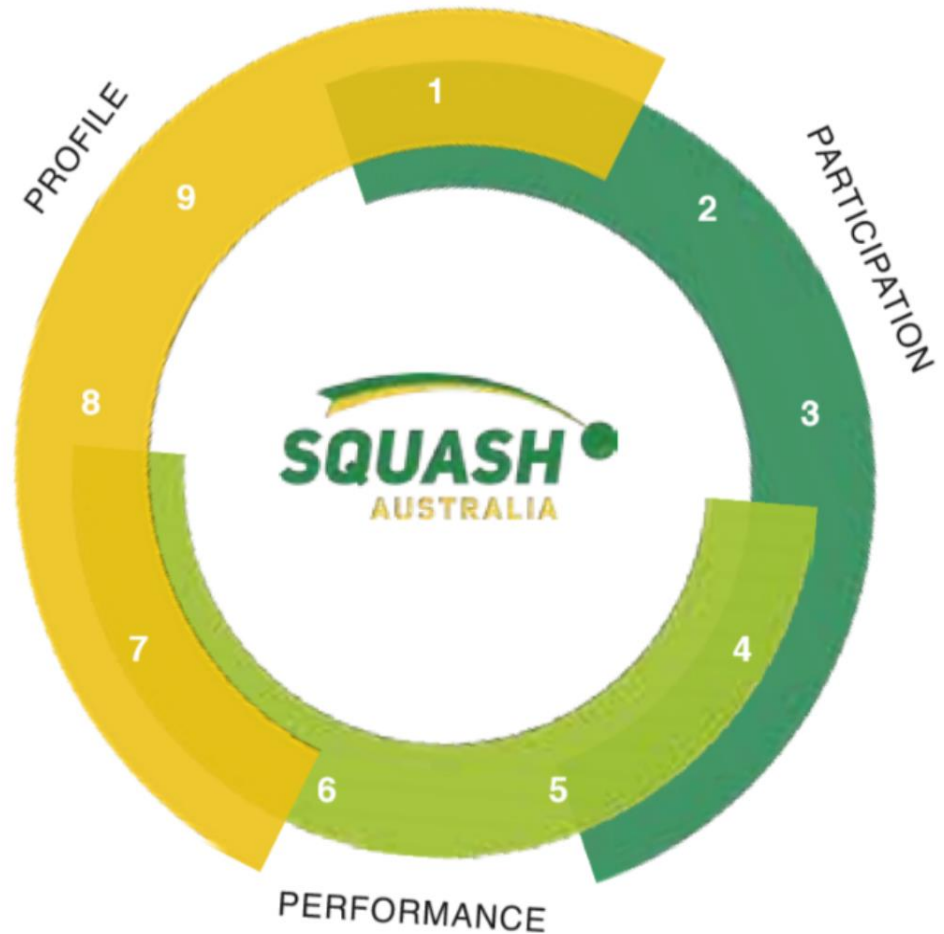
**KRA 5** HIGH-PERFORMANCE

**KRA 6** EDUCATION

**KRA 7** EVENTS

**KRA 8** INFLUENCE

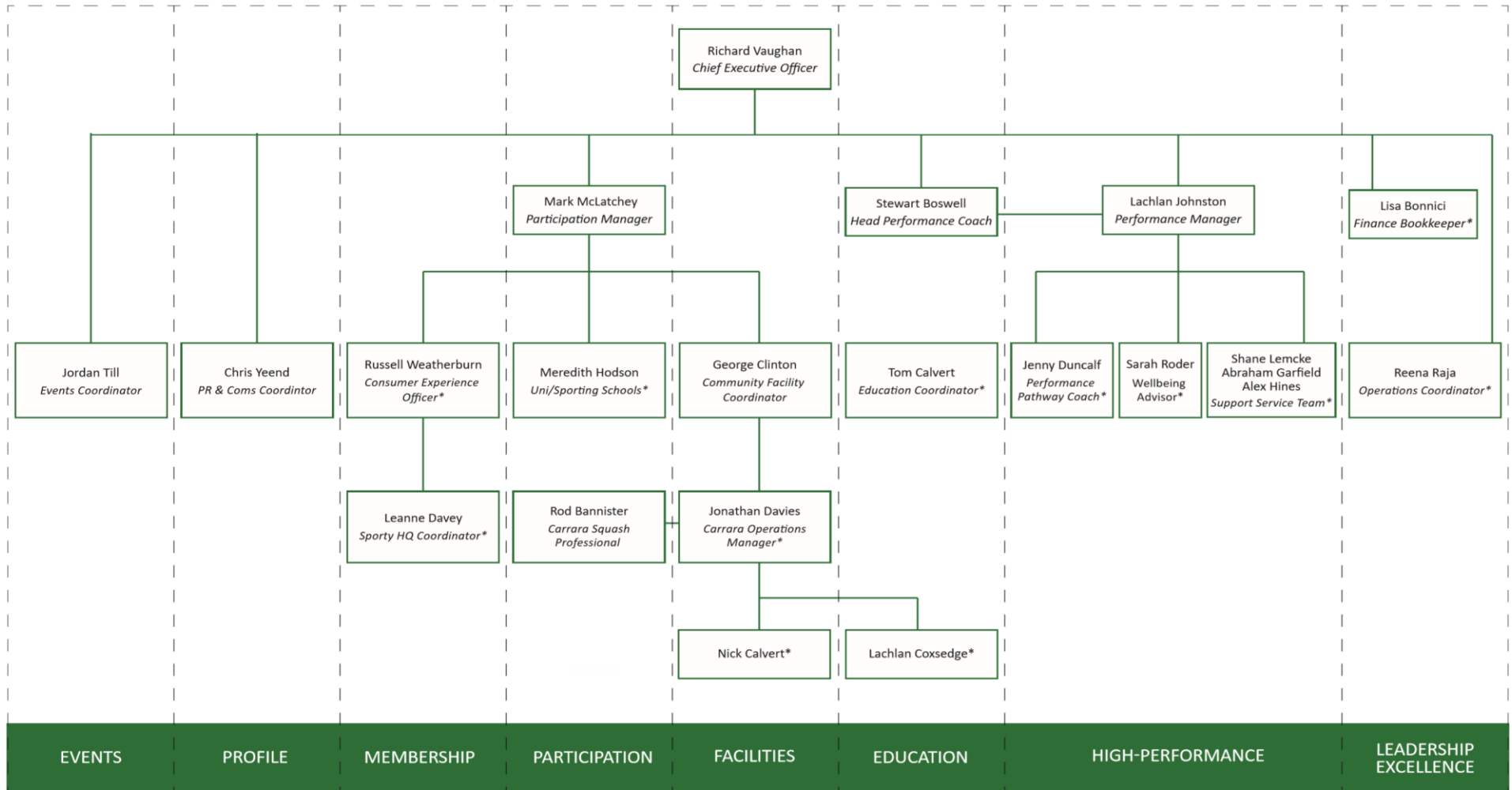
**KRA 9** PROFILE



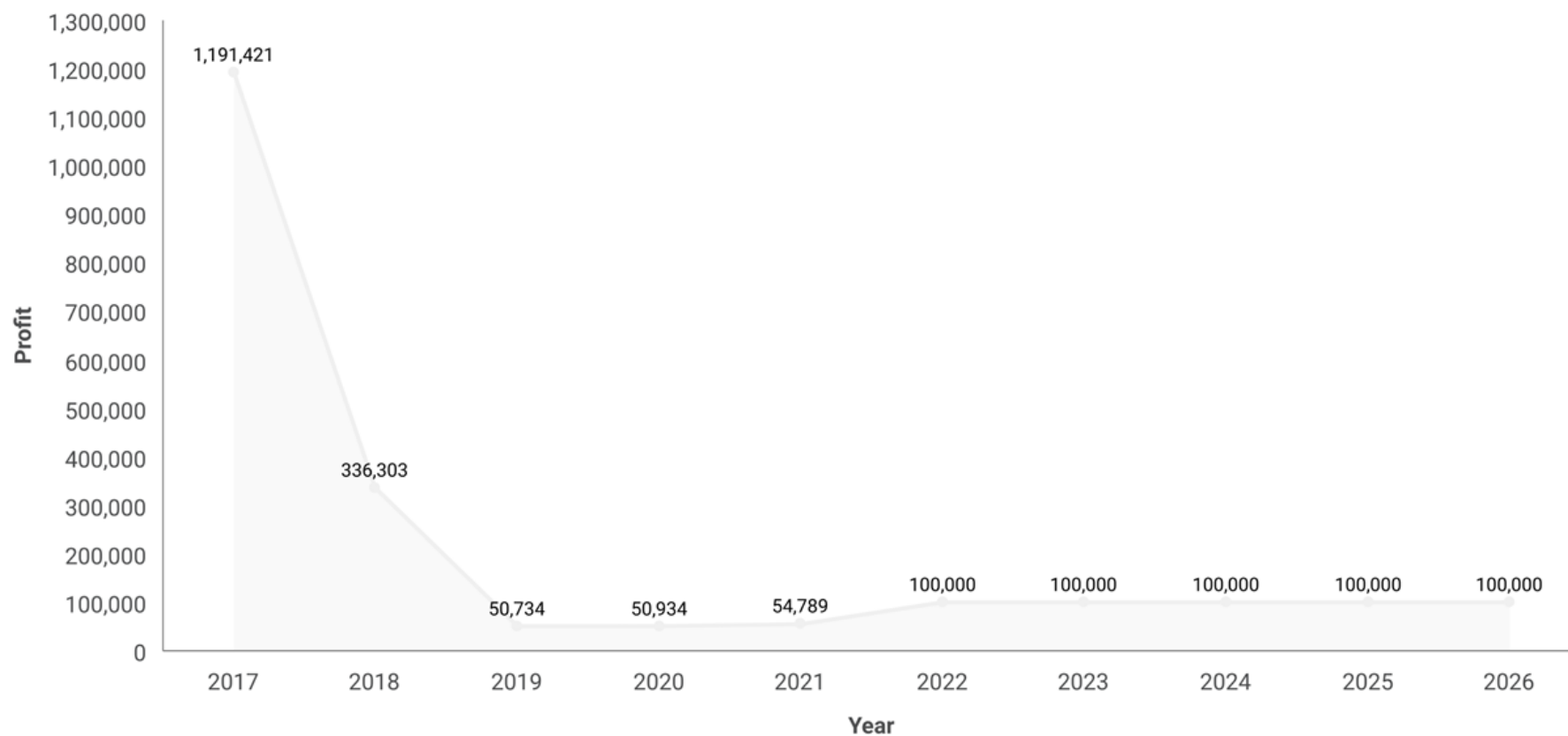
# Key Strategic Areas Goals

- Participations - Squash will be a thriving participant sport for all Australians;
- Consumer Experience - Provide an enjoyable experience for all participants;
- Events - Run world class events for all members;
- Facilities – We will make facilities attractive, enticing, professionally operated and financially sustainable;
- HP - Win medals that matter for Australia;
- Education – Support squash personnel through a quality workforce development programme
- Profile - Squash will enhance its profile, through media and new technologies.

