



SQUASH AUSTRALIA: A PLAN FOR AN ACTIVE COMMUNITY

Revitalising the Sport of Squash for Everyone

SQUASH AUSTRALIA

Why Squash?



1,000,000

One million viewers watched squash finals in Glasgow 2014 Commonwealth Games

An estimated **35,000** people watched the live squash games at Glasgow 2014 Commonwealth.

AUSTRALIAN OPEN:

1980 – First Event
2017 –
streamed to
50 nations.



squash.org.au

over 1.200 million hits per year



squashaustralia.tv

111,676 views & 631 subscribers



facebook.com/SquashAustralia/

3,412 likes



twitter.com/Squashoz

over 1,299 followers



Fastest recorded speed on **squash ball smash**

20 MILLION
squash players world-wide



Squash is an
ethical sport

Squash is a
DRUG FREE
sport

In Australia

SQUASH AUSTRALIA
FOUNDED 1934

768 Squash Centres



1918 Squash Courts



More than

200,000

people playing squash



Squash Australia won 2 Gold medals & 1 Bronze at Glasgow 2014 Commonwealth Games

Forbes

rated squash as the number 1 healthiest sport to play



Squash can be played by all ages. Good for physical and mental health.

89%

of people believe that sports has a positive effect on the country's reputation

A PLAN FOR AN ACTIVE COMMUNITY

Squash and their facilities present a number of solutions and opportunities for organisations seeking relevant and innovative playing spaces for their community. As well as offering dedicated facilities for this vital and growing sport, squash courts offer diverse multi-use spaces that can integrate with any number of activities.

Multi-Use Spaces

Innovations in squash court developments such as the provision of moveable walls means squash court provisions can have any number of uses for the community.

Aging Population

Squash's peak popularity in Australia in the 70s and 80s means that there is a generation of current/soon-to-be empty nesters and retirees with familiarity with squash and the skills to re-enter the sport. A ready-made solution for the coming grey-wave.

Flexible programming

Squash clubs and centres are equipped with a wide range of products, competitions and events to suit any environment or participant regardless of age, gender, ability, ethnic or socioeconomic background.

Vital activity

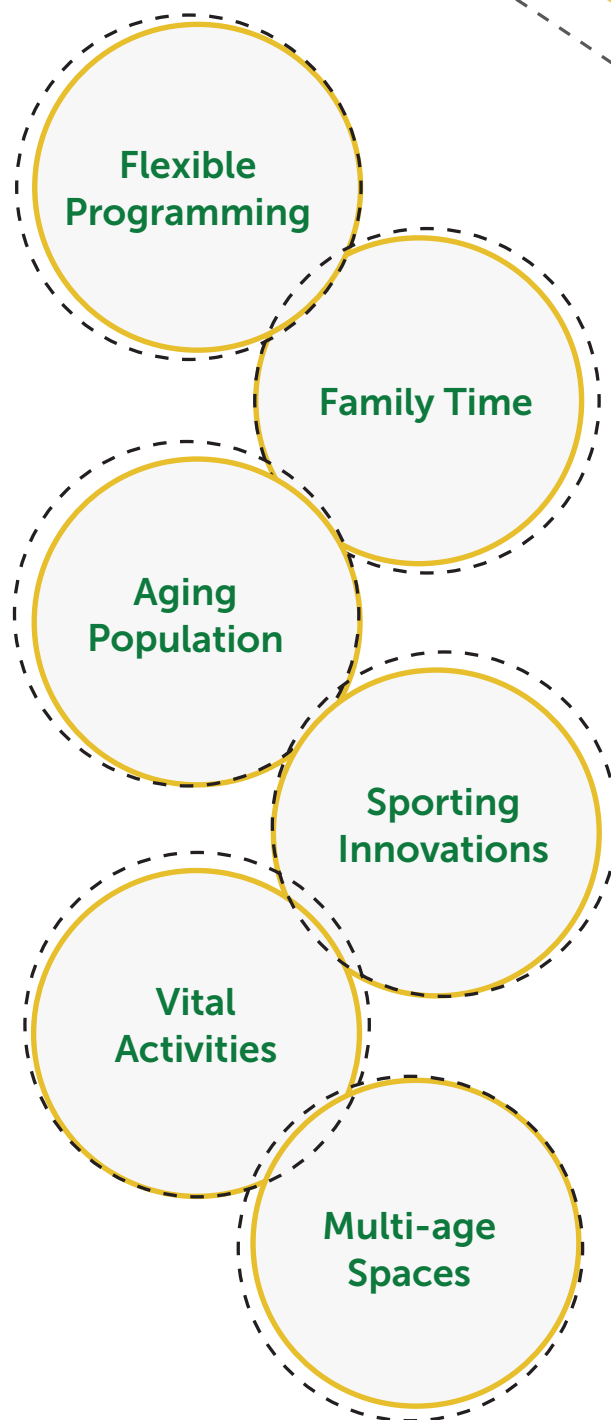
Squash is considered one of the healthiest activities on the planet due to its low-impact nature, cardiovascular and strength benefits. It offers fast-tracked hand-eye coordination in children and aging adults.

Sporting innovations

Once the domain of gyms, fitness facilities and stand alone centres, squash courts offer a new and exciting activity in the mix of sporting and leisure pursuits available at most sporting centres.

Family time

In an era of time-poor parents and children, squash offers an activity that can benefit the whole family in one place, at the one time, providing a unique, fast-paced and healthy activity.



RACQUETBALL

Racquetball is a sport similar to squash with slight equipment modifications (ball and racquet). Racquetball facilities are the same specifications as squash courts and the two are used interchangeably. References to 'squash' in this document also refer to racquetball.

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BACKGROUND FROM THE CHIEF EXECUTIVE OFFICER

Evidence suggests that the provision of appropriate and sufficient sports facilities has considerable influence on participation in sport. The availability of suitable sports facilities, access to those facilities, and the conditions under which a facility operates can either encourage and grow participation or be a barrier to it.

This is why Squash Australia has developed a strategy dedicated to supporting the management of current and development of new squash facilities. The strategy, which runs until 2020 references:
Vision: A network of accessible, high quality squash venues and spaces operating sustainably throughout Australia.

MISSION

To grow the number of squash courts through the promotion of quality, sustainability and innovation, in venues and in their management.

GOALS

- Enhance the attractiveness of facilities through an emphasis on quality playing spaces and venues;
- Support the professionalisation and continuous improvement of facility management and services;
- Promote innovation in playing spaces to keep pace with contemporary Australian participation trends.

Further to these ambitions, Squash Australia provides promotional support for facilities and best practice advice on building maintenance, standards and venue management. This is in addition to offering training programmes for centre operators in the areas of sport delivery, finance, programming and IT.

This document provides a case for Local and State Governments, developers, education settings, private providers and more to drive their own community and customer outcomes through the provision and maintenance of squash courts in Australia. It is positioned as an introductory document designed to incite interest and action, with follow up advice to be tailored to interested parties upon contact with Squash Australia.

Richard Vaughan
Chief Executive Officer



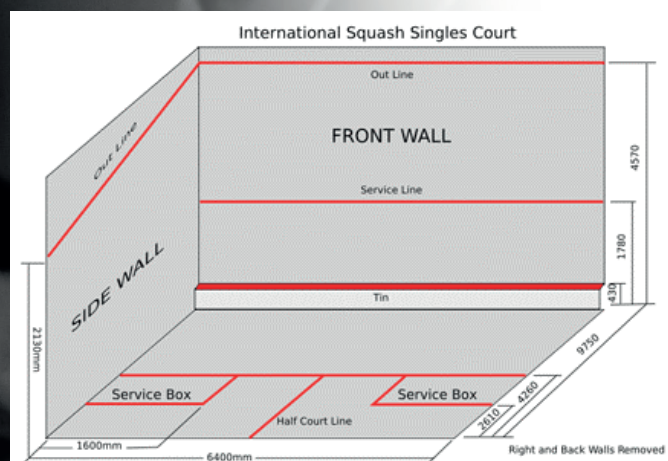
A PLAY SPACE FIT FOR THE FUTURE

A squash court is simply a rectangular box with four vertical walls of varying height – generally 9.75 x 6.4 metres. The floor is a hard surface with limited spring, a matt finish and line markings. Courts can be free standing in the middle of a hall of building, or attached to masonry or concrete walls. Floor, wall and lighting have a range of options for consideration, depending on the supplier and the needs of the space. With the flexibility of moveable walls, the opportunities for alternative use of the space are endless.

A range of court 'systems' are now available, depending on the supplier. Innovation in the sport is rife and improvements are made regularly to improve the playing and competition experience.

Players require access to the usual sporting amenities such as change rooms and drinking water. On-site facilities such as cafes and bars help to leverage the sport's social side, generate income and are commonly used spaces in the typical squash facility.

