SQUASH A SPORT FOR LIFE



WHY SQUASH?









Squash can be played by all ages and supports both physical and mental health



of people believe that sports has a positive effect on the reputation of a brand

200,000 people playing squash across Australia





KEY STRATEGIES STRATEGY 1 Participation STRATEGY 2 Membership STRATEGY 3 Events STRATEGY 4 Facilities STRATEGY 5 Performance STRATEGY 6 Education STRATEGY 7 Influence STRATEGY 8 Profile STRATEGY 9 Leadership Excellence



Launch of Squash Australia Strategy 2016 - 2022

Start of Working Group Structure

Launch of the Hits and Giggles Participation Programme

Launch of the Pop-up Squash Participation Programme

Launch of www.SquashAustralia.TV

Digitalization of the Oz Squash Programme

Successful Commonwealth Games with two gold and one bronze medals

Launch of nine new integrated websites

2016-2018

Start of the eLearning Portal Project to promote Squash Learning

Launch of the Australian Squash Tour

Launch of the Squash Australia eShop

Takeover/successful turnaround of Southport Centre

Three World Championship medals at Manchester 2017 World Championships

Two medals at the 2016 World Doubles Championships in Darwin, Australia

Hosting of the World Doubles Championships in Darwin

Start of segmented monthly newsletters

Launch of the Play Move Learn participation programme

Launch of Cardio Squash

Launch of National Squash Centre at Carrara

Launch of new National High Performance Centre

Hosting of World Coaches Conference

2018 (CURRENT)

Transition to upgraded SportyHQ Matrix Solution

Upgrade of streaming capability for events

Permanent build of the Squash Australia Glass Court

Production of events for Squash on Fox Sports or SBS

Start of Governance Project

Completion of the eLearning Portal

Enhanced Digital Strategy

Completion of new State Constitutions through Governance Project

Integration IT project starts

2019

Launch of outdoor squash concept

Completion of SportyHQ Matrix Solution

Paris 2024 Olympic Decision

Launch of Social Squash Participation Programme

Launch of CRM

Completion of new Squash Australia Constitution

Completion of national facility strategy

2020

World Junior Championships

WSF World AGM held in Australia







About Us

Based on the Ausplay data (Australian Sports Commission), the future growth potential of squash in Australia, for adults (15+), over the next 12 months is 191,004 individuals. This accounts for the 64,820 new people considering squash, plus, the current 153,086 participants, less, the 13,680 who have dropped out of the sport and the 13,222 who are 'at risk' of dropping out.

Using this data to looks specifically at the Gold Coast it is highlighted that there are approximately 4,218 current or aspirational squash players who reside on the Gold Coast. Based on current participation rates (as identified in the Ausplay survey) there is a significant shortage of available court usage. This shortage equates to 4,566 court hours per month or 20 courts.

One of the situations/ trends identifies in the Gold Coast Sports Plan 2013-2023 identifies that the Gold Coast is a 'liner' city and there is a need for the provision of sports infrastructure as demand and participation grows. The council has identified that this can be achieved by the adoption of 'hubs' due to the strategic advantages associated with this approach.

The establishment of the Carrara Squash Centre helps to address the above challenges outlined by the Ausplay Data and the Gold Coast Sport Plan 2013-2023. The facility sees 6 championship courts (with can be transitions between singles and doubles courts) and 1 glass court installed at the Carrara Sport Precinct establishing a new sports infrastructure, is essentially a community asset which will meet the increased demand for squash courts.

Contact Us

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CARRARA SQUASH CENTRE - STRATEGY 2018-2022

VISION

EDUCATION

Children will participate in great programmes and will have fantastic squash experiences which are delivered through our great volunteers and staff.

RECREATIONAL

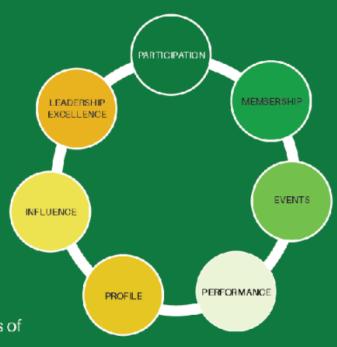
We will promote squash as a key part of a healthy lifestyle, contributing to a positive work/life balance.

SPORTING

We will ensure that everyone reaches their full potential by providing development pathways which are both fun and professional.

MISSION

To be an innovative and respectable Squash Centre, helping players, coaches and officials of all ages, ethnicity, ability and gender to have the opportunity to excel in squash and in life!