# Squash Australia Team Organisational Chart

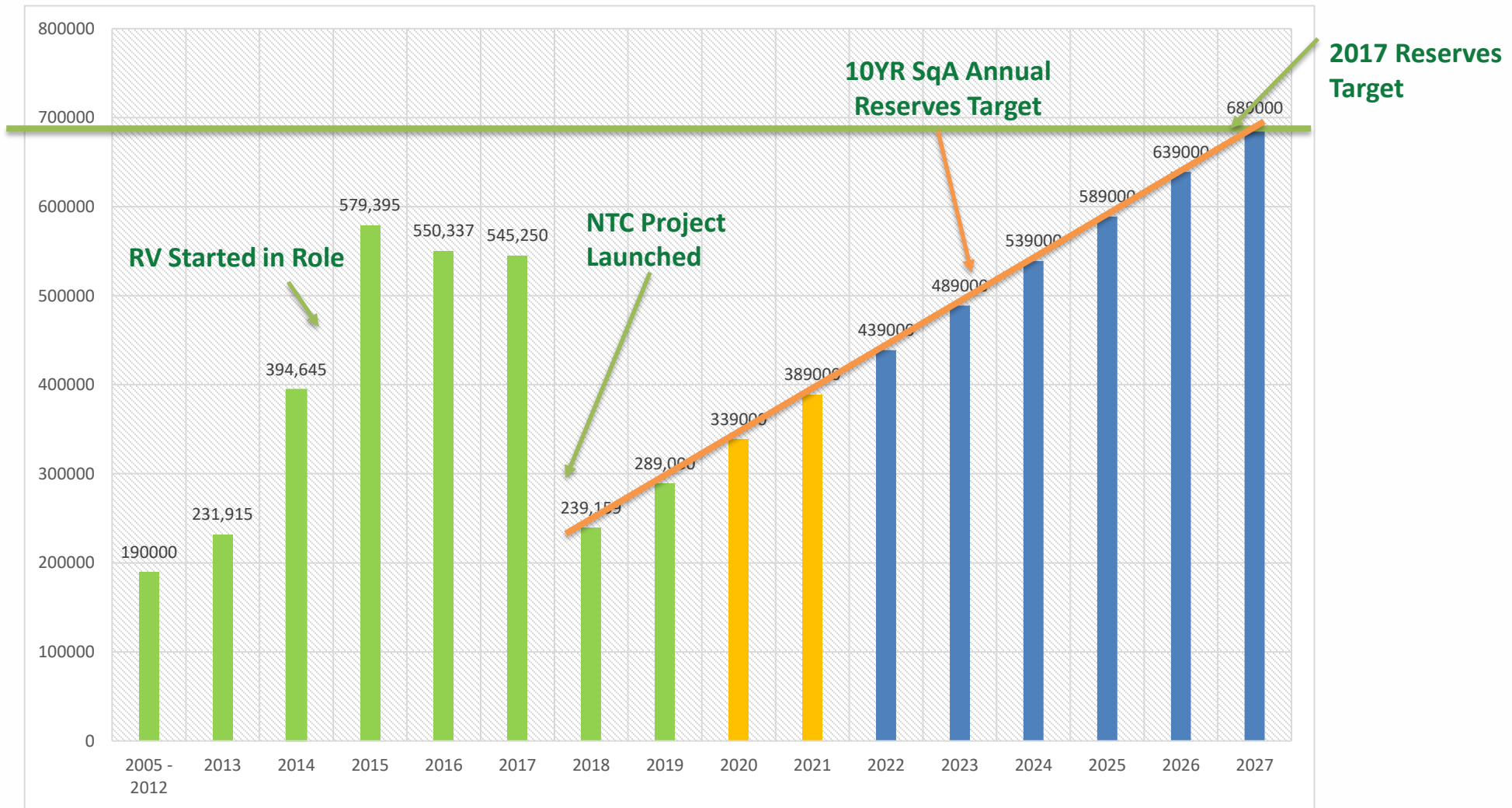


## SQUASH AUSTRALIA PROFITS

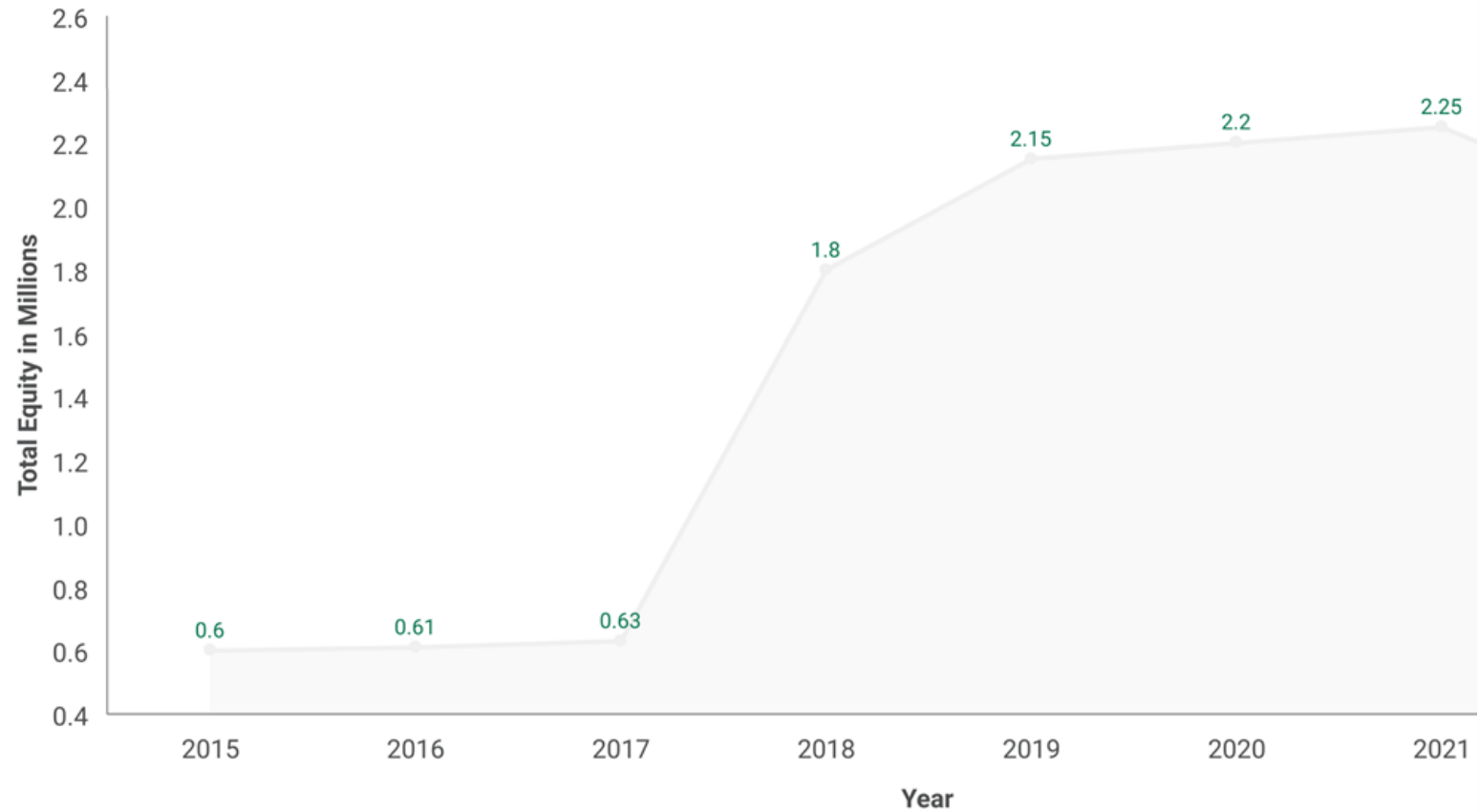




# TEN YEAR REPLENISHMENT OF SqA NET ASSET RESERVES



## SQUASH AUSTRALIA TOTAL EQUITY





# Carrara Squash Centre



## THEN

- The Commonwealth Games Campaign for a National Squash Centre began in 2015 a 'Home of Squash' in the Carrara Indoor Stadium.
- The original legacy had been cancelled and the courts were to be sold.
