



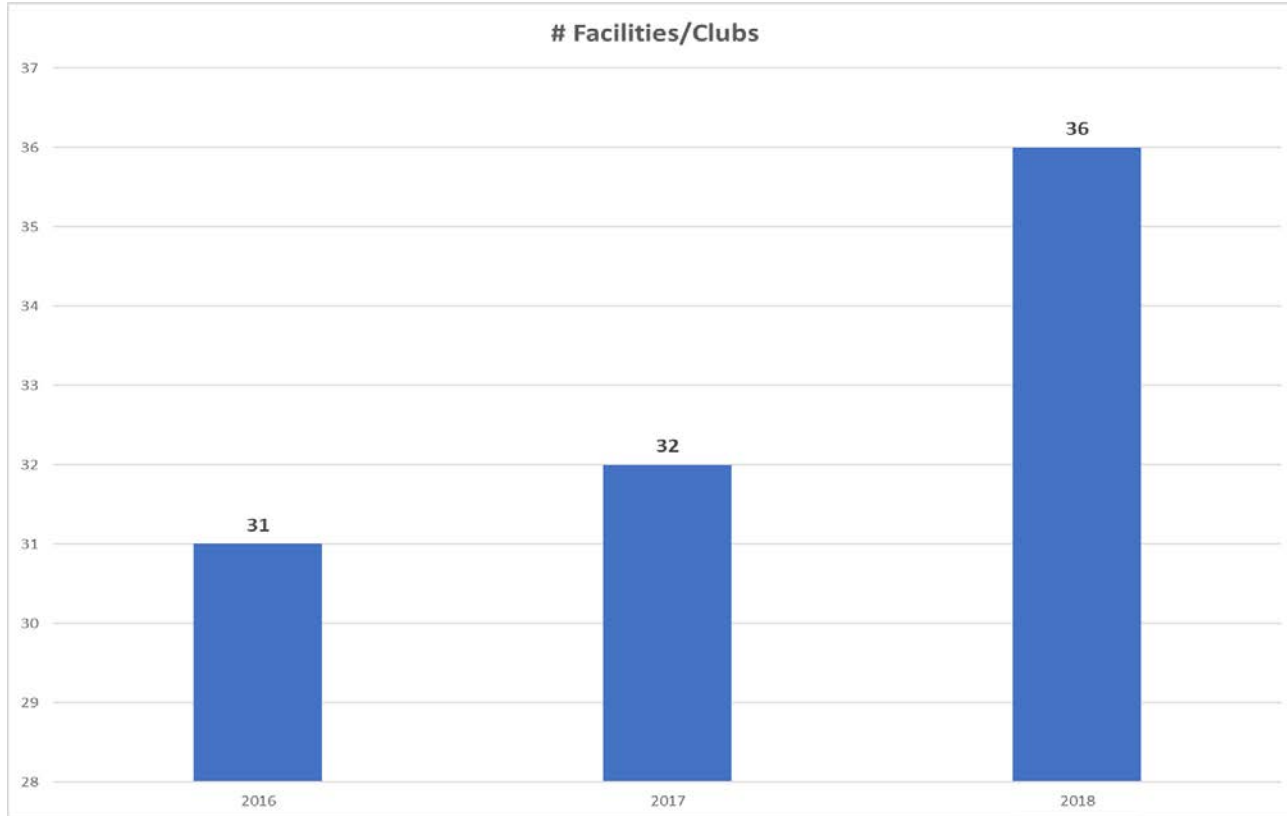
Annual General Meeting & Planning Session

May 26, 2018
11 am – 3:45 pm

Welcome! Today's Agenda

Topic	Presenter	Time
Overview: <ul style="list-style-type: none">• Squash BC accomplishments• Directors reports• Squash Canada Update	Nancy Thompson	11:30 am to 12:00 pm
Annual General Meeting (AGM)	Natasha Doucas	Working Lunch
Reports & Updates <ul style="list-style-type: none">• Committees• Zone Representatives	All	1:00 pm to 2:00 pm
Break	All	2:00 pm to 2:15 pm
Strategic Direction (next 2 years) Squash BC program overview <ul style="list-style-type: none">• Junior Development• Coaching• Competitions• Officiating Community Outreach Marketing & Communications Revenue Generation	Nancy Thompson Liana Schou Steve Hawyes Joanne Veltri	2:15 pm to 3:30 pm
Wrap Up & Adjournment		3:30 pm to 3:45 pm

Highlights – Club Membership



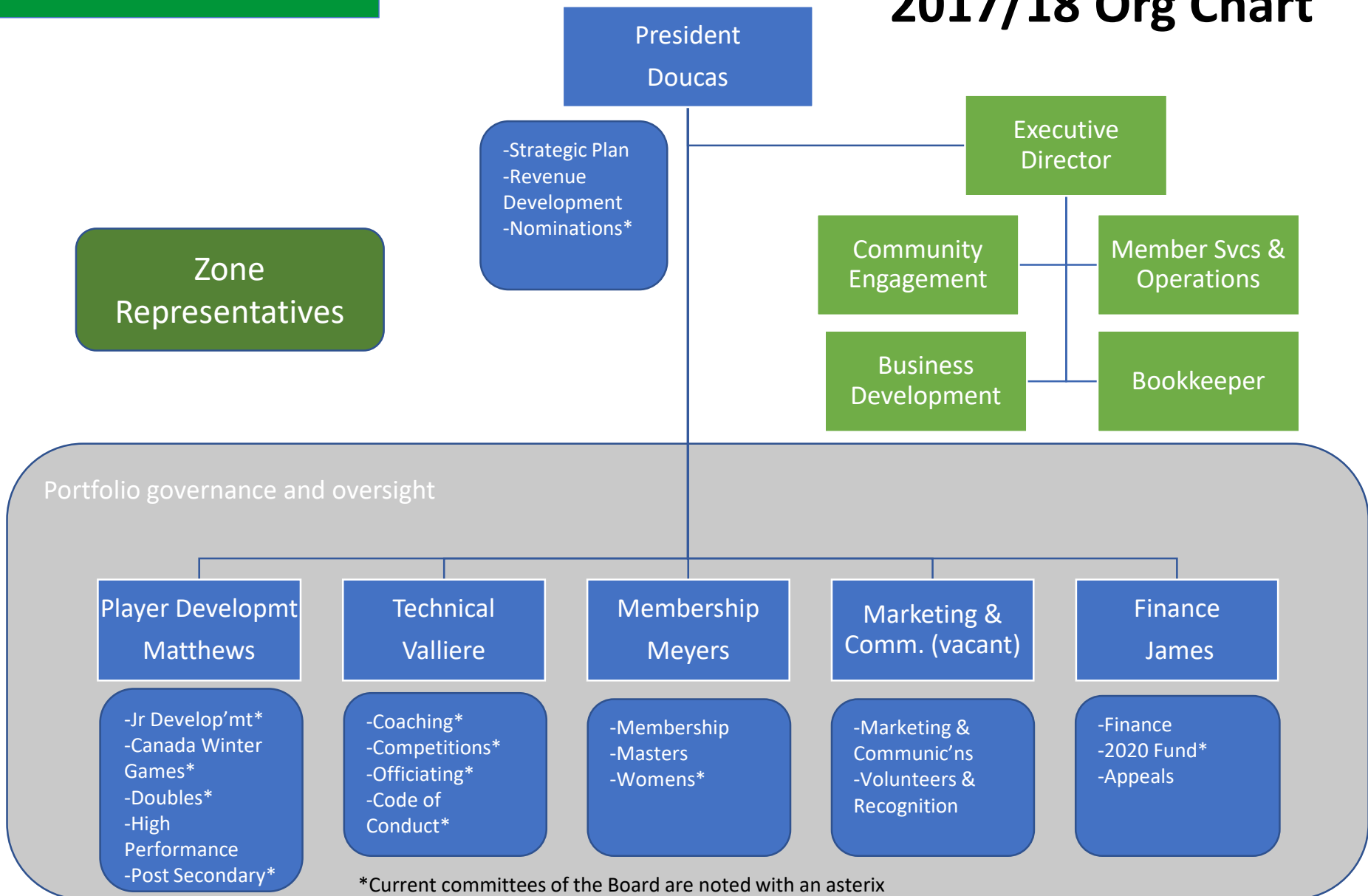
- Club and Facility memberships are up 12.5% year-over-year
- Tom Bedore's great efforts in membership engagement

