

# SQUASH

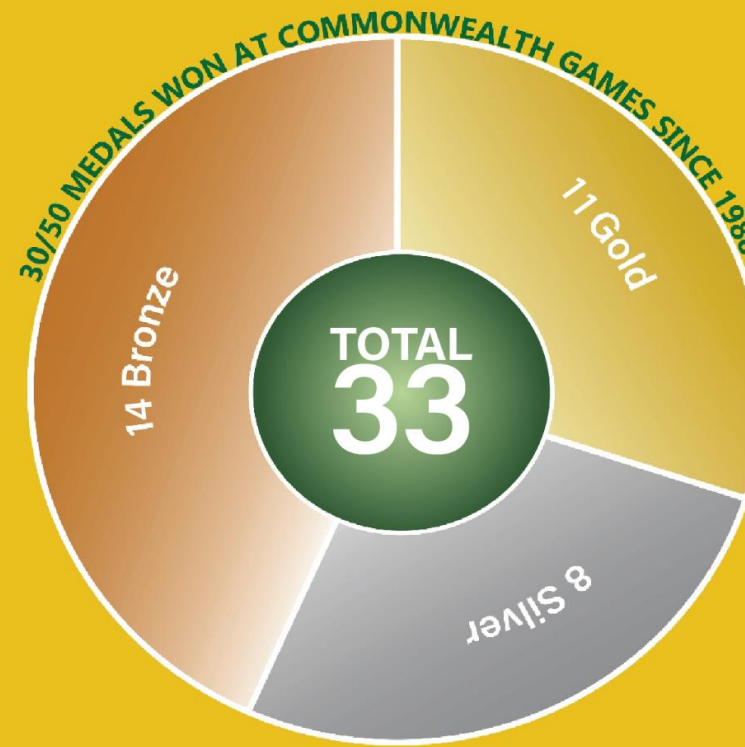
A SPORT FOR LIFE

# WHY SQUASH?

**1** Forbes  
rated squash  
as the  
number 1  
healthiest  
sport to play



Australia won 22 world titles



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



Australia is the most successful squash nation in the world

**89%**

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

**200,000**

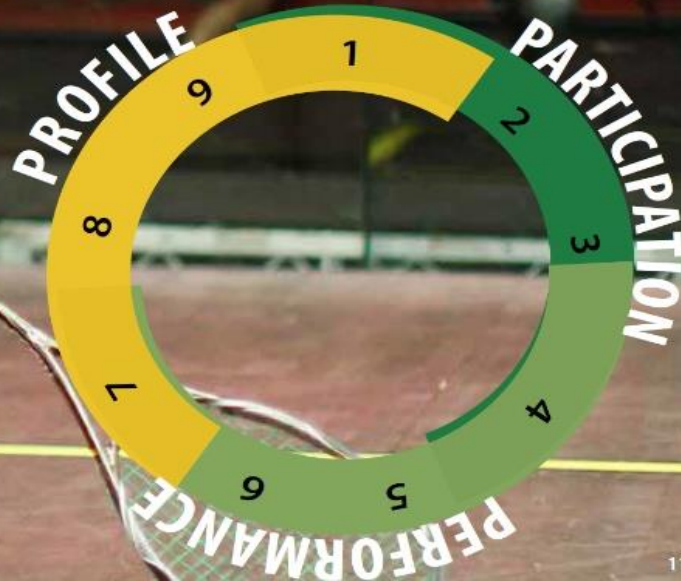
people playing squash across Australia