- The centre concept and confirmation were only confirmed in the last twelve months before the Games, a great outcome for the sport.
- The Queensland Government and Squash Australia combined found the \$500,000 to make the installations and set up work.

## NOW

The facility boasts six squash courts and has benefited from a further \$400,000 in grants since it opened.

There is a new interactive court being installed.

There is built-in streaming set up.

The Centre is home to Squash Australia National Training.

The Centre has a thriving squash club and is helping embed squash to the local Gold Coast community in partnership with other squash centres.

The Centre hosted the World Doubles Championships in 2019.

The Centre will host the World Junior Championships in 2020.



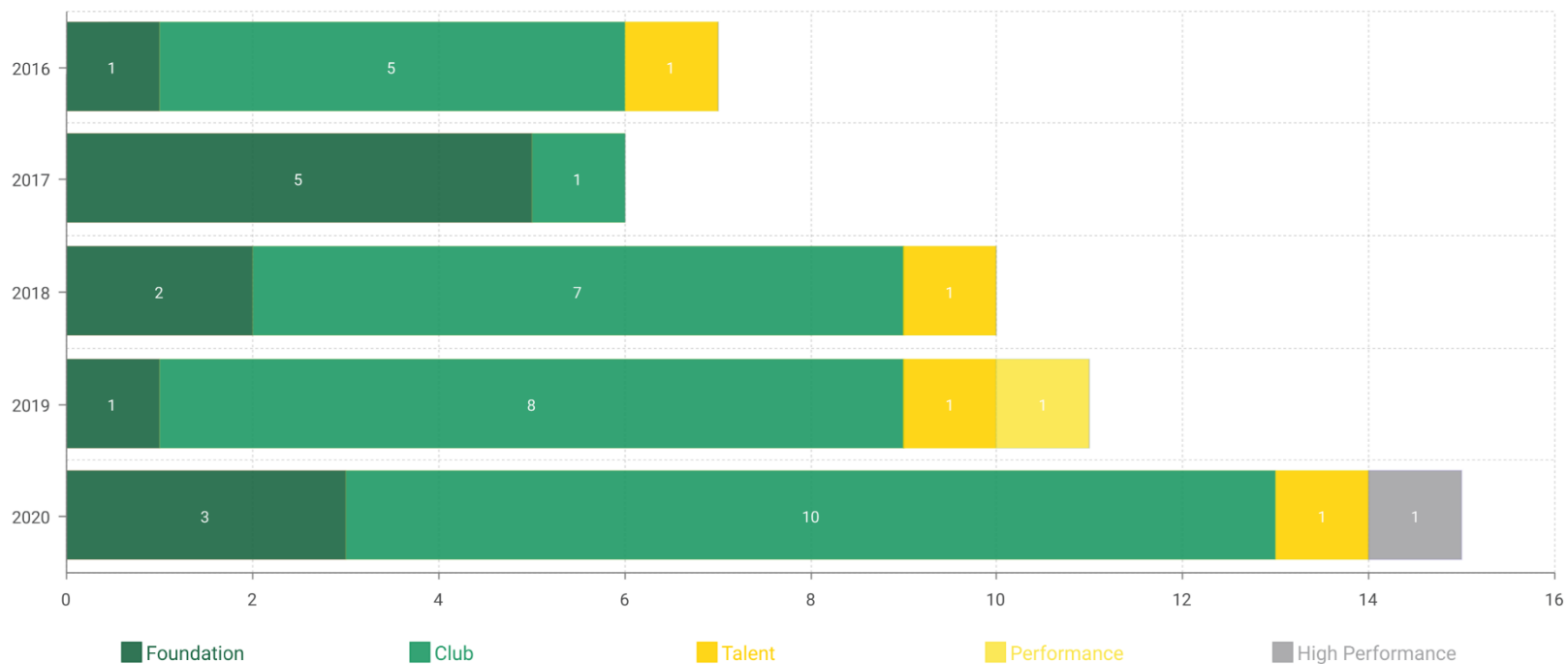
# Development of the Coach Education System over five years