Highlights – Indiv Membership



- 2017-18: 2,182 Individual Members
- Slightly (1%) higher than prior year

2017/18 Org Chart

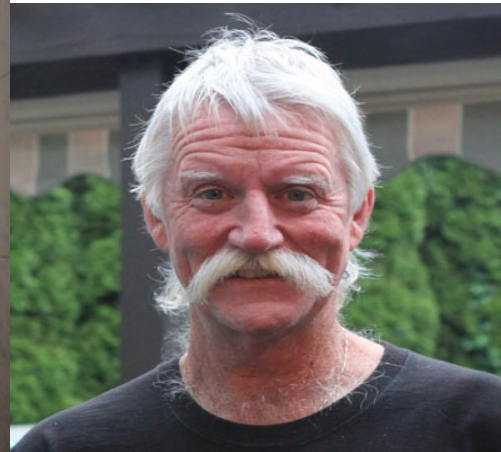


*Current committees of the Board are noted with an asterix

2017/18 Highlights



Highlights of the Year



Outstanding National Results



Squash Canada Update

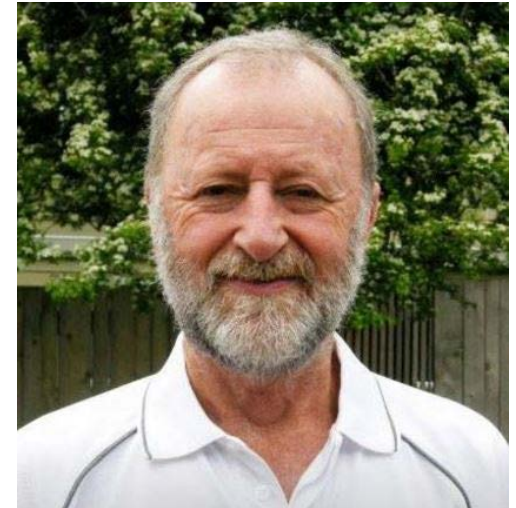
- High Performance program
[Martin Heath](#), *High Performance Director*,
[Graeme Williams](#), *Athlete Pathway Manager*
- Club Locker - Unified ranking and member management system
- Rankings and ratings
- Squash Day in Canada
- Youth Olympics

Motions for 2018 AGM

2. Motion to approve the May 26, 2018 Annual General Meeting Agenda.
4. Motion to approve the Minutes of the 2017 Annual General Meeting.
6. Motion to accept the Financial Report from 2017/18.
Motion to accept the Operating Budget for 2018/19.
7. Motion to approve Hay and Watson as the auditors for 2018/19.
8. Motion to accept the recommendation of the 2017/18 Board of Directors that the membership dues stay the same for 2018/19.
9. Motion to appoint Jimmy Valliere, Director at Large as Referee-in-Chief for 2018/19.
10. Motion that the membership ratify the decisions of the Board of Directors for the fiscal year 2017/18.
11. Motion to accept the Board and Committee Reports from 2017/18 as presented.
12. Motion to approve by acclamation, Natasha Doucas as President of Squash BC.
Motion to approve by acclamation, Rachel Au for a one (1) year term and Leonard Bruno, Rory Johnson and Liz Macy for two (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 2019 AGM:
Zones 1, 3, 4, 6a, 6b, 7, 8 → 1 vote (each)
Zones 2, 5 → 2 votes (each)
17. Motion to adjourn the 2018 Annual General Meeting of Squash BC at xx:xx pm

Squash Canada Certificate of Achievement

These Certificates are presented to people and/or companies who have made **significant contributions to squash** at the provincial or territorial level. Recipients will be individuals who have **already received top recognition awards for volunteerism** or companies who have received top recognition for the continued financial support, at the Provincial/Territorial level.