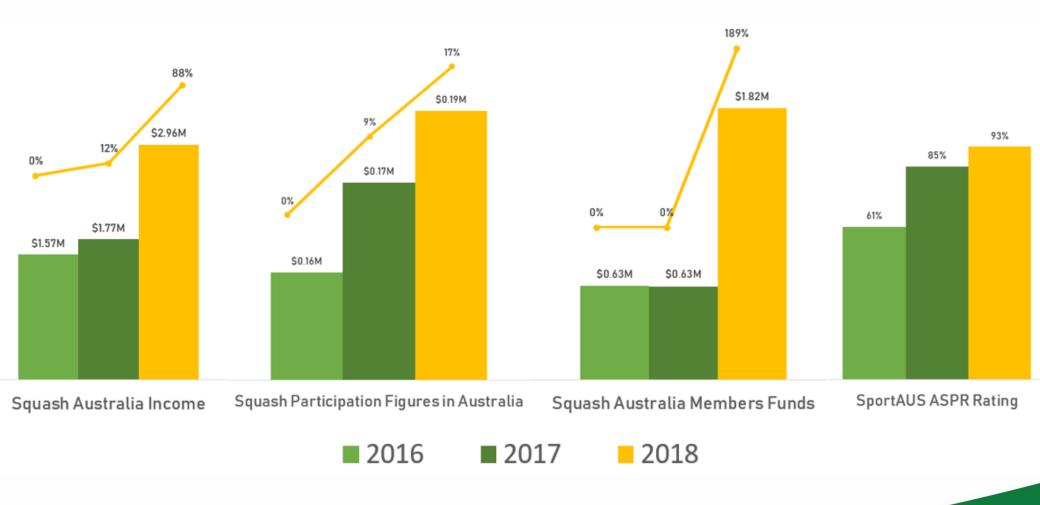


Gold Coast Commonwealth Games



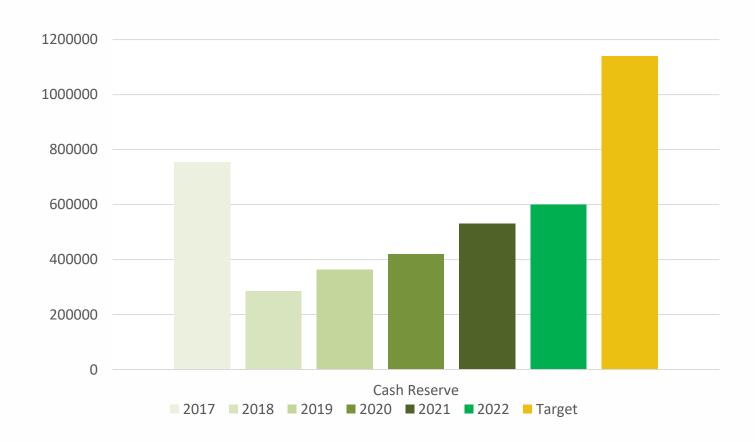


Key Metrics

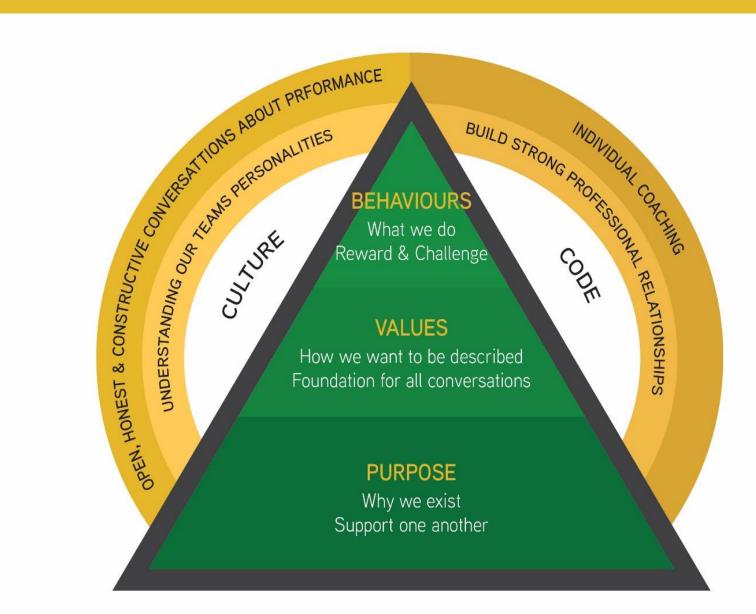




Cash Reserve Forecast









Benefits Portal?