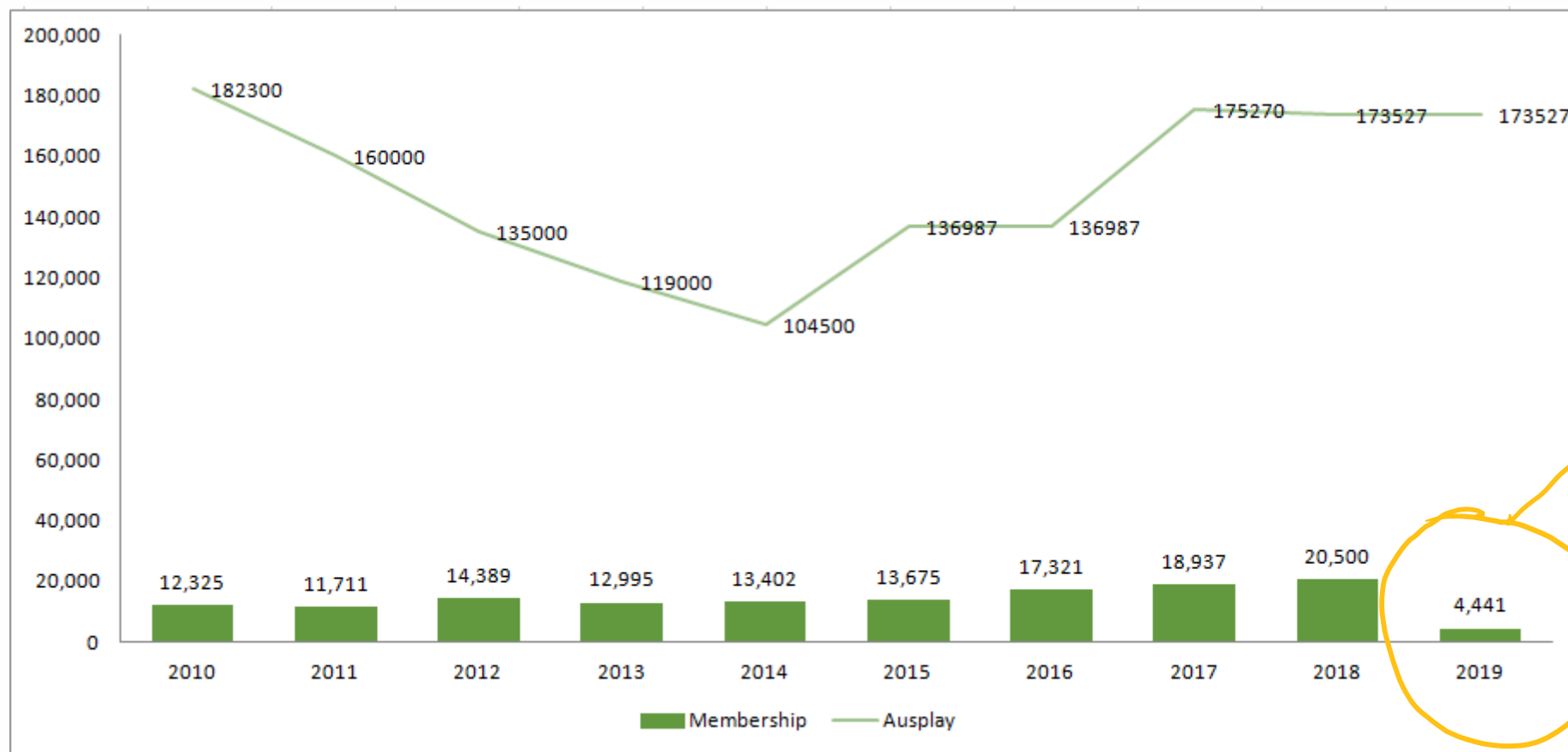
					Education Newsletters
				Education Newsletters	E-Learning
			Education Newsletters	E-Learning	High Performance
		E-Learning	E-Learning	Performance Development	Performance Development
	E-Learning	Club Development	Talent Development	Talent Development	Talent Development
	Foundation	Club Development	Club Development	Club Development	Club Development
	Foundation	Foundation	Foundation	Foundation	Foundation
Framework	Framework	New Framework	New Framework	New Framework	New Framework
2015	2016	2017	2018	2019	2020



# Total Number of Coach Education Courses



# Squash Affiliation and AUSPLAY (Adult) Data





# Sport Australia Participation Funding Categorisation

## Category C – \$450,000 (single baseline allocation)

Sports with medium-sized club membership and a significant reach in an important participation category (children, adult or exposure).