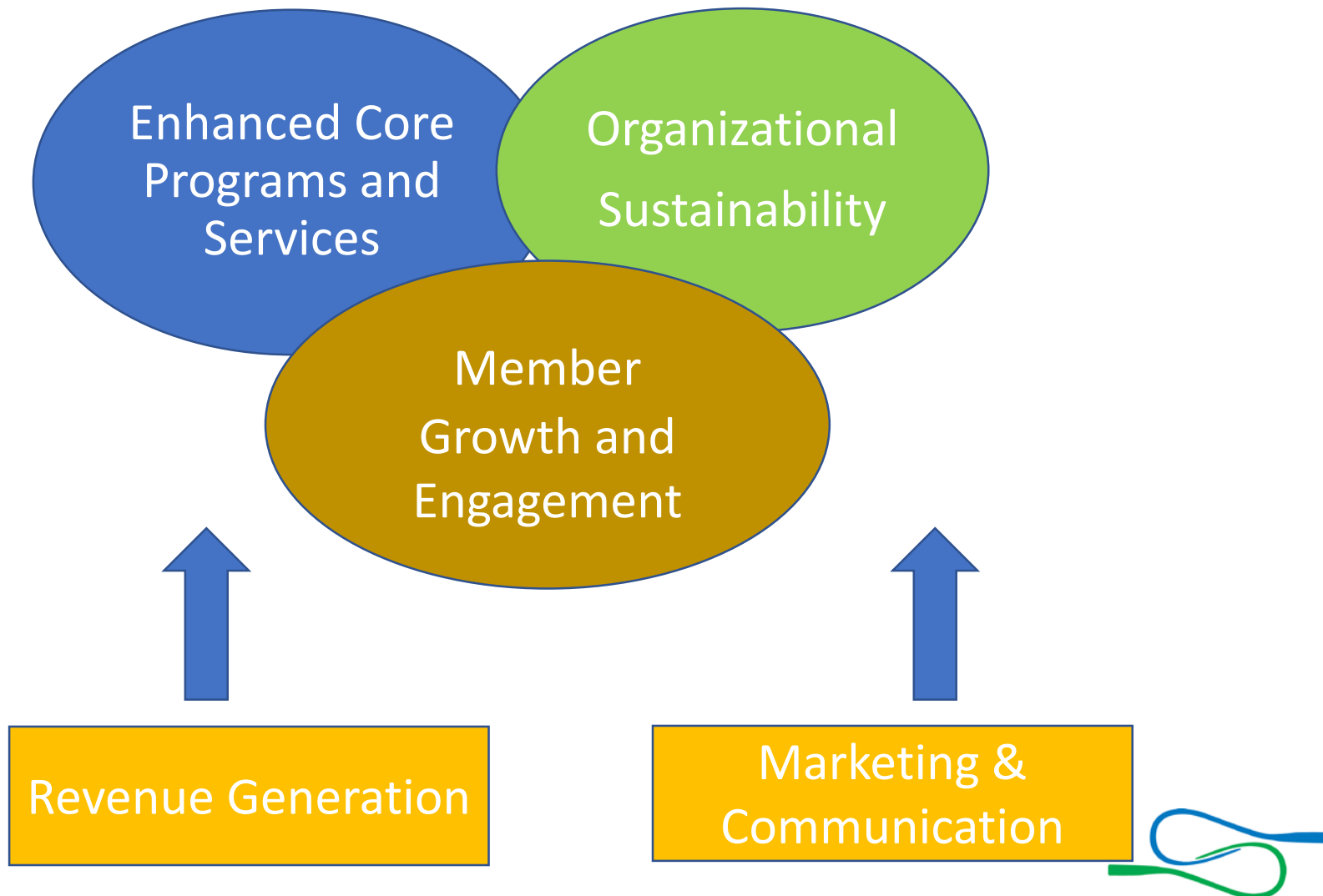
Zone Representatives

Zone #	Zone	Representative
1	Kootenays	Rebecca Vassilakakis
2	Thompson-Okanagan	Cam Martyna
3	Fraser Valley	Shawn Zwierzchowski
4	Fraser River	Jef Young
5	Vancouver-Coastal	Robert Pacey
6	Vancouver Island – Central Coast	Lee Clackson
6	Vancouver Island – North Island	Sean Baker
7	North West	Jill Pimlott
8	Cariboo - North East	Leon Terblanche

Committees

Committee	Committee Chair(s)
Canada Winter Games	Rahim Jessa
Code of Conduct	Jimmy Valliere
Competitions	Jimmy Valliere
Doubles	Gordon Pybus
Junior Development	Simon Bicknell Soraya Kurji
Officiating	Jimmy Valliere
Volunteer & Recognition	Natasha Doucas
2020 Fund	Andrew Lynn

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 recognition
- Sport community engagement
- Board and committee support
- Government reporting
- Current programs – Jr Development (Jr Pathway, Jr Squads, CWG); Women's,

- Change leadership model
- Advocating for courts
- Strategic Planning
- Financial Management

Membership Growth Support

Individuals

- better tracking of non-member data and conversion of non-members to members;
- better distribution of membership e.g. rural; efficiencies in registering members;
- improve value proposition
- fostering better retention rates

Clubs & Facilities

- better distribution of membership e.g. rural;
- efficiencies in registering members;
- improve value proposition;
- community engagement through one on one interaction with clubs;
- provision of resource tools and education of use of tools for clubs