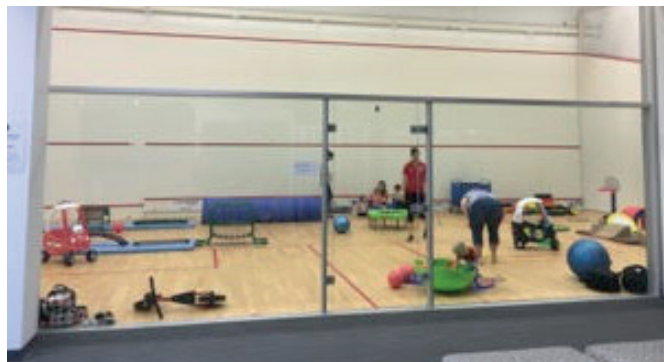
Successful squash facilities are built with the wider squash community in mind, considering the right mix of social, competition and training facilities in the region. They cater to flexible programming options and place profitability at the heart of their planning.



A FLEXIBLE, MULTIFUNCTIONAL SPACE

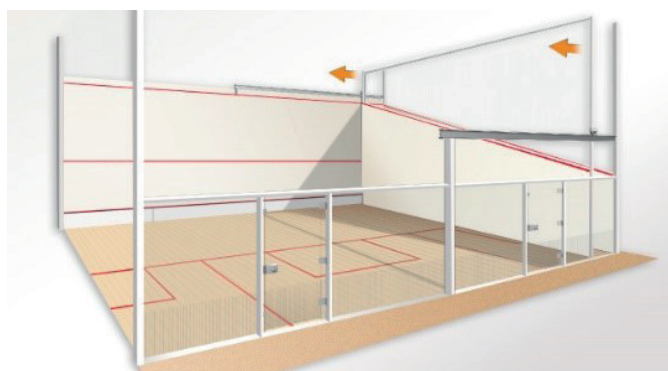
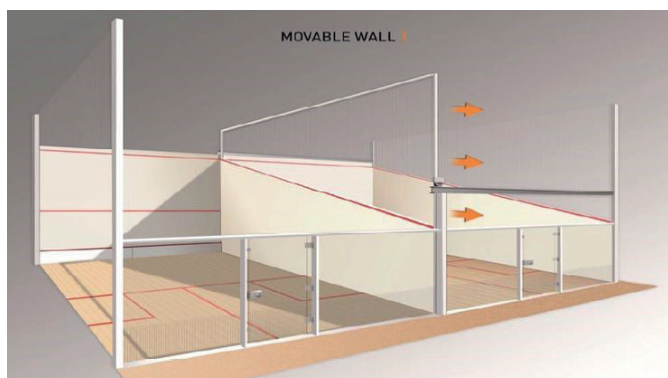
The now common inclusion of moveable walls in squash courts provides the ability for the space to be opened up to a wide range of activities, to facilitate greater usage outside peak playing hours and cater to diversified income generating activities such as functions and events.

In addition to squash and racquetball, the space is perfect for:



Pictured on this page and the next page are examples of squash courts being utilised for a range of activities from doubles squash to children's day care, martial arts, table tennis and futsal. Many centres also use the empty space for trade stalls, discos, meeting space and programme delivery for other, co-located sports to run large scale events and programmes.

Through the provision of moveable walls, the multi-use space caters to wider community needs and allows for multiple activities at one time. This encourages the provision of programs for wide audiences and makes facilities appealing outside of peak hour use.



In one minute, one person can easily move the movable side wall to open up:

- 2 squash courts to become a multi-use sports space area of 128m²
- Or 3 squash courts to a multi-use sports space area of 192m²,
- Or 4 squash courts to a multi-use sports space area of 256m²

EXAMPLE TIMETABLE

This table shows how different configurations of the space can be used. The table also shows potential numbers of people that the space is catering to.

	Space 1	Space 2	Space 3	Space 4	Space 5	Space 6
7.00am		Body Pump 20		Intense Group Training		
8.00am		Body Combat 30		Yoga 20		PT Session
9.00am		Body Step 30		Creche		
10.00am		Kinder Gym 30				
11.00am						
12.00pm				Ladies Daytime Squash 24		
1.00pm		Indoor Bowls 24				
2.00pm				Table Tennis 12		PT Squash
3.00pm	Casual Squash	Casual Squash	Casual Squash	Casual Squash	Casual Squash	
4.00pm		Karate Club 25		Active Kids Fitness 30		
5.00pm				Cheerleading 20		Dance Class 10
6.00pm		Body Pump 30				
7.00pm		Racquetball Club Competition 32			Body Pump 20	
8.00pm					Yoga 20	



FACILITY HIERARCHY

The number of courts in a given centre typically ranges from one business buildings and small centres to twelve in some of Australia's largest squash facilities. The number of courts required in a given community will depend on a great range of factors including (but not limited to) the current level of squash activity occurring in a region; the geographic spread of facilities; population trends and demographics; available resources; the level of demand on nearby facilities; and the sport's local profile. For indicative purposes only, this document provides reference to a Local, Metropolitan and State Level Facilities.

Local Facilities Page 10

Local Facilities have 1-3 courts and are typically found in regional areas and attached to other sports hubs and gyms

Metropolitan Facilities have 4-6 courts and can be found in larger regional areas, most LGA's across a number of States

Metropolitan Facilities Page 12

State Facilities Page 14

State Facilities have 7-12 courts. There is typically 1-2 of these types of facilities in the larger states. The facilities are usually stand alone or part of a larger sports facility.

To access specific State level squash participation data please contact Squash Australia for further information from the Australian Sports Commission's Ausplay Survey.

LOCAL LEVEL FACILITY

1-3 Courts

Local facilities may be stand alone or as part of a larger multi-sport complex and revenue streams and business models will depend on the set up of the overall facility. Typically a local facility will support local and district tournaments and competitions and function as a base for junior development and introductory programmes such as OzSquash and Hits & Giggles.

The below information is provided for a three-court facility for the purpose of a broad overview.

- Slightly below the average sized Australian facility (estimated 3.5 courts)
- Great for adding variety of activity and diversifying revenue streams to multi-purpose facilities: places of business, gyms and fitness centres etc
- Capable of hosting small tournaments
- Indicative club membership size: 90 regular players
- Requires a footprint of approximately 450m², including common area and amenities

CASE STUDY 1: LOCAL FACILITY: COLEAMBALLY SQUASH CLUB, NSW

Coleambally is a farming town in the Riverina with a population of 660- and a whopping 10% of the town are members of the squash club.

Coleambally Squash operates out of a two-court facility located in the town's sporting precinct. The club runs two weekly competitions as well as inter-town social days and opens the facility to the local school and community groups as they are able. The facility was built in 1979 on Council land by the Coleambally Apex Club and then handed over to the community. The club and facility are all maintained and run by volunteers.

The club generates a modest income from \$5 memberships and \$7.50 game fees, a bar fridge based on the honesty system, and selling

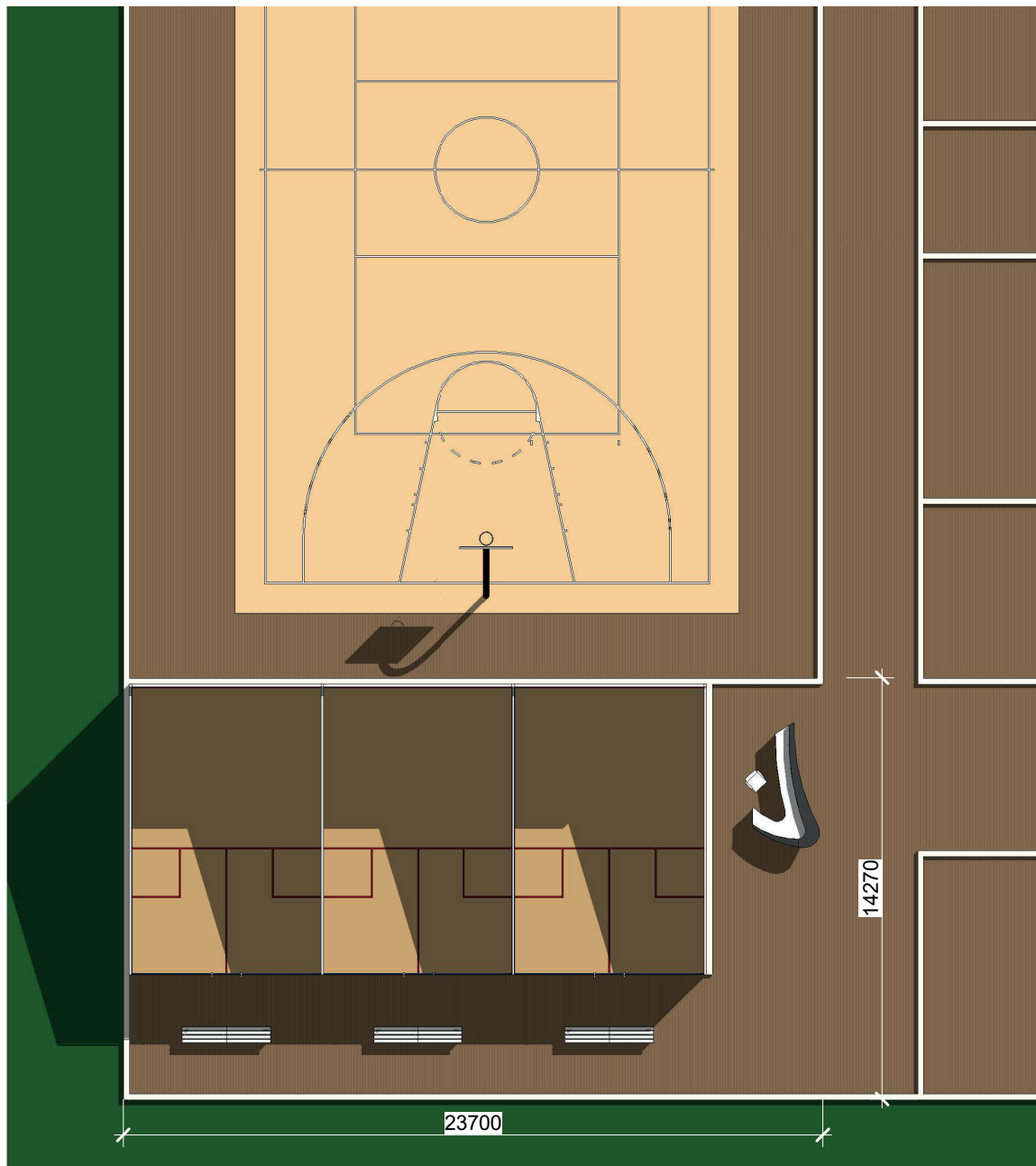
wholesale-purchased racquets and shoes for minimal profit. The club's policy is to ensure costs are kept to a minimum for the community and all possible efforts are made to make the facility and its competitions accessible to everyone.