More than 15,000 full active members\* and at least 100,000 in one of the following:

- AusPlay child participants^
- AusPlay adult participants (organised and non-organised)
- Exposure participants#

## Category D – \$200,000 (single baseline allocation)

Sports with a relevant footprint in either club membership or adult participation or deliver outcomes for Targeted Populations.

Australia's Winning Edge funded sport and more than 10,000 full active members\*

or

Australia's Winning Edge funded sport and more than 100,000 AusPlay adult participants^

or

Australia's Winning Edge funded sport and more than 100,000 total ASPR participants#

or

More than 10,000 2015 full active members\* and either more than 100,000 AusPlay adult participants^ or more than 100,000 ASPR total participants#

or

NSOs that deliver targeted populations outcomes as identified by the ASC.

## Category E – \$100,000 (single baseline allocation)

Sports with a small footprint in either club membership or adult participation.

More than 5,000 full active members\* and do not meet criteria from Category D.

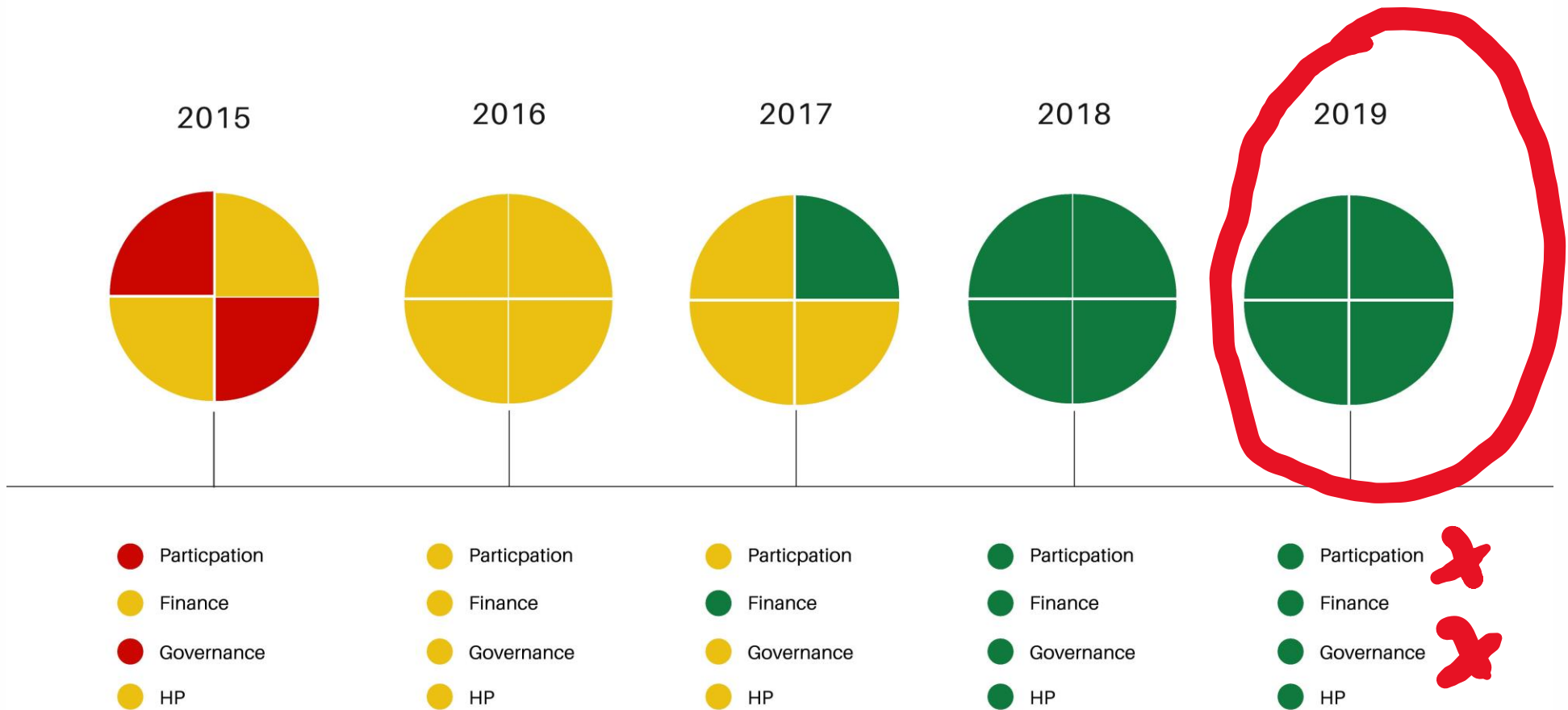
## Category F – \$50,000 (single baseline allocation)

Sports below the minimum criteria outlined above.