FILTERS (2) ▼ Aggregation Daily DateRange All Dates

314

Number of Members

351

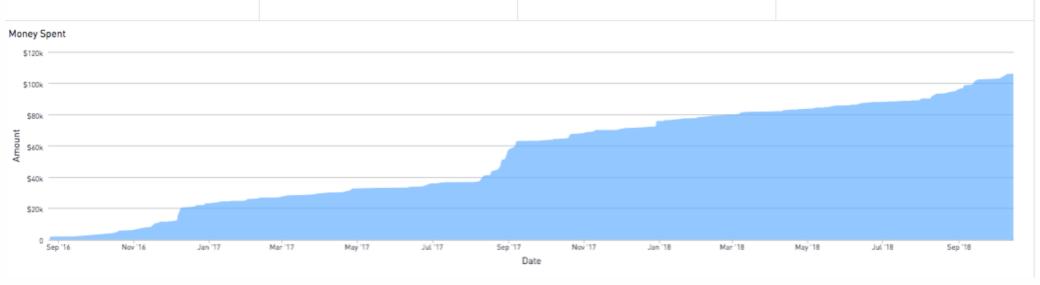
Number of Orders

\$106.2k

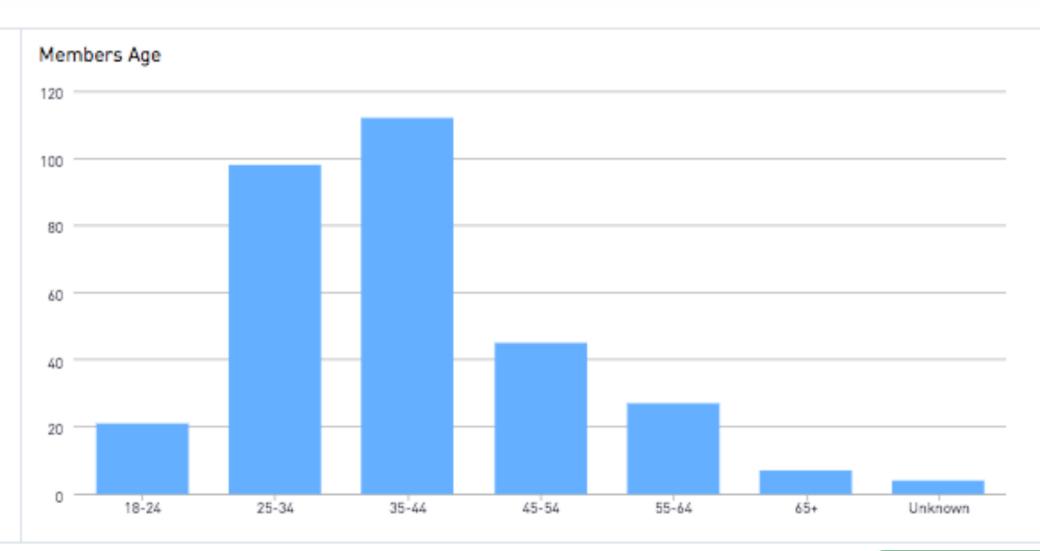
Money Spent

\$5.5k

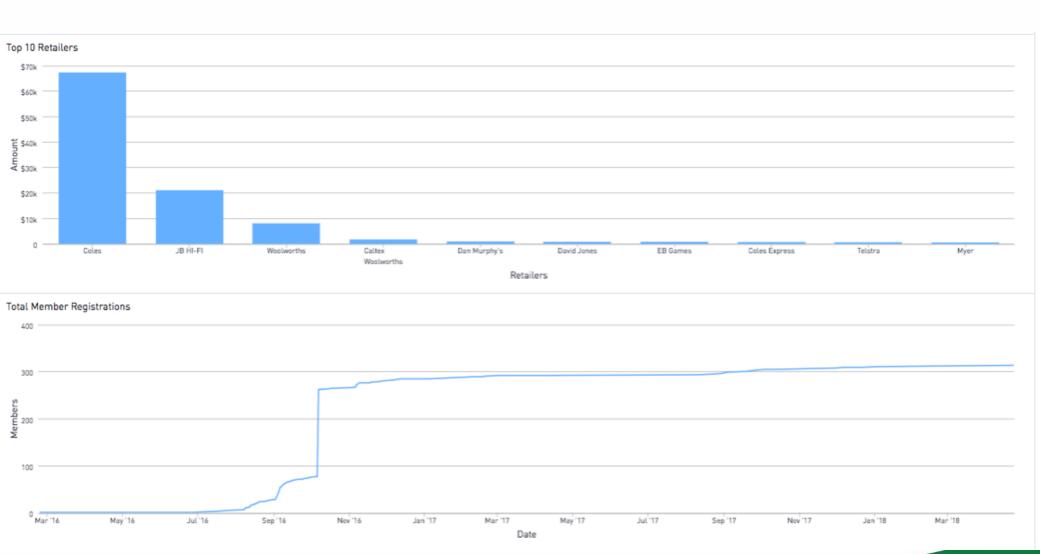
Money Saved









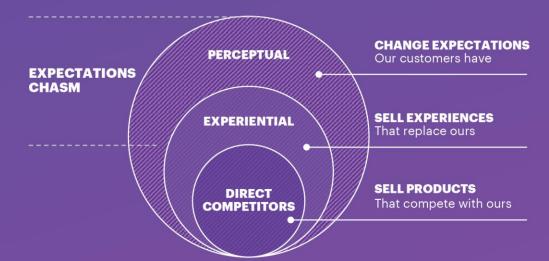




CHALLENGE

Competing in a market of the exceptional

LIQUID EXPECTATIONS





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