



**PROFILE WORKING GROUP MEMORANDUM**  
**(Following the 3<sup>rd</sup> of April 2019 Profile Working Group Meeting)**

**Memorandum prepared by Scott Rollinson (Marketing and Media Manager)**

Attendees: Squash Australia : Scott Rollinson, Edward Selman, Amy Cundy, Richard Vaughan, Reena Raja.  
WG Members : Jeremy Ryan (phone), Julie Marks (in person)

**1. Partner and sponsor update for major events.**

Squash Australia has been successful in confirming the Goodstone Group as a sponsor for the Australian Junior Championships in Devonport this year. Attention will now turn to Australian Club Championships and World Junior Championships in 2020. Business Development Manager Edward Selman to provide future updates in next memorandum.

**2. Australian Squash Tour**

The Australian Squash Tour concept will be parked for season 2020 with a plan to re-launch in 2021. Feedback will be sought from players, event organisers and other stakeholders to best gauge what is working and what can be improved. The re-launched series will have to meet marketing criteria and will be positioned as a showpiece series for the sport.

**3. Australian Sports Foundation projects**

With the 2024 Paris Olympic campaign now finished, Squash Australia will move to set-up a permanent fundraiser with the focus on facilities. In conjunction with the Australian Sports Foundation, the project would allow all donated funds (tax deductible) to be distributed to both old and new centres in areas recognised as most needing support. More on this project to be outlined in the next memorandum.

**4. Broadcast partners**

As per previous correspondence, all TV broadcast is dependent upon a glass court. No network will show any Australian based tournament unless it is produced at a high quality and played on a glass court. Squash Australia can confirm that streaming company ALBS has been engaged to cover all major events in 2019, including AJO, AJC, Australian Open and more.

**5. Successful grants**

Squash Australia has been successful in winning two federal government grants.

#1 : Capital Works Grant to be spent at Carrara Squash Centre for further upgrades including – interactive wall, streaming, 24/7 access, seating and flooring

#2 : Participation project – “Squash Girls Can” ... a university based project targeted at increasing female participation. Up to 5 universities to be selected as pilot sites for the project which is a revamp of the old HitsNGiggles concept. After trial, a national rollout is planned for 2020.

## **6. SportyHQ Communications**

All states, centres, clubs and players should expect to see a significant increase in communication around SportyHQ. This will include “how-to” explainer videos released each week across email, social media and website. There will be more information around improvements to the platform. There is also a dedicated team set up to answer questions relating to the platform ([sportyhq@squash.org.au](mailto:sportyhq@squash.org.au)).