Membership Growth & Engagement through Program Delivery

Current

Sanctioned Tournaments &
Events

Provincial Championships

Women's Programming

Junior

- * Jr Pathway

- * Jr Squads – PTS & RTS

- * CWG

Resource tools and materials

Potential New

School Program

Leagues

Post-Secondary

BC Squash Awareness Week

High Performance

Para/Disability Squash

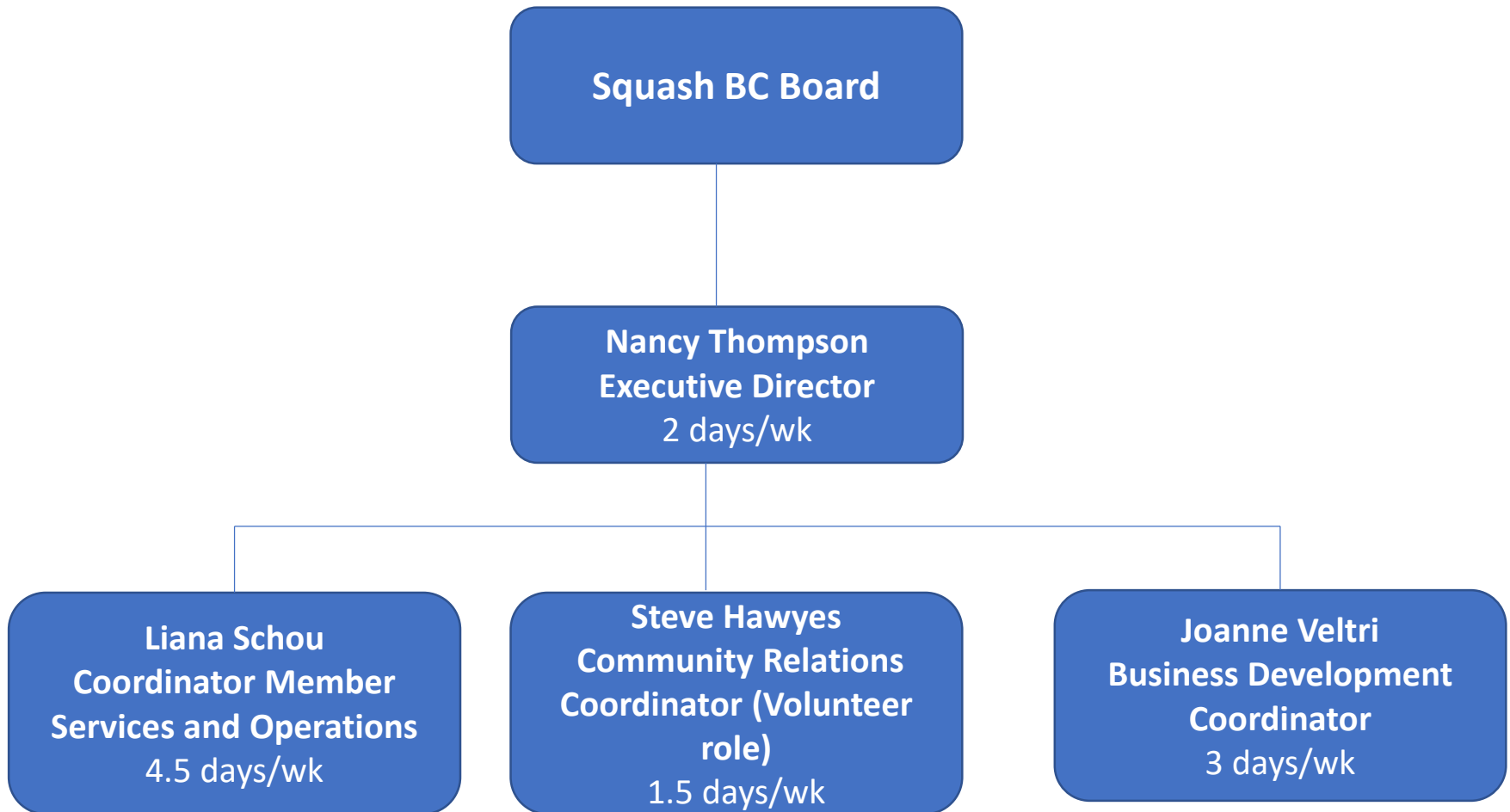
Aboriginal Squash BC Games, BC

55+ Games

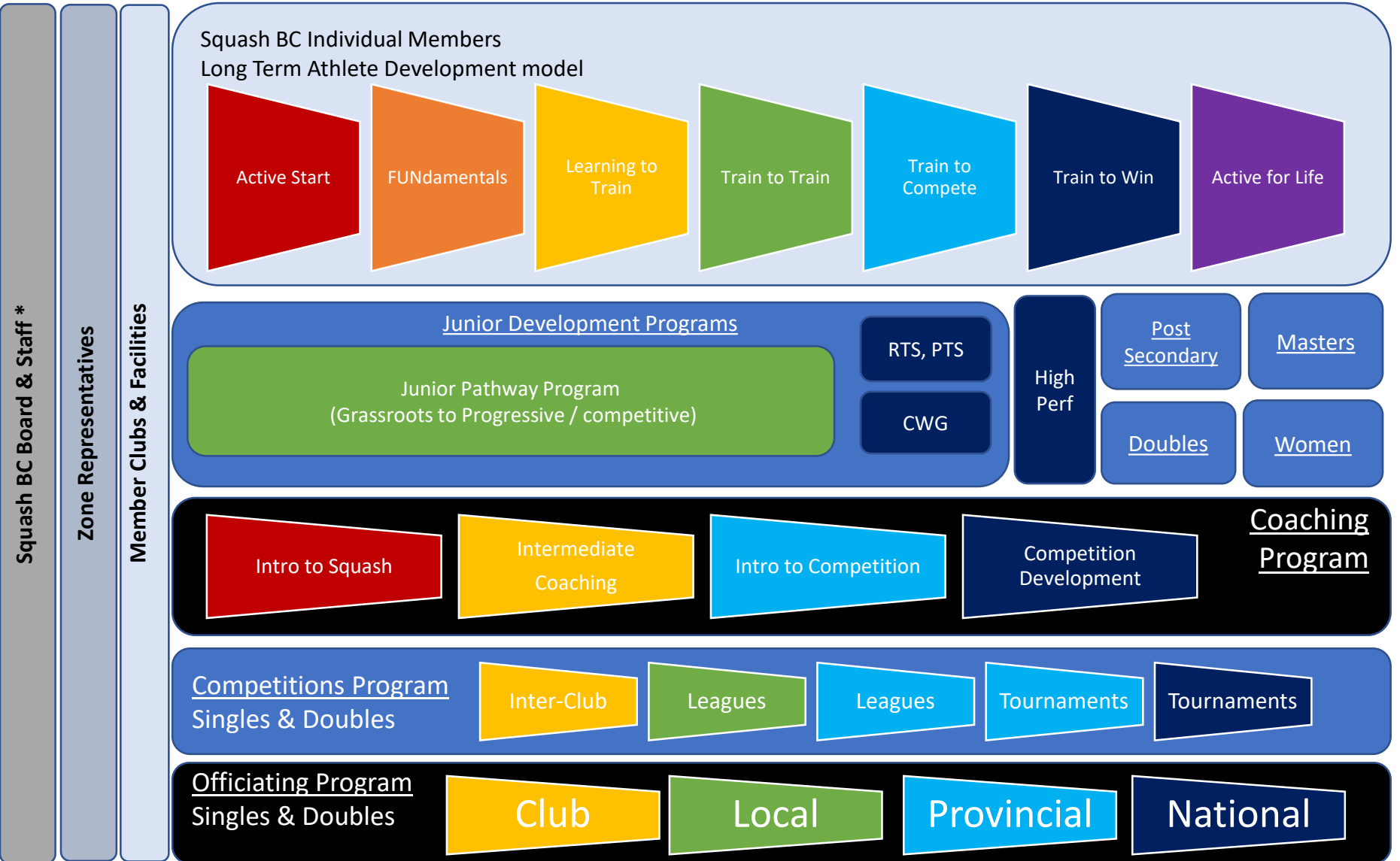
Revenue Generation & Marketing and Communication

- Revenue generation plan
- Sponsorship, retail opportunities, etc.
- Individual giving – 2020 and BTF
- Grants (Program grants) i.e. BC Sport Participation Program
- Marketing and communication to support revenue generation
- Marketing and communication to support services and programs – development, implementation and monitoring
- BC Squash Awareness Week in 2019/20

