

# MAXIMISING COMMUNICATION



**HOW DO YOU DESCRIBE  
SQUASH?**







CONTENT – WHO  
DOES WHAT?



RESET OF  
POSITIONING



BRANDING AND  
ADVERTISING



AUSTRALIAN  
TEAM



AUSTRALIAN  
SQUASH TOUR







**Squash Australia** shared a video.

Published by Scott Rollinson [?] · October 16 at 4:35 PM · 🌐

Doesn't matter if you play 🏊‍♂️ 🏃‍♂️ 🚴‍♂️ 🏹 🎾 🏐 🏈 🏒

Squash is the perfect cross training activity to complement your workout 💪

Great piece from [Squash SA](#)



990 Views

**Squash SA**

October 12 at 7:00 PM · 🌐

This segment was recorded by the SA Sports Show, with Squash SA's James Rogers interviewing James Hooper and discussing the importance of cross training, and ho...

[See More](#)



**Squash Australia**

Published by Scott Rollinson [?] · October 10 at 5:31 PM · 🌐



Great to have [The Mercury Newspaper](#) talking squash!

There is a good wrap about [Squash Tasmania U/19](#) win at Australian Junior Champs.



THEMERCURY.COM.AU

**Tassie's top showing at squash titles**

TASMANIA has created a slice of squash history at the Australian Junior...

## 2019 MARKETING/MEDIA PRIORITY CALENDAR

[illegible]

# SQUASH : IN ACTION

TYPICALLY, A PROFESSIONAL SQUASH PLAYER WILL:

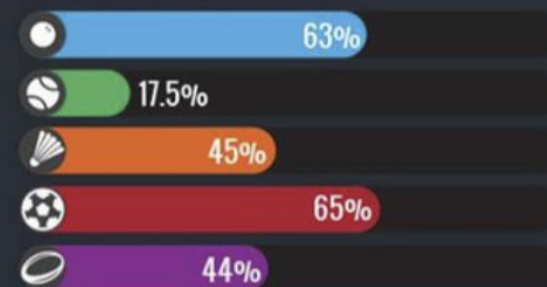
 HAVE AN AVERAGE MATCH TIME OF **52mins**  
WITH THE BALL IN PLAY  
FOR **63%** OF THE TIME

 STRIKE THE BALL **500** TIMES

 COVER **2500m** IN DISTANCE ON THE COURT

 AND FEATURE DYNAMIC MOVEMENT OF **100** LUNGES,  
MULTIPLE **3-6m** SPRINTS AND **30-40%** BACKWARDS MOVEMENT

## TIME IN PLAY





# FITNESS POSITIONING PLAN

## MEDIA

Pitch squash content and material to fitness media outlets

## SHARE

Look to share fitness based content through social media (fitness on socials is MASSIVE!)

## GROW

Look to more formalised partnership arrangements with gyms to grow this space.



Macquarie Sports Radio Weekend Afternoon...



Kay Kendall - Is Squash Still A  
Popular Sport in Australia?

07:17

OmnyStudio



# RESET OF SQUASH IMAGE STRATEGY

- MEDIA : Ensure positive messaging through mainstream and social media and target articles highlighting increase in participation.
- PROFILE :
  - World Record attempt
  - Squash to feature at revamped Australian Sports Museum
  - Business and corporate events
  - Build awareness around SQA programs (Cardio Squash, Play-Move-Learn, Adaptive Squash)







**FOCUS ON AUSTRALIAN NATIONAL TEAMS**





# PRIORITISE

NATIONAL TEAM EVENTS AND  
CONTENT

# CONNECT

WITH OVERSEAS BASED  
PLAYERS FOR EXTRA CONTENT

# ENCOURAGE

PLAYERS TO TAG NATIONAL  
AND STATE ORGANISATIONS

# SHARE

PUSH CONTENT THROUGH  
SOCIAL AND MAINSTREAM  
MEDIA

# Australian Squash Tour

The best players, the best events. 2020 Season Re-Launch.



# THE EVENTS

- EIGHT EVENTS ON AST TOUR
- INCLUDES AUSTRALIAN OPEN, AUSTRALIAN DOUBLES AND AUSTRALIAN NATIONAL CHAMPIONSHIPS
- INCREASED PRIZE MONEY AT EVENTS
- MAJOR TOUR NAMING RIGHTS SPONSOR
- CO-BRANDED MARKETING PLAN BETWEEN THE EVENT AND THE AST







# THE EXPERIENCE

ALL COMPETITION LIVE STREAMED BY  
SQUASH AUSTRALIA STREAMING  
PARTNER.

JOINT MEDIA STRATEGY BETWEEN  
EVENTS, AST AND SQUASH AUSTRALIA  
MEDIA MANAGER.

SOCIAL MEDIA CONTENT FOR EACH  
AST EVENT (INCLUDING HIGHLIGHTS).

CONSISTENT BRANDING (TIN STICKERS,  
BANNERS, MERCHANDISE) AND BRAND  
ACTIVATION AT AST EVENTS.



# SQUASH

## AUSTRALIA

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