Inter-town social days consist of singles and doubles competitions followed by a barbecue, although an awards ceremony may soon be in the mix amidst talk of introducing the first ever trophy.

The club is currently lobbying council to help it expand its footprint and community impact by introducing moveable walls and attaching a community gym.

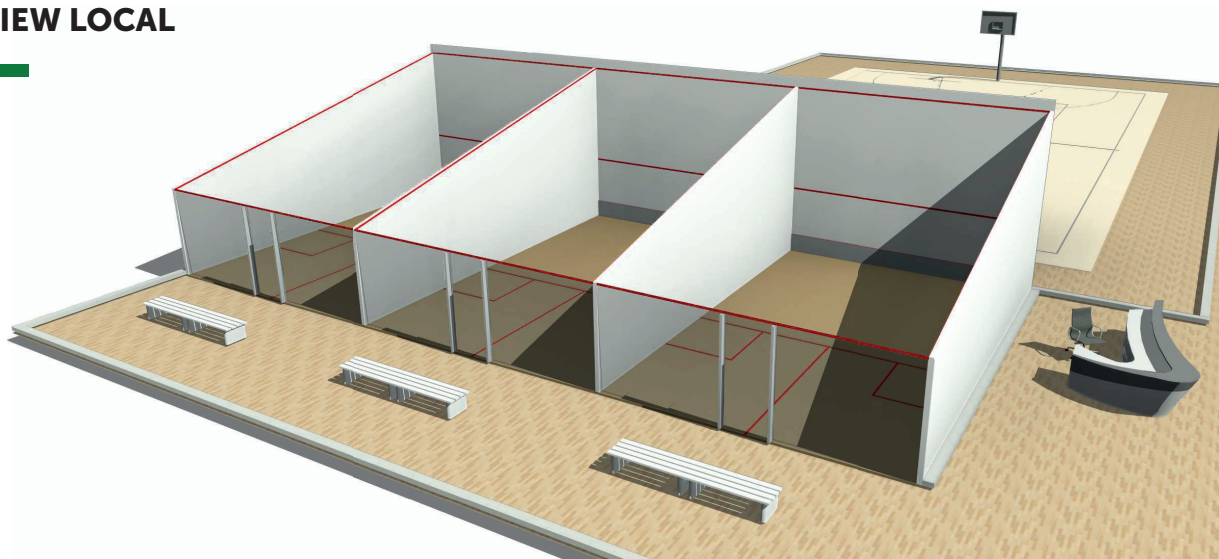


PLAN LOCAL LEVEL FACILITY



Scale 1:200

3D-VIEW LOCAL



METROPOLITAN LEVEL FACILITY

4-6 Courts

Metropolitan facilities may be stand alone or as part of a larger multi-sport complex and revenue streams and business models will depend on the set up of the overall facility. Typically a metropolitan facility will support participation at all levels of the squash pathway, including junior and senior development. It should be capable of hosting district and regional level tournaments and competitions and function as a base for social and introductory programmes.

The below information is provided for a six-court facility for the purpose of a broad overview.

- Capable of hosting medium-large tournaments, including those sanctioned by the Professional Squash Association
- Indicative club membership size: 180 regulars
- With the addition of moveable walls, can be made to fit 4 doubles courts
- Requires a footprint of approximately 720m², including common area and amenities

CASE STUDY 2: METROPOLITAN FACILITY: ARC CAMPBELLTOWN, SA



ARC is the new sport and leisure centre in Campbelltown, a multi-ethnic community at the foot of the Adelaide Hills, 8km from the Adelaide CBD.

The \$26.5 million facility boasts an array of contemporary sport, fitness, relaxation, function and event facilities. Included in the mix are five international standard squash courts set behind a glass atrium, where players enjoy sprung floors and bright lights in air-conditioned comfort.

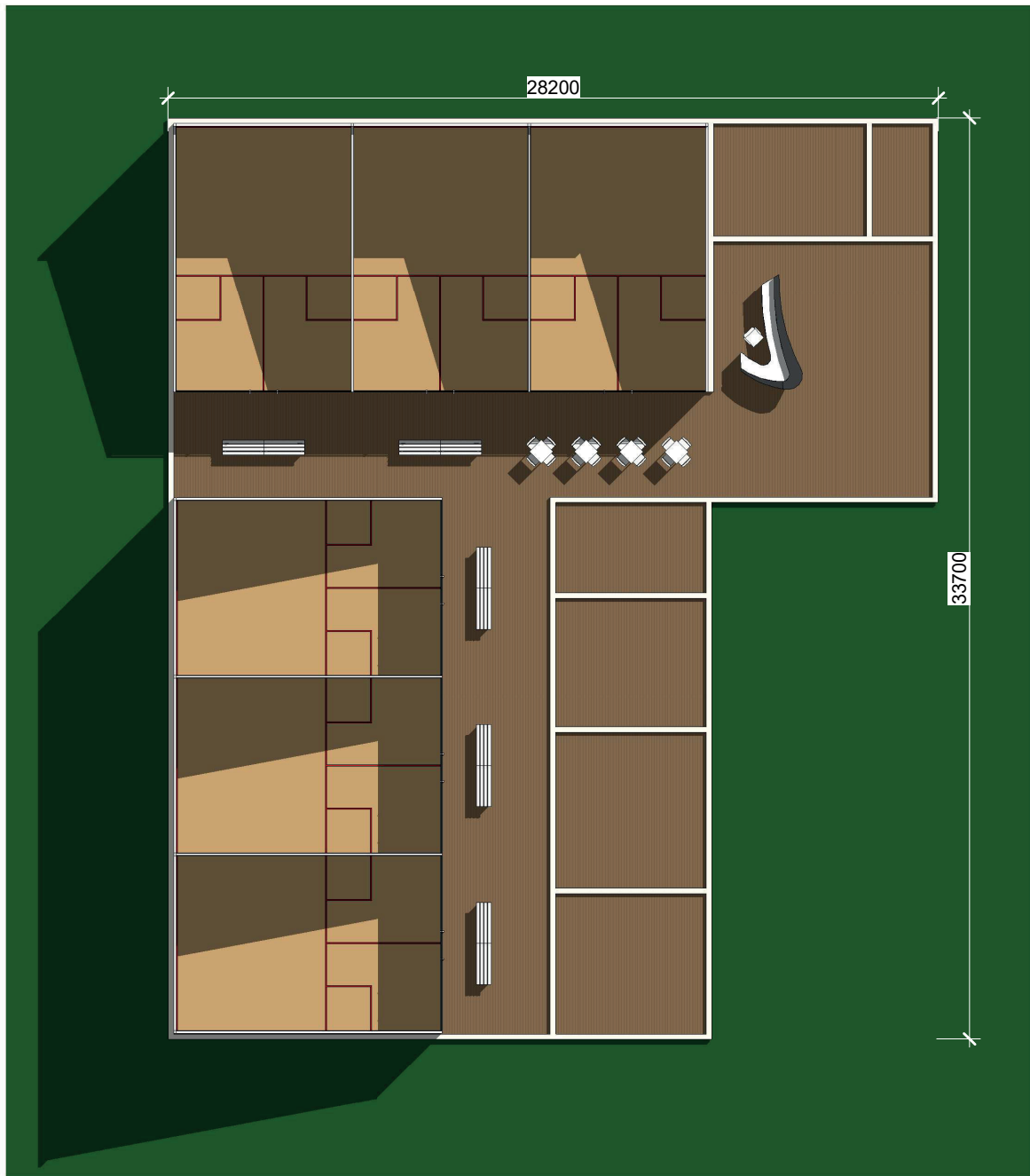
The facility offered a much needed home for the longstanding and successful Campbelltown Squash Club. In conjunction with Squash South Australia, the Club has appointed an onsite Development Officer to establish junior programmes and build junior, women's, social and racquetball participation which is helping to maximise facility use.