Squash BC Staff Team

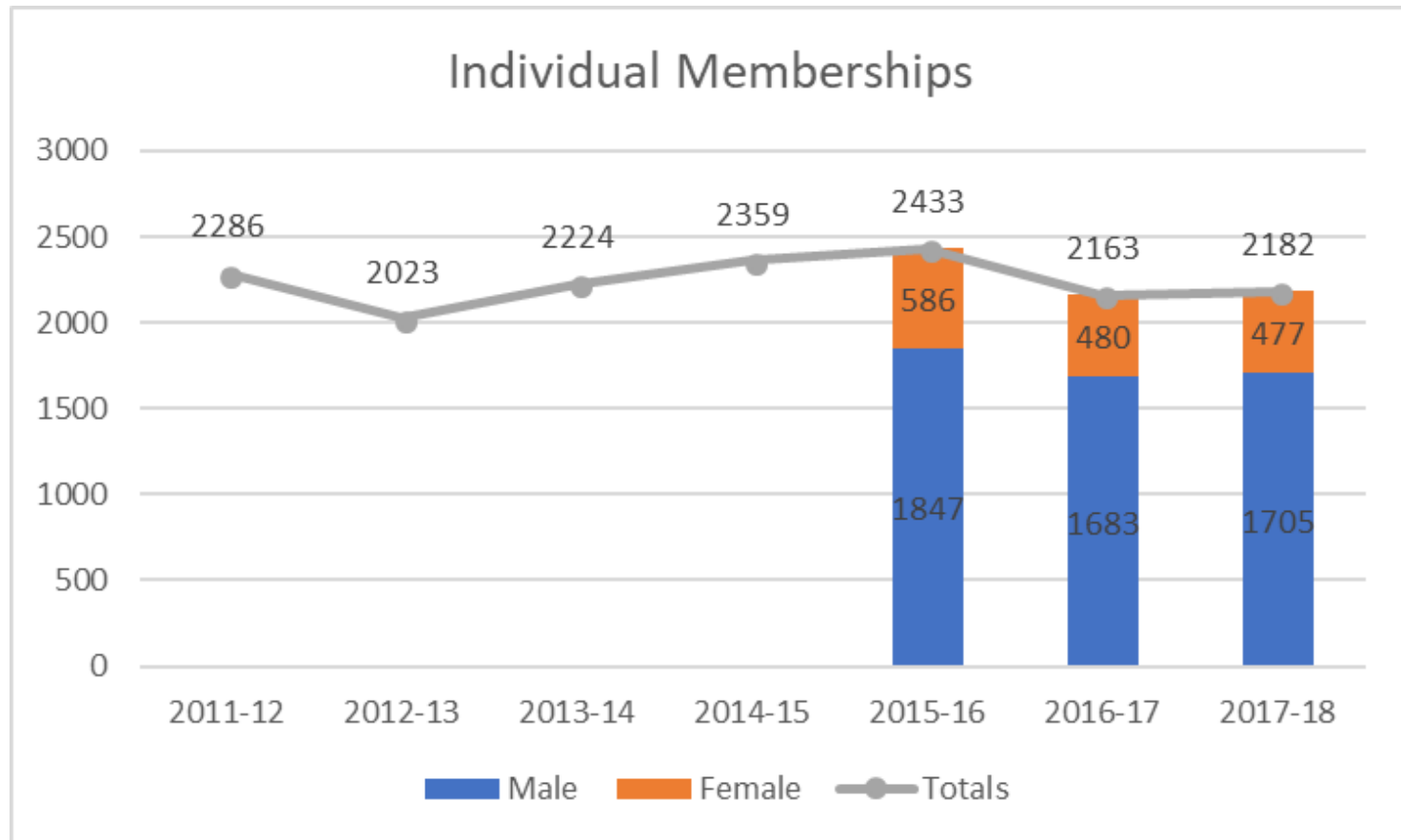


Squash BC Programs & Services



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

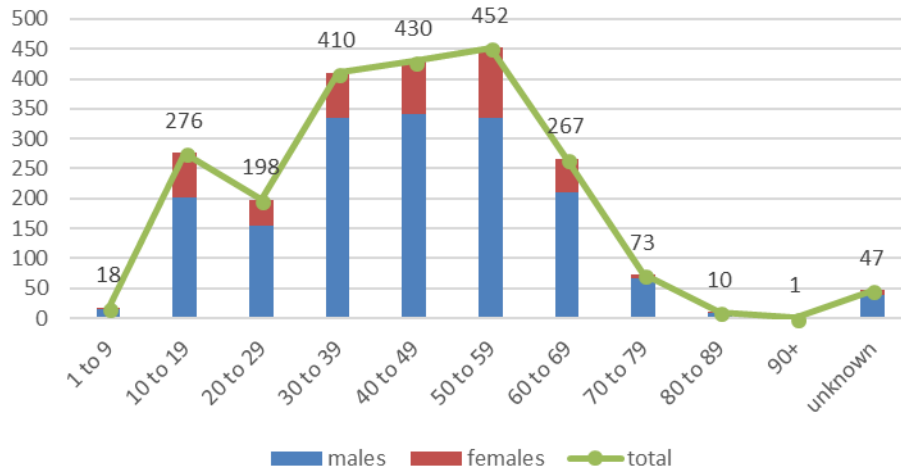
Membership



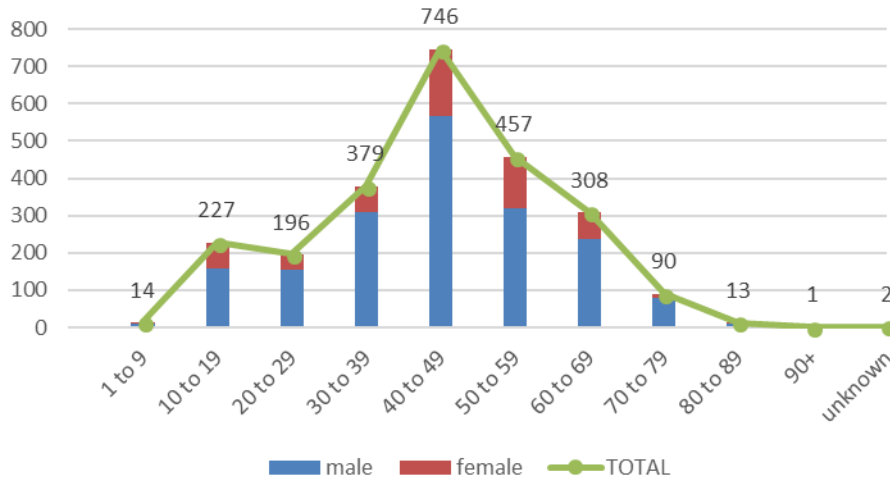
- 2017-18: 2,182 Individual Members
- Slightly (1%) higher than prior year
- Long-term trend remains steady in 2,000 range

Membership Age Demographics

Membership Age Distribution (2017-18)

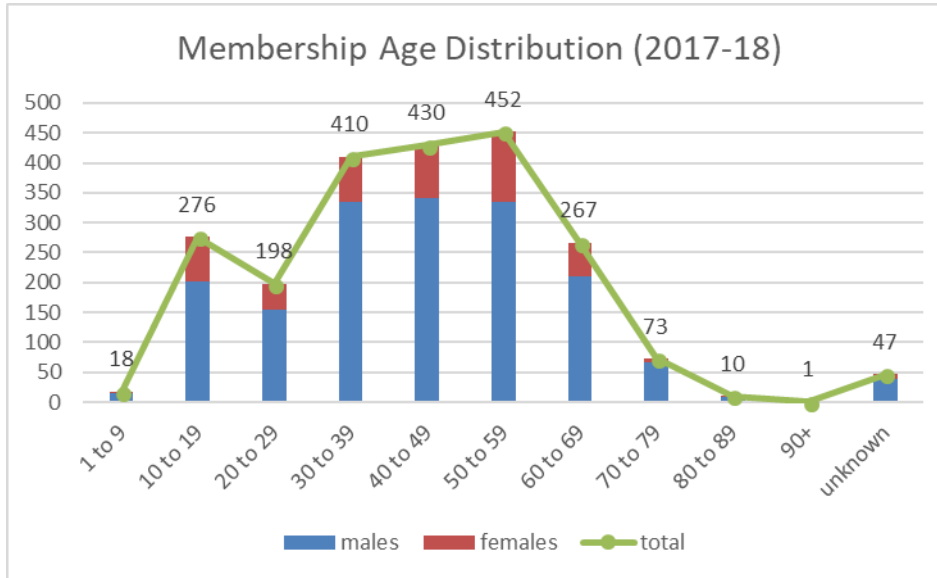


Membership Age Distribution (2015-16)



- Distribution more balanced compared to 2 years ago
- 2,182 members 2017-18:
 - U30 = 23%
 - 30 to 59 = 59%
 - 60+ = 18%
- Vs. 2,433 members 2015-16:
 - U30 = 18%
 - 30 to 59 = 65%
 - 60+ = 17%
- Average age: 44
- Median age: 45

Player Development

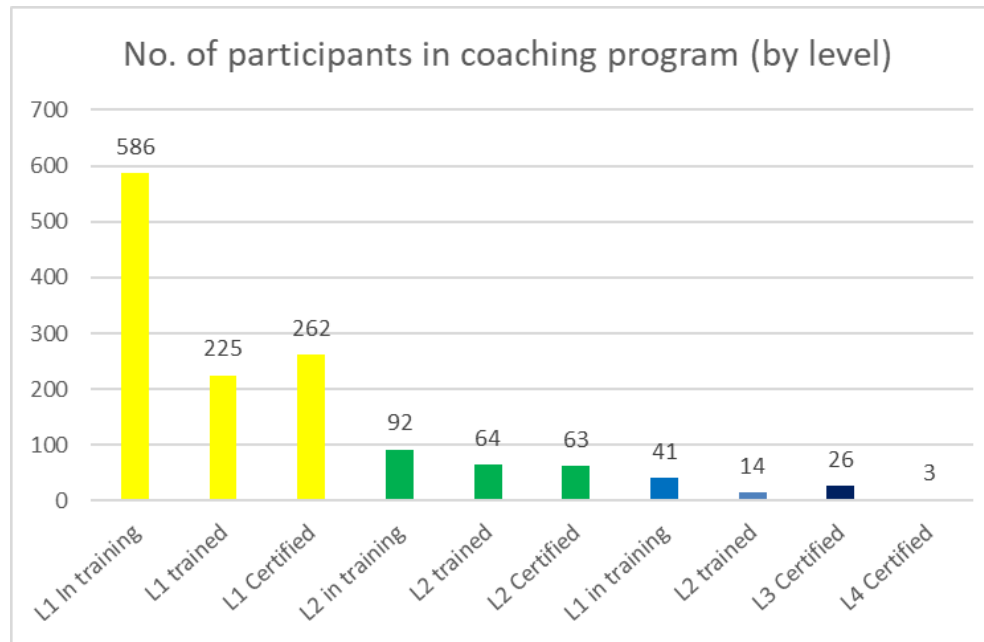


What have you observed at your clubs and in your Squash Communities?