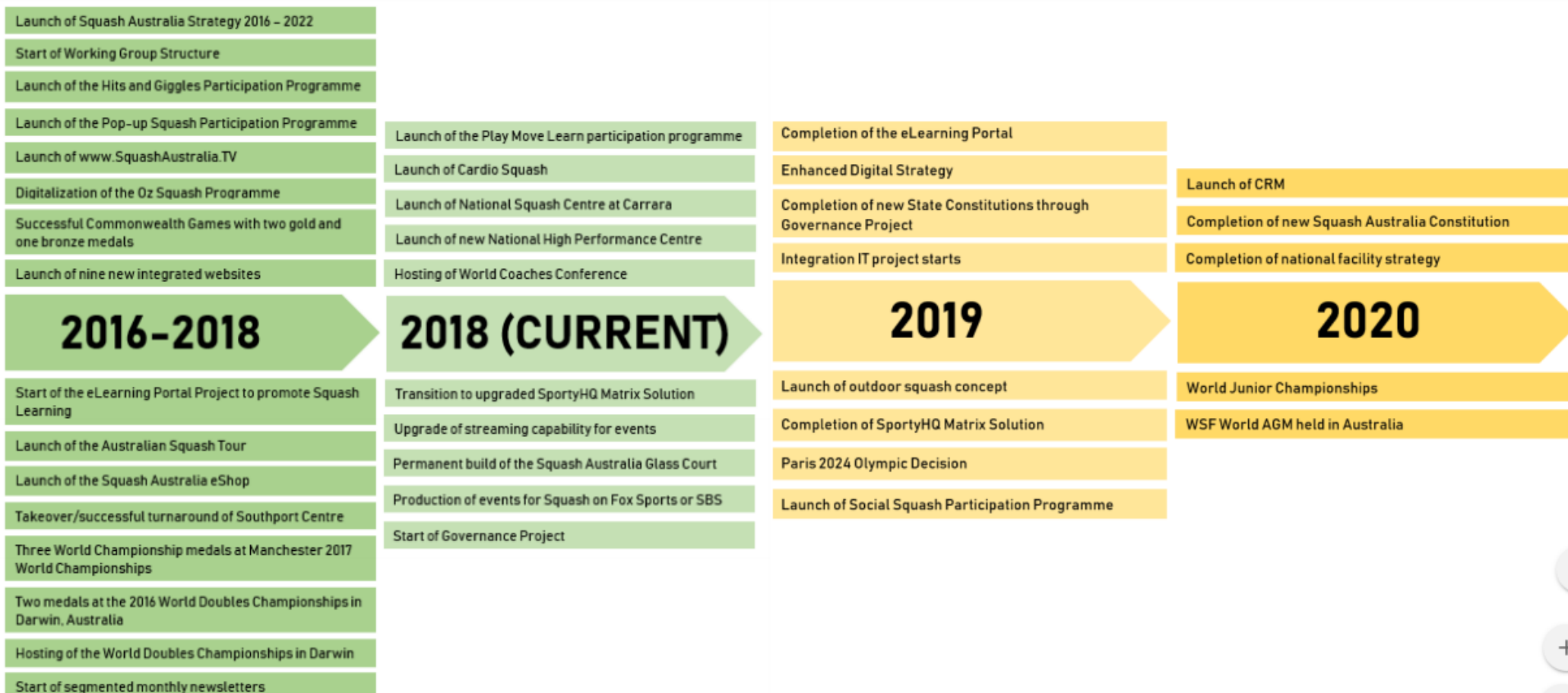




# KEY STRATEGIES

- 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







# STRATEGIC PLAN

Leading the growth of squash on the Gold Coast



## 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 look 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 identified 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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## Follow 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