Sports below the minimum criteria for supported categorisation which are funded for sport development or participation outcomes.

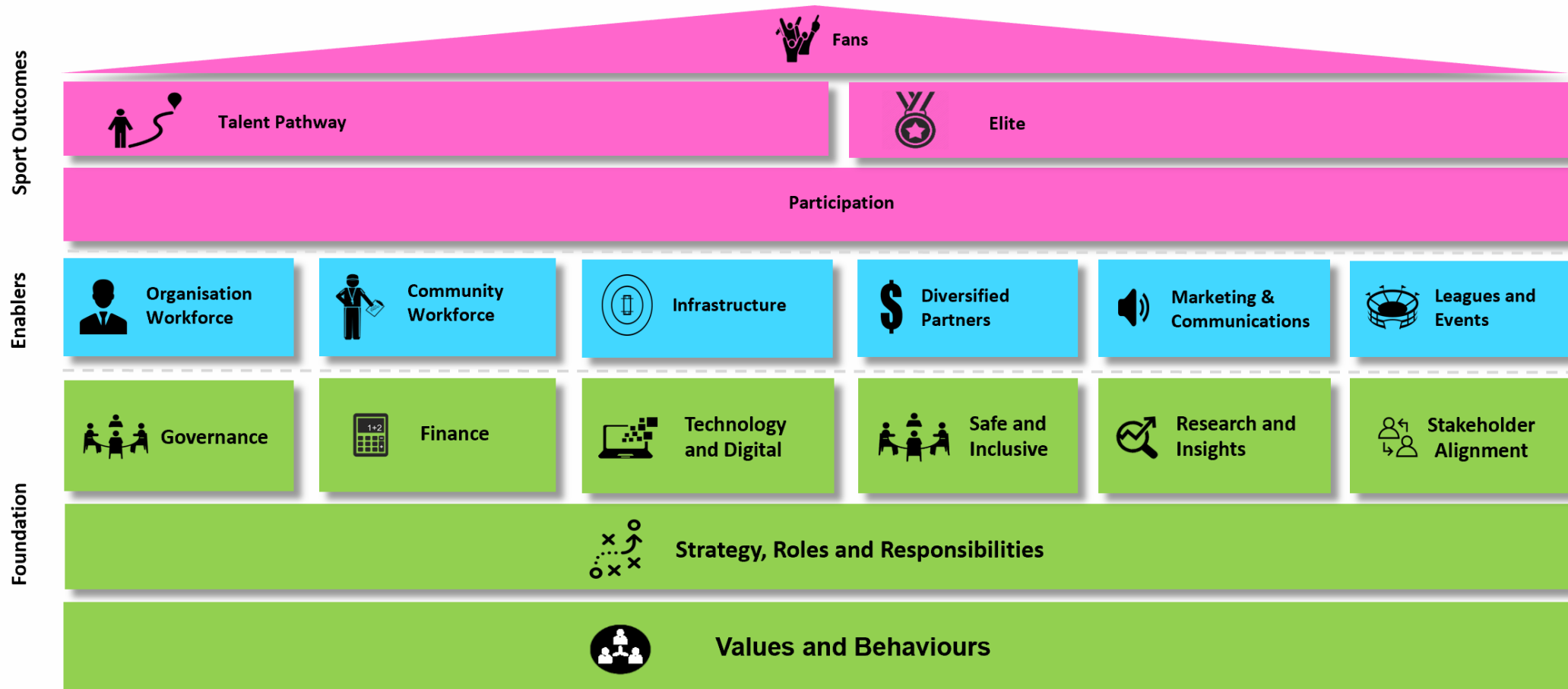
**\$400,000**  
**Funding Cut**

# Squash Australia ASPR Progress





# Components of Squash Australia's Organisational Development Model



# A Digital Strategy for Squash



# Sector Collaboration tools – Squash Portal

## Consisting of eight core sections



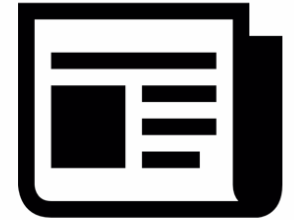
Two Way  
Document  
Library



Investment and  
Reporting Tool  
(SIA)



Collaboration  
Hub



News and  
Events



Calendar



SQA and State  
Contacts



Insights and  
Analytics



Communication  
Tools