What kinds of competition should we have in future?

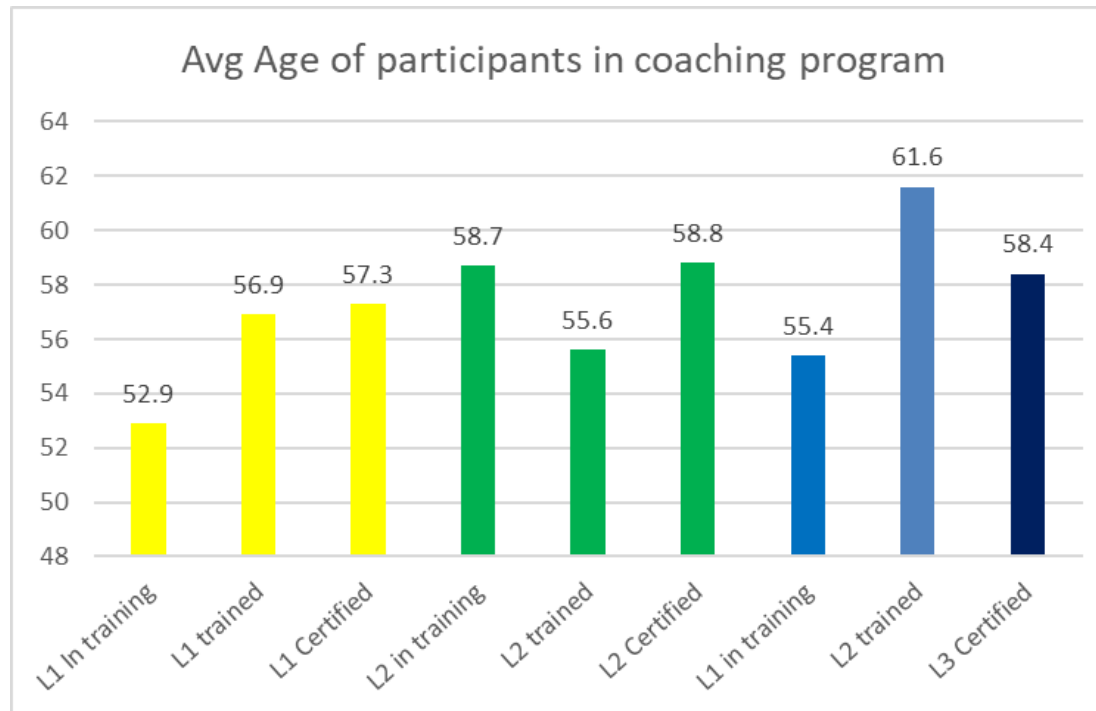
- Distribution more balanced compared to 2 years ago
- Positive results from historical investments in:
 - Grassroots Junior Pathway program
 - Junior Development programs & support
- Highlights areas of attention:
 - Post-secondary
 - Women
- Plan to support / invest in:
 - Masters
 - Doubles

Coaching Program



- Drop off rate as participants try to reach higher NCCP levels
- Squash Canada transferred data from old to new system / certification
 - Inconsistencies / lost certification info to be investigated
- Improvements needed to track and support program participants through coaching pathway

Coaching Demographics



- Many certifications achieved years ago
- Aged group of potentially inactive coaches
- Targeted recruitment and progression through path needed

- Bigger database issues
 - Many officials did not register into new system
- Similar demographics suspected as with coaching program
 - Aging group of officials
 - Many previous
- Re-investment / reinvigoration needed into this program
 - Task force
 - Program development
 - recruitment, retention, promotion, recognition, reward

Competitions - Singles

<u>Event Type</u>	<u>2017-18 matches</u>	<u>2016-17 matches</u>
Club Match	9,913	9,882
League	6,931	7,488
Tournament	4,756	5,016
Total matches played	21,600	22,386

Data compares matches played in fiscal year-over-year

- 4% Decline in overall matches played
 - 0.3% increase in club play
 - 7% decline in league play
 - 5% decline in tournament play
- Fewer entries in Tournaments
- Fewer league teams / players

Competitions - Doubles

<u>Event Type</u>	<u>2017-18 matches</u>	<u>2016-17 matches</u>
Club Match	324	248
League	320	422
Tournament	385	351
Total	1029	1021

Data compares matches played in fiscal year-over-year

- 1% Increase in overall matches played
 - 31% increase in club play (more people getting involved at club level?)
 - 24% decline in league play
 - 10% increase in tournament play

Tournaments

Type	Junior (singles)	Post Secondary (singles)	Adult (singles)	Doubles
BC Championships	2	1	2	1
Tournaments held by member clubs / facilities	5	1	27	4
Singles&Dbls Tournament*	0	0	1	1
Totals	7	2	30	6

* One tournament had both singles and doubles

- 44 Sanctioned Events
- Singles&Dbls Tournaments - an increasing trend?
- 'Adult' tournaments

Leagues

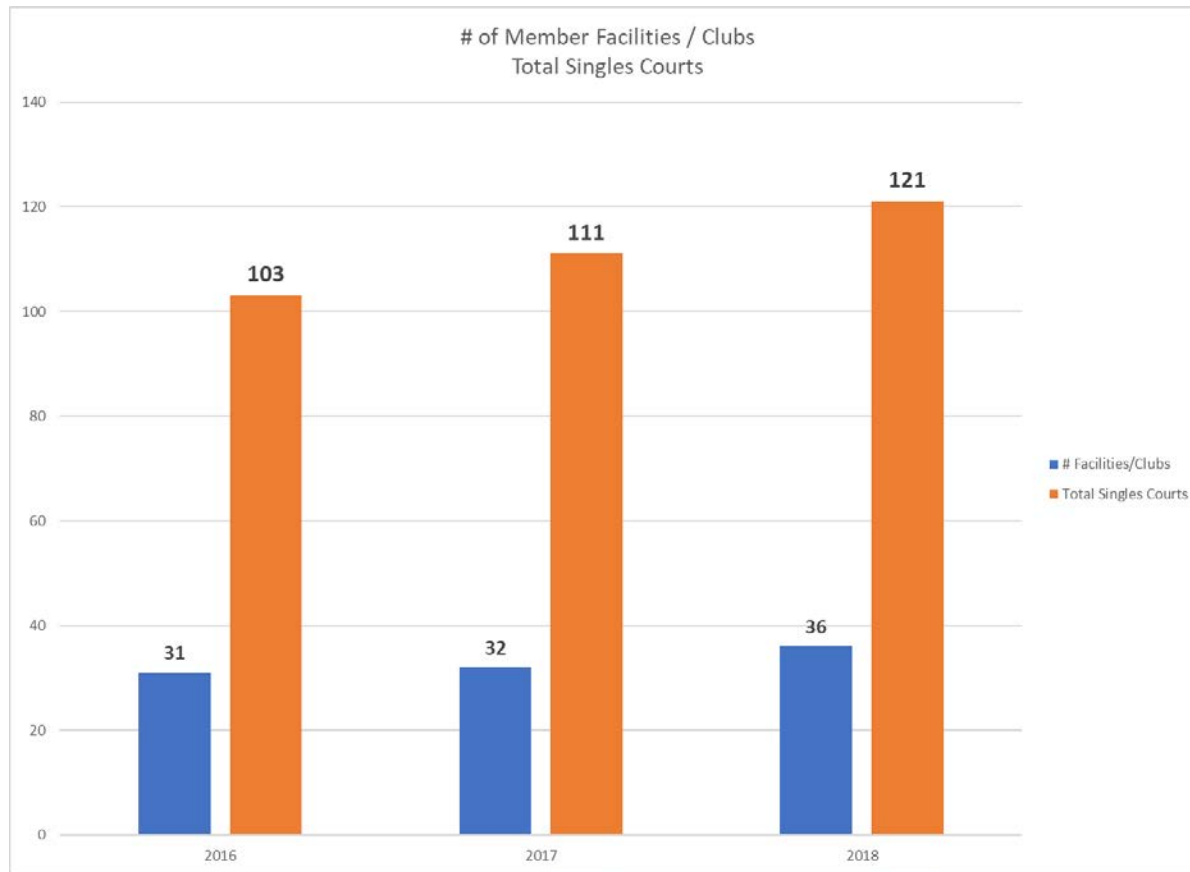


- 422 doubles league matches in FY2018
- Vs 320 the year before
- A 31 % increase?