Critical to the squash development was the inclusion of moveable walls, which allows conversion to two doubles courts and also opens up use of the space to the on-site creche (day care). The courts can also act as a function/trade stall area and an activity space for co-located sports such as volleyball to run large scale events and programmes.

Funded through a mix of federal, state and local government investments, the facility generates income through leasing the squash courts, a variety of Anchor Tenants as well as daily casual hiring. Income is also derived from office accommodation, functions hire and a pro-shop retail centre. The squash courts add value to the centre's health club membership which allows use of the gym, pool and fitness programmes.

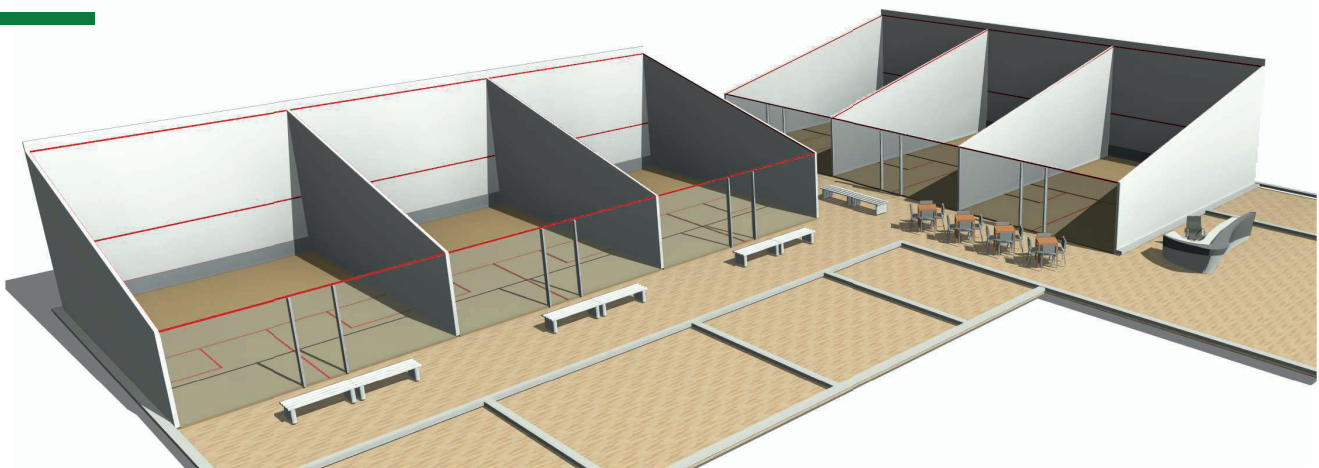


PLAN METROPOLITAN LEVEL FACILITY



Scale 1:200

3D-VIEW METROPOLITAN



STATE LEVEL FACILITY

7-12 Courts

State facilities are typically show case facilities although they may be stand alone or as part of a larger multi-sport complex. Typically, a State Facility will support development at all levels of the squash pathway but will additionally function as a state and national level high performance training and competition venue.

The below information is provided for an eight-court facility for the purpose of a broad overview.

- Capable of hosting Australia's largest tournaments
- Indicative club membership size: 240 regular players
- Requires a footprint of approximately 960m², including common area and amenities



CASE STUDY 3: STATE FACILITY: WESTERFOLDS SPORTS CENTRE, VIC



Westerfolds is a privately owned, family-run business operating in Templestowe, a multicultural suburb 16km north east of Melbourne.

The centre, which began as one of the oldest swim centres in Melbourne, now plays host to a range of sport and recreation activities and businesses, including 8 squash courts.

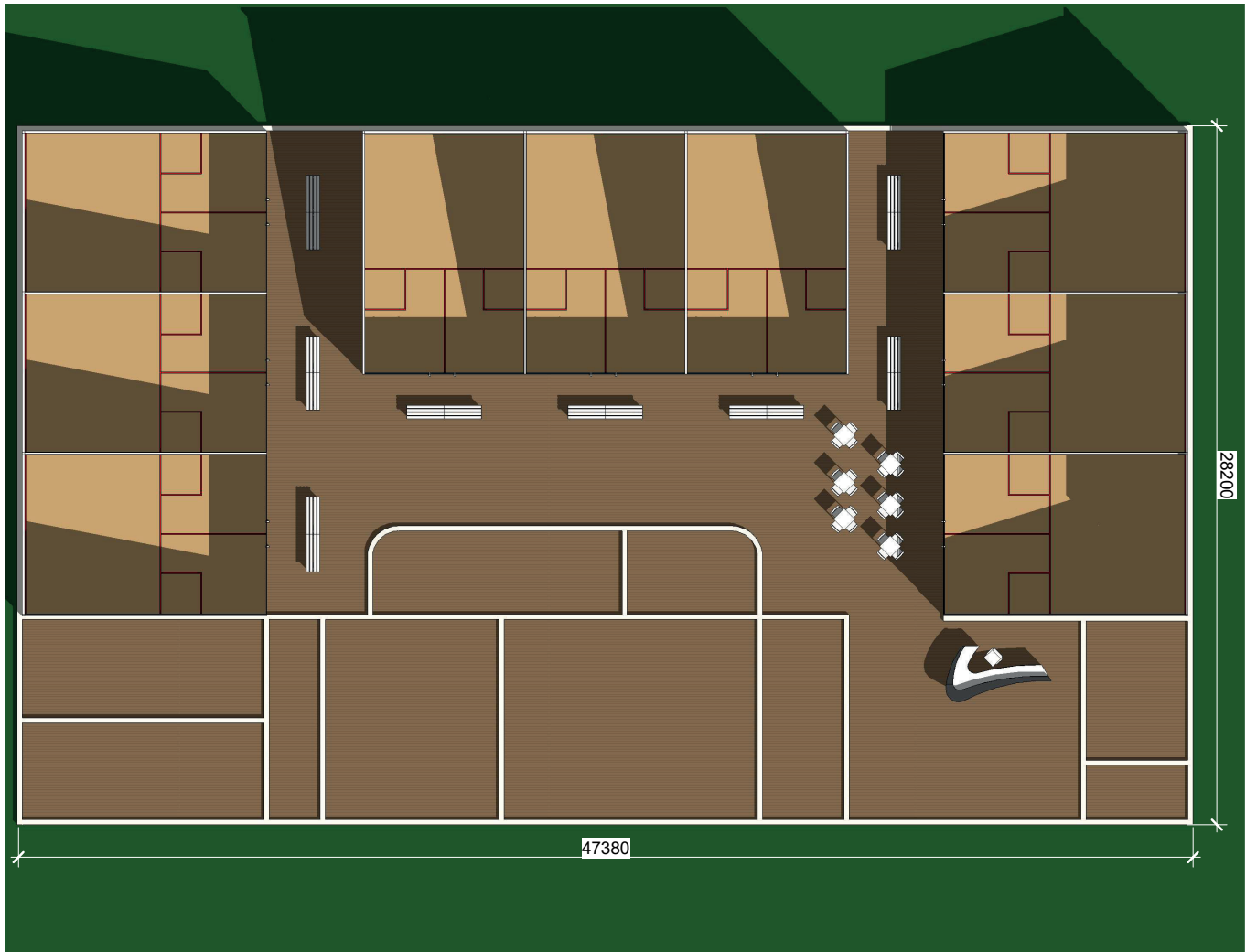
In 2001, the centre embarked on a re-vitalisation of the squash side of business and in more recent times has sought to position itself firmly within the community through a facility overhaul to modernise the space and technology systems. This includes introducing a new range of entry-level products, particularly focussing on the provision of squash programmes and competitions for children.

The business operates a café, a merchandise store, personal training facility, day spa and beauty therapy business, in addition to hosting the pool and squash courts and their associated programmes. Today, approximately 30% of their business income is derived from the membership base (packages start at \$25/fortnight) of new squash players, a figure which is growing with the new products and services including in-house coaching, beginner training squads and tuition programmes for ages 3-21. The centre also runs holiday camps and in-house competitions for the local market and offers casual court hire rates starting at \$28/hour, off peak.

Westerfolds relies primarily on word-of-mouth marketing and derives much of its squash business from cross-promotion to customers of the pool.