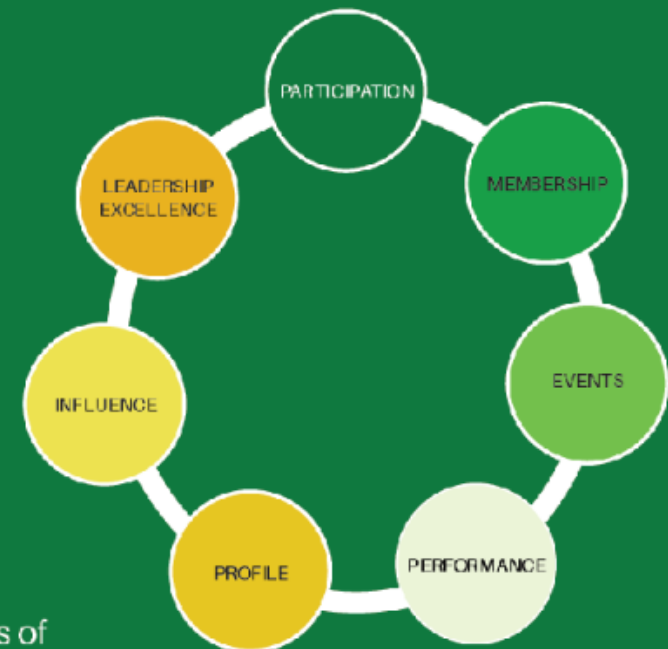
We will promote squash as a key part of a healthy lifestyle, contributing to a positive work/life balance.