- 6931 singles league matches in FY2018

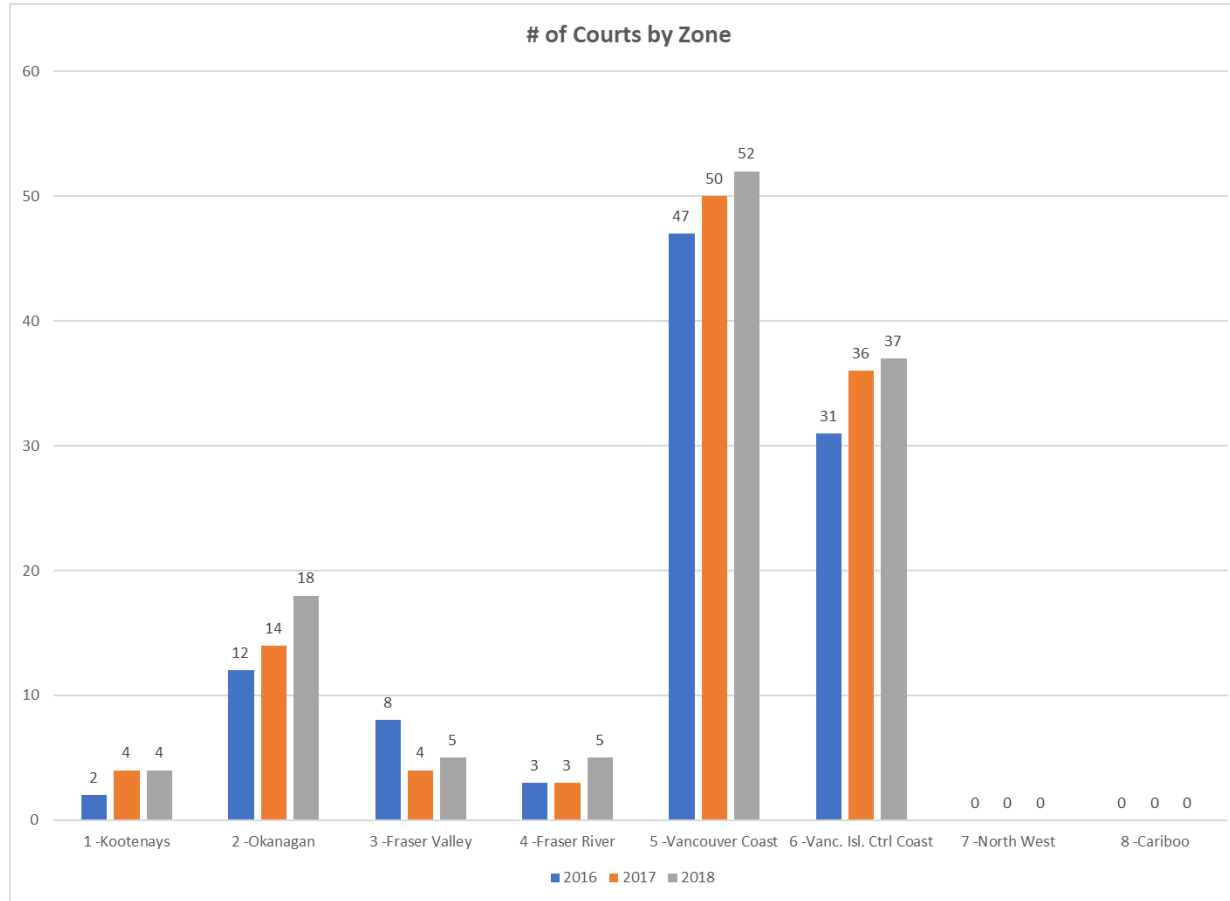
- Doubles – 3 (Greater Vancouver Area)
- Singles – 13 across the province

Membership Facilities



- Club and Facility memberships are up 12.5% year-over-year
- Represents 9% increase in singles courts used / promoted through Squash BC
 - 111 courts in 2017 vs 121 courts in 2018
 - 4 doubles courts

Membership Facilities



- Improved data analysis to track
 - Court growth or loss by region
 - Courts-to-member ratios
- Non-member facilities data by zone available for Zone Reps to engage

Community Engagement

Key Objectives:

- Develop concept document and implementation plan
- Tools and programs
- Meet one-on-one with member and potential member clubs and facilities
- Identify and work with local champions to grow squash in club facility and region



- Marketing & Communications
- Revenue Generation
- This is a start up situation
- Building programs from the ground up



Marketing & Communications (MARCOM)

1. Assessing the SQBC situatic



Marketing & Communications (MARCOM)

- **2. BUILDING A STRATEGY**
- **Brand** management
- Increasing profile and presence in BC – in each zone
- **Increasing and retaining membership:** Producing communications that tap into the targeted demographic sectors
- Athlete /member pride and morale



Marketing & Communications (MARCOM)

- **3.DRIVE THE STRATEGY**
- Reinforcing and strengthening the SQBC brand and message
- Day to day
- Higher performance - SQBC events
- Sponsor /donor support and communications

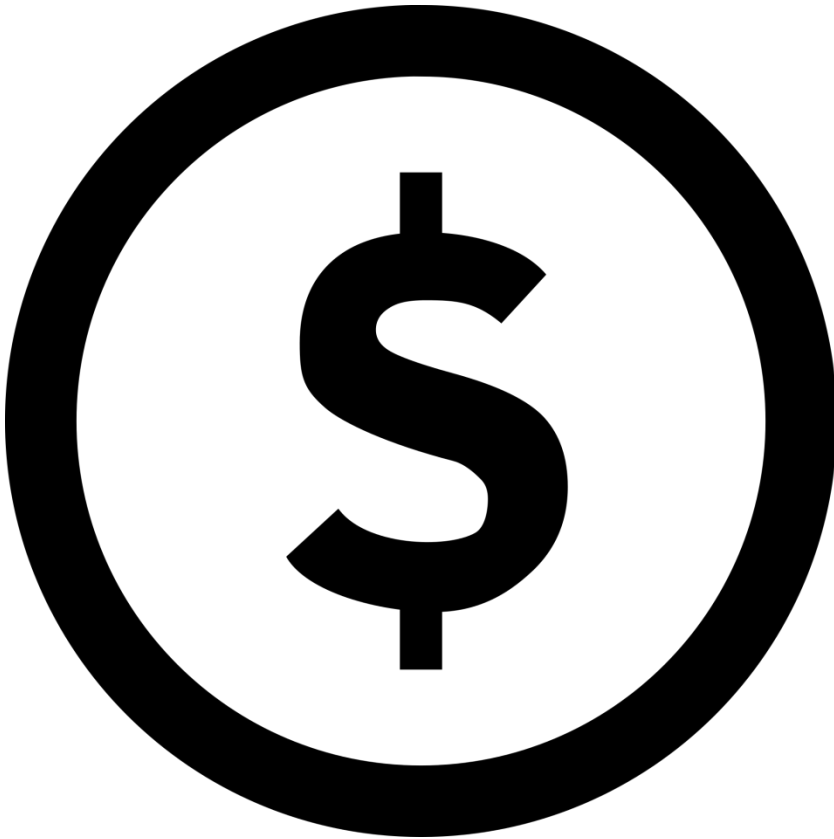


- Connecting to new publics representing non squash players through special events
- Supporting with MARCOM Steve in the community