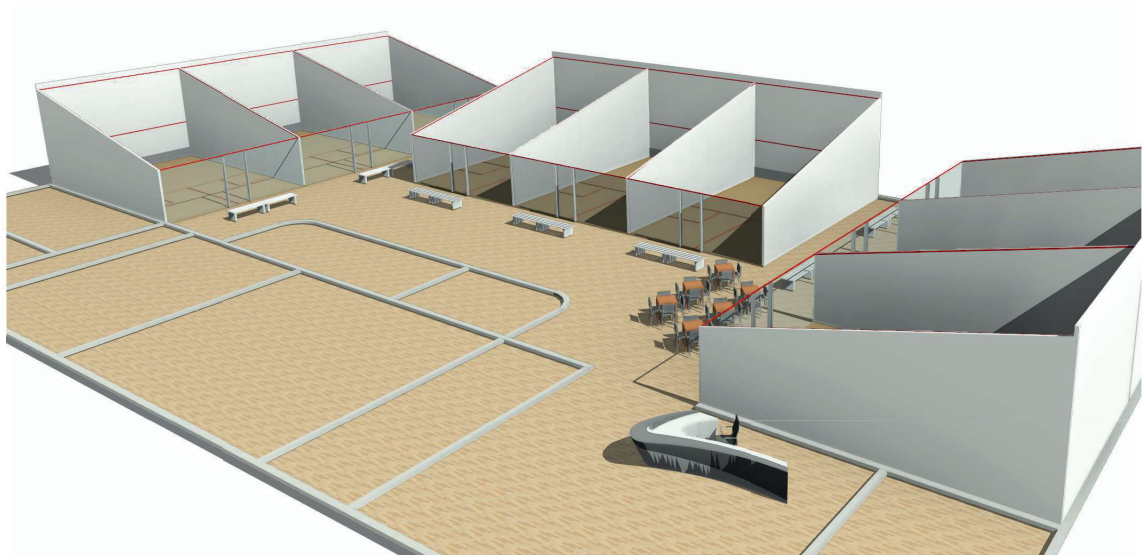


PLAN STATE LEVEL FACILITY



Scale 1:200

3D-VIEW STATE



OUTDOOR SQUASH

State facilities are typically show case facilities although they may be stand alone or as part of a larger multi-sport complex. Typically, a State Facility will support development at all levels of the squash pathway but will additionally function as a state and national level high performance training and competition venue.

The below information is provided for an eight-court facility for the purpose of a broad overview.

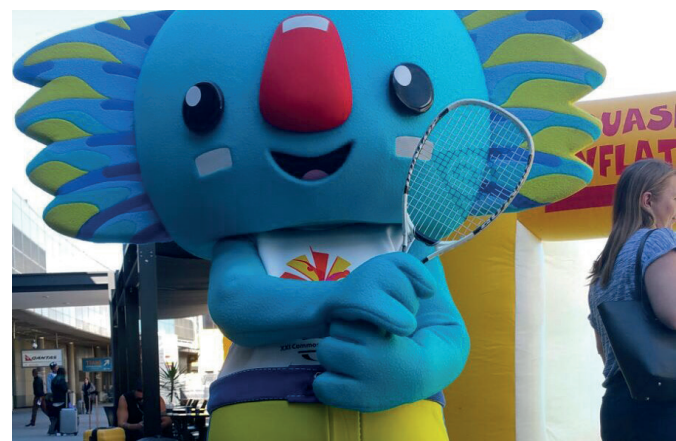
- Capable of hosting Australia’s largest tournaments
- Indicative club membership size: 240 regular players
- Requires a footprint of approximately 960m2, including common area and amenities

The foundations of squash can be played out with inexpensive equipment and a simple, open play space. A concrete floor and wall meets the most basic requirements. While high-end outdoor squash facilities are becoming increasingly popular worldwide, there are many scalable options for councils to consider, depending on space, existing amenities and budget.

Access to cheap, squash-branded paddles increases the affordability of informal versions of squash and racquetball. Equipment hire may be facilitated within nearby community facilities such as libraries, or can be bought from shops, vending machines or online at

WWW.SQUASH.ORG.AU

To view our Outdoor Squash Package, please peruse Appendix 3.

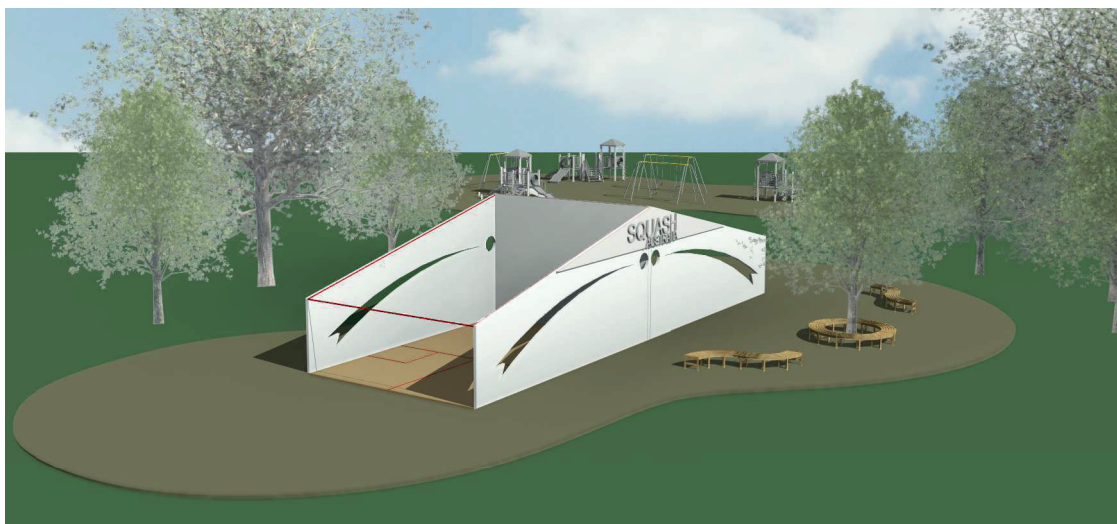


PLAN OUTDOOR SQUASH



Scale 1:200

3D-VIEW OUTDOOR SQUASH



WHERE TO NOW?

An over-reliance on private providers in the provision of squash courts is one of the significant risks to the sustainability of the sport in Australia. Squash Australia, in partnership with its State Sporting Organisations, is keen to work with government providers to increase the number of publicly owned facilities and ensure a stable platform for the future of the sport.

Squash Australia encourages you to contact us to discuss your needs and to ensure you are connected with critical squash stakeholders in your region throughout planning processes. We can also help in the provision of a range of squash programmes, catered to different audiences to maximise court usage.

HAMISH CAIN

Email: facilities@squash.org.au

Australia hosts several squash court construction companies which offer different solutions.

Squash Australia holds a preferred supplier agreement with Court Tech Australia.

COURT TECH

CAMERON DALLEY

Email: Camsquash@gmail.com

Phone: 0410 484 220





SQUASH AUSTRALIA: **A PLAN FOR AN** **ACTIVE COMMUNITY**

Revitalising the Sport of Squash for Everyone

APPENDIX 1

APPENDIX 1: CENTREMARK

Squash Australia has launched a new Centremark programme offering unparalleled benefits and exclusive offers to centre operators who sign up to take part. The programme is the latest initiative in the ongoing transformation of Squash Australia.

Through Centremark's unmatched rewards, Squash Australia are giving centre operators the opportunity to sign up for these new partnerships, taking advantage of massive discounts on various products. This is further bolstered by rebates for certain products back to centres on all the products they sell. The Centremark programme aims to identify, develop and recognise high-quality squash centres and their contribution to the development of the sport of squash in Australia.

For more information, please visit:
www.squash.org.au/w/membership/for-squash-centres



SCHWEPES

The Schweppes offer will see centres benefit from massive discounts and rebates. Centres will receive a \$2 rebate on every case of Cool Ridge Spring Water (600ml) and \$1 on every case of all other products. Market research has shown that based on an average scale of 4 cases per week, made up of 45% Gatorade, 30% Water and 25% Soft Drinks – squash centres have the opportunity of making a profit of \$8,400 per annum. The partnership deal with Schweppes also includes a fridge and servicing and a 24 hour hotline. Schweppes offer a range of products, including Cool Ridge (Australia's No. 1 growing water), Frantelle and Spring Valley, Solo, Cottee's Cordials, The Real Iced Tea Co. They also make and distribute a range of products under licence including Pepsi, Pepsi Max, Gatorade and Mountain Dew.

For prices and further details, please visit:
www.filepicker.io/api/file/ISLaA4uhReavIMGtpiwS



PETERS

Peters is Australia's favourite ice cream brand and a true Australian icon. Peters has a strong staple of meaningful brands, many of which are household favourites including: Drumstick, Frosty Fruits, Maxibon and Connoisseur. Through Centremark, you will be afforded 27% margin on impulse lines, 2.5% rebates on all products sold, Peters freezer, ongoing asset support and maintenance, and gold star support service.