### 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!

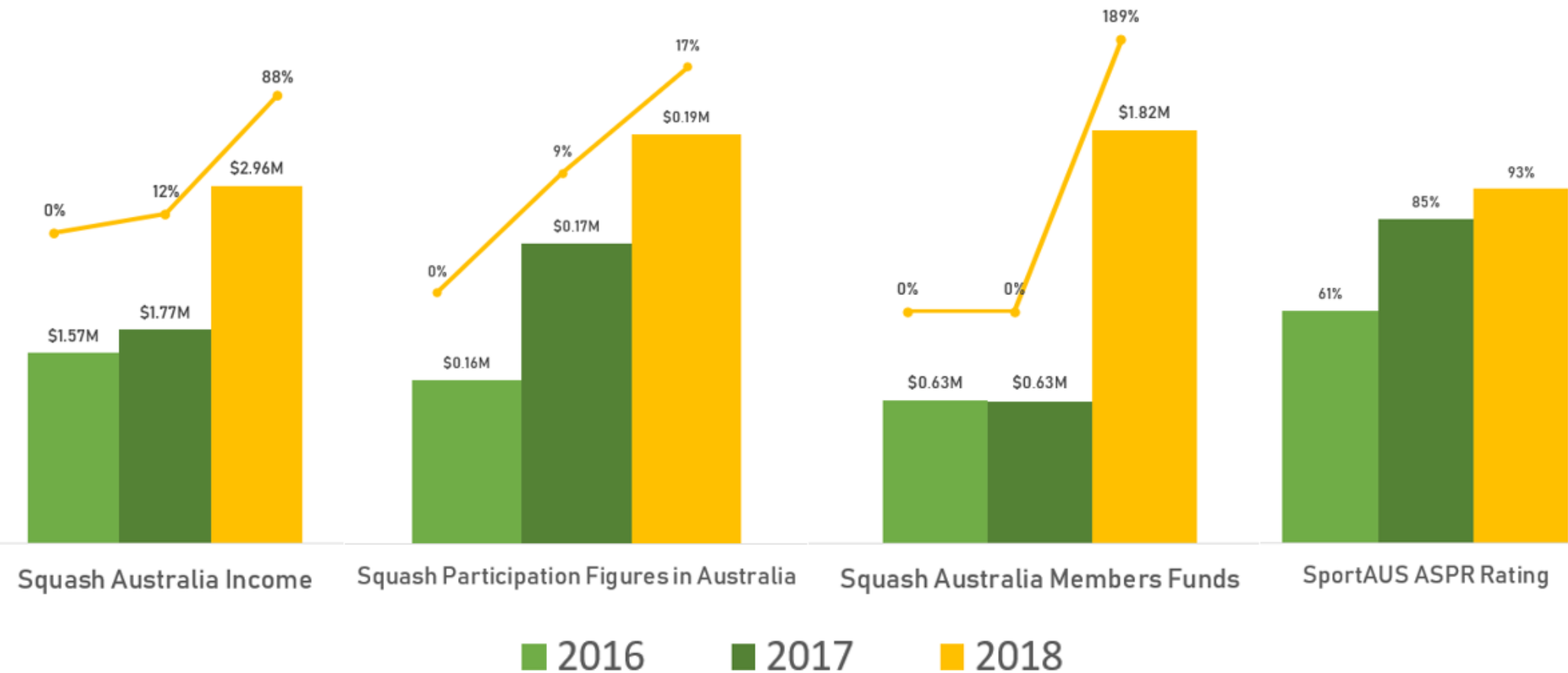




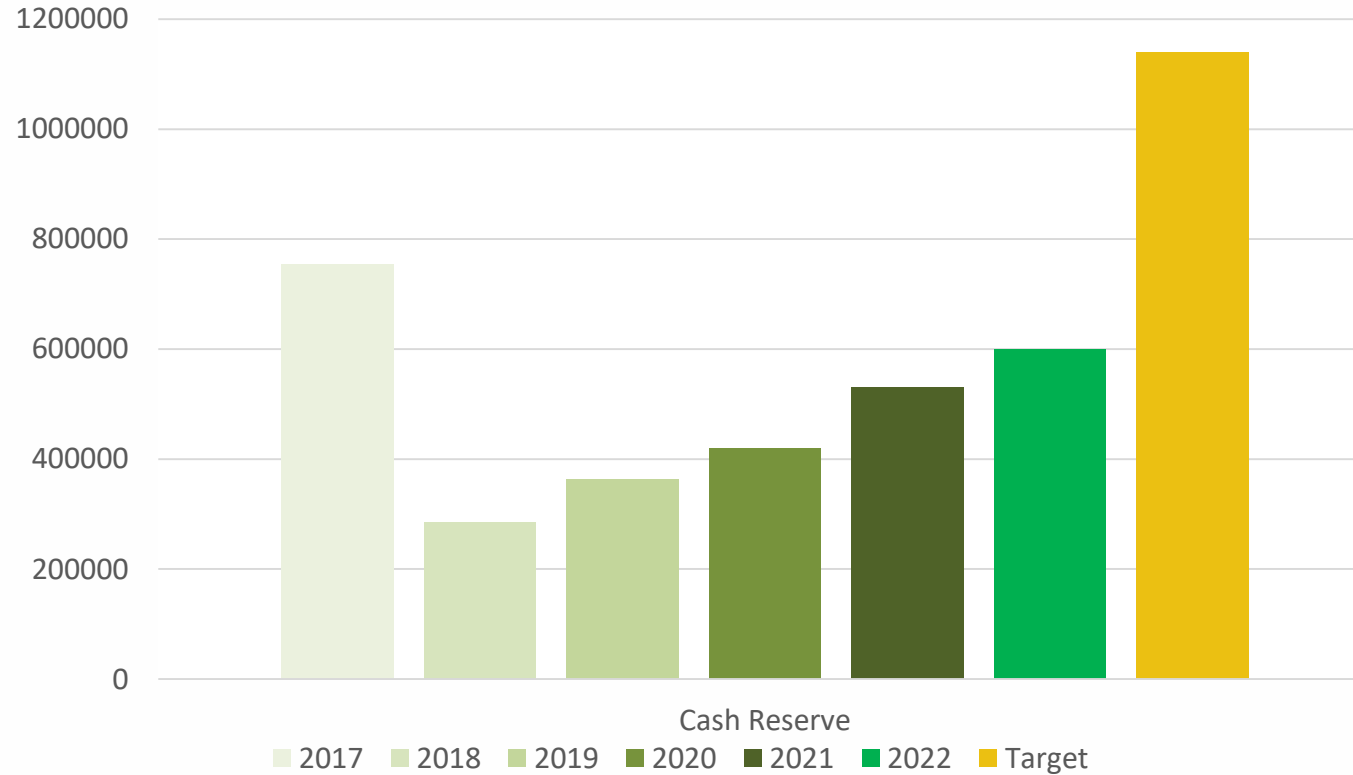
# Gold Coast Commonwealth Games



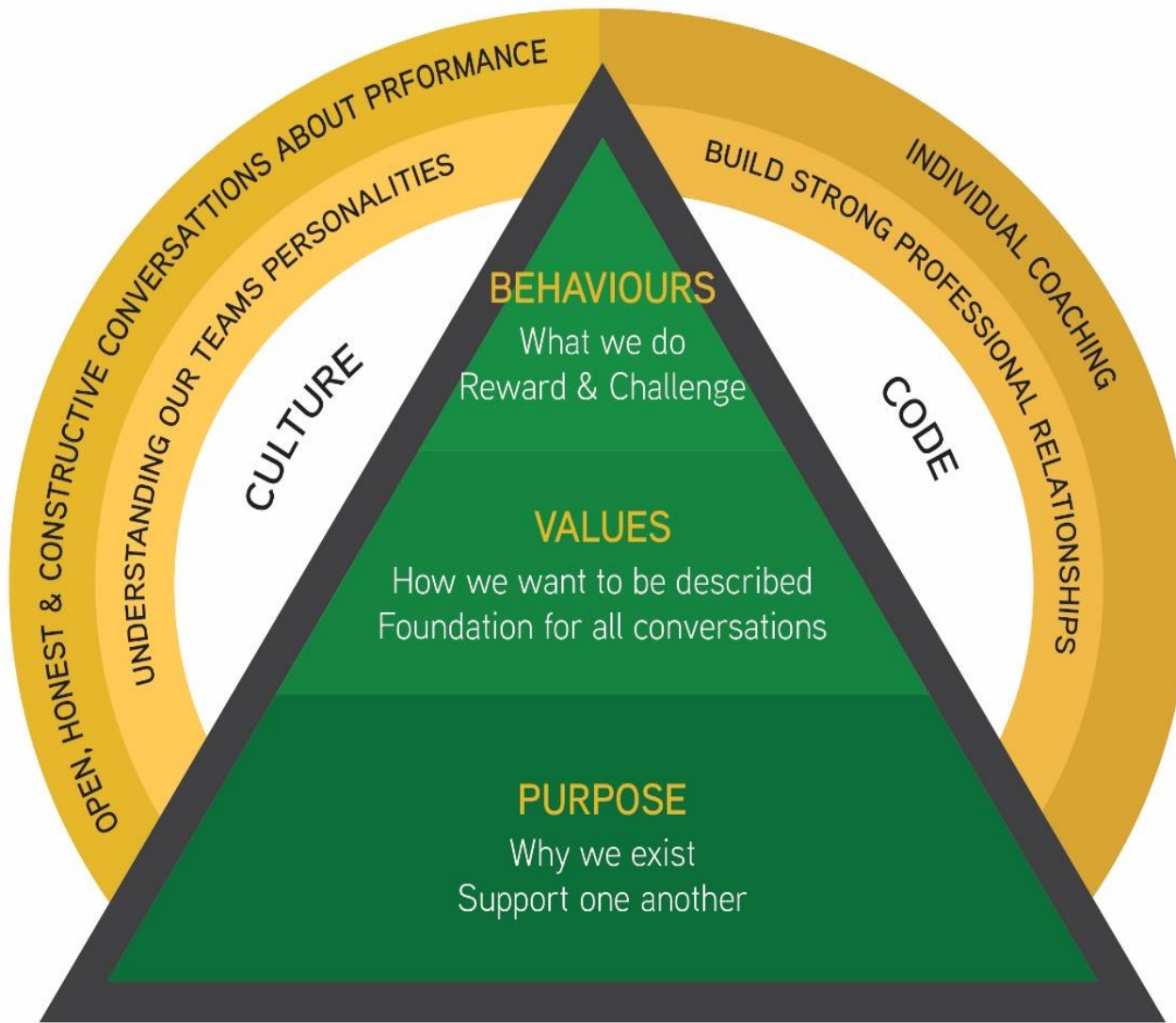