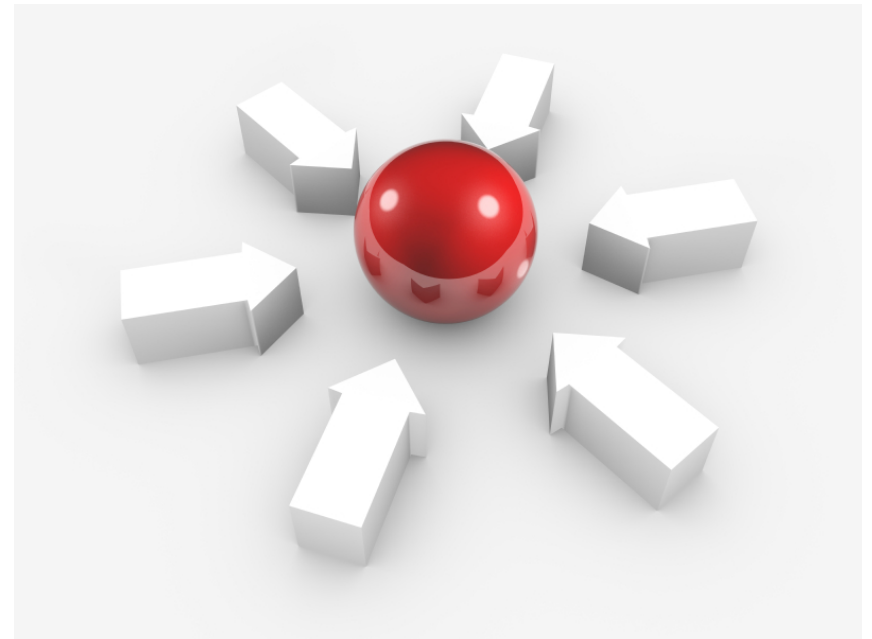
Revenue Generation (REV GEN)

- Where Do We Start ?



Revenue Generation (REV GEN)

- Sponsorship development plans should be directed to meeting or exceeding the revenue goal



Revenue Generation (REV GEN)


- Build a plan that takes into consideration everything that works for and against SQBC

	Helpful	Harmful
Internal Attributes of the organization	Strengths	Weaknesses
External Attributes of the environment	Opportunities	Threats





- Merge MARCOM with REV GEN
- Taking common assets and adding value to spike revenue values
- Creating tactics that mitigate challenges

- 
- EXAMPLE
 - There is no major external audience associated with the sport of squash
 - Minimal spectatorship
 - Field of play space is compromised

- SQBC TV Media Room

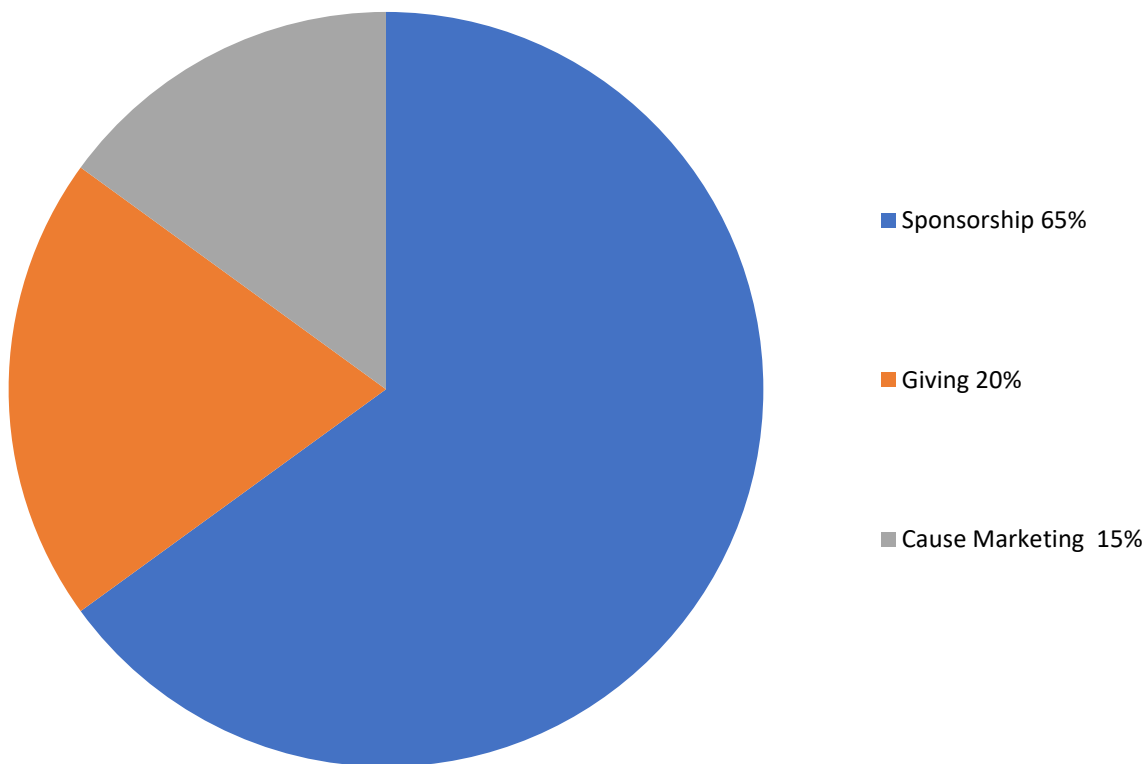


- Social Media Wall

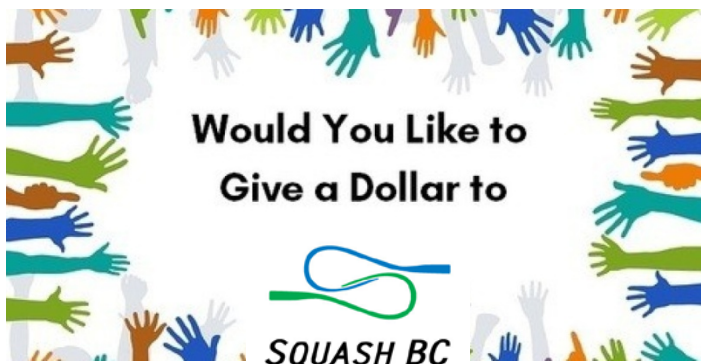


REV GEN Approach

REV GEN



- **Cause Marketing**



- **Philanthropy**

- Grants
- Donor asks
- Donor Campaigns

“Friends of BC Squash Campaign”

Tapping into the passion of the sport shared by both members and non members

Thank you!