For prices and further details, please visit: <https://www.filepicker.io/api/file/pxoRBGugQ8iBqWli0gvi>



REDBULL

Redbull has the highest market share of any energy drink in the world. Through Centremark, you will be afforded access to the Redbull VIP Programme. Our members will receive:

- Silver (8% discount) – Range 1 SKY and Point of Sale or Visibility Tool
- Gold (10% discount) – Range 2 SKU's, set price at RRP and POS or Visibility Tool
- Platinum (15% discount) – Range 3 SKU's, set price at RRP and POS or Visibility Tool

Our members will also receive rebates:

- Silver: 5%
- Gold: 7%
- Platinum: 10%



SPORTYHQ

Squash Australia have partnered with SportyHQ to subsidise and bring to you its great new technology aimed at easing your club's administrative burden, while increasing participation and interaction amongst your players. SportyHQ helps your club run online bookings, tournaments, ladders, membership payments, your website and more. The SportyHQ club software includes: member management, online membership sign up/renewal, mass communication online court bookings, club website, box leagues, run tournaments, leagues and individual leagues, enter and manage results from your club, maintain club ranking lists, create events that can be used to capture registrations for things like referee clinics, courses, parties, reporting around membership types and user demographics.

For prices and further details, please visit: <https://www.filepicker.io/api/file/RvR8VPPuSvG0fiAKOIx0>



E-SHOP

There are 2 options available:

Option 1: Become a Local Pick-Up

Centres purchase products from us at cost. When a person has purchased a product on the E-Shop, they have the option to collect this product from a centre, thus saving on shipping costs. Squash Australia receives 5% from every purchase online – the remaining 95% goes straight to the centre and its club. Benefits: Exposure and free advertising for the centre, discounts to your centre, 7% profit of each product sold online.

Option 2: Buy and Sell

Buying direct from Squash Australia, centres will enjoy cost prices from our suppliers. Centres will receive 100% of the profits from the products they sell and can develop their own prices for in-store purchases. Centres can purchase premium products at cost +10%. Benefits: Receive 100% profit of each product sold in store, ability to set own prices for products, provides foot traffic for a centre and its squash club.

To view the products available on E-shop, please visit: <http://www.direct-squash.com.au/>



GROUPON

Squash Australia will cover the costs of the placing of Groupon advertisement. Groupon is an online marketplace with a customer base of 5 million members. It has become the place you start when you want to buy just about anything, anytime, anywhere. Groupon's business model supports small, medium and large Australian businesses to attract, retain and interact with customers. These businesses, including major brands like Woolworths, Caltex, IMAX, Hungry Jacks and HOYTS, are embracing Groupon as a powerful marketing tool to engage with new customers in measurable and cost-effective manner. Groupon is fast becoming a true multi-channel marketing leader, communicating with customers via web, email, mobile and social media. Our trial Groupon offers reached an average of 40-50 new members with each new offer.



HOLLIER DICKSONS

Our Hollier Dicksons offer will see centres benefit from discounts on all Hollier Dicksons products. Discounts up to 10.5% on hundreds of products from leading brands, such as Cadbury, Smiths, Nestle, Lipton, Aussie Bodies and so much more. The Hollier Dicksons group is the premier national distributor of confectionery, snack foods, groceries, beverages and recyclable food packaging to a wide and diverse range of local and national retailers who when combined, service the majority of the Australian population.

For prices and further details, please visit: <https://www.filepicker.io/api/file/zyrRXpROtnGzfvbGGuCJ>



HART SPORTS – Our Hart Sports offer will see centres benefit from a 5% discount on over 5000 Hart Sports products. The range has been developed by professional people who know 'their stuff'. With this offer, we have a range of high quality, innovative products that are excellent for their intended purpose. We make it easy for our customers to get information on products, buy products and get products. What this means is we have huge amounts of stock and a distribution system to get orders to our customers fast – no matter where they are.

For further information and to see Hart Sports Products, please visit: <https://www.hartsport.com.au/>

DURALEX®

DURALEX

Squash Australia are making it easier for you to keep your courts in top notch condition. Durablex offers the best squash court paint. Durablex squash court paint is a professional quality water-based paint which dries to a flat finish on properly prepared interior and exterior surfaces. Independent field testing, where squash balls were fired at test panels of various manufacturers' paints, found that Durablex squash court paint was noticeably superior.

For more information, please visit: <http://www.durablexpaints.com.au/Product.aspx?ID=21&Cat=3>



SQUASH AUSTRALIA BUSINESS SUPPORT

Through Centremark's unmatched rewards, Squash Australia are giving centre operators the opportunity to access the following resources:

Operational Support

- Best practice
- Legislation guidelines
- Assistance with grant applications
- Operational business support
- Product support

IT Support

- CRM and Court Booking software
- Staff training
- Access to all Squash Australia's Participation Programmes
- Business consultancy marketing support
- Manage and market your business more effectively
- Access to marketing material
- Best practice guidelines

New Centres can access:

- Template business plans
- Financial models

COURTTECH

WE MAKE COURTS

COURTTECH

Squash Australia's preferred court supplier. CourtTech is a German made and engineered product with the reputation for quality that has a standing accreditation with the World Squash Federation, giving you high security for your financial investment. The sand filled CourtTech walls provide a perfect ball bounce and the wall construction absorbs enormous vibrations. The special tongue and groove connection between the boards guarantees long durability. The final on-site finish provides a joint less playing surface for all climate conditions, especially for all humidity levels. CourtTech retro-fits front walls to solve on-going plaster issues, installs glass backs, build full squash courts in new or existing buildings and installs moveable walls to make better use of your facility. Building could take as little as two days to retro-fit a front wall or i.e. two weeks for full courts causing minimal down time on business operation.



ASHAWAY

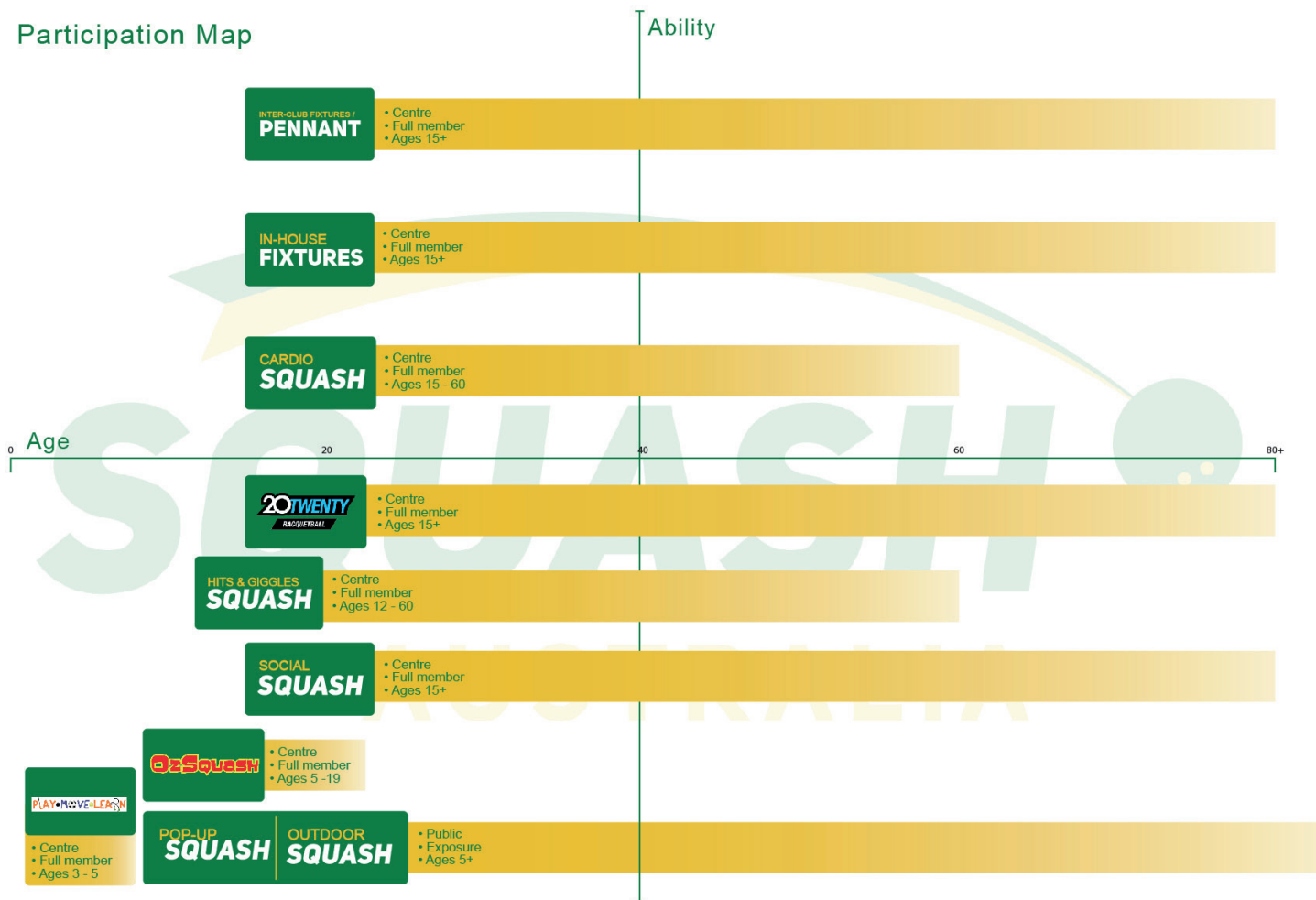
Squash Australia's official string supplier offering a 10% discount on Ashaway products. At Ashaway the commitment to the advancement of racket sport technology is absolute. Ashaway is best known for manufacturing world-class racket strings used by many of the world's leading players.