# Key Metrics



# Cash Reserve Forecast







# Benefits Portal?

FILTERS [2] ▾ Aggregation Daily DateRange All Dates

314

Number of Members

351

Number of Orders

\$106.2k

Money Spent

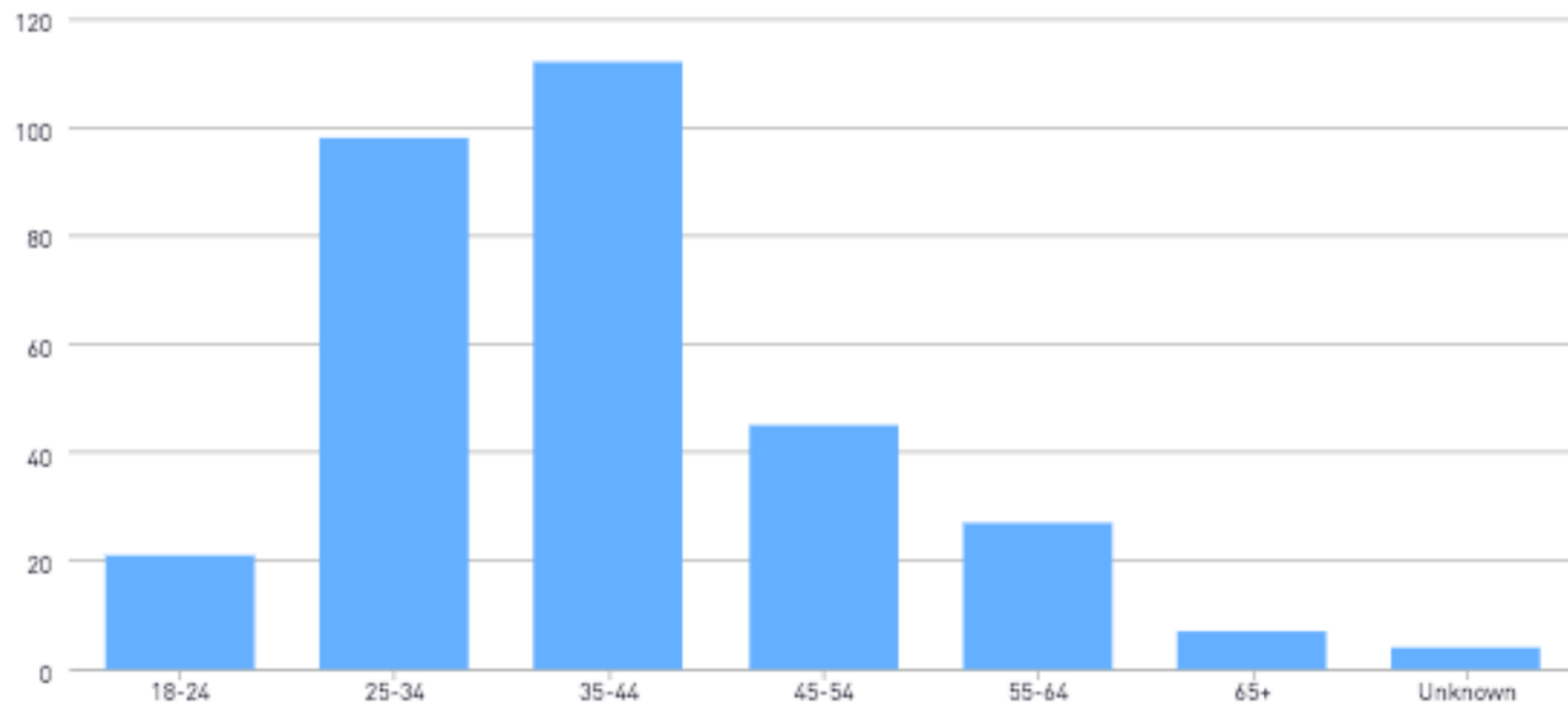
\$5.5k

Money Saved

Money Spent

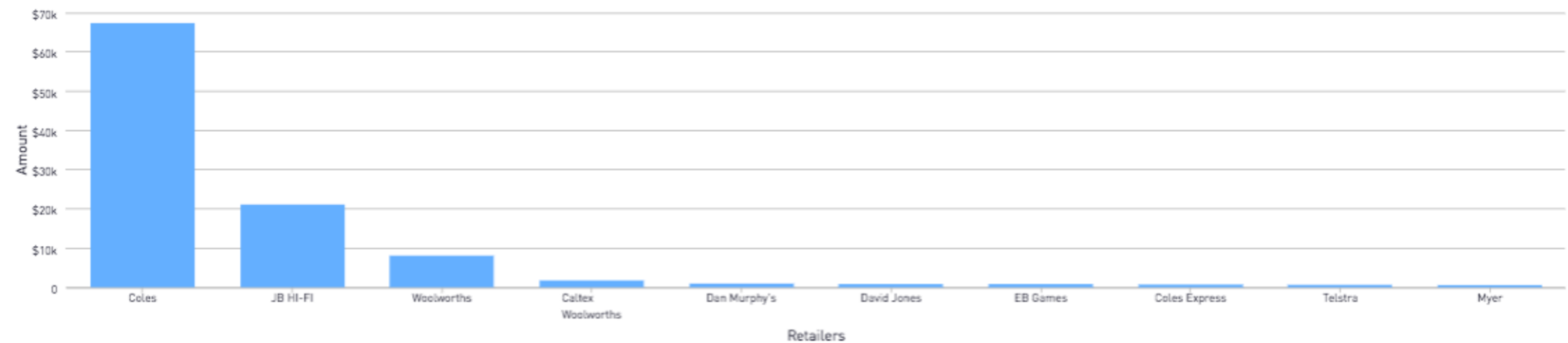


## Members Age

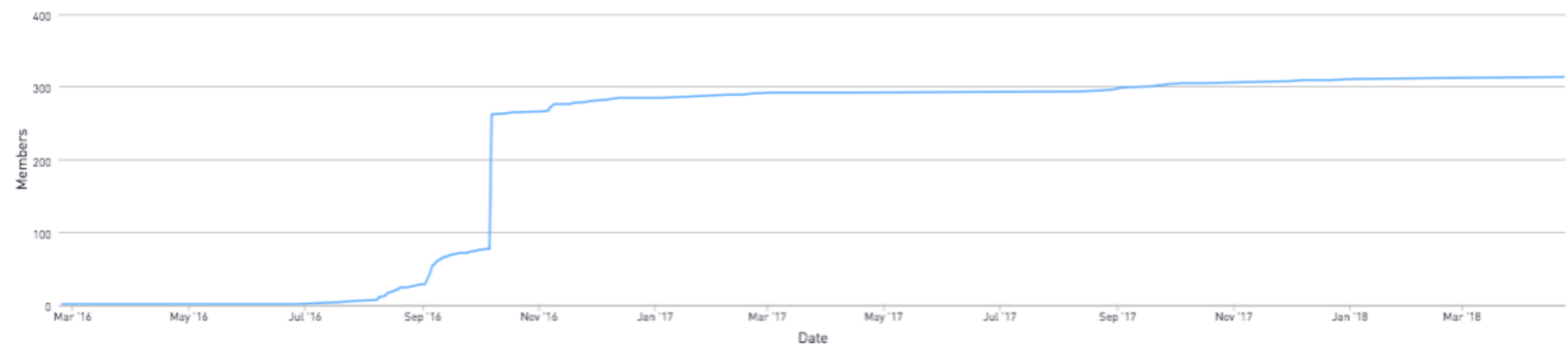




Top 10 Retailers



Total Member Registrations



# **CHALLENGE**

Competing in  
a market of  
the exceptional

## LIQUID EXPECTATIONS



# SQUASH

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