APPENDIX 2: SQUASH AUSTRALIA PARTICIPATION PROGRAMMES

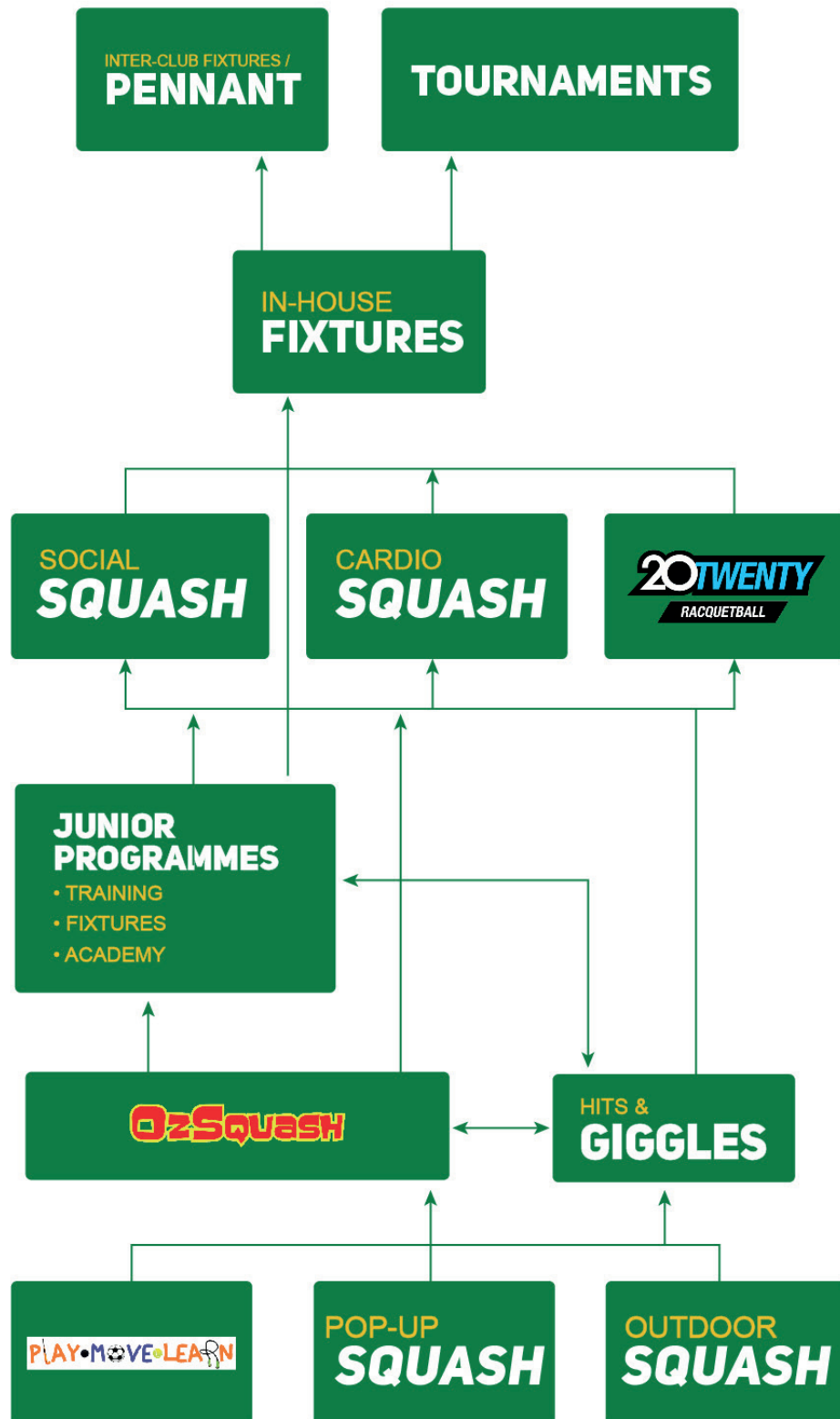
Squash Australia participation programmes create opportunities for people of all ages and stages to get involved, and stay involved, in squash. Listed below is an overview of some of the initiatives that can help to drive participation in squash courts and centres.

For more information and to access programme resources, please visit:

WWW.SQUASH.ORG.AU/W/PARTICIPATION/PROGRAMMES



Participation Pathway





PLAY • MOVE • LEARN

OzSquash

OzSquash

HITS & GIGGLES

CARDIO SQUASH

OUTDOOR SQUASH

OUTDOOR SQUASH

SOCIAL SQUASH

POP-UP SQUASH

POP-UP SQUASH

20TWENTY RACQUETBALL

PLAY • MOVE • LEARN

HITS & GIGGLES SQUASH

OzSquash

PLAY MOVE LEARN

Play, Move, Learn is a multi-skill programme for kids aged 3-5 years, encouraging the development of physical literacy through active play and preparing them for an active lifestyle, no matter what sport they choose. Children get to try out a range of different activities (often for the first time throughout the programme, which is run during school terms and all classes have three key focus areas:

Play

Through play, children develop a number of skills while having fun

Move

Children learn to move their bodies in different ways, helping to develop their coordination and flexibility

Learn

Children learn valuable life skills as they are encouraged to listen to their teacher, line up and cheer others on.

For more information, please visit: www.playmovelearn.com.au

HITS & GIGGLES

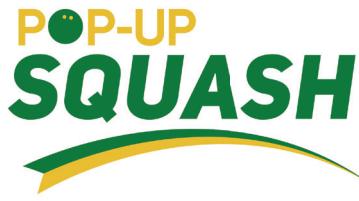
The Hits & Giggles programme focuses on introducing women and girls to the previously stereotypically male dominated sports of squash and racquetball. Working on specific squash and racquetball skills as well as overall fitness, participants will receive coaching tailored to their fitness level, in a supportive and judgment-free environment, while boosting their self-confidence and self-esteem with a group of like-minded women. With the aim of enabling everyday women to make new friends, regain or maintain a healthy fitness level and learn to play squash or racquetball, the Hits & Giggles programme was designed as part of a VicHealth funded initiative to help improve women's health and increase the number of women and girls playing sport.

For more information, please visit: www.hitsngiggles.com.au

OZSQUASH

OzSquash is a fun, play-based program designed to develop children's hand-eye coordination and other sporting skills essential for squash, life-long health and well-being. The programme is aimed at primary school age children from 5-12 years, as a way of getting more children active while introducing them to the great sport of squash. The major objective of OzSquash is to use a 'learning through play' philosophy to develop basic squash-specific skills and concepts as well as other important physical and cognitive skills, via fun games. Many activities within the programme are adapted from the 'Playing for Life' approach where the major emphasis is on maximum participation, high levels of activity in a fun, inclusive and safe environment using activities that are easily changed, modified or adapted.

For more information, please visit: www.ozsquash.com.au



POP-UP SQUASH

Pop-Up Squash is one of Squash Australia's exposure programs which takes squash out of the normal environment of a squash centre and into a publicly visible space as the outdoors, community events, schools and many more. It follows the idea of 'taking squash to the people' rather than waiting for the people to come to squash, raising awareness of the sport while introducing new people and re-introducing former players to the sport.

For more information, please visit:
www.popupsquash.com.au



SOCIAL SQUASH

Social Squash is played in most squash centres around Australia and is one of the most popular programmes among regular 'squashies'. This is largely due to the casual nature of the programme, not requiring the commitment of pennants or even in-house fixtures, but still providing the opportunity for a group of people to get together and play games in some kind of structure. It is a great programme for players of all levels.

For more information, please visit:
www.socialsquash.com.au



20TWENTY

If you are looking for a fast-paced, fun squash or racquetball format that will give you a great workout while having a few games, look no further than 20Twenty. 20Twenty is perfect for the busy player who doesn't want a late night but still wants a full-on squash or racquetball experience, alongside a great workout. 20Twenty is a timed competition format offered for both squash and racquetball where players will each get to play 20 minutes of singles and 20 minutes of doubles and finish at a set time. The aim of 20Twenty is to provide a fast, fun environment while taking away the formality of competitive play such as scoring and refereeing.



CARDIO SQUASH

Cardio Squash focuses on providing participants with a great fitness experience within a squash environment. Cardio Squash can help beginners to develop their skills and fitness to enable them to enter the game and provides an opportunity for existing players to improve their performance by enhancing their endurance and strength in squash-related movements. It offers a high paced interval workout that mirrors the endurance required for squash and leverages the many known health benefits of the sport.

For more information, please visit:
www.cardiosquash.com.au



IN-HOUSE FIXTURES

Inter-club Fixtures/Pennant

Weekly pennant competitions are run all over Australia and are particularly popular in capital cities where thousands of people compete every week. The way in which these pennant competitions run vary slightly from state to state and even city to city but the general concept remains the same. This competitive format is where players are generally brought together into teams to compete against teams from other clubs. Pennants still accommodate most different standards of abilities from beginners right up to the elite professional players who gain valuable match practice in a competitive environment against different opponents each week.



OUTDOOR SQUASH PACKAGE: INNOVATING OUR PARKS AND PLAYING SPACES

A Case for Taking Squash back to the People

APPENDIX 3

APPENDIX 3: OUTDOOR SQUASH PACKAGE

Innovating Our Parks and Playing Spaces – A Case for Taking Squash back to the People

OUTDOOR SQUASH CONCEPTS

Communities value the benefits derived from outdoor play and in our increasingly urban environments, access to free recreation areas are shrinking. Outdoor squash facilities offer a compact, unique and cost-effective space for informal play, for children and adults alike. Such an environment is ripe for the development of foundation skills as well as the more complex skills required for transition to traditional forms of squash.

The foundations of squash can be played out with inexpensive equipment and a simple, open play space. A concrete floor and wall meets the most basic requirements. While high-end outdoor squash facilities are becomingly increasingly popular worldwide, there are many scalable options for councils to consider, depending on the space, existing amenities and budget.

Design Considerations:

- Identifying high traffic areas to maximise visibility and player safety
- Clear and easy exit points and well-lit spaces to enhance public surveillance
- Slip resistant playing surfaces
- Use of anti-graffiti paint/surfaces or incorporating professional graffiti art
- Incorporating squash branding/imagery for ease of recognition
- Access to basic user amenities, such as seating, toilets, water fountains, rubbish bins, BBQs, public toilets and bike racks
- Access to community facilities such as libraries and schools to manage equipment hire and reduce participation costs
- Undetectable sloping for water drainage

SCALABLE OPTIONS



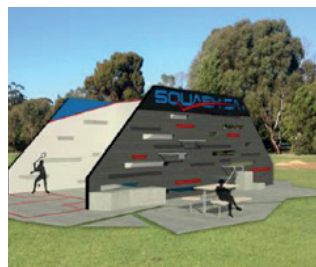
Tennis facilities, such as Frew Park, Brisbane, are increasingly recognising the value of open, simple-to-access practice spaces which require minimal organisation and no partner.



The John H. Dickerson Community Centre in Daytona Beach, Florida (US), is attached to nearby indoor and outdoor basketball courts, two lit tennis courts, a fitness centre and playground.



A private facility located in Burlington, Vermont (US) was built on public land to take advantage of the summer seasons. The court was constructed to playing standards with the exception of the back wall which is approximately one metre shorter for viewing and safety purposes.



A back to-back outdoor squash concept was developed by Oneighty Sport & Leisure Solutions for Squash South Australia. Features include Perspex viewing windows, illuminative markings and inclusive amenities.



Access to cheap, squash-branded paddles increases the affordability of informal versions of squash and racquetball. Equipment hire may be facilitated within nearby community facilities such as libraries, or can be bought from shops, vending machines or online at

WWW.SQUASH.ORG.AU

REVOLUTIONS IN SQUASH

Internationally and within Australia, a new breed of high-end squash facilities are being built in parks and precincts to improve the accessibility of the game and keep up with contemporary sport participation trends. Organisations such as the New York Public Squash Foundation and Squash South Australia, in conjunction with court build companies, are at the cutting edge of Outdoor Squash development with projects underway such as the Brooklyn Public Squash Court (US) and Tonsley 24/7 (Squash Australia).

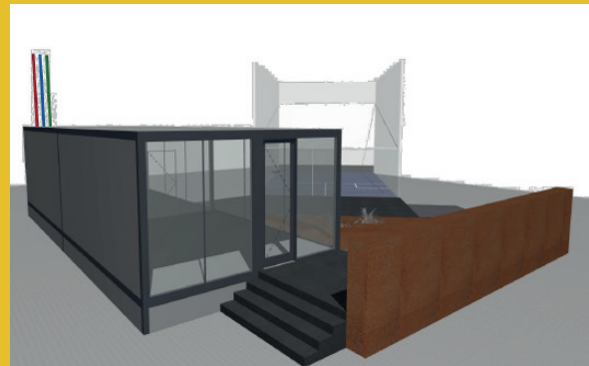
Innovations in these types of facilities now include:

- Swipe card entry for 24/7 access;
- Solar panels for the provision of lighting/audio/air conditioning;
- Audio streaming for players to create their own playlists;
- Data projectors with moving images, creating targets and reacting to activity;
- Video capability for security and player development feedback;
- Electronic shades for moderating sunlight levels; and
- Electronic scoring panels

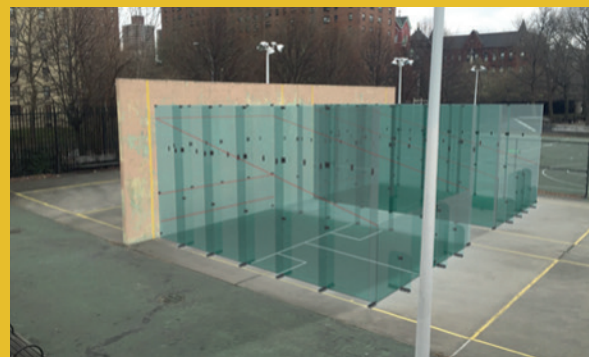
A PROVEN CONCEPT IN THE GREAT OUTDOORS: THE GROWTH OF POP-UP SQUASH

Inflatable and 'pop up' squash courts have long been used as an opportunity to take squash facilities from within closed off facilities and centres, and place the game in the arms of the public. They are a proven and popular method of improving the visibility and profile of the game in an environment Australian's enjoy like no other.

Outdoor inflatable and pop up courts have been used alongside high profile events and in parks and public spaces with high traffic volumes to get people involved in a healthy, social and safe space, and create pathways into clubs and centres.



Tonsley 24/7 is a state-of-the-art squash facility recently completed in Adelaide's new commercial precinct. The facility offers a contemporary space for students and employees of the precinct, who can book and manage their activity online. The facility will incorporate many of the developments listed.



The Public Squash Foundation is using crowd funding to develop this court in the Hamilton Fish Recreation Centre on the Lower East Side of New York. The project is driven to make squash more accessible and visible to the public in underutilised park grounds.



WHERE TO NOW?

Squash Australia encourages you to contact us to discuss your needs and to ensure you are connected with critical squash stakeholders in your region throughout the process. We can also help in the provision of a range of squash programmes, catered to different audiences to maximise court usage.

HAMISH CAIN

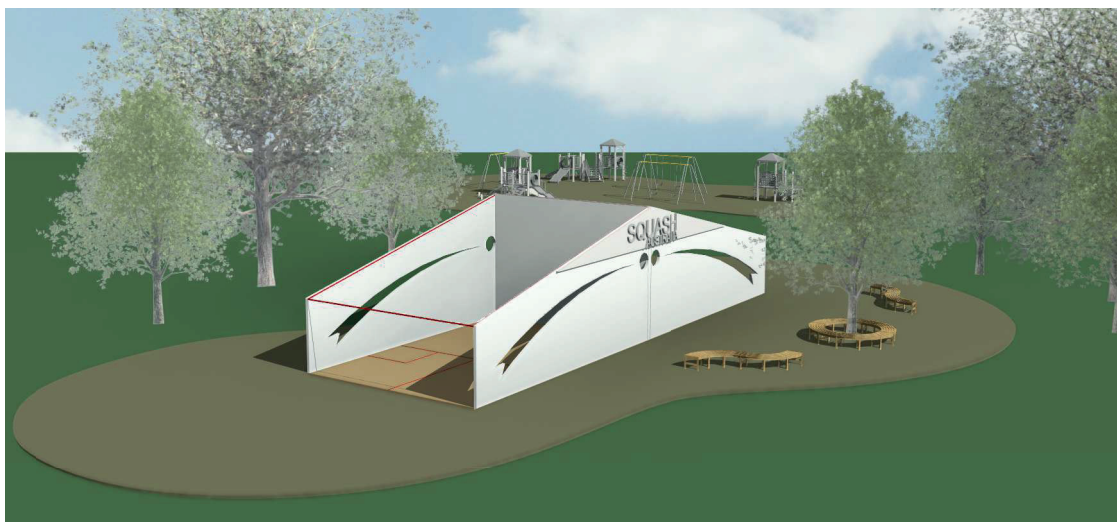
Email: facilities@squash.org.au

PLAN OUTDOOR SQUASH



Scale 1:200

3D-VIEW OUTDOOR SQUASH





WWW.SQUASH.ORG.AU